



**ACADEMIA
ROMÂNĂ**
FILIALA IAȘI

International Tourism and Hospitality Conference Global Economic Development Trends and Local Opportunities of Tourism

27th and 28th February 2020

Oradea (Nagyvárad) ♦ Romania

International Program Committee

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Debrecen, Hungary

Theme

The role of tourism in economic growth is increasing in a process of globalisation and digitalization of the economy and the society. Governments are allocating increasing public funds for developing their touristic industries creating competitive advantage for their business organizations operating in this branch of the economy. Beside the traditional touristic products and services, and hospitality customs new facilities are developed for serving recreational and business touristic needs. The expansion of the sector near the positive impact on the economic development started to expose environmental and social negative externalities.

Alongside the global economic and the macroeconomic impacts, the touristic business supply is becoming an important local economic development opportunity as well. In many regions of the Eastern and Central European countries tourism development has come to the front of local economic development after the regime change and in the process of transition to the market economy. Several touristic development projects were implemented by local communities and businesses contributing to an outstanding progress of the local economy in several cases. However, the role of the sector in the development of local economy in the long run and the challenges of further expansion of the sector need to be addressed with the actual economic research state of the art in a multidisciplinary approach.

Keynotes

Zoltán BUJDOSÓ,
Eszterházy Károly University, Hungary

Enikő RÜSZ-FOGARASI,
Babes-Bolyai University, Romania

Kvetoslava MATLOVICOVA,
University of Presov, Slovakia

Tamara RÁTZ,
Kodolányi János University, Hungary

Presentations or round table of local touristic agencies,

Conference Chairs

József FOGARASI, Partium Christian University
Ferenc SZILÁGYI, Partium Christian University

Organization Committee

Tímea ARDELEAN
Gabriella CSÓKA
Krisztina CZUCZOR
Gyula FLÓRIÁN, PhD
Hajnalka IZSÁK
Enikő MAJOR, PhD
Elisabeta MOLNAR, PhD
Rita NYIZSALOVSKAI, PhD
Edit PALLÁS, PhD
Csaba SZÚCS, PhD
Edit VERES, PhD
Enikő VÍGH

Conference Dates

28th and 29th February 2020

Conference Venue

Partium Christian University, Oradea,
Romania

Registration fee:

100 RON until 2nd February (online)
200 RON from 3rd February (or on site)
50 RON until 2nd February (abstract only
without participation)

Important dates and deadlines

2nd February 2020 – Submission of
abstracts
10th February 2020 – Notification of
acceptance
30th March 2020 – Full paper submission

Official Home Page

<https://gtt.partium.ro/en/ictb>

Contacts

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Tímea Ardelean (secretary):
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Call for Papers

The Partium Christian University, the Eszterházy Károly University and the Romanian Academy- Iași Branch, Commission to study marketing issues invite an international audience to submit paper proposals in the fields of Economics and Business Administration of Tourism and Hospitality, and any other fields referring to the theme of the conference. The following topics are expected to be discussed:

- Consumer Behavior in Hospitality and Tourism
- Cultural Heritage and Religion
- Education and Training in Tourism and Hospitality
- Electronic Marketing and E-commerce
- Food, Wine and Gastronomy
- Health and Wellness Tourism
- Hospitality and Tourism Information Systems
- Hospitality, Tourism Management and Marketing
- Human Resource Challenges for Tourism and Hospitality
- Small and Medium-sized Enterprises in Tourism and Hospitality
- Sustainable Tourism, Environmental and Social Concerns
- Tourism Planning: Rural and Regional Development

The conference intends to discuss the impact of global development trends in tourism and hospitality on the local development opportunities of the sector. It offers a platform to exchange ideas and to generate an integrated view of existing and future challenges facing the tourism economy. As current topics and local development possibilities of the tourism economy and business will be addressed, the conference is not only relevant for a scientific community but also for policy decision makers, public administration, and for other stakeholders interacting with touristic business organizations.

Participants, who intend to contribute with a paper presentation or a poster, are requested to submit an abstract up to 500 words and key words in English, by 2nd February 2020 to the conference contact email address (veresedit@partium.ro, timea.ardelean@partium.ro).

Authors of accepted abstracts will be notified by 10th February 2020. The deadline for the final submission for publication of the accepted papers is 30th March 2020. All accepted papers will be published in a book of abstracts ready for the conference. Authors who present their papers, are invited to submit full papers to the Conference Proceedings published after the conference, or supporting journals listed on the conference web page.

The registration fee is 100 RON until 2nd February 2020 and can be paid online <https://payment.partium.ro/> or 200 RON from 3rd February 2020, or paid on site. This includes lunch on both conference days, gala dinner on the first day, coffee during the breaks and publication of accepted papers in the conference abstract book and proceedings. Accommodation is not included.