

## About the 9<sup>th</sup> International Conference on Tourism Research

The International Conference on Tourism Research (ICTR) is an established academic conference that has been held annually for eight years, providing a significant platform for scholars, researchers, and professionals to share and discuss the latest developments, challenges, and innovations in the field of tourism. The conference is characterized by its broad interdisciplinary scope, aiming to advance the understanding of tourism as a dynamic and multifaceted phenomenon with economic, social, cultural, and environmental dimensions. The conference serves as a vital forum for advancing the understanding of tourism and its multifaceted impacts. Through its comprehensive coverage of topics and its commitment to fostering academic and professional dialogue, the conference contributes to the ongoing development of tourism research and practice, with an emphasis on sustainable and responsible tourism.

### Aims and Scope

The primary aim of the ICTR is to foster academic and professional dialogue on the diverse aspects of tourism, promoting research that contributes to the sustainable development of the tourism industry worldwide. The conference seeks to bridge the gap between theory and practice by encouraging contributions that offer both theoretical insights and practical implications. It also aims to provide a collaborative environment where participants can engage in knowledge exchange, network with peers, and explore emerging trends and issues in tourism.

The scope of the conference is broad and inclusive, covering various areas of tourism research. It welcomes contributions from multiple disciplines, including hospitality, economics, management, sociology, geography, cultural studies, environmental science, and technology, reflecting the complex and interdisciplinary nature of tourism studies. The Proceedings of the 7<sup>th</sup> International Conference on Tourism Research 2024 includes academic research papers, PhD research papers, Masters Research papers and work-in-progress papers, which have been presented and discussed at the conference. The proceedings are of an academic level appropriate to a professional research audience, including graduates, postgraduates, doctoral and post-doctoral researchers. All papers have been double-blind peer reviewed by members of the Review Committee.

### Topics Covered

The call for papers for the ICTR conference asked for contributions that considered the following topics. In addition the committee welcomed papers on a number of specialist mini-tracks which can be seen at the end of this list.

#### **1. Tourism Management and Marketing:**

- strategies and practices involved in managing and marketing tourism destinations and businesses
- destination branding
- digital marketing
- customer experience management
- the role of social media in shaping tourist behaviour.

#### **2. Sustainable Tourism:**

- sustainable tourism practices
- mitigating the environmental impact of tourism
- ecotourism
- responsible tourism
- the management of natural and cultural resources
- the balance between tourism development and environmental conservation.

### **3. Tourism Economics:**

- the economic impacts of tourism at local, regional, and national levels
- tourism demand modelling
- the economic contribution of tourism to GDP
- the role of tourism in economic development
- the challenges of tourism taxation and pricing.

### **4. Cultural and Heritage Tourism:**

- culture and heritage in tourism
- leveraging historical and cultural assets for tourism development
- the preservation of cultural heritage sites
- the commodification of culture
- the impact of tourism on local communities and traditions.

### **5. Tourism and Technology:**

- the integration of technological innovations in the tourism industry
- the role of artificial intelligence, big data analytics, virtual and augmented reality in tourism experiences
- the impact of the sharing economy on traditional tourism models.

### **6. Tourism Policy and Governance:**

- the role of government and international organisations in shaping tourism policy and regulation
- tourism planning
- public-private partnerships
- tourism governance structures
- the impact of global tourism policies on local practices.

### **7. Tourism and Globalization:**

- the effects of globalization on tourism
- the homogenization of tourism experiences
- the challenges and opportunities presented by international tourism
- the role of tourism in promoting global understanding and cultural exchange.

### **8. Tourism and Society:**

- the social and cultural implications of tourism development
- the role of tourism in shaping social identities
- the ways in which tourism influences local communities including overtourism and tourist induced gentrification
- the ethical dimensions of tourism

### **9. Tourism Education and Training:**

- curriculum development
- the role of vocational training in tourism
- the challenges of meeting industry needs through educational programs

#### **10. Crisis Management in Tourism:**

- the vulnerability of the tourism industry to natural disasters, political instability, and pandemics
- strategies for crisis management and recovery
- risk assessment and resilience building
- the long-term impacts of crises on tourism destinations

Experts in the field proposed mini tracks on the following topics. Papers accepted on these topics after the double-blind peer review process were presented as mini tracks at the conference and are also published in these proceedings.

