



The University of the West Indies, Mona, Jamaica is pleased to invite you to the 3rd International Tourism Conference to be hosted by Mona School of Business and Management, the premier business school in the region. The conference will be held in Montego Bay, Jamaica's premium tourist destination. Branded 'the complete resort', Montego Bay offers a wide array of tourism experiences. With the recognition, however, that the success of the tourism industry lies in our ability to gain a better understanding of the issues and challenges facing tourism, and to innovate to overcome these challenges, this conference presents an opportunity to address the issues under the theme: Tourism and Innovation: re-inventing, revolutionizing, transforming.

The conference will provide a forum for academics, government officials, tourism practitioners, professional associations and groups, graduate students and civil society organizations to explore issues and challenges relating to tourism and innovation at all levels. As such, we welcome a mix of research and policy-oriented papers from a range of disciplines surrounding the conference theme.

**Keynote Speaker** : Prof. Dimitrios Buhalis, , Deputy Director of the [International Centre for Tourism and Hospitality Research](#), at [Bournemouth University](#) in England.

### **Conference Tracks**

Areas of interest for the conference include but are not limited to papers which examine and explore:

- Branding and Repositioning of the tourism product
- Cruise Tourism: maximizing the benefits
- Cultural/Heritage tourism
- Festival and events: innovation in marketing and management
- Forging tourism linkages: Agriculture and Tourism
- Green Innovation, tourism and sustainability
- Health/wellness/Medical Tourism
- Hospitality: hotels, restaurants and bars
- Infrastructure, Transportation and Logistics
- Innovation and Entrepreneurship
- Knowledge Management
- Planning and public policy
- Small Hotel competitiveness

- Sports Tourism
- Tourism and the Diaspora
- Tourism and emerging technologies

Participants are welcomed to submit any other topics related to the conference theme.

Participants are invited to make other forms of presentations besides papers such as film and exhibitions that incorporate other digital media forms. There will be an exhibition running concurrently that will showcase the offerings of the industry, while providing an excellent networking opportunity.

### **Submission Guidelines**

- Selection of papers will be based on abstract submissions. Working papers will also be accepted. Abstracts should not exceed 500 words, 1.5 space and typed pages.
- Selection of panels, film and exhibitions will be based on an outline/overview of the item(s). Outlines should not exceed 500 words, 1.5 space and typed pages.
- Indicate the author's name, affiliation and contact information (phone number and email address) only on the cover page of the abstract. Only the primary author will be notified regarding the outcome of the paper review process.
- Submit abstracts to the Conference Chair, Eritha Huntley Lewis at [tourism.conference@uwimona.edu.jm](mailto:tourism.conference@uwimona.edu.jm).
- Only original manuscripts not previously published or presented at another conference/forum should be submitted.
- For all accepted paper presentations, at least one (1) of the authors must register for and present the paper at the Conference.

### **Conference Deadlines**

Submission of Abstracts	31 <sup>st</sup> March, 2014
Notification of Acceptance/Rejection	30 <sup>th</sup> May, 2014
Full Paper Submission	14 <sup>th</sup> September, 2014

### **Publication**

The scientific committee will review papers and offer a BEST PAPER award courtesy of the International Journal of Contemporary Hospitality Management. The proceedings of the conference will be published