



# 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:

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|---|---|
| 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      |   |