- Sport and Event Tourism
- Sustainable Tourism and the Circular Economy
- Entrepreneurship and Tourism

The programme from the 2026 conference can be downloaded from [here](#) and full details about the conference can be seen from the conference website:

<https://www.academic-conferences.org/conferences/ictr/>

## ICTR Preface

These proceedings represent the work of contributors to the 9th International Conference on Tourism Research (ICTR 2026), hosted by the Lusófona University, Lisbon, Portugal on 16-17 April 2026. The Conference Chair was Dr Mafalda Patuleia from Lusófona University, Lisbon, Portugal and the Programme chairs were Dr Marco António Noivo and Dr Teresa Palrão.

The conference was opened with a keynote presentation by Dr. Álvaro Dias, Associate Professor ISCTE-IUL, Lisbon, Portugal on the topic of *Purpose or Profit: Towards a Synergistic Combination*. The second day of the conference continued with an address by Dr. Tânia Gaspar, Associate Professor, Lusófona University, Lisbon, Portugal on *Promoting Wellbeing Among Tourism and Hospitality*.

ICTR is now a firmly established event in the academic research calendar. In its 9th year, it continues to provide a platform for scholars from diverse backgrounds to exchange ideas across the full spectrum of tourism research. The breadth of papers presented ensured two focused and engaging days, reflecting the expanding scope and significance of this field.

In 2026, the demand for rigorous research and evidence-based insight is especially acute. The tourism sector continues to confront the effects of global inflation, geopolitical instability, climate change, and increasing disaster risk. ICTR remains an essential forum for advancing the knowledge needed to guide the sector through these challenges. Themes addressed in this year's conference included sustainable and regenerative tourism, rapid advances in digital innovation, evolving understandings of tourist experience and behaviour, the cultural and community dimensions of tourism, and the growing importance of education, workforce development, and strategic organisational practices.

With an initial submission of 149 abstracts, after the double blind, peer review process there are 67 Academic research papers, 7 PhD research papers, 1 Masters Research papers and 3 work-in-progress papers published in these Conference Proceedings. These papers represent research from Argentina, Australia, Austria, China, Colombia, Cyprus, Czech Republic, Estonia, Finland, Greece, Iceland, Indonesia, Ireland, Italy, Japan, Jordan, Kenya, Latvia, Lebanon, Lithuania, Morocco, Netherlands, Oman, Peru, Philippines, Portugal, Romania, Saudi Arabia, Slovakia, South Africa, Spain, Switzerland, Thailand, Türkiye, UAE, UK, USA, Uzbekistan.

We would like to thank everyone who participated in this conference

Dr Mafalda Patuleia  
ICTR Conference Chair  
Lusófona University,  
Lisbon, Portugal.

April 2026

## Biographies of Chairs and Keynote Speakers

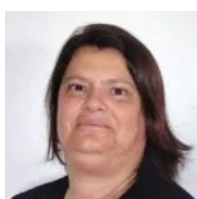
### Conference and Programme Chairs



**Mafalda Patuleia** has a PhD in Tourism from the Faculty of Economics at the University of the Algarve. She graduated in Tourism from INP and obtained a Master's degree from ISCTE-University of Lisbon in Communication, Culture and Information Technologies. She is currently Director of the Tourism Department at Universidade Lusófona and a researcher at INTREPID LAB|CETRAD|Lusófona University. She is the Director of the Degree in Tourism and the master's in management and Innovation in Tourism and Hospitality (online Master's). She was Director of the INP, President of the Scientific Council, the Pedagogical Council and the General Council of the INP. She has lectured at various universities in Portugal and abroad. She has over 23 years' teaching experience and produces research in the areas of creative tourism, lifestyle entrepreneurs, second homes and the competitiveness of tourist destinations. She is the author of articles in scientific journals and book chapters and currently participates in research projects funded by the European Union. She takes part in public procurement tenders in the field of tourism and leisure. She sits on doctoral and master's degree juries. She is married and has a daughter. Her main hobby is travelling, and she has been to more than 50 countries.



