

## Call for Papers

TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism

### **“PERSPECTIVES AND CHALLENGES ON DESTINATIONS AND DESTINATION IMAGE”**

#### Guest Editors:

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The *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism* announces a special issue focusing on perspectives and challenges on destinations and destination image. The special issue will include some of the best papers presented at the 2016 annual *International Conference on Contemporary Marketing Issues (ICCMi)* provided that they are enhanced with new material (at least 40%). Moreover, public submissions are welcome.

#### **Aim and Scope**

The image that a destination reflects upon its customers has indirect and direct impact- consequences upon the destination host community. Destination image research has an ongoing interest within the field of tourism marketing as academicians and practitioners alike have acknowledged the significance of recognizing what image a destination reflects upon those who will make the tourism destination choice decisions (e.g., Christou 2011, Kamenidou et al., 2009, 2013; Stylos & Andronikidis, 2013)

Though there is an abundance of studies focusing on destination image formation and measurement as well as on other aspects of destinations (e.g., Baloglu & McCleary, 1999; Beerli & Martin, 2004; Echtner& Ritchie,1993; Llodrà-Riera et al.,

2015), the topic still remains under-studied due to the volatility of customer behavior, as well as the global prevailing conditions (e.g., Avraham, 2015). Thus, under the constantly changing global environment, tourist destinations seek to prevail upon their competitors to gain the positive outcomes of tourism. In order for this to be accomplished, different issues -strategies are considered, such as destination branding, sustainable destination image, smart destinations, perceptions of stakeholders as regards the destination and its image, etc. (Garay Tamajón & Cànoves Valiente, 2015; Priporas, 2005; Tseng et al., 2015, Vassiliadis et al., 2013).

This special issue aims to address this need, and calls for conceptual or empirical contributions that focus on destinations, destination image and branding.

### **Topics**

Contributions may address the topic from a variety of perspectives that reflect the richness of the subject matter. The suggested topics include, but are not limited to:

- ✓ Destination image and branding
- ✓ Segmentation, targeting and positioning
- ✓ Sustainability and destination image
- ✓ Smart destinations
- ✓ Social media and destination image
- ✓ Tourist behavior towards a destination
- ✓ Challenges and perspectives of a destination through the eyes of the stakeholders

### Submission Guidelines and Important Dates

- The journal submission should be a significant development of the paper submitted to the conference (at least 40%)
- Papers should not have been published elsewhere and should not be under consideration for publication in another journal.
- The expanded nature of a journal article should be no more than 6,000 words including table, references, etc.
- Papers for this special issue should be submitted by February 28, 2017.
- Notification of acceptance: July 15th, 2017
- Publication: Late 2017

- Follow the journal formatting guidelines at: <http://www.chios.aegean.gr/tourism/notes.htm>
- Electronic submission in Word format is required.
- Please note that all submissions should be made directly to the three guest co-editors (see contact details below).
- For manuscript submissions and any related information, please contact the Guest Editors: Spyridon Mamalis on [Mamalis@econ.auth.gr](mailto:Mamalis@econ.auth.gr), Irene (Eirini) Kamenidou on [rkam@teiemt.gr](mailto:rkam@teiemt.gr) and Padma Panchapakesan on [padmapv@gmail.com](mailto:padmapv@gmail.com). Please write “TOURISMOS special issue submission” for subject
- For more information on the Journal visit the web site: <http://www.chios.aegean.gr/tourism/journal.htm>

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