NATIONAL MEDIA MANAGEMENT CONFERENCE

COMMUNICATING TOURISM: MEDIA, SOFT POWER, AND MANAGEMENT

DATE: November 16, 2019
VENUE: St. Xavier's College, Kothavara, Kerala

powered by In-Depth Communication
Call for Papers

The contribution of tourism in India's economic growth is significant. The increased demand over Indian tourist destinations is correlated with footfalls. In the age of globalization and digitization, the communication strategy and management are an inevitable component of any media mix. Tourism is regarded as a force for world peace (Pernecky, 2010). Building mutual understanding and empathy is also part of the geopolitical matrix. From a soft power perspective, the tourist is a geopolitical subject and object (CS Ooi, 2014). How often tourism is related with empathy and interest towards a destination, which is created by carefully designed messages by media managers and stakeholders.

The current conference focuses on interdisciplinary area of tourism and communication with focus on theoretical and empirical evidences from academicians, practitioners, policy makers and research students. We invite abstracts that explore the theme. Contributions are invited on any of the following (or related) sub-themes:

- Media and Tourism
- Social Media and Tourism
- Soft power and Tourism
- Destination Promotion and Tourism
- Media Management and Tourism
- Green Tourism and Media
- Stake Holder Interest in Tourism
- Mega Events and Tourism
- Government Policies and Tourism
- Tourism and Brand Image
- Responsible Tourism and Media
- Research Trends in Tourism
- New Models of Communicating Tourism
- Case Studies/Success Stories of Tourism Communication

Please send a 300-word abstract, brief bibliography, and bio (with institutional affiliation, if applicable) in one document as an email attachment to 2019papersubmission@gmail.com by 16th August 2019. All selected papers will be published in an edited volume with ISBN.

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Important Dates

<table>
<thead>
<tr>
<th></th>
<th>16th September 2019 (Extended Deadline)</th>
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<tbody>
<tr>
<td>Abstract Submission</td>
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<tr>
<td>Full Paper</td>
<td>10th October 2019</td>
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<td>16 Nov 2019</td>
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Registration Charges

<table>
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<tr>
<th>Category</th>
<th>Early Bird (15 August 2019)</th>
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<tr>
<td>Academician</td>
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<tr>
<td>Research Scholar</td>
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<td>2500</td>
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<tr>
<td>Student (Full Time UG/PG)</td>
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<td>Non-Presenter Participant</td>
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<td>Professionals (Non-Academic)</td>
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Bank Details

Account Holder: In-Depth Communication  
Account Number: 03381100303681  
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IFSC Code: PSIB0000338

Contact Address
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St.Xavier’s College

St.Xavier’s College Vaikom, Kothavara, Kerala started functioning in 1981. It is owned and managed by St.Xavier’s Church Kothavara. Starting of the college brightened the prospect of higher education in Vaikom Taluk and slowly a social and cultural evolution started banishing the dark cloud of illiteracy ignorance, superstition etc. The general aim of this college is the integral formation of the human person for the fulfilment of his/her individual responsibilities with sincerity, honesty and maturity.