



**UNIVERSITY "ISMAIL QEMALI" OF VLORA**

**FACULTY OF ECONOMY**

**BUSINESS DEPARTMENT**

**MARKETING-TOURISM SECTION**

*Organizes:*

**1<sup>ST</sup> INTERNATIONAL CONFERENCE ON MARKETING,  
TOURISM & HOSPITALITY MANAGEMENT 2018 (ICMT 2018)**

Conference Theme

**"Trends in Tourism and Marketing for sustainable development"**

13 &14 December 2018, Vlore, Albania

*In collaboration with:*

*University of Salento, Italy*

*University of Montenegro, Faculty of Tourism And Hotel Management*

*Mendel University in Brno, Czech Republic*

*Tirana University, Faculty of Economy,Marketing Department*

*Agricultural University of Tirana, Faculty of Economy and Agribusiness*



**UNIVERSITÀ  
DEL SALENTO**



## CALL FOR PAPER INVITATION

We are pleased to invite you to the **1st International Conference on Marketing and Tourism 2018 (ICMT 2018)**, which will be held on 13<sup>th</sup> - 14<sup>th</sup> December 2018 in University of Vlora, Albania, under the theme "**Trends in Tourism and Marketing for Sustainable Development**". In all organizations, especially in those businesses that operate in the field of tourism, the marketing role is becoming more and more important for providing a satisfied customer and a sustainable development.

The **1st International Conference on Marketing, Tourism & Hospitality Management 2018 (ICMT 2018)**, invites academics, researchers, tourism industry consultants, marketers, tourism organizations, tourism investors, to discuss and share the experiences and the results of the research on the latest new trends in tourism and marketing for sustainable development. Also this conference aims at highlighting the importance of sustainable development integration in the production of tourism products and services and related activities. We invite applicants to submit an abstract of the following but not limited to themes.

## CONFERENCE TOPICS

The conference will focus on a broad range of topics related to marketing and tourism, including (but not limited to)

### ***TOURISM***

- Challenges and opportunities for sustainable tourism development
- Community involvement in tourism development
- Protection of marine and tourism policies
- E-tourism, sustainable tourism and social media
- Public private partnerships in tourism management
- New trends in tourism development and competitiveness
- Stakeholders in sustainable tourism development
- Environmental issues and tourism
- Tourism planning and regional development
- Globalization: managing the global and the local in the tourism industry
- Agro-tourism

- Innovation and entrepreneurship in tourism
- Education for tourism and hospitality

## ***MARKETING***

- Marketing's role in sustainability,
- Strategic Marketing
- Consumer Behavior
- Digital Marketing
- Marketing in tourism and hospitality
- Role of Social Media in Social Marketing,
- Marketing Communications,
- Relationship Marketing,
- Research Methods & Tools in Marketing,
- Services Marketing,
- B2B Marketing, B2C marketing,
- Marketing for Not-for-Profit Sector
- Sustainability, Ethics and Corporate Social Responsibility in Marketing
- Marketing in Higher Education
- Healthcare Marketing

## ***MANAGEMENT***

- Innovation and entrepreneurship in tourism and hospitality
- Public private partnerships in tourism management
- Tourism Management Perspectives
- Small and medium-sized enterprises in tourism and hospitality
- Service quality management in tourism
- Public management and governance for tourism
- Equality, gender and diversity issues in tourism organizations
- Human resource strategies and operations for tourism and hospitality industry

## ***ECONOMICS***

- Macroeconomic issues of tourism
- Economic analysis of sustainable tourism demand

- Tourism, labor markets and human capital
- The economics of tourism supply
- Experimental economics and tourism
- The economics of tourism destinations
- De-globalization effects on Tourism
- The Role of SMEs in National Economies

## **FINANCE**

- Hospitality financial management
- Financial management in small and medium-sized enterprises
- Revenue management and pricing in tourism and hospitality
- Risk management for sustainable tourism
- Financial instruments in tourism development
- Foreign direct investments in tourism
- Management of enterprise's financial sustainability
- Trends in hotel investment and financial management

## **IMPORTANT DATES**

Deadline for submission of abstracts on e-mail address: icmt2018businessdepartment@gmail.com	07 November, 2018
Notification of abstracts acceptance	15 November 2018
Payment of conference fee	25 November 2018
Announcement of the detailed conference program	01 December 2018
Deadline for submission of full papers	06 December 2018

