



**10<sup>th</sup> ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT  
(AHTMM) CONFERENCE  
July 3 – 7, 2022, Rome, Italy**

<http://www.ahtmm.com/>

**CALL FOR PAPERS**

We are pleased to announce that the 10<sup>th</sup> *Advances in Hospitality and Tourism Marketing and Management* conference will be held in Rome, Italy in [Sapienza University of Rome \(Sapienza Università di Roma\)](#) Campus between July 3 and July 7, 2023. Please click here to watch the short video about [Sapienza University of Rome \(Sapienza Università di Roma\)](#).

The 10<sup>th</sup> *Advances in Hospitality and Tourism Marketing and Management* conference will provide a unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on hospitality and tourism marketing and management. The goal of the conference is 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 invites 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. Further details on the conference can be found on <http://www.ahtmm.com/>

**Publication Opportunities**

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

**Important Dates and Deadlines**

<b>Deadline for submission of abstracts (500 words):</b>	December 15, 2022
<b>Deadline for submission of full papers (5,000-6,000 words):</b>	February 15, 2023
<b>Notice of acceptance:</b>	February 28, 2023
<b>Deadline for early registration:</b>	March 15, 2023

**Registration Fees**

Early bird single participant:	US\$395* (You must register by March 15, 2023)
Registration after March 15, 2023:	US\$495*
<b>Graduate Student Registration</b>	
Early bird registration fee:	US\$300*
Registration fee after March 15, 2023:	US\$400*
Accompanying partner:	US\$395**

*\*Includes conference proceedings and access to full conference activities, conference meals, excluding accommodation*

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## **Conference Topics**

The organizing committee welcomes papers on the following (but not limited to) topics:

Artificial intelligence and service robots;  
Metaverse;  
Branding in tourism and hospitality;  
Case studies on successful hospitality marketing programs;  
Climate change and tourism development;  
Community-based tourism;  
Consumer behavior in tourism and hospitality settings;  
Cruise tourism;  
Development of conceptual models;  
Emerging markets;  
Film tourism;  
Food tourism and food tourism marketing;  
Future trends in tourism and hospitality marketing and management;  
Gambling tourism;  
Government intervention in tourism;  
Health and safety issues in tourism and hospitality; Health, medical, spa, and wellness tourism;  
Hospitality and tourism product development;  
Hospitality finance;  
Human resource issues in tourism and hospitality;  
Innovation and product development in tourism and hospitality;  
Knowledge Innovation in Hospitality Marketing and Management;  
Legal issues in tourism and hospitality;  
Methodological issues in tourism and hospitality;  
Reputation and online reviews;  
Revenue Management and pricing in tourism and hospitality;  
Sustainable tourism policy and planning;  
Technological issues in tourism and hospitality;  
Tourism and hospitality education;  
Tourism economics; Tourism forecasting;  
Tourism, hospitality, and leisure marketing;  
Transport and travel management;

## **Submission Guidelines**

Expressions of interest and abstracts of up to 500 words should be submitted through Easy Chair. Please go to <https://easychair.org/my/conference?conf=10thahtmm0> to submit your abstracts. Abstracts should include author(s) names, affiliations and contact details.

## **For all enquiries, please contact:**

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