

Call for Papers

TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism **“MARKETING FOR DMO’S & TOURISM DESTINATIONS”**

Guest Editors:

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Introduction

It has been argued that Destination Management and Marketing activities and new technology may play a crucial role in building strong sustainable and competitive visitor destinations. A number of proposed systems for use in destination management practices but also theoretical concepts to enforce changes in the research area and the praxis have been proposed over the years in the related literature. The scope of this special issue is to select relevant papers in the field of Destination Marketing and Management; DMM and the use of new DMM technologies in a globalised turbulent and difficult Macro economic environment. Topics can focus on, e.g., the online and wireless world and how all the public and private parties can use the new technology, the branding of destinations, the successful management systems, the excellent practices, the competitive advantages of management practices and technological issues to build competitive advantages, the synergies, team building and leadership management practices, the tourism community relationships and destination management effectiveness, the destination strategic issues of event management and film tourism practices.

Subject Coverage

Authors are invited to submit papers that can be related with the theoretical topics we noted bellow.

- Destinations and Trades
- Destinations and Web technology
- Destinations and Promotion/Communication
- Destinations and Distribution Channels
- Destinations and Pricing strategies
- Destinations and P.R. (e.g., hosting familiarization tours for special interest groups)
- Destinations and Sponsoring
- Destinations and Crisis Management
- Destinations and Synergies, team building, leadership and Internal Marketing practices
- Destinations and Brand Management
- Destinations and Visitor experience
- Destinations and Excellent Business Practices
- Destinations and Management Systems
- Destinations and New destination strategic issues e.g., special and niche marketing alternatives like event management, film tourism practices, virtual world paradigms and other related proposals.
- Destinations and Theme parks

Important Note

This special issue will include some of the best papers presented at the **International Conference on Contemporary Marketing Issues (ICMI) 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 ordinary process.

Important Dates

Submission of papers: April 30th, 2013 (**Extended**)
Notification of acceptance: May 31st, 2013
Publication: Late 2013

Submission Instructions

Papers must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. A standard double-blind review process will be used to select papers for the special issue.

All the submitted manuscripts should follow the instructions as outlined in the Author Portal found on the Journal's website (see URL below). Electronic submission in Word format is required. Accepted papers must follow the presentation/editing guidelines available at: <http://www.chios.aegean.gr/tourism/notes.htm>. Please note that all submissions should be made directly to the two guest co-editors (see contact details below).

For manuscript submissions and any related information, please contact:

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For more information on the Journal visit the web site:

<http://www.chios.aegean.gr/tourism/journal.htm>