



11TH ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT (AHTMM) CONFERENCE
July 15 - 19, 2024 - Ravenala Attitude Resort in Mauritius

<http://www.ahtmm.com/>

CALL FOR PAPERS

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We are pleased to announce that the 11th *Advances in Hospitality and Tourism Marketing and Management* conference will be hosted by University of Mauritius at the Ravenala Attitude Resort in Mauritius between July 15 and July 19, 2024. Please click here to view [the Ravenala Attitude Resort fact sheet](#) and [pictures of the Ravenala Attitude Resort](#). For those who cannot attend the face-to-face conference, the conference will offer online presentation opportunities.

The 11th *Advances in Hospitality and Tourism Marketing and Management* conference will provide a unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on hospitality and tourism marketing and management. 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. The conference invites conceptual, empirical, and methodological research papers, and country context case studies on different tourism and hospitality themes. Papers and presentations are expected to address both the theoretical, methodological, and practical aspects of tourism and hospitality marketing and management. Further details on the conference can be found on <http://www.ahtmm.com/>

Publication Opportunities

All submitted papers will follow a rigorous double-blind review process and will be accepted and published in the conference proceedings (Online version with ISBN) based on reviewers' recommendations. Participants can publish either full papers or abstracts in the conference proceedings. In addition, selected full papers from the conference will be considered for publication in special issues of [Journal of Hospitality](#), [Journal of Tourism Quarterly](#), [Journal of Hospitality Marketing and Management](#), [Journal of Foodservice Business Research](#) and other selected tourism and hospitality journals.

Important Dates and Deadlines

Deadline for submission of abstracts (500 words):	December 15, 2023
Deadline for submission of full papers (5,000-6,000 words):	February 15, 2024
Notice of acceptance:	February 28, 2024
Deadline for early registration:	March 30, 2024

Registration Fees

Early bird single participant:	US\$395 ¹ (You must register by March 30, 2024)
Registration after March 15, 2023:	US\$495 ¹



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Graduate Student Registration

Early bird registration fee: US\$300¹
Registration fee after March 15, 2023: US\$400¹

Online presentation registration

Early bird single participant: US\$145² (You must register by March 30, 2024)
Registration after March 15, 2023: US\$195²

Accompanying partner: US\$395³

¹**Includes conference proceedings and access to full conference activities, conference meals, excluding accommodation.*

²*Includes conference proceedings and access to online conference activities*

³*Includes access to full conference activities, conference meals, excluding accommodation.*

Conference Topics

The organizing committee welcomes papers on the following (but not limited to) topics:

- Artificial intelligence and service robots;
- Metaverse;
- Branding in tourism and hospitality;
- Case studies on successful hospitality marketing programs;
- Climate change and tourism development;
- Community-based tourism;
- Consumer behavior in tourism and hospitality settings;
- Cruise tourism;
- Development of conceptual models;
- Emerging markets;
- Film tourism;
- Food tourism and food tourism marketing;
- Future trends in tourism and hospitality marketing and management;
- Gambling tourism;
- Government intervention in tourism;
- Health and safety issues in tourism and hospitality; Health, medical, spa, and wellness tourism;
- Hospitality and tourism product development;
- Hospitality finance;
- Human resource issues in tourism and hospitality;
- Innovation and product development in tourism and hospitality;
- Knowledge Innovation in Hospitality Marketing and Management;
- Legal issues in tourism and hospitality;
- Methodological issues in tourism and hospitality;
- Reputation and online reviews;
- Revenue Management and pricing in tourism and hospitality;
- Sustainable tourism policy and planning;
- Technological issues in tourism and hospitality;
- Tourism and hospitality education;
- Tourism economics; Tourism forecasting;
- Tourism, hospitality, and leisure marketing;



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Transport and travel management;

Submission Guidelines

Expressions of interest and abstracts of up to 500 words should be submitted through Microsoft CMT. Please go to <https://cmt3.research.microsoft.com/AHTMM2024> to submit your abstracts. Abstracts should include author(s) names, affiliations and contact details.

For all enquiries, please contact: Dr. Dogan Gursoy (dgursoy@wsu.edu) and Dr Robin Nunkoo (r.nunkoo@uom.ac.mu)

Accommodation

Ravenala Attitude Resort is providing preferential room rates for delegates and their families on an All-Inclusive basis as follows:

Couple suite: Capacity 2 adults + 1 child (0-2yrs)

Double couple suite: USD 290 per room per night on All Inclusive

Single couple suite: USD 225 per room per night on All Inclusive

Family suite: Capacity 2 adults + 2 children (0-17 years) or 3 adults

Double family suite: USD 335 per room per night on All Inclusive

Triple family suite: USD 465 per room per night on All Inclusive

Child Supplement:

Child (0-6 years): Free of charge

Child (7-12 years): USD 55 per child per night on All Inclusive

Teen (13-17 years): USD 95 per teen per night on All Inclusive

Delegates shall benefit from an additional 5% discount on the above rates if they book the accommodation before 28 Feb 2024.

To book your accommodation, please send your requests to the reservation team of Ravenala at resa@theravenala-hotel.com with the booking code - #AHTMMC2024.