

ICTR 2024

7th International Conference on Tourism Research

18-20 March 2024 hosted by Cape Peninsula University of Technology at Cape Town Hotel School (CTHS), Granger Bay, Cape Town, South Africa

Mini Track on Tourist Experience and Emotions in a Digital Society

Mini Track Chair: Prof. Vera Teixeira Vale, University of Aveiro, Portugal



For many the experiences tourists have can be regarded as a major trigger of emotions. As we live in an increasing digital society, with more and more experiences being made digital and using AI, it is worth raising the question whether tourism experiences and emotions still have the same framework or what has changed with the digital society and its impact on tourism.

The Covid-19 pandemic was also an enormous stimulus to develop the digital society and to further promote tourism experiences and emotions that can be perceived digitally and across social media. It can also be perceived as a chance to further develop different kinds of tourism experiences. In this respect, it can be argued that the tourist experience framework and the way in which emotions are triggered and felt, in the context of digital, social media and AI, forced stakeholders adapt to these shifts. We welcome topics on a wide range of issues, including but not limited to:

- Tourist's experiences on a digital society
- Experience and Emotions using AI in tourism
- Shifting of the Experience-Emotions framework in tourism
- The impact of social media and sharing on experiences of tourists
- Covid-19 influence on the development of different types of tourist experiences
- Covid-19 influence in the way how tourist felt experiences in tourism
- Negatives of digitalizing the tourist experience



Prof. Vera Teixeira Vale has a PhD in Management with specialization in Marketing and Strategy from the Faculty of Economics and Management of University of Porto. She lectures under graduated and graduated courses of Management, Marketing, Marketing Research and Consumer Behaviour. Presently, she is researcher affiliated to GOVCOPP, and a invited researcher at CEOS.PP. Her research topics are: Consumer Behaviour, Consumer Psychology, Anti-Consumption, Anti-branding, Sustainable and Responsible consumption and Tourism. Her teaching interests are: Consumer Behaviour, Marketing Research and Marketing Management.

Submission details

In the first instance a 300-word abstract is required, to be received by the **14th September 2023**. 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: v.c.vale@ua.pt

See more about ICTR 2024 at <http://www.academic-conferences.org/conferences/ictr/>