

ICTR 2024

7th International Conference on Tourism Research

18-20 March 2024 hosted by Cape Peninsula University of Technology
at Cape Town Hotel School, Cape Town, South Africa

Mini Track on Tourism, SMEs and Collaborative Marketing

Mini Track Chair: Prof. Teresa Costa, Polytechnic Institute of Setubal, Portugal



Now, more than ever, Tourism SMEs (TSMEs) are being regarded as relevant for job creation, economic stimulus, and sustainable development (Hallak et al., 2015) and the competitiveness of destinations (Peters et al., 2019). However, TSMEs must be prepared for a much more high-tech/digital world, a process that has been accelerated during confinement and that has taken root even more in people's

daily routines. On the other hand, how the pandemic will continue to affect tourists' behaviour is still unknown. Tourists may become more demanding when travelling, more restrictive on budget, less concerned or less eager to socialize. Adjusting to this "new tourist" is an added challenge for tourism service providers. Moreover, the pressure from society and governments towards more sustainable tourism provides additional challenges for TSMEs.

In this context, traditional modus operandi might be inadequate, there is a need to rethink/re-create the tourism marketing. In an increasingly interconnected world, with uncertainty concerning new tourist behaviours, and pressure to move towards a circular economy, coopetition between TSMEs might be the way to respond (collaboratively) to the challenges ahead, using technological advances in their favour, gaining scale, more efficient use of resources, and rapid adaption of the tourism product to the new demand in balance with sustainable concerns. We welcome topics on a wide range of issues, including but not limited to:

- New tourist behaviours
- Circular economy in tourism
- Coopetition between tourism SMEs
- Collaborative economy and sustainable tourism
- Interactive digital marketing and promotion of the regions
- Collaborative venture driven by technological change on tourism
- Challenges and successes in collaborative tourism governance
- Growing demand for authentic co-created experiences in tourism



Prof. Teresa Costa holds a PhD in Management and developed her Post PhD in Entrepreneurship and Social Capital in Tourism at the University of São Paulo. She is a coordinator professor in the Department of Economics and Management at the Business School at the Polytechnic Institute of Setúbal. She is a researcher at CiTUR - Center for Applied Research in Tourism, member of the scientific board of CiTUR-Estoril, editor-in-chief of EJTHR (European Journal of Tourism, Hospitality and Recreation) during 2018-2021. Her current research interests focus on entrepreneurship,

innovation, social capital, networks, governance, and sustainability in tourism. Her research has been published in several international journals and several book chapters and co-editions of handbooks and eBooks related with entrepreneurship, innovation, social capital, and networks with IGI Global.

Submission details

In the first instance a 300-word abstract is required, to be received by the **14th September 2023**.

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: teresa.costa@esce.ips.pt

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