

**ADVANCES IN HOSPITALITY AND TOURISM MARKETING  
AND MANAGEMENT**

**CONFERENCE PROCEEDINGS**

**Istanbul, Turkey  
June 19-24, 2011**

Organized by:



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## PREFACE

On behalf of the organizing committee, it is our pleasure to welcome you to the “Advances in Hospitality and Tourism Marketing and Management 2011 Conference” hosted by Boğaziçi University and Washington State University. The event will take place in Istanbul, Turkey at outstanding facilities of Boğaziçi University between June 19 and June 24, 2011. I am sure that all of us will have unforgettable experiences during this conference.

Our vision for this scientific meeting is to create an international platform for balanced academic research with practical applications for the hospitality and tourism industry, in order to foster synergetic interaction between academia and industry. During this conference, presenters will submit their latest research findings on hospitality and tourism marketing and management. It is our sincere hope that those research presentations will contribute to knowledge and theory of hospitality and tourism marketing and management as distinct, multifaceted fields approached through the administrative disciplines, the liberal arts, and the social sciences. Furthermore, this conference will provide an outlet for innovative studies that will make a significant contribution to the understanding, practice, and education of hospitality and tourism marketing and management. We strongly believe that presentations scheduled throughout the conference and the papers published in the conference proceedings will have a significant contribution to the dissemination of knowledge while serving as a unique international forum for both industry and academia

The conference addresses a wide range of issues that are crucial for today’s world. Studying a multi-faceted and hybrid industry like hospitality and tourism requires us to examine issues related to both supply and demand. Therefore, during this conference and in this proceedings book, you will see presentations and papers that examine a wide range of topics such as marketing, management, consumer behavior, planning and development, issues related to sustainability and the use of technology, etc. It is our hope that, during this conference, a clear picture of the hospitality and tourism industry is developed. In addition, we are sure that the papers included will identify the complex and interrelated issues that the sector faces every day and propose sound solutions to some of those problems.

The organizing committee has spent countless hours to put this conference together. We would like to express our sincere gratitude and thanks to all the organizing committee members who graciously volunteered their time and effort to put this amazing conference together. We would also like to extend our appreciation and sincere gratitude to the international scientific committee members who worked to ensure the quality of the papers. Without the organizing committee and the help of international scientific committee, we could not have this conference.

On behalf of the organizing committee, we would like to welcome you again to the “Advances in Hospitality and Tourism Marketing and Management 2011 Conference”. We hope that you will enjoy Turkish hospitality while attending the conference and have an unforgettable stay in Istanbul.

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