



Place and Tourism Marketing

Place marketing is a growing area of study. In practice, if undertaken effectively, place marketing can contribute greatly to the economy in terms of attracting tourism, students of tertiary education, economic immigration, and FDI. It can also enhance the attractiveness of a place's exports.

The track welcomes empirical papers, conceptual papers, case studies, and also welcomes papers with contributions from practitioners in place and tourism marketing.

Papers can include, but are not limited to, the following:

- Business tourism and the MICE market
- Heritage Tourism
- New media and the marketing of places
- Overcoming negative and underdeveloped place identities
- Place brands and place branding
- Place image management
- Regeneration
- Relationship of marketing to tourism
- Religious Tourism
- Urban Marketing

Papers of no more than 5 pages should be submitted using the following link:

www.leedsmet.ac.uk/conferences/am2009/callforpapers.html

Please note that the deadline for submission of papers has been extended to Monday 16th February.

For further information please visit the conference website at www.am2009.org or contact me directly.

Regards

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