

ICTR 2022

5th International Conference on Tourism Research

19 - 20 May 2022, Vila do Conde, Portugal

Mini Track on Digital Literacy in Tourism

Mini Track Chairs: Prof. Dr. Birgit Phillips, University of Graz, Austria and Mag. Daniel Binder, FH JOANNEUM University of Applied Sciences, Graz, Austria



Technologization and digitalization have permeated all areas of life, including the tourism industry. More and more stages of the customer journey are taking place in the digital domain, which has fundamentally changed workflows, communication structures and value chains. The pandemic has accentuated this ongoing technologization and given rise to new challenges within the industry, including restricted tourism, economic loss, mass unemployment, shortage of skilled staff, altered travel patterns and visitor behaviors and an unprecedented demand for crisis management skills, to name but a few.

The need for a new generation of employees who are highly specialized in digital skills and prepared to set new standards and deal with unpredictable tourism trends is one of the great challenges facing the tourism sector today. In this context, tourism and hospitality education plays a key role in equipping future tourism professionals with the necessary digital competences. This mini-track will explore the role of digital literacy in tourism and hospitality and especially in the context of education. Topics of interest include but are not limited to:

- What digital skills do employees and entrepreneurs need in various sectors of the tourism and hospitality industry?
- How can tourism and hospitality education institutions teach the digital skills needed to operate in a technology-driven world and implement innovative business models?
- Innovative pedagogical models & learning strategies foster digital literacy in tourism education
- How should tourism education be designed to best meet the demands of the digital future?
- New digital innovations in tourism
- How can the tourism sector keep their less digitally literate customers?
- How can tourism businesses respond to the increasing digitalization of the customer journey to best meet customer needs?



Birgit Phillips holds a Masters degree in transcultural communication and a PhD in education sciences and is a certified systemic coach. In her current position at the University of Graz, she leads a research project on digital literacy in tourism education. Her research interests include transformative learning, intercultural and gender studies. Her work and her teaching and research activities have provided her with opportunities at various universities in Europe, the USA and Asia.



Daniel Binder studied Health Management in Tourism and teaches in German and English as a senior lecturer at FH JOANNEUM University of Applied Sciences in the fields of marketing, tourism research, destination development as well as communication and digitalization. His responsibilities also include the development of study programs and the management of research projects in (health-)tourism education and training, and (digital-)tourism research.

Submission Details

In the first instance a 300-350 word abstract is required, to be received by **27th October 2021**. Submissions must be made online at: <http://www.academic-conferences.org/conferences/ictr/ictr-abstract-submission/>

If you have any questions about this track please email the mini track chairs: birgit.phillips@uni-graz.at or daniel.binder@fh-joanneum.at

See more about ICTR 2022 at <http://www.academic-conferences.org/conferences/ictr/>