

Call for Papers

TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism

“CONSUMER BEHAVIOUR IN TOURISM, TRAVEL AND HOSPITALITY”

Guest Editors:

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Introduction

Consumer research has enjoyed a growing interest within the field of marketing, as academicians and practitioners alike have understood the importance of knowing how consumers think, feel and behave. While understanding consumers and their behaviour is especially important for the tourism and hospitality industries, current research in this field is still underdeveloped. Services industry is directly influenced by the consumers' behaviour, as most interactions happen between customers (services consumers) and company employees. Although many studies have tried to replicate general consumer behaviour theories to the field of tourism and hospitality, the unique characteristics of these industries call for specific studies that take into consideration the nature of tourism consumption. The specificity of consumers' decision-making process in the tourism industry lays on the satisfaction/dissatisfaction about the holiday package as a whole: travel, hospitality and additional services. This special issue aims to address this need, and calls for conceptual or empirical contributions that provide insights into the travel, hospitality and tourism consumption. In particular, papers that expand the creation of specific theories for tourism, travel and hospitality consumer research are welcome. Contributions may address the topic from a variety of perspectives that reflect the richness of the subject matter, as detailed below.

Subject Coverage

Authors are invited to submit original papers on the following topics focused on the tourism and hospitality industries:

- Consumer satisfaction and loyalty
- Cross-cultural consumer behaviour

- Decision-making processes and their specificity related to tourism industry
- E-commerce and digital marketing-related consumer issues
- Ethical consumer-related issues
- Image and branding
- Information search
- Perceived quality and value
- Perceptions and attitudes
- Post-purchase behaviour
- Risk perceptions
- Segmentation, targeting and positioning
- Social media
- Tourism consumption
- Tourism experiences
- Tourists past experiences and how they may affect current tourists decisions
- Tourists' expectations
- Tourists' motivations

Important Note

This special issue will include some of the best papers presented at the International Conference on Contemporary Marketing Issues (ICCM) 2014 provided that they are enhanced with new material (at least 50%). Moreover, public submissions are welcome.

Important Dates

Submission of papers: February 15th, 2015

Notification of acceptance: April 30th, 2015

Publication: Late 2015

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:

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