

# June 4-6, 2007 5<sup>th</sup> Bi Annual Call for Papers

Deadline for two-page abstract: 5 March 2007

## Socio-Economic, Psychological, Sociological, and Cultural Drivers of Leisure-Tourism Destinations

### 5<sup>th</sup> Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research

June 4-6, 2007

Charleston, South Carolina, USA



### 5<sup>th</sup> CPTHL Symposium Objectives

International Society of Culture, Tourism, and Hospitality Research

Hosted by the College of Charleston and the International Society of Culture, Tourism, and Hospitality Research, on June 4-6, 2007 the 5<sup>th</sup> CPTHL Symposium will bring together tourism, hospitality, and leisure researchers from around the world to report research, share ideas, and advance consumer psychology and consumer behavior theory in this important economic and social discipline. Consistent with the theme of destination and hospitality marketing for the 5<sup>th</sup> CPTHL Symposium, examining the key drivers of consumer consumption of tourism, hospitality, and leisure experiences requires an understanding of targeted consumers' tastes, preferences, motivations, and perception of value. The challenge of tourism destinations both large and small is to create, promote, and deliver experiences that are multi-dimensional in nature to globally diverse consumers in complex social, cultural, ecological and political environments. The development and application of consumer psychology and consumer behavior theory to destination marketing presents interesting challenges and exciting opportunities for researchers and marketing practitioners.

Submit your paper or abstract by email as an attached MSWORD file to your appropriate regional organizing committee member.

#### Organizing Committee

North America: John C. Crotts, Co-Chair, Organizing Committee, Department of Hospitality & Tourism Management, School of Business & Economics; College of Charleston; 66 George Street, Charleston, SC 29424-0001; Fax: +1-843-953-5697 (Email: [crottsj@cofc.edu](mailto:crottsj@cofc.edu)).

Rich Harrill, Co-Chair, Alfred P. Sloan Foundation Travel & Tourism Industry Center, University of South Carolina, Columbia, SC 29208; [rharrill@gwm.sc.edu](mailto:rharrill@gwm.sc.edu)

Central and South America, Africa: Rich Harrill, Co-Chair, Alfred P. Sloan Foundation Travel & Tourism Industry Center, University of South Carolina, Columbia, SC 29208; [rharrill@gwm.sc.edu](mailto:rharrill@gwm.sc.edu)

Asia: Bihu (Tiger) Wu, Professor and Director, Center for Recreation and Tourism Research, Peking University, Beijing 100871, China; [tigerwu@urban.pku.edu.cn](mailto:tigerwu@urban.pku.edu.cn)

Europe: Josef A. Mazanec, Institute for Tourism & Leisure Studies, Vienna University of Econ. & Bus. Administration, Augasse 2-6, A-1090 Vienna, Austria, Europe; e-mail: [mazanec@wu-wien.ac.at](mailto:mazanec@wu-wien.ac.at)

Oceanic/Pacific: Roger March, Services Marketing - Tourism & Hospitality Program, School of Marketing, Faculty of Commerce & Economics, UNSW, Sydney 2052, Australia;  
R.March@unsw.edu.au

**Founding Chair:** Arch Woodside, Professor of Marketing, Editor-in-Chief, *Advances in Culture, Tourism, and Hospitality Research*, Carroll School of Management, 450 Fulton Hall, Boston College, 140 Commonwealth Avenue, Chestnut Hill, MA 02467; Telephone: +1-617-552-3069 Fax: +1-617-552-6677 (Email: woodsar@bc.edu).

Papers are sought that contribute to advancing theory, research methods, and useful practices of destination marketing. The 5<sup>th</sup> Bi-Annual CPTHL Symposium desires to include original research reports on the major drivers that influence consumer decision making relevant to tourism, hospitality, and leisure, such as:

- Consumer psychology modeling of tourism behavior
- Travelers' hospitality decisions and behaviors
- Tourism satisfaction theory, methods, and findings
- Cross cultural tourism behaviors and impacts
- Buyer-supplier relationships and their impact on consumer choice
- City tourism
- Wine tourism
- Adventure tourism
- Geographic research in tourism
- Destination tourism marketing
- Family tourism
- Pilgrimage behavior
- Virtual tourism
- Travelers' implicit and explicit attitudes of tourism destinations
- Choice experimentation research of tourism services
- Casino tourism
- One-time versus repeat visitor profiles
- Honeymoon tourism behavior
- Terrorism and tourism
- Traveler interpretations of bad trips
- Drama versus lecture tourism advertising
- Performance auditing of tourism management programs
- Interpreting consumer blog reports of own travel and destination behaviors
- Pricing research and decisions in hospitality management
- Managing mega-attractions
- Meta-analysis research in tourism
- Meta-evaluation research of tourism management programs
- Ethnographic research of tourism behavior
- System dynamics applications in tourism
- Advertising effectiveness research in tourism and hospitality
- Tourism and community economic impact analysis
- Segmentation research in tourism
- Choice experimentation in hospitality research
- Choice experimentation in tourism destination research
- Research profiling business-tourist versus tourist only travel behavior
- Cross-cultural research in tourism
- Search and use of information by tourists
- Tourism geography
- Literature reviews on tourism and leisure research
- Avocation, hobby, and nostalgia tourism behavior
- Farm and rural tourism

**Deadline:** the organizing committee requests that you submit a two-page abstract by **March 5, 2007** and/or a full paper (20-pages of text maximum with up to 10 additional pages of reference pages, exhibits, tables, figures, and appendices). Please double-space the abstract and the full page using 12-point Times New Roman and submit in WORD.

Summaries or full papers of accepted papers for the 5<sup>th</sup> CPTHL Symposium will be published in the *Advances in Culture, Tourism, and Hospitality Research, Volume 2*, published by Elsevier. For publication consideration of the full paper in Volume 2, the deadline to receive the full paper is April 15, 2007. Please send your two-page abstract or full paper to one member of the 5<sup>th</sup> CPTHL Symposium representing your geographic area.

## **REGISTRATION**

### Dates/Times of the Symposium

June 4, 10am – June 7, 3PM

### Registration Fee: \$250 per person

(includes conference materials, three luncheons, one dinner, and entertainment for three day conference)

### Conference Hotel

The Francis Marion Hotel

387 King Street, Charleston, SC 29403

Rate: \$139 plus tax per night single/double

Each individual guest must make their own reservations by calling (843) 722-0600 or 1-(877) 756-2121 by **Monday, May 14, 2007. Indicate you will be attending the 5<sup>th</sup> Bi--Annual**

Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure. You may also make your reservation on line at [www.francismarioncharleston.com](http://www.francismarioncharleston.com), click on reservations, enter arrival and departure, click confirm, and then enter the group code '**consumer.**'

For trip planning information, please go to <http://cofchtm.placeaware.com/>