# Tourism and Hospitality Experience Management Track

**Track Chairs:**
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**Track**             **overview:**
Tourism and hospitality industries are among the world's largest and most interconnected service ecosystems. They generate economic prosperity, shape social and cultural exchange and influence the wellbeing of communities and environments. As the sector recovers from recent crises and embraces emerging technologies, it plays a pivotal role in realising the BAM 2026 theme of **"Thriving Together: Impact, Innovation and Inclusion."** In this track we encourage submissions that explore how tourism, hospitality and the broader experience economy can create positive impact through innovative practices while ensuring equity, inclusion and sustainability.

We invite conceptual, empirical and methodological papers and encourage cross-disciplinary approaches. Research may span marketing, management, sociology, economics, technology, ethics and public policy, and may draw on qualitative, quantitative or mixed methodologies. We also welcome developmental papers, comparative studies and practitioner-scholar collaborations.

**Expanded Themes and Topics**

1. **Tourism sectors & niches**
   - Accessible tourism: products and policies enabling travel for people with disabilities or reduced mobility
   - Adventure and sports tourism: extreme sports, mountaineering, surf tourism and sporting event travel.

- Culinary and gastronomy tourism: food trails, wine tours, culinary festivals and farm-to-table experiences.
- Cultural and heritage tourism: preservation and presentation of tangible and intangible cultural heritage.
- Dark, disaster and memorial tourism: tourism to sites of tragedy, crime or natural disasters
- Ecotourism and nature tourism: protected areas, wildlife tourism, marine parks and sustainable outdoor recreation.
- Health, wellness & medical tourism: spa retreats, yoga holidays, medical procedures abroad and wellbeing resorts.
- LGBT and inclusive tourism: travel aimed at LGBTQ+ communities and inclusive service design.
- Volunteer and pro-poor tourism: community-based projects and social-justice tourism.
- Rural and agritourism: village experiences, farm stays and agro-tourism.
- Film/TV tourism (screen tourism): visits to film and television locations.
- Sports event tourism (MICE): major sporting events, festivals and meetings, incentives, conferences and exhibitions.
- Religious and pilgrimage tourism: faith-based travel and spiritual journeys.
- Youth and senior tourism: travel patterns and product design for specific age segments.
- Sex tourism and crime-related tourism: ethical issues and policy responses (handled with critical and ethical sensitivity).

2. **Business & Operations**
   - Service quality, customer experience, revenue management and organisational culture in hospitality and tourism enterprises.
   - Innovative business models (e.g., co-living/co-working hotels, subscription-based travel, peer-to-peer platforms).
   - Tourism supply-chain management, yield management, logistics and procurement.
   - Human resource issues: workforce diversity, employee well-being, gig work, labour mobility and skills development.
   - Entrepreneurship in tourism: start-up ecosystems, family businesses and social enterprises.

3. **Technology & Innovation**
   - Smart tourism and digital ecosystems, including virtual/augmented reality, IoT, blockchain and contactless technologies.
   - The platform economy (Airbnb, Uber, peer-to-peer transport and lodging) and sharing economy ethics.
   - AI-driven personalisation, predictive analytics, chatbots and intelligent CRM.
   - Social media and influencer marketing, user-generated content and digital storytelling.
   - Metaverse and immersive tourism experiences.

4. **Destinations & Development**
   - Destination branding and marketing, place identity and stakeholder engagement.

- o Over-tourism, carrying capacity, destination resilience and crisis management.
- o Sustainable and regenerative tourism practices: carbon neutrality, circular economy, wildlife conservation and community co-creation.
- o Tourism governance, planning and policy, including destination management organisations (DMOs).
- o Tourism geopolitics: visa regimes, safety/security and risk perceptions.
- o Regional development, cross-border tourism corridors and tourism in emerging economies.

5. **Traveller Behaviour & Mobility**
   - o Travel decision-making, segmentation, consumer psychology and demand forecasting.
   - o Accessibility of transport networks: aviation, rail, cruise, road and multimodal transport.
   - o Post-pandemic travel trends, health security, consumer trust and travel restrictions.
   - o Cross-cultural interactions, intercultural competence and host-guest dynamics.
   - o Travel geography, diaspora tourism and mobility flows in border regions.

6. **Society, Culture & Ethics**
   - o Social justice, inclusion and equity in tourism access and employment.
   - o Cultural sustainability, commodification of culture and authenticity.
   - o Human rights issues: labour exploitation, trafficking and displacement.
   - o The impacts of global crises (pandemics, climate change, wars) on travel and tourism.
   - o Ethics in marketing, data privacy, AI ethics and corporate social responsibility.
   - o Indigenous tourism and representation; community empowerment and benefit-sharing.

7. **Future Trends & Critical Perspectives**
   - o Futures research: degrowth, slow tourism, post-tourist experiences and post-consumption travel.
   - o Philosophical debates on the meaning of travel, existential authenticity, and posthuman tourism.
   - o The tourist as a catalyst for peacebuilding, cultural diplomacy and global understanding.
   - o Interdisciplinary perspectives from sociology, anthropology, geography, environmental science, economics, psychology, law and political science.