



CALL FOR PAPERS

ICTMS 2022
Jun 21-22, 2022
Vienna, Austria

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.

ICTMS 2022 : International Conference on Travel Marketing Strategies is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Travel Marketing Strategies. 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:

Travel marketing	Accommodation and transportation
Characteristics	Marketing for hotel and travel industry
Core concepts in marketing	Customer relationship marketing
Physical, social, and individual needs	Marketing plans
Travel marketing trends	Marketing strategies
Tourism marketing	Needs, behavior and demographics
Tourism management	Promotion and advertising
Hotel and travel marketing	Safety and security of foreign tourists
Tourism demand modeling and forecasting	Product design, distribution, promotion and pricing
Market analysis	E-travel marketing
Sustainable tourism products	Industry trends
Developing marketing strategies for tourism	Travel agents and sites
Effective tourism marketing strategies	