**Marco António Noivo** has been a certified National Tourist Guide since 1997 and has served as a university lecturer in Tourism since 2005. He holds a PhD in Tourism from the University of Seville, a Master's degree in Art and Heritage from the School of Arts and Humanities at the University of Lisbon (FLUL), with a specialization in the military-historical heritage of the Lines of Torres Vedras, and a Bachelor's degree in Tourism from the Instituto Superior de Novas Profissões. Since 2015, he has been affiliated with Universidade Lusófona in Lisbon, where he lectures in the undergraduate Tourism program and coordinates the Postgraduate Programme in Tour Guiding. His academic and professional work is primarily focused on Cultural Tourism, with a particular emphasis on Military Tourism. Marco Noivo is a member of the Intrepid Lab, through which he conducts and publishes research in the areas of Cultural Tourism, Creative Tourism, and Battlefield Tourism, especially within the context of the Iberian battlefields of the Peninsular Wars. His research interests also encompass immersive tourism experiences, co-creation practices, and the implementation of creative laborato.



**Teresa Palrão** is a Professor at Lusófona University in the Department of Tourism. She holds a PhD in Tourism Management from ISCTE – Instituto Universitário de Lisboa, in partnership with Universidade Europeia. She has extensive expertise in tourism management, tourism marketing, gastronomy, events, and hospitality sustainability. Currently, Teresa is pursuing a postdoctoral research project at the Polytechnic Institute of Leiria, focusing on The Role of Urban Transport in Tourism Attractiveness, where she investigates the synergy between mobility, urban culture, and tourists' experiences of destinations. Her research contributes to sustainable urban development and supports more environmentally friendly and culturally immersive tourism practices. A passionate advocate for sustainable gastronomy, Teresa's work bridges academia and the food industry, emphasizing the critical role of culinary innovation in fostering sustainability. Her research contributes to impactful projects that enhance the tourism sector's alignment with eco-conscious practices, community engagement, and educational initiatives. With numerous academic publications, Teresa is recognized for her ability to connect theory with practice, particularly in the fields of hospitality and gastronomy. Her expertise in this area promotes sustainable education, and responsible tourism.

### Keynote Speakers



**Dr. Álvaro Dias**, associate professor with habilitation at ISCTE-IUL, has been teaching since 1995, specializing in Tourism, Marketing and Entrepreneurship. Alongside his teaching, he has served as a consultant for various organizations, including the Ministry of Economy, IAPMEI, AIP, AEP, AERLIS, GNR, ACT, CCP, Turismo de Portugal, and numerous private companies. He holds two PhDs, one in Management with a focus on Marketing and the other in Tourism. Additionally, he possesses a Master's in Strategy, an MBA, a bachelor's in management, and has completed postgraduate studies in E-business. Álvaro has led the Economic and Business Sciences department at UAL, directed the Master's and bachelor's programs in Marketing, and co-directed the bachelor's in management at ISG. He also coordinated the Tourism Destination Management Master program at Lusófona University. As an author, he has written 26 books and published over 240 Scopus indexed articles.. His international teaching and research experience includes countries such as Angola, Brazil, Bolivia, Mexico, Peru, Colombia, Spain, Poland, Romania, and Finland.

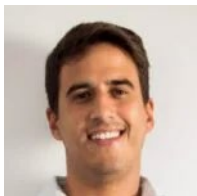


**Dr. Tânia Gaspar**, Associate Professor with Aggregation at Lusófona University has an aggregated and PhD in Psychology, PhD in Management, master's in public health with the Specialization – Health Promotion and Prevention and bachelor's in clinical psychology. She is Director of the Service for Psychology, Innovation and Knowledge (SPIC) at Lusófona University, Coordinator of the Portuguese Laboratory for Healthy Workplaces and Coordinator for Portugal and Coordinator of Zone A (Mediterranean Countries) of the Study Health Behaviour School Aged Children at the World Health Organization. Her focal Point PROMS and PREMS is patient satisfaction in Breast Cancer and Mental Health working for the OECD, The Organization for Economic Cooperation and Development. Tânia is also a researcher at the Digital Human-Environment Interaction Labs (HEI-LAB) and part of the expert consultative group on adolescent well-being measurement at the World Health Organization.

