

5th Corfu Symposium on Managing & Marketing Places

16th – 19th April 2018

Changing places: Visions of utopia or dystopia?

CALL FOR PAPERS

SMART growth, inclusive growth, degrowth, devolution, revitalisation, placemaking, place branding and destination marketing: A list of common place practices or ambitions. But what future do these bring to the towns, cities, regions or nations in which they are adopted? The theme of the 5th Corfu Symposium on Managing & Marketing Places is to explore the utopian or dystopian visions associated with the place practices we study, promote or enact. Whilst we do not expect all authors to provide this reflection themselves, time will be devoted, within the symposium, to collectively discuss and debate the potential impact on places tomorrow from the work we do today.

Organised by the Institute of Place Management this Symposium is an annual event dedicated to developing the theory and practice of place management and marketing, within a context of responsible tourism on the beautiful Greek island of Corfu. Unique amongst academic conferences, the Corfu Symposium on Managing & Marketing Places offers scholars the opportunity to engage directly with place making, management and marketing issues - as the Symposium includes local businesses, policy makers and other stakeholders eager to implement cutting-edge research that can make a positive difference to Corfu. The Symposium venue is in Corfu Town, and the Symposium Hotel is just a few metres from the sea in the heart of Corfu old town which is a UNESCO World Heritage Centre. The Symposium will include a full social programme of activities including trips to local speciality craft and food producers, visits to sites of interest, and a gala dinner offering the best of local Corfiot food in a unique setting with outstanding views.

IMPORTANT DATES

- Submission of 1000 word abstract **11th December 2017**
to heatherskinnercorfu@gmail.com
- Decision on acceptance **19th January 2018**
- Final deadline for Registration **12th March 2018**

For further information visit our website <http://corfusymposium.com/>