

CALL FOR PAPERS
4TH ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT CONFERENCE
25-27 June 2014, Mauritius

Organized jointly by Faculty of Law and Management, University of Mauritius, Mauritius and
School of Hospitality Business Management, Washington State University, USA

The 4th Advances in Hospitality and Tourism Marketing and Management Conference (AHTMMC) will be held in Mauritius from 25 to 27 June 2014. The goal of the conference will be 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 will invite 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. The scientific committee of the conference comprises of established and leading scholars in the fields of hospitality and tourism. Further details on the conference can be found on <http://sites.uom.ac.mu/AHTMMC/>. The conference secretariat can be contacted on ahtmmc2014@uom.ac.mu

Key Note Speaker

Professor Dogan Gursoy, Editor-in-Chief, Journal of Hospitality Marketing & Management; Taco Bell Distinguished Professor, Washington State University, College of Business, School of Hospitality Business Management

Publication Opportunities

All submitted papers will follow a rigorous double-blind review process and will be accepted and published in the conference proceedings (CD version with ISBN) based on reviewers' recommendations. In addition, selected papers from the conference will be considered for publication in special issues of *Journal of Hospitality Marketing and Management* and other selected tourism and hospitality journals.

Conference Topics

The organizing committee welcomes papers on the following (but not limited to) broad topics: Tourism, hospitality, and leisure marketing; Market trends; Consumer behavior in tourism and hospitality settings; Human resource development; Hospitality finance; Hospitality and tourism product development; Tourism economics; Operational issues in tourism and hospitality; Food tourism and food tourism marketing; Tourism and hospitality education; Emerging markets; Technological issues in tourism and hospitality; Transport and travel management; Health and safety issues in tourism hospitality; Climate change and tourism development; Innovation and product development in tourism

and hospitality; Development of conceptual models; Methodological issues in tourism and hospitality; Quantitative analysis; Tourism policy and planning; Sustainable tourism; Community-based tourism; Pro-poor tourism; Tourism forecasting; Ethical issues in tourism and hospitality; Film tourism; Government intervention in tourism; Gambling tourism; Tourism development in African economies; Case studies on successful hospitality marketing programs; Future trends in tourism and hospitality marketing and management.

Submission Guidelines

Manuscripts should be submitted as word attachments to the Conference Secretariat on ahtmmc2014@uom.ac.mu. Papers should be between 5,000 and 6,000 words and should be prepared based on the formatting guidelines of *Journal of Hospitality Marketing and Management* which can be found on:

<http://www.tandfonline.com/action/authorSubmission?journalCode=whmm20&page=instructions#.UfxuKz7ZnE>

Important Dates and Deadlines

Deadline for submission of full papers: 1 March 2014

Deadline for registration: 10 May 2014

Registration Fees

Single participant: 450 Euros (includes conference proceedings and access to full conference activities)

Registered student: 200 Euros (includes conference proceedings and access to full conference activities)

Accompanying partner: 150 Euros (includes access to full conference activities)

Conference Chairs and Organizing Committee

Dr Robin Nunkoo (Chair of organizing committee and conference co-chair)

Professor Dogan Gursoy (Conference co-chair)

Dr T.D. Juwaheer

Dr R.V. Sannassee

Dr B. Seetanah

Dr J. Matadeen

Mr M. Lamport

Dr V. Napal