CALL FOR PAPERS

9th ADVANCES IN TOURISM MARKETING (ATMC) CONFERENCE

TOURISM MARKETING

6-8 SEPTEMBER 2023
BORDEAUX, FRANCE

Wine, spirit & food Tourism: between innovation and authenticity
WINE, SPIRIT & FOOD TOURISM:
BETWEEN INNOVATION AND AUTHENTICITY

The 9th Advances in Tourism Marketing Conference (ATMC) will be hosted by the University of Bordeaux. This new edition will once again be an opportunity to benefit from the expertise of all our colleagues, discover original and fruitful works, consider new research avenues, and provoke passionate debates. This 9th ATMC aims to explore, analyze, and evaluate the state of the art in tourism marketing from an international and marketing/consumer perspective and bring together academic researchers, policymakers, and practitioners. In addition to this general goal, each ATMC conference proposes a topical theme to provide both scholars and practitioners with an opportunity to engage and explore that theme in a series of focal discussions.

Conference Theme

ATMC 2023 will focus on “Wine, spirit & food tourism: between innovation and authenticity”. According to various sources (World Food Travel Association, Allied Market Research, IMARC Group, Future Marketing Insights, Technavio, etc.), culinary (i.e. food and beverage) tourism is a highly valued market whose CAGR is constantly increasing. Forecasts predict, with some variations depending on the source, a CAGR of over 15% by 2030. Food festivals and visits to production sites are the main drivers for this growth. Culture and gustatory pleasure are the motivations for consumers. However, the CoVID pandemic has shown a temporary inflection of this growth. This reveals the fragility of the tourism market in the face of external and unpredictable events (beyond the "usual" meteorological hazards). This adds, if need be, to continue to reflect on the economic model of tourism in regions where the economic activity is mainly centered on tourism. But above all, it has been observed that the pandemic has allowed a rest of natural resources, thus offering a new environment for tourists, which also leads to a reflection on the positioning of tourism offers in the context of tourist overexploitation of sites. The CoVID period has thus been the occasion of many innovations based on the digitalization of the offer. However, in the context of culinary tourism, this digitalization quickly reaches its limits, especially on the gustatory dimension.

The 9th ATMC in Bordeaux will therefore be a special occasion to propose special sessions around the reflection on the present and the future of culinary (and especially wine) tourism. In particular, a focus is expected on the tension that arises from the need for innovation caused by the awareness of the overexploitation of resources which seems to contradict the consumers' search for authenticity. Papers that offer theoretical reflections, methodologies, and case studies are welcome. We, therefore, expect research that studies how innovation allows for sustainable culinary tourism that does not alter the value of the offer and that allows for the preservation of the cultural and gustatory dimensions of such tourism.
The conference also welcomes the submission of papers on various subjects of tourism marketing, including e.g:

- CoViD and Post-CoViD
- Tourism marketing and sustainability
- UX design in tourism
- Over-tourism and resistance to tourism
- Co-creation of value in tourism services
- Tourist behavior in social media and interactive marketing
- Value co-creation in tourism
- Shareable tourism and the collaborative economy
- Well-being in tourism
- Entrepreneurship in tourism marketing
- Marketing tourism places, events, and spaces
- Tourist decision-making and behavior
- Community-based tourism
- Marketing and designing the tourist experience
- Robots and AI
- Trust and reputation
- Cross-cultural research in tourism and leisure behaviors
- Impact of ICT developments on tourists’ decision-making & consumption processes
- Customers/employees’ engagement in the hospitality and leisure industry

Contributions are welcome from both positivist and interpretive traditions, using both qualitative and/or quantitative approaches. Laboratory or field experiments, longitudinal studies, and CCT (Consumer Culture Theory) approaches are particularly welcome for a richer understanding of tourism and leisure choices and behaviors.

**Format of submissions**

Researchers will submit their work with an extended 2000 words abstract by 3 April 2023

https://easychair.org/conferences/?conf=atmc2023

Qualifying papers (e.g. upon recommendation of the advisory board) will be invited for publication as an edited book due by an international publisher. The selected papers of previous conferences have already appeared in a series of book proposals by Elsevier, Routledge, Goodfellows, Cambridge Scholars, and Emerald.
Important dates

- Submission – 3 April 2023
- Notification – 2 May 2023
- Registration – 25 July 2023

Guidelines for paper submissions

Abstracts should be written in Times New Roman 12, single spaced, should be limited to 2000 words max., and saved as a Word file. The delegates should submit an extended abstract structured following the IMRAD concept, containing at least:

- Title and name of the authors (with affiliation and contact details) on a separate page
- Title (try to stick to one of the sub-themes; additional sub-themes will be considered if they are in line with the main conference theme)
- Introduction: Describe the topic and its relation to the conference theme/subtheme.
- Contribution: Define the objectives of the paper, your motivation for choosing the topic, and the theoretical background of your research. Evaluate the relevance of the main question regarding the current state of knowledge.
- Methods & materials: What is your research strategy and what is the main research question (about the topic addressed in the paper)? List the main analytical methods to be used in the paper (methods for data sourcing, and processing, as well as the testing method).
- Results & Discussion: Describe the main results of the paper (if possible, indicate your expected recommendations) and discuss them in light of existing literature.
- Conclusion
- Present a list of main sources/literature used

Abstracts should be submitted by 3 APRIL, 2023 on easy chair
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About the venue

Located in southwest France and Southern Europe, on the European Atlantic coast, the city of Bordeaux is only a few hours from major European cities and just one hour from the Atlantic Ocean. Bordeaux is a large French city enjoying an international reputation based on heritage (labeled UNESCO) and wine. Bordeaux city has recently been renovated. Bordeaux city is labeled as one of the best European destinations (city guides), welcoming more than 6 million tourists every year.

Bordeaux is also known as the “Wine Capital” of the world, The Bordeaux wine yard is one of the oldest in the world (from 2000 years), the largest one (117,000 ha), and hosted legendary wines such as Pétrus or Margaux. The region of Bordeaux is one of the most attractive regions for both domestic and international wine tourists. Appellations such as Saint Emilion or Pomerol have gained recognition among wine tourists. At the earth of the city center, the “cité du Vin” (city of wine) is a cultural flagship (opened in 2016), dedicated to “wine civilization” and using cutting-edge technology to experience interactive activities. Bordeaux is a member of the “great wine capital”, an astonishing network of wine regions.

More information can be found on our website :
- http://jph.galan.free.fr/atmc/history.php

Please feel free to contact organizers for your further queries
- atmc2023@u-bordeaux.fr

Conference co-chairs
- Jean-Philippe Galan, University of Bordeaux, France
- Juliette Passebois-Ducros, University of Bordeaux, France

ATMC co-chairs
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- Alain Decrop, University of Namur, Belgium
- Metin Kozak, Kadir Has University, Turkey
- Alan Fyall, University of Central Florida, USA.
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Social Gathering

- Wine tasting
- City tour in Bordeaux
- Gala dinner