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2-4 July 2025, Dijon, France

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2025 AMS World Marketing Congress: leading the way in integrating marketing science and tourism

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The Burgundy School of Business in Dijon, France, hosted the 2025 Academy of Marketing Science – World Marketing Congress from 1 July 2025 to 4 July 2025. The Academy of Marketing Science (AMS), a pre-eminent international professional group for marketing scholars and researchers, organized it. AMS was in charge of managing the Congress’s overall structure, curriculum, and academic standards. About 350 marketing scholars from all over the world came together for this prestigious international scholarly event to exchange state-of-the-art research and participate in a wide range of debates. “The Role of Marketing in Reshaping the Dynamic Landscape of Business: Innovation, Sustainability, and Legitimacy” was the congress’s central focus. This provides a comprehensive framework for investigating how marketing science may propel change in sectors such as tourism, particularly in the areas of digital consumer interaction, sustainable business models, and travel networking.

With Honorary Chairs Kiane Goudarzi, Professor of Marketing & Service Management from IAX Aix Marseille Université in France, Gregory Kivencor, Professor in the Field from the University of Connecticut in the United States, Nicholas Paparoidamis, Dean of Research & Full Professor of Marketing at Institut Supérieur de Gestion (ISG) Paris in France, and Marko Sarstedt, Chaired Professor of marketing at the Ludwig-Maximilians-University (LMU) in Germany, the Congress’s illustrious leadership highlighted its international prominence. “Wine Tourism and Luxury Consumption”, “Immersive Marketing/Metaverse/Virtual Reality in Tourism and Hospitality”, “Experience Cocreation in Tourism and Hospitality”, “Artificial Intelligence in Tourism and Hospitality”, “Tourism and Hospitality Marketing Research”, and “Digital Platforms and Social Media” were among the tracks from the 2025 AMS World Marketing Congress that were specifically focused on tourism, signifying the unprecedented inclusion of research on travel at an influential marketing conference.

These track sessions convened top specialists to address important research topics at the nexus of tourism and marketing science. It tackled the marketing potential and difficulties related to tourism, focusing on cross-cultural value creation, sustainability,

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customer experience, and servitization. Digital marketing with smart tourism, technology's role in tourism marketing, sustainability and legitimacy in tourism, and global tourism networks are the four main topics that these track sessions generated fruitful conversations on in relation to future tourism and marketing science. Moreover, the conference featured a panel discussion called "Meet the Editors," wherein scholars like Dipayan Biswas from the Journal of Business Research and Martin Wetzels from the Journal of Service Research offered perceptive reflections on manuscript submission.

Theme 1: digital marketing with smart tourism

Prof. Christopher Kanitz of the University of Applied Sciences Upper Austria in Austria, who specializes International B2B Marketing (Global Sales and Marketing), served as the theme chair. Issues like sustainability, viral dynamics, and customer engagement in sustainable-centric content propagation accounted for a large portion of the conference. These topics directly address how travel destinations and tourism brands can use new media and marketing strategies to promote sustainable travel and tourism development. Travel vloggers, live streamers, the development of digital media images of destinations, and the psychology of consumer visitation intents are only a few examples of the digital influence in tourism that has been studied, underscoring the digital shift in tourist marketing.

Theme 2: technology's role in tourism marketing

Prof. Yu Chen, a marketing professor at the State University of New York in the United States; Prof. Rukhsana Gul Gilal, an associate professor at Sukkur IBA University in Pakistan; and Prof. Ali Raza, an associate professor of marketing at Excelia Business School in France, spearheaded this theme. The dual effects of artificial intelligence on improving or limiting travel experiences, smart tourism, metaverse applications in tourism marketing, and the usage of new marketing analytics tools were the main topics of discussion. These developments are influencing traveller engagement and destination management tactics in the future. Virtual reality plays a stylish and remarkable function in travel decision-making.

Theme 3: sustainability and legitimacy in tourism

Prof. Colin Campbell, an associate professor at the University of San Diego in the United States, led this theme. The congress reaffirms that sustainability is essential to all travel and hospitality strategies, including responsible communication, green demarketing, and natural connection. The acceptance and expansion of wine tourism in the future are correlated with consumer legitimacy, which is based on stakeholder trust and social responsibility. Brand integration into heritage, cultural, and gastronomic tourism experiences as well as visual presentation design for audiences throughout the world have all been covered in sessions. For the development of inclusive and sustainable tourism, heritage and cross-cultural marketing are crucial.

Theme 4: global tourism network

Prof. Angela Bargenda, a marketing professor at the ESCE International Business School in France, led this theme. By bringing together top scholars and industry professionals, the conference facilitates the exchange of ideas that determine tourism research and practice, impacting future market models, governmental regulations, and international best practices. Additionally, it offers insights into research on brand loyalty, sustainability perceptions, visitor experiences and behaviour, and how consumer, agency, and governmental actions influence tourist environments.

Conclusion of the congress

These novel themes demonstrated the congress's dedication to interdisciplinary scholarship, providing a forum for showcasing cutting-edge studies at the intersection of tourism and marketing science and serving as an example of the congress's overarching goal of pushing the limits of conventional research via interdisciplinary cooperation. Tourism and marketing are tightly linked fields, each of which shapes and improves the other for long-term success. It involves tourism professionals, academics, marketers, agencies, and local governments together to tackle shared issues through an integrated strategy that blends knowledge of tourist management with cutting-edge marketing theory and practice. A growing multidisciplinary field that looks at how marketing science affects modern visitors is the junction of marketing science and tourism. Explore how marketing innovations in sustainability, technology, social responsibility, and cross-cultural engagement will shape the future of tourism at the 2025 AMS World Marketing Congress. Its seminars and research tracks will provide valuable insights into destination marketing, tourism management, and policy solutions to global issues, making the congress significant effect on the direction of the tourism sector moving forward.