

# CALL FOR PAPERS

**3RD  
TASTE OF CITY  
CONFERENCE**

**4-5 October  
ToC2018**

**Food & Place  
Marketing**

**Akdeniz University  
Antalya, Turkey**



## **3rd Taste of City Conference 2018: Food and Place Marketing**

**4-5 October 2018 – Akdeniz University Antalya, Turkey**

You are cordially invited to the Taste of City: Food and Place Marketing Conference 2018 Antalya, which will be hosted by Akdeniz University Tourism Research, Development and Application Centre (TAGUM) on 4-5 October 2018.

The TOC 2018 Antalya is an international peer-reviewed academic research conference with a focus on understanding the dynamics and role of food play in place marketing and branding. This unique event aims to bring together researchers, scholars and practitioners to explore the ways in which food and places are marketed in an interconnected fashion.

### **Invited Speakers:**

**TBC**

The TOC 2018 will offer a scholarly exchange covering different case studies around the world in a truly multidisciplinary event. The key thematic areas are diverse with a multidisciplinary approach revolving around marketing, tourism, gastronomy and culture. The sub-thematic areas are as follows, in which the submission of proposals is invited but not limited to:

#### Marketing

- Place marketing and branding
- Food and drinks marketing
- Food in place branding
- Diaspora marketing
- Consumer behaviour
- International marketing
- Cross cultural marketing

#### Tourism

- Food tourism and destination branding
- Food as touristic product in place marketing
- Food and sustainable tourism
- Food and alternative tourism
- Food and health tourism
- Food festivals and event marketing

#### Gastronomy

- Molecular gastronomy and place marketing
- Food, health and place marketing
- Slow Food - Slow Cities
- Creative cities of gastronomy
- Gastronomic experience – Taste hunts

#### Culture

- Transnational food
- Religion and food: Halal and Kosher
- Heritage food
- Diasporas and exporting heritage taste
- Food crossing borders
- Food mobility: Tacos to Doner, Feta to Curry
- Diasporas, foods, places

## Author Guidelines

### Language

The working language of the conference is English.

### Abstracts

Abstracts should state briefly and clearly the objectives, methods, results and conclusions of the work, and should be no more than 300 words in length. Special sessions and panels with three or four speakers can also be proposed. Please submit your proposals as a single Word document indicating the title of the panel, titles and abstracts of all the proposed papers, the name of the presenters, and their short biographical statements.

**Abstracts deadline:** 30 June 2018.

### Full Papers (optional)

These must be original papers.

- A maximum of 7 pages (or 4000 words) including abstract, appendices and references.
- Microsoft Word documents
- A4-page formatted
- 2.5cm margins on all sides
- Single spaced
- 12-point Times Roman font (the title, which must be 14-point Times Roman)

### Publication opportunities

Papers presented at the conference may be included in edited books and/or special issues of peer-reviewed international journals. Selected conference papers will be included in edited books published by Transnational Press London and in a special issue of *Transnational Marketing Journal*. A special issue related to topics in tourism will be published in *Advances in Hospitality and Tourism Research (AHTR) Journal*.

### Submission Guidelines

Please register at the conference website and login to your account. Then go to paper/abstract submission page to submit your paper proposal. Please tick all the boxes at the end of the form so you can register and submit as author and reviewer.

All papers, title pages and reference pages must be submitted as Word documents.

### Key Dates:

- Deadline for submission of abstracts: 30 June 2018
- Deadline for submission of panel proposals: 30 June 2018
- Submission of full papers (Optional): 1 September 2018

Further details about the conference can be found at: <http://tastecity.net/>

**Conference Organization Committee:**

**İbrahim Sirkeci**, Regent's University London, UK  
**Beykan Çizel**, Akdeniz University, Turkey  
**Bahattin Özdemir**, Akdeniz University, Turkey  
**Ebru İçigen**, Akdeniz University, Turkey  
**Osman Caliskan**, Akdeniz University, Turkey  
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**Evinç Doğan**, Akdeniz University, Turkey  
**Edina Ajanovic**, Akdeniz University, Turkey  
**Nevin Karabıyık Yerden**, Marmara University, Turkey

**Conference Scientific Advisory Committee:**

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**Evinç Doğan**, Akdeniz University, Antalya, Turkey  
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