

CO-CREATING THE FUTURE OF TOURISM

Call for submissions on

MARKETING AND TOURISM

Thematic session at the INVTUR 2017 Conference

Organised by:

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In order to complement the regular program with emerging topics in tourism research, the INVTUR 2017 conference on “Co-creating the Future of Tourism” will include a thematic session on “Marketing and tourism”.

INVTUR 2017 aims to stimulate discussion and to introduce new approaches to explore emerging paradigms of value and knowledge co-creation in the marketplace that will lay the foundations for a new tourism ecosystem. This session addresses the conference aims by examining how marketing can leverage value creation opportunities, develop innovative ways of engaging with a changing marketplace and improve strategy effectiveness in tourism and hospitality.

The thematic session seeks submissions, in English, that attempt to address the following key issues, including (but not limited to) the following themes:

- Consumer behaviour in tourism;
- Shared economy, collaboration and value cocreation;
- DMOs and their changing role, responsibilities and business models;
- Destination positioning and destination branding;
- Tourism promotion, marketing communications and social media;
- eMarketing, proximity marketing and multichannel marketing;
- Relationship marketing and customer experience management;
- Tourism marketing intelligence, big data and data mining;
- (New) Metrics for tourism marketing;
- Corporate social responsibility, (de)marketing and sustainability;
- Tourism marketing skills of the future, education and curriculum.

Extended abstracts (up to 6,000 characters), full papers or posters should be submitted electronically by October 31st, 2016 to Susana Vasconcelos Marques (susana.vasconcelos@ua.pt). Papers presented at the session will be considered for publication in a special issue of the Journal of Tourism and Development published by the University of Aveiro. For further information regarding submission guidelines, conference fees and program, accommodation, how to get to the conference venue, and registration forms, please visit the INVTUR 2017 conference website: <http://www.ua.pt/invtur/>.