



## Call for Papers: Consumer Behavior of International Tourism (CBIT)

Manuscript submissions must be received by **March 15, 2010**.

The 2010 Global Marketing Conference will be held at the Chiba Campus of Rytsu Keizai University in Chiba, Japan on September 9-12, 2010. Chiba is part of the greater Tokyo metropolitan area and the conference site is a short train ride from downtown Tokyo. This event is hosted by the Korean Academy of Marketing Science, Rytsu Keizai University, and the Society for Marketing Advances. This year's conference theme is, "Marketing in the Turbulent Environment." For more information about the conference please visit the following web site ([www.kamsconference.org](http://www.kamsconference.org)). Manuscripts addressing dynamic global issues including strategies for both domestic and multinational strategies for international tourism behavior fit with the overall theme of the Conference and specific track. The conference venue is Shinmatsudo Campus of Rytsu Keizai University, Chiba, Japan.

Both empirical and qualitative manuscripts addressing the following issues are particularly welcome for the CBIT Track:

- Conscious and unconscious effects on traveler decision making
- Destination branding
- Tourist acculturation
- Cross-cultural tourist behavior
- Destination promotion and positioning
- Cutting-edge research methods to better understand tourism behavior
- Changes with destination areas
- Travel Storytelling and narratives
- Historical and cultural heritages
- New forms of tourism
- Technology's changing role in tourists' destination selection, planning, and behavior

All submissions, reviewing and notification will be conducted electronically through e-mail. If you do not receive confirmation of your submission within seven days, please contact the track chairs. Please submit manuscripts in a WORD Document in Times New Roman 12-font. Submissions should have page numbers and be limited to 20 pages of text in length. References and citations should follow the *Journal of Business Research* style. Please place all tables and figures at the end of the manuscript (following the references). The manuscripts title page should include the corresponding author's name, affiliation, mailing address, telephone number, and e-mail address. Names and contact information for other authors should be included as well. The review process will be double blind, information that identifies the submission authors should only be listed on the title page. Selected CBIT conference papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010 will be considered for a special edition of the *Journal of Business Research* on Consumer Behavior of International Tourism. Conference submissions should be sent to **all three track chairs**. **Drew Martin**, College of Business and Economics, University of Hawaii at Hilo, 200 West Kawili Street, Hilo, Hawaii 96720, USA, [drmartin@hawaii.edu](mailto:drmartin@hawaii.edu), Telephone: +1 808 974 7553, Facsimile +1 808 974 7685. **Ecran Sirakaya-Turk**, School of Hotel, Restaurant and Tourism Management, University of South Carolina, Carolina Coliseum, Room 108-C, Columbia, SC 29208, USA, [ecran@mailbox.sc.edu](mailto:ecran@mailbox.sc.edu), Tel: +1 803 777 3327. **Wonae Cho**, Dept. of Business Administration, Seoul Women's University, 126 Gongreung-Dong, Nowon-Gu, Seoul, Republic of Korea, [wcho@swu.ac.kr](mailto:wcho@swu.ac.kr), Tel: +82-2-970-5792, Fax: +82-2-970-5961.