



# CALL FOR PAPERS

**ICHMM 2020**  
**Feb 17-18, 2020**  
**Male, Maldives**

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICHMM 2020 : International Conference on Hospitality Marketing and Management is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Hospitality Marketing and Management. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Hospitality marketing  
Hospitality marketing management  
The functions of marketing  
Hospitality services marketing  
Service quality  
Service trends  
Customer satisfaction  
Behavior of hospitality consumers  
Consumer decision-making model  
Consumer problem solving processes  
Market segmentation and positioning  
Marketing planning and information  
Developing a marketing plan

Information systems for marketing decisions  
Developing new products and services  
Marketing channels  
Electronic commerce  
Marketing strategies  
Needs, behavior and demographics  
Promotion and advertising  
Safety and security of foreign tourists  
Product design, distribution, promotion and pricing  
E-travel marketing  
Industry trends  
Travel agents and sites