

## **Call for Papers**

### **Special Issue on:**

"Tourism Marketing in the Era of Economic Crisis"

to be published in

**Journal of Tourism, Heritage & Services Marketing**

### **Guest Editors:**

Dr Costas Assimakopoulos, Department of Organizations Management, Marketing and Tourism, International Hellenic University, Greece

### **Introduction**

The evolution of marketing and the new technology that comes to support it offers new contemporary marketing tools and services and has enhanced the alternative of interactive and on-line relationships. Additionally, the developments in the socioeconomic changes that take place all around the world due to the unique phenomenon of the pandemic (once in a hundred years) that followed the economic debt crisis pose a series of challenges for tourism marketing academics and practitioners to research and respond to. The adaptation of the tourism companies to new environment and rapid advancements in technology present new methodological challenges and uncharted areas for the marketing researchers, yet research in this area is still rather sparse.

This special issue invites conceptual, empirical and methodological papers on the new trends in tourism marketing and how those can affect marketing theory, strategies and practices and their implications for associated processes, products and services.

The special issue will carry revised and substantially extended versions of selected papers presented at the International Conference on Contemporary Marketing Issues (ICCMII) 2020. However, any researcher who would be interested in this special issue is strongly encouraged to submit an original paper covering one of the following suggested topics.

### **Subject Coverage**

Potential authors are kindly invited to submit papers related but not limited to the following topics:

- Destination image approaches
- Wine tourism challenges and transformations
- Customer relationship management (CRM) for tourism companies
- Ethics in tourism marketing
- Agents to help to determine pricing strategies through the internet
- Big data and GDPR issues of tourism customers
- Social media strategies for tourism marketing
- Tourism Web sites optimization using interactive and multimedia tools
- E-Word of mouth and comments over touristic web pages
- Internet marketing multi-channels

The guest editor invite authors to submit innovative and interesting but relevant papers that may not necessarily fit in the areas listed above but are highly relevant to the theme of the special issue.

In terms of methodological approach, we do not privilege any particular research methodology and welcome articles which are variously informed by quantitative, qualitative, behavioural experiments, data mining, case study research, or a combination of methods.

### **Important Note**

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper was not originally copyrighted and if it has been completely re-written). Your cover letter must state that the paper is in conformance with this requirement.

### **Important Dates**

Submission of papers: February 1st, 2021

Review Results: March 31st, 2021

Resubmission: May 31st, 2021

Final Results June 30<sup>th</sup>, 2021

### **Submission Instructions**

Manuscripts should comply with the quality, format and editorial policy of the journal. In the first instance all papers will be desk reviewed by the Guest Editor. Subsequent to this, manuscripts will undergo a double-blind peer review process.

All papers must be submitted via e-mail ([casim@ihu.gr](mailto:casim@ihu.gr)). Electronic submission in **word format** is required. Also, ORCID is needed-if there is. The abstract must be structured. Plagiarism is not acceptable if it is more than 20%. Please check ([https://www.jthsm.gr/?page\\_id=324](https://www.jthsm.gr/?page_id=324)) for submission guidelines. Please include in your submission the title of the Special Issue, the title of the Journal and the name of the Guest Editor.

### **Editors and Notes**

If you have any queries, please contact the Guest Editors:

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