

Manuscripts are currently being solicited for an upcoming Special Section of the *Journal of Advertising* dedicated to Advertising in Hospitality, Tourism and Travel, by [Marla Stafford](#).  
Deadline: **February 29, 2020**.

Advertising is critical to building a brand, attracting new customers, and maintaining loyalty, yet no systematic effort has brought together advertising as an integral part of hospitality, tourism, and travel (HTT) scholarship even though connections could serve to strengthen existing research.

The HTT industry is one of the largest industries in the world, and dominates the service arena. In fact, in the U.S. alone, the travel and tourism industry generated more than \$1.6 trillion in economic output in 2017. According to projections by the U.S. Department of Commerce, the U.S. expects to welcome 95.5 million international visitors annually by 2023. In the European economy, travel and tourism contributed about 782 billion euros to the GDP in 2018, and in Asia, there were more than 323 million international tourists in the Asia-Pacific region.

The HTT industry includes a range of subsectors such as hotels, restaurants, events, theme and amusement parks, airports, car rental companies, travel agencies and tourist information centers, museums and art galleries. Hospitality itself is the relationship between a host and a customer, and is generally used by businesses to enhance the customer experience and ensure customer loyalty. Hospitality provides key services for both vacation and business travelers, and is, therefore, essential to individual customers and businesses.

HTT has become an important part of the health care industry because it plays a key role in the relationship between the health provider and the patient. In fact, hospitality is important to any business that relies on creating and maintaining positive relationships with its customers.

With this Special Section, we will extend the subject of advertising to HTT, and explain, in theoretical and practical terms, what it is and what it means for the HTT industry. As the name indicates, we are interested in a cross-fertilization of research in advertising and HTT in the broadest sense. By “advertising,” we mean “a message from an advertiser” with the “intention to remind, inform or persuade.”

In addition to research investigating specific challenges and opportunities in advertising and HTT areas, we are particularly interested in interdisciplinary papers that offer strong theoretical foundations to help guide professionals in developing appropriate and effective messages. Papers may include conceptual frameworks, experiments, surveys, content analysis, narrative analysis, case studies, and other qualitative and quantitative approaches, to name a few. Topics include (but are not limited to):

- Advertising and consumer attention, cognition and behavior in HTT
- Advertising and the consumer experience in HTT
- Advertising effectiveness and HTT

- Advertising's role on HTT sustainability during economic recessions
- Building the HTT brand
- Contemporary challenges of advertising and sustainable tourism consumption
- Cultural diversity and advertising in HTT
- Effective use of sales promotions in the HTT industry
- Emotional appeals of advertising in HTT
- Ethical and legal issues associated with the advertising of HTT
- eTourism and internet applications related to advertising
- Electronic word-of-mouth (eWOM) in HTT
- HTT and advertising creativity and the creative process
- HTT and experiential advertising
- Promoting HTT experiences through advertising
- Rewards programs in hotels, restaurants, and airline industries
- The impact of event promotion on consumer choice
- The role of advertising in hospitality firm performance
- The role of hospitality in health care and how advertising can affect consumer health choices
- The role of social media advertising in HTT
- The role of technology in advertising of HTT services
- The use of digital media in creating effective HTT messages
- Virtual experience and location-based advertising as it relates to HTT

Submission deadline is Leap Day: February 29, 2020.

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <https://mc.manuscriptcentral.com/ujoa>

Submit from February 1-29, 2020. Authors should select "Special Section: Advertising in Hospitality, Tourism, and Travel," as "Manuscript Type."

Please note in the cover letter that the submission is for the Special Section. Also note that:

- All articles will undergo blind peer review by at least two reviewers.
- The anticipated date for publication of the Special Section is Fall 2020; therefore, tight turn around (about 30 days) is anticipated for any revisions.

For additional information, please contact the JA Special Section guest editor at: [marla.stafford@unlv.edu](mailto:marla.stafford@unlv.edu) or [JASI.Hospitality@gmail.com](mailto:JASI.Hospitality@gmail.com)