



Tourism in the Era of Liquid Modernity: Rethinking Tourism Strategy and Facing Uncertainty

The ICOT2024 conference builds on the eminent support of the international scholarly community and the success of the previous thirteen International Conferences on Tourism (ICOT) held in Greece, China, Cyprus, U.K., Italy, Thailand, Portugal, but also virtually following the COVID-19 outbreak.

The scope of ICOT2024 is to examine the complex elements of the current era of liquid modernity, and to understand how phenomena such as overtourism, artificial intelligence and sustainable tourism development impact the contemporary tourism industry.

The tourism and hospitality sectors have entered a new era after the outbreak of the COVID-19 pandemic, followed by several ongoing crises such as the Russo-Ukrainian War, the climate crisis, the global energy crisis, high inflation and slowing growth of the global economy. This new era is mainly characterized by Bauman's (2000) liquid modernity. Uncertainty is the only certainty left today and nobody is able to predict the forthcoming changes in economic and societal structures based on the rapid transformation that artificial intelligence as well as virtual and augmented reality brought and will continue to bring into peoples' life. Another feature of this era is that the economic, socio-cultural and environmental conditions that guarantee people's well-being today might no longer exist tomorrow. The modern tourist might be affected by digital advertising and the astonishing achievements of information technology, but always travel experiences will create tourists' real memories.

The conference will be a unique opportunity where academics, professionals, researchers, policy makers, practitioners, and post-graduate students from the fields and industries of tourism and travel will meet, discuss, exchange ideas and express their views and scientific approaches. The ultimate objective is to stimulate a dialogue on how tourism in current times should invest in innovative sustainable practices for its recovery and resilience, thereby building a more solid ground for sustainable, balanced, and holistic development.

We invite submissions on all aspects of tourism development, policy, planning, growth, management and marketing that will add to the current debate.

Conference Themes

The conference will focus on a broad range of topics related to tourism, including (but not limited to):

Tourism Development, Policy and Planning	Sustainability, Degrowth and Overtourism
Alternative and Special Forms of Tourism	Community Responses to Tourists and Tourism
Collaboration and Cooperation between Stakeholders	Emerging Tourism Destinations
Theoretical Perspectives on Tourism	Economic/Social/Environmental/Cultural Impacts of Tourism
World Heritage Sites	Industry's Role in Managing Growth
Tourism Education and its Role in Managing Tourism Development	Information Technology in Tourism
Destination/Place Marketing	Challenges and Best Practices of Hospitality and Tourism Marketing and Management
Tourism Research and Methodology	Globalisation Effects
Negotiation in Tourism	Tourism Mobilities
Transportation and Tourism	Authenticity and Commodification
The Future of Tourism	Climate Change and Natural Disasters
The Effects of Crime, Terrorism, Safety and Security	Evolution and Transformation of Booking and Distribution Channels
Managing Human Resources in Hospitality and Tourism	Responsible Tourism for Conservation and Development
Social Networking and New Forms of Tourism	Innovation in Tourism

Abstract Submission Guidelines

Abstracts are invited for concurrent sessions and poster presentations. The abstract will be the sole criterion for reviewers to decide the acceptance (or not) of the paper or poster for presentation. Thus the abstract should clearly communicate the objective(s) of the work, the results and their significance, and the advancement over previous work. Time and effort spent constructing a clear, concise, and well-written abstract will maximize the chances of the paper being accepted. Original and significant work is a prerequisite for paper acceptance.

Submitted abstracts should be between 250 and 350 words. Please submit your abstract using EasyChair at: <https://iatour.org/icot2024/submit-your-abstract/>

Key Dates

Abstract submission deadline (250-350 words)	20 th May 2024
Notification of acceptance / referees' amendments	25 th May 2024
Conference	26 – 29 June 2024

Conference Fees

	Early Registration (Until 3rd June 2024)	Late Registration (Until 8th June 2024)
Full registration	€300	€500
Research Students Registration	€200	€350
Accompanying Persons (non-academic)	€150	€200

Contact Details

For registration or any further enquiries, please contact us at: icot.iatour@gmail.com