

## CALL FOR PAPERS



**International Conference on  
Sustainable Tourism and Hospitality Marketing: Setting  
Agenda for Future Research  
March 15 -17, 2018**

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

For more information, please visit the conference website: <http://www.sthmcon.online>

The Department of Tourism and Hotel Management will be organizing an *International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (STHMCON - 2018)* to 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/>

### **Important Dates and Deadlines**

<b>Deadline for submission of abstracts (500 words)</b>	:	15th November, 2017
<b>Notice of acceptance</b>	:	15th December, 2017
<b>Deadline for submission of full papers (5,000-6,000 words):</b>		15 February 2018
<b>Last Date of submission of registration fee</b>	:	28 February 2018

### **Registration Fees\***

		<b>Before 31-12- 2017</b>	<b>After 31-12- 2017</b>
<b>Indian Delegates</b>	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/-
	<b>Foreign Delegates</b>	Participants from Academic Institutes / Research Bodies	US\$ 150/-
	Research Scholars and Students	US\$ 100/-	US\$ 125/-
	Participants from Industry	US\$ 150/-	US\$ 175/-
	Accompanying person	US\$ 100/-	US\$ 125/-
<b>Local Delegates</b>		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 14th -17th March 2018 (03 Nights).

### **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
- Cases on successful marketing practices
- Marketing strategies of third world and developing nations
- 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

### **Submission Guidelines**

Expressions of interest and abstracts of up to 500 words should be submitted on or before **15th November, 2017** at the link provided in the conference website (<https://sites.google.com/site/sthmcon/abstract-invitation>). 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. In addition, selected papers from the conference will be considered for publication in the special issue of Taylor and Francis Group's *Journal of Global Scholars of Marketing Science: Bridging Asia and the World (JGSMS)* on “*Consumer Behavior in Hospitality and Tourism*”.

**For all enquiries, please contact:**

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