

ICTR 2020

3rd International Conference on Tourism Research

27 - 28 March 2020, Valencia, Spain

Mini Track on Tourism Excellence and Competiveness in a Sustainable Development Goals Context

Mini Track Chair: **Professor Cristiana Oliveira**, Rector Universidad Europea de Canarias, Spain



Tourism excellence is a concept that starts with the development and Implementation of strategic plans in tourist destinations, whose purpose is to enrich or diversify, while providing elements that enable its differentiation and help to maintain and/or grow competitiveness. However, the concept of excellence in tourism goes beyond the economic, sociological and environmental aspects of touristic activities, and includes the Agenda for Sustainable Development, and with it Sustainable Development Goals. This mini track provides an opportunity to rethink strategies, projects and research frameworks. Topics of interest include, but are not limited to:

- Good Governance in Tourism applying sustainable development strategies
- Sustainable Tourism Indicators and best practices
- Excellence indicators and best practices
- Sustainable Development Goals implementation projects, results, best practices



Cristiana Daniela Pereira Teixeira de Oliveira, (CO) is General Director and Rector of the European University of the Canaries. She is a Doctor in Tourism with eighteen years of teaching experience. Since 2011 she was scientific coordinator of Tourism and Hospitality at the European University of Lisbon. More recently, she has been involved with innovation projects and new processes within the university sector, adapting new programs to business and professional reality with a global perspective. She acted as an elected member of the Scientific Committee (2014-2017) and member of the Scientific Committee for the PhD in Tourism Business Management (2014), European University in Portugal. She has published articles in international academic journals such as Current Issues of Tourism and she is author of book articles with publishers such as Springer, Routledge, as well as leading research projects.

Submission Details

In the first instance a 300-350 word abstract is required, to be received by the **4th September 2019**. Please read the guidelines at <http://www.academic-conferences.org/policies/abstract-guidelines-for-papers/>

Submissions must be made using the online submission form at <http://www.academic-conferences.org/conferences/ictr/ictr-abstract-submission/>

If you have any questions about this track please email the mini track chair: cristiana.oliveira@universidadeuropea.es

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