



**National Chia-Yi
University**



**National Taiwan
Normal University**



**National Chin-Yi
University
of Technology**



**Washington
State
University**



**Alexander
Technological
Institute
of Thessaloniki**

CALL FOR PAPERS

FOR THE 3rd INTERNATIONAL SCIENTIFIC CONFERENCE

«Advances in Hospitality and Tourism Marketing & Management»

The Grand Hotel, Taipei, Taiwan

25th June- 30th June, 2013

<http://ahtmmc2013.ncut.edu.tw/>

<http://www.facebook.com/groups/481948555162725/>

Conference Information

The 3rd Advances in Hospitality and Tourism Marketing & Management is co-organized by:

The Graduate institute of leisure, Recreation and Tourism Management of the **National Chia-Yi University, [Taiwan](#)**

The Graduate Institute of Hospitality Management of the **National Taiwan Normal University, [Taiwan](#)**

The Department of Leisure Industry Management of **National Chin-Yi University of Technology, [Taiwan](#)**

The School of Hospitality Business Management of the **Washington State University, [USA](#)**

The Department of Tourism Management of The **Alexander Technological Institute of Thessaloniki, [Greece](#)**

Conference Theme

The tourism industry contributes to national development and therefore fostering its development is essential. Taiwan's tourism industry continues to flourish. The goal of the Conference is to thoroughly examine contemporary hospitality and tourism issues, stimulate dialogue, and develop new perspectives in the field of hospitality and tourism within the globalized environment. Potential authors are cordially invited to submit papers related to, but not restricted to the proposed topics, in accordance with the dates of the call for papers. This year's conference will focus on "Contemporary in Hospitality and Tourism Marketing & Management".

Important Dates

[Submission of Abstracts \(300 to 400 words, plus indicative references\): 18th of November 2012](#)

Evaluation of abstracts and communication with authors: 16th of December 2012

Submission of final papers (full/post papers)* 27th of January 2013

Please submit abstracts by e-mail (as Word document attachments) to: ahtmmc13@ncut.edu.tw

* Authors of accepted abstracts will be informed about the submission guidelines for the full/post papers. Only papers presented at the conference will be included in proceedings and will be considered for the journals Publication Opportunities

Submission of Abstracts & Final Papers

The research track of the conference will be exploring the overall theme of “*Advances in Hospitality and Tourism Marketing & Management*”, and will focus on a wide range of topics, including (but not limited to) the following:

- Analyses of environmental, social, cultural economic impacts and technological trends/change
- Sociology of food studies and food security and hotel & food service quality engineering
- Future trends in the leisure/hospitality marketing segmentation and management
- Case studies on successful leisure/hospitality marketing promotional programs
- Consumer buying/organizational buying behavior and marketing trends
- Assessing the effectiveness of leisure/hospitality marketing efforts
- Leisure/Hospitality product development and management
- Research and innovations in leisure/hospitality marketing
- Development of conceptual models and constructs;
- Ethical concerns in marketing and management
- Operational/ Financial/ Marketing management
- International issues and cross-cultural research
- ecotourism, and attraction development
- Leading education and training
- Heritage/ gambling tourism,
- Decision-making processes
- Leisure recreation sports
- Forecasting

Submitted abstracts (between 300 & 400 words, plus indicative references) should be relevant with at least one of the conference topics, should be written in English, and should be submitted in time (see below for “dates”). All contributions must be original and follow academic writing, structure and methodology. Submissions will be blind-refereed by two anonymous reviewers who will decide if the proposed abstracts will be accepted or not. Acceptance of an abstract does not automatically lead to acceptance of a final paper; following the acceptance of the abstract, the author(s) will be provided with specific guidelines for the submission of a full paper, and then all submitted full papers will be refereed again by at least two anonymous reviewers who will decide if the final paper will be accepted or not.

Deadline for submission of abstracts: 18th of November 2012.

Please submit abstracts by e-mail (as Word document attachments) to: ahtmmc13@ncut.edu.tw

Who Should Attend?

- Academics and educators
- Government/ directors and/or administrators
- Representatives of multi-national organizations

- Marketers in tourism, hospitality and leisure sectors
- Researchers and industry consultants
- Graduate Students

Publication Opportunities

All accepted papers will be presented at the Conference and will be included in the Conference proceedings, which are to be published by AHTMMC 2013. Moreover, ALL contributors will also be invited to submit and publish their work at the number of refereed journals have offered publication opportunities to a selected number of outstanding, high quality, papers. There will be special issue or offering space for a few selected papers in the following journals according to the calls for papers, which are to be announced in due time.

- Asia Pacific Journal of Tourism Research
(<http://www.tandf.co.uk/journals/authors/raptauth.asp>)
- European Journal of Tourism Research
(<http://ejtr.vumk.eu/>)
- International Journal of Contemporary Hospitality Management
(<http://www.emeraldinsight.com/journals.htm?issn=0959-6119>)
- International Journal of Leisure and Tourism Marketing
(<http://www.inderscience.com/jhome.php?jcode=ijltm>)
- International Journal of Business Competition and Growth
(<http://www.inderscience.com/jhome.php?jcode=ijbcg>)
- Journal of Hospitality Marketing and Management
(<http://www.informaworld.com/1936-8631>)
- Journal of Hospitality and Tourism Technology
(<http://www.emeraldinsight.com/journals.htm?issn=1757-9880>)
- Journal of Travel and Tourism Research
(www.intjttr.com)
- Journal of Travel & Tourism Marketing
(<http://www.tandf.co.uk/journals/authors/wttmauth.asp>)
- Journal of Quality Assurance in Hospitality and Tourism
(<http://www.tandfonline.com/toc/wqah20/current>)
- Journal of Convention and Event Tourism
(<http://www.tandfonline.com/toc/wcet20/current>)
- PASOS Journal of Tourism and Cultural Heritage
(<http://www.pasosonline.org>)
- Tourism Analysis
(<https://www.cognizantcommunication.com/journal-titles/tourism-analysis>)
- Tourism Geographies
(<http://www.tandfonline.com/toc/rtxg20/current>)
- Tourismos
(<http://www.chios.aegean.gr/tourism/journal.htm>)

Touch Your Heart

- Youth First: The Journal of Youth Sports
(<http://www.youthfirst.info/>)

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For information regarding general conference information, registrations, fees, conference program, and venue, please contact with the Manager of the Conference Secretariat, Dr. Brendan T. Chen. E-mail:

ahtmmc13@ncut.edu.tw or visit the conference website at:

<http://ahtmmc2013.ncut.edu.tw/index.php>

Conference Venue

The conference will take place at the Grand Hotel, retaining the elements of classic Chinese architecture in its building. It is not only the most splendid landmark of Taiwan, but representative of contemporary palatial architecture.

Azure sky, beautiful sea surrounding the land and convenient public transportation give Taipei that Taiwan Strait charm. And the island is known as “Formosa”. Taipei has many commercial and economic areas, interesting tourism attraction and arm museum inclusive of abundant cultural relics. In addition, Taipei is not only a capital in Taiwan, but a symbol of flourishing in Taiwan. There are a lot of gorgeous buildings and night markets included famous delicious food and beverage in Taipei. In 2009, The 21st Summer Deaflympics was held in Taipei city. In 2010, Taipei has also held “Taipei International Flora Exposition”.

Taipei Information Website <http://www.taipeitravel.net/en/>

