



## Call for Proposals

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# Algarve Winter Meeting: Bridging Tourism, Hospitality & Marketing

## *Current Trends*

January 22, 2027, ESGHT – University of the Algarve

We are pleased to announce the second edition of the **Algarve Winter Meeting: Bridging Tourism, Hospitality & Marketing**, which will take place on **January 22, 2027**, at the **School of Management, Hospitality and Tourism, University of the Algarve** (Portugal).

Due to global economic, social, environmental, technological and cultural changes and, above all, to the dynamic nature of human behaviour, tourism, hospitality and marketing are constantly evolving. Therefore, the **Algarve Winter Meeting** aims to be an international forum where researchers, students and professionals can assess and discuss current trends, emerging challenges and innovations that are shaping the future of these sectors.

The **Algarve Winter Meeting** is an informal forum for interactive participation and critical multidisciplinary and interdisciplinary discussion on these current trends, aiming 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 and work-in-progress on the following topics:

- Artificial intelligence and Big Data
- Branding, image building and brand management
- Challenges in attracting, retaining and valuing human capital
- Changes in travel behaviour and demand patterns
- Customer experience
- Digital marketing strategies
- Ethics, transparency and greenwashing in marketing
- Experience economy and experiential marketing
- Impacts of tourism on local communities
- Inclusive, accessible, cultural and niche tourism
- Innovation and experiences in gastronomy
- Online reputation and review management
- Risk and safety perception in tourism and hospitality
- Service innovation
- Smart destinations and smart hospitality
- Social media marketing and communication
- Sustainable and regenerative practices
- Tourism-promoting events

**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, findings (observed and predicted), and implications.
- The abstract submission template is available [here](#).
- 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 30 April 2027 to be published in one of the partner journals. Manuscripts will be double-blind reviewed.

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### Important dates

30 June 2026	Abstract submission
30 September 2026	Author notification
30 October 2026	Amended abstract submission
15 November 2026	Early-bird registration
15 December 2026	Late registration

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

	Until Nov. 15, 2026	From Nov. 16 to Dec. 15, 2026
<b>Authors</b>	100€	120€
<b>Non-authors</b>	65€	85€
<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.

#### Partners:

Research centres

[CiTUR Algarve – Centre for Tourism Research, Development and Innovation](#)

[CinTurs – Research Centre for Tourism, Sustainability and Well-Being](#)

Journals

[EJTHR – European Journal of Tourism, Hospitality and Recreation \(WoS\)](#)

[Journal of Tourism & Arts](#)

[Journal of Tourism, Sustainability and Well-being \(WoS\)](#)

[TMS – Tourism & Management Studies \(Scopus & WoS\)](#)

#### Contacts:

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