### **Mini Track Chairs**



**Valerie Priscilla Goby** is Professor at Zayed University, Dubai. She holds PhDs in Business (Turku School of Economics, Finland) and Communication (James Cook University, Australia), and has been awarded both Fellowship and Senior Fellowship of the Higher Education Academy (UK). Her interdisciplinary research focuses on gender in the workplace, intercultural communication, and entrepreneurship. She has published in leading journals including the Journal of Business Ethics, Journal of Small Business Management, Journal of Consumer Marketing, Journal of Business and Technical Communication, Leadership & Organization Development Journal, and Women's Studies International Forum.



**Tiago Lopes** holds a PhD in Tourism (IGOT- ULisboa) and a Master's in Nature and Adventure Tourism from ESHTe. He is an Adjunct Professor at ESHTe, an integrated researcher at CEG (IGOT-ULisboa) and the Terra Associated Laboratory, and a collaborating researcher at CiTUR Estoril. His work combines academic research with practical engagement, having contributed to nature tourism planning and the creation of a peri-urban nature tourism office. His research interests include tourism planning and management, service quality, creative and adventure experiences, recreation, and events.



**Dr Christopher Moon** is a multiple award-winning eco and social entrepreneur and Senior Lecturer in eco-entrepreneurship at Middlesex University. He has a PhD from Imperial College and is a fellow of the RSA, HEA and EEUK. He was formerly Head of Sustainability at two companies and teaches sustainable tourism, sustainable business and entrepreneurship and sustainability. He has over 100 publications including in the International Journal of Hospitality Management 2018. Chris has taken tourism students to Mallorca on study tour regularly where Middlesex has an Erasmus agreement with UIB, Palma. He has presented at UIB international week and was interviewed by Spanish TV on sustainable tourism. He is Visiting Professor at NUP, Cyprus



**Dr Carlos Rouco** is an Associate Professor of Human Resource Management in the School of Economic Sciences and Organizations at Lusofónia University. He obtained her PhD from Lusíada University in 2012. He holds a Master's degree in Sports Training Management from the Technical University of Lisbon. He graduated from the Portuguese Military Academy. Currently, he is the director of the Department of Civil Aviation and Airports Management and the director of the Bachelor's degree in Aeronautical Management. He is a member of the Aeronautics Sectorial Commission (AED Cluster Portugal), a member of the Space Sectorial Commission (AED Cluster Portugal), and a member of the Defense Sectorial Commission (AED Cluster Portugal). He is a member of the Skills Working Group of AED Cluster Portugal. He teaches courses on crisis management, strategic and leadership, leadership and ethics, strategic marketing, international negotiations, human resource management, development and vocational training, organizational behavior, skills development in the context of tourism, and management introduction. He has taught and coordinated several intensive leadership courses (internal regime for 5 days) for young university students, entrepreneurs, bankers, and firefighters. He is the researcher for a research project on stressense funded by FCT, which was awarded the scientific prize. He is a regular reviewer for many international journals.



Francisco Silva holds a PhD in Geography with a specialisation in Urban and Regional Planning (IGOT – ULisboa), is a Specialist in Tourism and Leisure (ESHTE), and has a Master's in GIS (ISEGI-UNL). He is a Coordinating Professor at ESHTE, an integrated researcher at CEG (IGOT-ULisboa) and the Terra Associated Laboratory, and a collaborating researcher at CiTUR Estoril. His professional background includes work as a tourism consultant, photojournalist, and adventure tourism trainer. His research interests focus on tourism planning and development, tourism events, economic and social geography, and earth and environmental sciences

## ICTR Conference Committee

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