



CALL FOR PAPERS

ICSMTI 2021
Feb 01-02, 2021
Melbourne, Australia

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.

ICSMTI 2021 : International Conference on Social Media in Tourism Industry is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Social Media in Tourism Industry. 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:

Social media strategies in tourism
Social media strategy in the
tourism industry
Tourism destination marketing and
branding
Social media implementation and
usage
Evaluation of social media
implementation and usage in the
workplace
Social media and knowledge
management
Social media and organizational
learning

Social media marketing/strategies
Social media and ROI
E-WOM in social media
Co-creating value and engagement
using social media marketing
User-generated-content
Culture heritage of social media