

**NEW TITLE**

*International Journal of*

# **Hospitality and Event Management**

**Editor-in-Chief:**  
Dr. Ying (Tracy) Lu

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ISSN: 2050-0483 (Print), ISSN: 2050-0491 (Online)

*IJHEM is dedicated to meeting the academic and managerial needs of the fast-growing hospitality and event fields. IJHEM covers topics on operations and management of hospitality and event products and services such as lodging, restaurant and catering, meetings, incentives, conventions, exhibitions, festivals, weddings, sport and other special occasions and gatherings. The journal encourages both theoretical and empirical scholarly work, and interdisciplinary and global perspectives are highlighted.*

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- Restaurant management and catering
- Service management
- Guests from emerging markets
- Host and guest interactions
- Globalization in hospitality and event
- Information technology in hospitality and event
- Image/branding
- Customer loyalty
- Event planning and coordination
- Event impacts
- Meetings, Incentives, Conventions, Exhibitions (MICE)
- Sport events
- Special events



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