













## **DAY 1 – JUNE 19TH 2024**

08:30-09:15 09:15-09:30	Reception Official Opening Tourism The state of the aut 3°rd
09:30-10:15	Official Opening – Tourism: The state of the art 3°rd SESSION 1
09.30-10.13	Keynote Session
	UN Tourism
10:15-11:15	SESSION 2
10.15 11.15	Human Resource in Tourism: The Future. University of
	Strathclyde
	University of Strathclyde
11:15-11:45	Coffee Break
11:45-12:30	INNOVATIVE TALK Discussion Session 1
	Tourism in the 2050 Horizon
	UN Tourism, Spain Ministry of Tourism, Bournemouth
	University, International Consultant, University of La
	Laguna
12:30-13:15	INNOVATIVE TALK Discussion Session 2
	Sustainable Tourism- Environmental Responsibility and
	Ecological Transition
	PwC, Ted Rogers School of Management, Turespaña, Loi
	Parque foundation, Tenerife Tourism Corporation
13:15-15:00	Lunch Break
15:00-16:30	VERTICAL FORUMS
	VF-1. Collaborative and smart tourism governance
	VF-2. New leadership and sustainable and inclusive
	growth of tourism
	VF-3. Labour market and competitive transformation of
	destinations
	VF-4. Tourism sites, environmental responsibility, and
	ecological transition

VF-5. Product, marketing, and tourism intelligence VF-6. Digital transformation and digitalisation of tourism

VF-7. La Palma: Tourism Future after Volcano

16:30-17:15 INNOVATIVE TALK Discussion Session 3

**Marketing and Tourism Intelligence** 

Visit Benidorm, Florida Atlantic University, University of

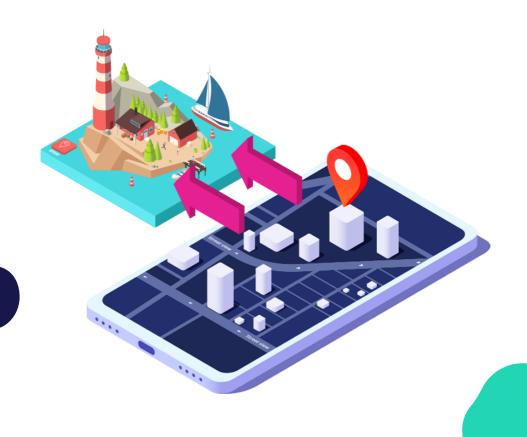
Southern California, Promotur Canarias, Segittur

17:15-17:45 Coffee Break

17:45-18:45 **VERTICAL FORUMS** 

**Conclusion and discussion** 

20:00 Welcome Wine and Visit to La Laguna



## **DAY 2 – JUNE 20TH 2024**

09:00-09:45 INNOVATIVE TALK Discussion Session 4

Digital transformation and digitalisation of tourism
University of Zaragoza, Rosen College of Hospitality
Management, INVATTUR, University Las Palmas de Gran
Caparia, Taparifa Tourism Corporation

Canaria, Tenerife Tourism Corporation

09:45-11:00 BUSINESS TO BUSINESS SESSION (B2B)

09:45-11:00 PARALLEL ACADEMIC SESSION 1

1. Collaborative and intelligent tourism governance

2. New leadership and sustainable and inclusive tourism growth

3. Labour market and competitive transformation of destinations

11:00-11:30 Coffee Break

11:30-12:15 INNOVATIVE TALK Discussion Session 5

Collaborative and smart tourism governance Smartlinking, SEGITTUR Spain, Swansea University,

Tenerife Tourism Corporation

11:30-13:15 PARALLEL ACADEMIC SESSION 2

1. Collaborative and intelligent tourism governance

2. New leadership and sustainable and inclusive tourism growth

3. Labour market and competitive transformation of destinations

13:15-15:00 Lunch Break

15:00-16:30 PARALLEL ACADEMIC SESSION 3

1. Collaborative and intelligent tourism governance

2. New leadership and sustainable and inclusive tourism growth

3. Labour market and competitive transformation of destinations

16:30-17:15 MEET EDITOR-FAST TRACK

Tourism Review, Journal of Destination Marketing and Management, Tourism and Hospitality, European Journal of Tourism Research, PASOS, Service Industries Journal, Spanish Journal of Marketing-ESIC, International Journal of Contemporary Hospitality Management, Annals of Tourism Research, International Journal of Hospitality Management

### 17:15-18:30 Fast Track Editor Coffee Break

18:30-19:30 PARALLEL ACADEMIC SESSION 4

- 1. Collaborative and intelligent tourism governance
- 2. New leadership and sustainable and inclusive tourism growth
- 3. Labour market and competitive transformation of destinations

#### 21:00 Conference dinner



## **DAY 3 - JUNE 21ST 2024**

09:30-11:00 PARALLEL ACADEMIC SESSION 5

4. Tourism areas, environmental responsibility and ecological transition

5. Product, marketing and tourism intelligence

6. Digital transformation and digitization of tourism

11:00-11:30 Coffee Break

11:30-13:00 PARALLEL ACADEMIC SESSION 6

4. Tourism areas, environmental responsibility and ecological transition

5. Product, marketing and tourism intelligence

6. Digital transformation and digitization of tourism

13:00 CONFERENCE AND CLOSING CEREMONY



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