



## Call for Proposals

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### **Algarve Winter Meeting: Bridging Tourism, Hospitality & Marketing**

*Digital transformation in tourism, hospitality and marketing*

*January 24, 2025, ESGHT – University of the Algarve*

We are pleased to announce the first edition of the ***Algarve Winter Meeting: Bridging Tourism, Hospitality & Marketing***, which will take place on **January 24, 2025**, at the **School of Management, Tourism and Hospitality, University of the Algarve** (Portugal).

Most tourist destinations have been exploring the latest advances in information and communication technologies such as social networks, User Generated Content, mobile applications, monitoring systems and multimedia resources, augmented reality and virtual reality, GPS mapping, in order to improve the tourist experience, the sustainability of resources, the socio-economic performance of destinations and organisations and to promote local culture and environmental conservation. Furthermore, these technological advances have been incorporated into the training of higher education students and professionals in the sector. We know, however, that there is still much to be explored with regard to digital transformation and the sustainability of tourism and destinations and their socio-economic and environmental implications. As such, the overall theme of this first edition is "Digital transformation in tourism, hospitality and marketing".

The ***Algarve Winter Meeting*** aims to be an informal forum for interactive participation and critical multidisciplinary and interdisciplinary discussion on digital transformation in tourism, hospitality and marketing. The ***Algarve Winter Meeting*** conference aims to share research, explore new ideas and network with peers and experts in these fields.

We are happy to invite researchers, industry professionals and students to submit their latest research, work-in-progress and insight on the following topics:

- Tourism/Hospitality and emerging technologies

- Digital marketing strategies for tourism and hospitality
- Promotion of sustainable development in tourism destinations
- Sustainability and digital transformation in tourism/hospitality
- Technological advancements in hospitality management
- Accessibility and inclusivity in tourism/hospitality
- Online booking platforms
- Human-centred technology in tourism, hospitality and marketing
- Customer experience and customisation strategies
- Data privacy in tourism/hospitality
- Case studies of digital transformation
- Collaboration and partnerships in the digital era
- Future trends, challenges and opportunities
- Digital transformation in teaching and learning
- The use of Large Language Models (LLM) in Tourism, Hospitality and Marketing

**Submission Guidelines:**

- Abstract length: 750 words, including title, five keywords and bibliographic references (APA 7<sup>th</sup> edition).
- The abstract must outline research aims, methodology, results, and implications.
- The abstract submission template is available at <https://algarvewintermeeting.ualg.pt/>
- Conference Languages: Portuguese, English and Spanish
- Presentations: 15 minutes.

**Important information:**

- Abstracts will be reviewed anonymously by a minimum of two reviewers
- Each registered participant can make a maximum of two presentations and be the author or co-author of a maximum of four papers.

**Publication opportunities:**

After the conference, selected authors will be invited to submit their full manuscripts by 31<sup>st</sup> March 2025 to be published in one of the partner journals.

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**Important dates – new deadline**

<del>02 September 2024</del> <b>30 September</b>	Abstract submission
<del>01 October 2024</del> <b>31 October 2024</b>	Author notification
<del>15 October 2024</del> <b>08 November 2024</b>	Abstract amendments (if necessary)

<del>15 November 2024</del> <b>08 December 2024</b>	Early-bird registration
<del>15 December 2024</del> <b>31 December 2024</b>	Late registration

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**Registration Fees** (includes two coffee breaks, lunch, and certificate) \*

	<b>Until Dec. 8, 2024</b>	<b>From Dec. 9 to Dec. 31, 2024</b>
<b>Authors</b>	90€	110€
<b>Non-authors</b>	60€	80€
<b>UAlg Student Authors</b>	50€	70€
<b>UAlg Students non-authors</b>	Free participation	

\* Please note that we will not be able to refund registration fees.

## CONTACTS

Email: [algarvewintermeeting@ualg.pt](mailto:algarvewintermeeting@ualg.pt)

Website: <https://algarvewintermeeting.ualg.pt/>

## Partners of the *Algarve Winter Meeting 2025*

Research centres	CiTUR Algarve – Centre for Tourism Research, Development and Innovation <a href="https://citur-tourismresearch.com/">https://citur-tourismresearch.com/</a> CinTurs – Research Centre for Tourism, Sustainability and Well-being <a href="https://www.cinturs.pt/site/index.php">https://www.cinturs.pt/site/index.php</a>
Journals	EJT <small>HR</small> – European Journal of Tourism, Hospitality and Recreation (WoS) <a href="https://sciendo.com/journal/EJT&lt;small&gt;HR&lt;/small&gt;">https://sciendo.com/journal/EJT<small>HR</small></a> Journal of Tourism, Sustainability and Well-being (WoS) <a href="https://www.jsod-cieo.net/journal-tsw/index.php/jtsw">https://www.jsod-cieo.net/journal-tsw/index.php/jtsw</a> TMS – Tourism & Management Studies (WoS) <a href="https://www.tmstudies.net/index.php/ectms">https://www.tmstudies.net/index.php/ectms</a> Dos Algarves: Tourism, Hospitality and Management Journal <a href="https://www.dosalgarves.com/index.php/dosalgarves">https://www.dosalgarves.com/index.php/dosalgarves</a>