

Call for Book Chapters

“Fashion tourism and destinations”

Editors:

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Deadline

Abstract submission deadline: 15 January 2024

Interested authors should email their abstracts (500 words) to: submission@unicusano.it

Notification of abstract acceptance: 30 January 2024

FULL CHAPTER SUBMISSION: 30 May 2024

Description

The aim of this book is to analyze the impact of fashion tourism on well-known destinations. Fashion events have been organized for a long and have been a prominent source of tourist inflow. Although started as a source of showcasing the clothing to the public, it has evolved to become one of the prominent luxury tourism segments. Fashion tourism has immense potential to make a socio-economic contribution to the destination. Statistics suggest that shown that as the fashion industry is huge and constantly expanding, the role of fashion events and exhibitions has also witnessed significant expansion in developed and developing economies. The increased interest of people in developing economies to adopt luxury lifestyles has increased their interest in visiting such shopping destinations. There has been significant growth in the number of travelers to fashion destinations such as Paris, Milan, and New York. Research too has focused on the economic contribution made by fashion tourism destinations. However, as these events are growing globally, there is a need to test whether their contribution is global or limited to well-established destinations. Global luxury brands have collaborated with foreign fashion designers to appeal to customers in different cultures.

However, the potential of fashion tourism as a medium of cultural exchange is not adequately addressed in the research. It is also to be tested in research whether these events and fashion tourism help tourist bond with the destinations or whether their experience is more focused on shopping as an event without establishing a connection to a destination. Furthermore, there is a need to elaborate on the socio-environmental impact of fashion tourism on destinations. Fashion events and tourist behavior may influence their decision to remain authentic or deviate from heritage to focus more on commercialization. Furthermore, its benefits for emerging nations' tourism economy, as a diversification for the industry, need to be addressed in the research.

Another research gap in fashion tourism research lies in its impact on destination image building. It could serve as a major attractiveness and a strong competitive advantage. However, its promotion has been limited to retain its exclusivity. At present, fashion tourism has been studied from a limited

lens of luxury lifestyle. More research is needed to understand the marketing aspects of fashion tourism if conducted for medium-income customers that focus on fast-fashion and streetwear styles. Limited attention has been paid to research on the promotion of unsustainable and luxury consumption patterns and their impact on sustainability and SDGs at a destination.

A strong argument against these fashion events and fashion tourism is about promoting consumerism, over-consumption, and excessive resource exploitation. Furthermore, social exploitation in the fast-fashion industry is often at the core of criticism of fashion tourism. However, another side is that fashion tourism may be a potential candidate to attract tourists to a destination where infrastructure does not allow for other typologies to develop. Similarly, it can be seen as a strategy to smoothen the demand during the off-season to protect the economic interests of stakeholders. Research connecting sustainability concerns and the impact of fashion tourism on Sustainable Development Goals needs more attention from academia.

Lastly, the book aims to cover issues in planning and operationalizing fashion tourism and their impact on urbanization, the need for infrastructure development, optimizing fashion tourism supply chains, and its role in redeveloping destinations.

The presence of research gaps in so many areas necessitate drawing attention of the academia toward this impactful research topic. Thus, this book aims to contribute to the literature on fashion tourism and its impact on destinations by uncovering multi-disciplinary aspects such as marketing, economics, finance, psychology, social development, sustainability, and operations.

List of Topics

Submissions are invited on the suggested list of topics, including but not limited to:

- Economic impact of fashion tourism on destinations
- Role of fashion events in connecting with the destinations
- Fashion tourism as a medium of cultural exchange
- Socio-environment impact of fashion tourism on destinations
- Developing fashion tourism in emerging nations
- Fashion tourist behavior and stakeholder performance
- Fashion events as a platform for locals for creative promotion
- Fashion tourism as artisans of humanity
- Fashion tourism and marketing mix decisions
- Luxury fashion brands and heritage tourism
- Fashion tourism and destination image
- Fashion tourism, consumerism, and negative destination image
- Fashion tourism and destination branding
- Fashion tourism and destination attractiveness
- Fashion tourism and sustainability concerns
- Fashion tourism and SDGs
- Fashion tourism and demand smoothening
- Sustainable fashion tourism and supply chain decisions
- Streetwear fashion vs luxury fashion tourism
- Fashion tourism and infrastructure development
- Virtual reality and the role of technology in fashion tourism
- Planning fashion events and urban infrastructure
- Fashion events and their impact on society's behavior

- Operational issues and ‘Length of fashion Events’
- Fashion tourism and destination redevelopment
- Revenge shopping and fashion tourist behavior

Submission

Each chapter submitted to this edited book is subject to the following submission and review procedures:

- a) Expressions of interest are invited through provision of a working title and 500 words abstract of the proposed chapter. **Abstracts should include paper title, authorship list, author affiliations, contact information and keywords;**
- b) If your abstract is found suitable, you will be invited to submit your full paper. Each chapter needs to be **maximum 6.000** words long;
- c) **The abstract submission must be done by using the ABSTRACT TEMPLATE;**
- d) The chapters will go through a double-blind review process;
- e) Based on the reviewers’ recommendation, the editors will decide whether the particular submission should be accepted as it is, revised and resubmitted, or rejected.

Biography

Marco Valeri is **Associate Professor** of Organizational Behavior (Master Degree and Doctoral Course), Faculty of Economics, Niccolò Cusano University, Rome (Italy). He received PhD in Strategic Management and Organizational Behavior from "Tor Vergata" University (Italy). He was **Senior Lecturer** of Organizational Behavior (Master Degree and Doctoral Course), Faculty of Economics, Niccolò Cusano University, Rome (Italy). He is **Lecture** in Applied Organizational Behaviour, Xenophon College, London (UK). He is **Visiting Professor** at University of Information Science and Technology (UIST) “St. Paul The Apostle”, Macedonia. He is **Adjunct Professor** at Faculty of Social Sciences and Leisure Management, School of Hospitality, Tourism and Events, Taylor’s University, Subang Jaya 47500 (Malaysia). He is **Adjunct Professor** at Faculty of Economics, Lovely Professional University (LPU), Phagwara, Punjab, India. He is **Associate Researcher** in Strategy, Magellan Research Center, School of Management, Laelyon Business School, Jean Monet University, Lyon (France). He is **Honorary Associate Professor**, University of Pannonia (Hungary). **Ranked #7 worldwide** the most productive family economics scholars according to the ranking published by Texas State University.

His teaching and consultancy fields include strategic management, leadership development, cross-cultural management, international hospitality management. His research areas include sustainability and green practices, strategy implementation, knowledge management, family business, crisis management, information technology, network analysis. He is member of several **Editorial Boards** of international tourism journals, reviewer and editor of several handbooks on entrepreneurship, tourism and hospitality management

Shekhar is an Assistant Professor (Guest) in the Department of Commerce at Aryabhatta College, University of Delhi, India. He is pursuing PhD in strategic management from the Faculty of Management Studies, University of Delhi, India. His teaching and research fields include strategic management, supply chain and value chain management, knowledge management, tourism planning and policy-making, rural development, and family business management. He is a member of a review board of international journals and a reviewer and guest editor of handbooks on tourism and hospitality management and sustainable development goals.

Publisher

This book could be scheduled to be published by **Springer**

For any further inquiry about this special issue, please contact: Prof Marco Valeri
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