



**tourism:
the state of the art (3rd.)**
tenerife global summit 2024



PRELIMINARY PROGRAM

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Universidad
de La Laguna



think future, create now !

DAY 1 – JUNE 19TH 2024

- 08:30-09:15** Reception
- 09:15-09:30** Official Opening – Tourism: The state of the art 3rd
- 09:30-10:15** **SESSION 1**
Keynote Session
UN Tourism
- 10:15-11:15** **SESSION 2**
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, Loro 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 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
18:30-19:30

Fast Track Editor Coffee Break
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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UN Tourism
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