



CALL FOR PAPERS

ICHMMDM 2020
Mar 19-20, 2020
Prague, Czechia

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.

ICHMMDM 2020 : International Conference on Hospitality Marketing Management and Destination Marketing is

the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Hospitality Marketing Management and Destination Marketing. 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
Hospitality consumer behavior
Destination marketing
Dynamics in travel decisions
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