

European Review of Service Economics and Management (ERSEM)

Call for Paper

Special issue on: Emerging Markets and the Development of Touristic Services

Services represent an ever increasing share of employment and output in developing countries. This growth is accompanied by a process of diversification and sophistication: brand new services are being delivered, and many see their business models reinvented. Among service activities, tourism presents the specificity of being a major source of income in all stages of development of countries. In traditional societies, the problematic is mainly to attract foreign tourists, while in emerging markets the birth of a middle class creates also specific internal markets for touristic services. This major qualitative change in the demand side is likely a powerful driver for the emergence of new services in – and related to - the local tourism industry. In this context, the objective of this special issue is to deepen our understanding of the changes occurring in the delivery of touristic services in emerging markets. Topics of interest include – but are not restricted to - the followings:

- Innovation and innovation networks in tourism
- Religious tourism, especially in societies where religious beliefs were previously controlled.
- Productivity/ performance measures
- Value co-creation in tourism
- Medical tourism
- Sexual tourism
- Business Models specific with emerging markets

Deadline:

- 1st July 2018: Paper submission and peer-review process

Guest Editors of the Special Issue:

Benoît E. Desmarchelier (University of lille), benoit.desmarchelier@univ-lille.fr

Eddy S. Fang (Xi'an Jiaotong-Liverpool University), eddy.fang@xjtlu.edu.cn

Papers and abstracts should be submitted to benoit.desmarchelier@univ-lille.fr using the keywords “Special Issue ERSEM” as subject of the message.

About ERSEM:

The European Review of Service Economics and Management (ERSEM) is an international multidisciplinary Journal devoted to services studies in the field of economics and management. Papers can be submitted in English or in French. The journal is led by an editorial board bringing together economists and management scientists who were involved in the thematic

series “Economie et Gestion des Services” (EGS) of the Journal “Économies et Société”. Keeping the editorial policy unchanged, it continues EGS which ceased publication in September 2015.

The European Review of Service Economics and Management is devoted to those activities that constitute the main sources of employment and wealth in contemporary economies. ERSEM publishes original high-quality contributions that aim at improving our knowledge of service activities, on the theoretical and empirical as well as on the managerial and public policy viewpoint. It also publishes, in a “Debate and Viewpoints” section, shorter articles which develop personal viewpoints addressing specific economic, policy or management issues regarding services. The Journal covers any type of service activity: market and non-market but also services within manufacturing firms. It has no thematic boundary.

ERSEM is simultaneously published in paper format and in an electronic version available through the website of Classiques Garnier.

Website: <http://ersem.univ-lille1.fr/en/european-review-service-economics-and-management>