

# **Anatolia: An International Journal of Tourism and Hospitality Research**

## **Call for Papers**

### **Special Issue on:**

### **"Improving Marketing Effectiveness: Advances in Tourism, Travel, Hospitality and Leisure Marketing"**

#### ***Guest Editors:***

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Integrated communications and marketing in the fields of Tourism, Travel, Hospitality and Leisure industries is one of cutting edge and most challenging themes of recent years. Within the context of 'Experience Economy' in general business environment and consumer behavior in particular, the task of providing rewarding and enjoyable tourism experience to visitors and guests is the most critical priority for all tourism-related businesses and destination marketers. Tourism is a highly volatile global industry and, therefore, improving the effectiveness and efficiency of marketing activities in tourism and travel industries is more than ever indispensable in a highly competitive and volatile environment.

The main aim of this issue is to invite papers that provide insights and an enhanced understanding of the current state-of-art research in tourism and related-industries. This special issue will welcome manuscripts which investigate the marketing of tourism, travel, hospitality and leisure industries. The papers should explore the crucial factors and identify critical issues and aspects, suggesting new innovative and efficient approaches and methods in improving the effectiveness of marketing activities of tourism businesses and destinations. Quantitative, qualitative and conceptual papers are encouraged as well as best practice cases and applications in tourism, travel, hospitality and leisure marketing. Manuscripts should all be forward-looking in nature.

#### **Subject Coverage**

Submissions are welcome from a broad range of topics which explore marketing advances in tourism, travel, hospitality and leisure, including but not limited to:

- Consumer behaviour
- Tourism experiences
- Positioning tourism destinations
- Communications / promotional mix
- Market segmentation
- New product development
- CRM
- Image and branding

- Distribution channels
- E-marketing: Information and communication technologies
- Viral marketing (social media and networks)
- Business alliances and partnerships
- Marketing and service quality
- Creating synergies: clustering and networking between stakeholders
- Knowledge management and marketing
- Visitor attractions and events marketing

### **Notes for Prospective Authors**

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. This special issue will include some of the best papers presented at the International Conference on Contemporary Marketing Issues (ICCM) 2012 provided that they are enhanced with new material (at least 50%). Moreover, public submissions are welcome. All papers should be submitted through the Journal's regular process.

Papers are refereed through a peer review process. **All papers *must* be submitted online.** To submit a paper, please go to Submit Online (<http://mc.manuscriptcentral.com/rana>)

Instructions for Authors (<http://www.tandf.co.uk/journals/journal.asp?issn=1303-2917&linktype=44>)

### **Important Dates**

Submission of papers: May 20<sup>th</sup>, 2013 (**extended**)

Notification of acceptance: June 30<sup>th</sup>, 2013

Publication: Late 2013 or early 2014

### **Editors and Notes**

For any questions regarding article submissions, please contact:

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For further information visit the Journal's webpage at:  
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