## **REGISTRATION FEE**

### **50 € for paper**

*The fee includes:*

- *Conference materials*
- *Book of Abstracts (with ISBN)*
- *Full paper publication in the electronic and print format of conference proceedings*
- *Certificate of attendance*
- *Visits in some touristic attractions.*
- *Catering*

## SCIENTIFIC COMMITTEE

- Prof. Dr Albert Qarri, “Ismail Qemali” University, Vlorë, Albania
- Prof. Dr. Fernando Alberto Freitas FERREIRA
- Prof. Stefano De Rubertos, Director of the
- Prof.Assoc Katerina Ryglova, , Mendel University in Brno, Faculty of Business and Economics, Department of Marketing and Trade, Czech Republic
- Prof.Dr Dhori Kule, , “University of Tirana”, Tiranë, Albania
- Dr. Tatjana Stanovic, Dean, Faculty of Tourism and Hotel Management, University of Montenegro
- Vesna Damjanovic, PhD, University of Belgrade, Faculty of Organizational Sciences, Marketing Management and PR Department,
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- Prof. Francesco SCALERA, "Aldo Moro" University, Bari, Italy
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- Prof. Dr Klodjana Gorica “University of Tirana”, Tiranë, Albania
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- Prof.Dr Liljana Elmazi, “University of Tirana”, Tiranë, Albania
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- Prof.Assoc. Dr Fioralba Vela, “Ismail Qemali” University, Vlorë, Albania
- Prof. Dr Fatmir Mema “University of Tirana”, Tiranë, Albania
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Prof.Dr Aleks Trushaj, “Ismail Qemali” University,  
Vlorë, Albania

## **ORGANIZING COMMITTEE**

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Elenica Pjero (Beqiraj)  
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Shkelqim Sinanaj  
Rezarta Brokaj  
Aurela Ramaj  
Sonila Berdo  
Dorjana Feimi  
Rezarta Hasanaj

## CONFERENCE PROGRAMME

### **First Day, Thursday, December 13,**

09.00 – 10:00 Registration

10.00 – Welcome Speech

11.00 – 12.30 First Session

13:00- 14:30 Lunch

15.00 – 16.30 Second Session

17:00-18:30 Third Section

End of the First Day

### **Friday, December 14, Second Day,**

9.00- Registration

9.00 – 10.30 First Session

11.00 – 12.00 Second Session

12:00- 14:00 Visits in some touristic attractions

14.30 – 16.00 Lunch

End of the Second Day

## CONFERENCE VENUE

University “Ismail Qemali” of Vlora

Faculty of Economy, Business Department

Vlore, Albania

E-mail: [icmt2018businessdepartment@gmail.com](mailto:icmt2018businessdepartment@gmail.com)

## AUTHORS GUIDELINES FOR PAPER OR ABSTRACT SUBMISSION

The 1<sup>st</sup> Conference on Marketing and Tourism, and Hospitality Management 2018 (ICMT) accepts both Paper and Abstract submissions.

Please find below the Guidelines for Paper Submission (number 1) and Abstract Submission (number 2).

### **1 Guidelines for Full Paper Submissions**

The content order of the paper should be as follows:

- **Title Page** - this page should be provided as a separate attachment and should include the *Title of the paper*, Author/co-author names and contact details (including email addresses), an *Abstract* (250 words), *Keywords* (up to 5).
- **Main Body of Paper** – this should include the various sections and subsections of the paper. Figures and Tables should be included as part of the manuscript and not at the end.
- **References** – use Harvard Referencing System

**Length of paper** - this must not be longer than 15 pages including the title page, main body, tables, figures and references. Additional charges may apply for longer papers.

*(Please for more detailed information download the template: “Guidelines for authors for paper or abstract submission” from “[icmt2018univlora.edu.al](http://icmt2018univlora.edu.al)”)*

### **2 Guidelines for Abstract Submissions**

- The guidelines for Abstract Submission are the same as the guidelines for Paper Submission with the only difference being the length which should be **1-3 pages** maximum.
- Authors who will submit an abstract for evaluation should not send a final paper at a later stage. All abstracts will be published in the Book of Proceedings.
- Official language of conference will be English/Albanian/Italian