

CALL FOR PAPERS



International Conference

on

Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research

(STHMCON -2018)

March 15 -17, 2018

Venue: North-Eastern Hill University, Shillong (India)

Conference website: <http://www.sthmcon.online>

We are delighted to announce that *International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (STHMCON - 2018)* will be held from **March 15 -17, 2018** in Shillong, India.

The *International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (STHMCON - 2018)* will offer a platform to academicians, research scholars, policy makers, industry practitioners and the budding tourism / hospitality professionals to exchange views, discussion and presentation of research findings relating to the sustainable marketing of tourism / hospitality products / services in general and North - East India Tourism in particular. Therefore, the STHMCON will serve as forum for everyone - entrepreneurs, operators, institutions and consumers - who are concerned with tourism and to ensure that the tourism sector not only continues to develop, but it should be in harmony with each local environment and culture. The sustainability approach adopts a holistic, integrated

view of marketing, considering social equity, environmental protection, and economic liveability.

The conference invites conceptual, empirical and methodological research papers and presentations expected to address both theoretical, methodological and practical aspects of sustainable tourism and hospitality marketing. Further details of the conference can be found at <http://www.sthmcon.online>

Conference Topics

The organizing committee welcomes papers on, but not limited to, the following themes/topics within the domain of sustainable hospitality and tourism marketing:

- Marketing for hospitality and tourism products
- Innovative marketing strategies
- Transforming visitor experience through marketing
- Marketing through destinations and events
- Information systems and Marketing
- Marketing of tourism and hospitality education
- Sustainable / Green / Renewable marketing
- Consumer Behavior
- Decision making, experience and satisfaction
- Service excellence and service quality
- Food service marketing and management
- Emerging technologies, social media and e tourism
- Marketing for special interest tourism products
- Marketing strategies of third world and developing nations
- Cases on successful marketing practices
- Social and Ethical concerns of marketing
- Future trends in the hospitality and tourism marketing
- Food Service/ Culinary marketing
- Services branding
- Special interest tourism marketing and management
- Customer Relationship Management
- Human resource strategies and operations
- Small and medium sized enterprises
- GIS applications in tourism
- International issues and cross-cultural research
- Niche tourism
- Entrepreneurship
- International issues and cross-cultural research
- Customer retention and loyalty
- Indigenous tourism marketing

Key Invited Speakers:

1. Prof. John Tribe, Professor of Tourism, University of Surrey, UK
2. Professor Yoel Mansfeld, Head, Center for Tourism Pilgrimage & Recreation Research, University of Haifa, Israel.
3. Professor Derong Lin, Director, Department of Tourism & Hospitality Management, School of Management, Xiamen University, P. R. China.
4. Prof. S.P. Bansal, Vice-Chancellor, Indira Gandhi Haryana State University, Meerpur, Rewari, Haryana (India) & Vice Chancellor (additional charge), BPS Mahila University(Haryana State University), Sonapat, Haryana (India).
5. Prof. Manoj Dixit, Vice-Chancellor, Dr. Ram Manohar Lohia Avadh University Faizabad (UP), India.
6. Prof. Sandeep Kulshreshtha, Director, Indian Institute of Tourism and Travel Management (An Autonomous Body under Ministry of Tourism, Government of India), Govindpuri, Gwalior (M.P), India.

Submission Guidelines

Expressions of interest and abstracts of up to 500 words should be submitted on or before **December 15, 2017** at the link provided in the conference website (<https://sites.google.com/site/sthmcon/abstract-invitation>) or at **sthmcon@gmail.com**. Abstracts should include author(s) names, affiliations and contact details.

Publication Opportunities

All submitted papers will follow review process and will be accepted and published in the **conference proceedings (with ISBN)**. Participants can publish full paper or abstracts in the conference proceedings. STHMCON - 2018 has also teamed up with the **Taylor and Francis Group's Journal of Global Scholars of Marketing Science: Bridging Asia and the World (JGSMS)** and **Emerald Publishing Group's International Journal of Tourism Cities (IJTC)**. A number of selected high-impact full text papers may be considered for the publication in these journals. Submitted papers must not be under consideration by any other journal for publication. The final decision for paper selection will be made based on peer review reports by the Guest Editors and the Editor-in-Chief of journals jointly. Selected full length papers will also be considered for publication in the ISBN numbered volume to be published after the event from an International Publisher.

Registration Fees*

		Before 31-12- 2017	After 31-12- 2017
Indian Delegates	Participants from Academic Institutes / Research Bodies	Rs. 2500/-	Rs. 3000/-
	Research Scholars and Students	Rs. 1500/-	Rs. 2000/-
	Participants from Industry / government organization	Rs. 2500/-	Rs. 3000/-
	Accompanying person	Rs. 1500/-	Rs. 2000/-
Foreign Delegates	Participants from Academic Institutes / Research Bodies	US\$ 150/-	US\$ 175/-
	Research Scholars and Students	US\$ 100/-	US\$ 125/-
	Participants from Industry	US\$ 150/-	US\$ 175/-
	Accompanying person	US\$ 100/-	US\$ 125/-
Local Delegates		Rs. 1000/-	Rs.1500/-

*The registration fee will include the conference materials, access to all sessions, official breakfast, lunch, dinner, tea and snacks etc. The participants will be accommodated in the limited number of rooms in the university guest house on twin sharing / first come first serve basis from **March 14, 2018 to March 14, 2018 (03 Nights)**.

Important Dates and Deadlines

Deadline for submission of abstracts (about 500 words)	:	December 15, 2017
Notice of acceptance	:	December 20, 2017
Deadline for submission of full papers (about 5,000-6,000 words)	:	February 15, 2018
Last Date of submission of registration fee	:	February 28, 2018

For all enquiries, please contact:

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