



CALL FOR PAPERS

ICELM 2020
Dec 14-15, 2020
Cairo, Egypt

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.

ICELM 2020 : International Conference on Events and Leisure Marketing is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Events and Leisure 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:

Marketing and management issues in the leisure industry
Leisure and entertainment products
Leisure behaviour in the arts and sports, cultural activities
Urban leisure centres, recreational and holiday parks
Rural recreation and leisure activities
Consumer spending behaviour in leisure activities, leisure shopping
Economics and planning of leisure services
Performance measure of leisure services

Pricing/promotion of leisure activities, information processing/sales
Marketing and vacation management
Hospitality services and place branding
Ecotourism, sports tourism, health tourism
Tourism marketing, e-tourism, globalisation, government policies
Planning, implementation, forecasting, quality systems/processes, HRM
Financial/revenue management