



# 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