

# III International Congress on Tourism Research 2024

Tourism for equity, sustainable development, inclusivity, and well-being

Date and Venue: May 8, 9, 10, 2024

Hybrid Event, Externado de Colombia University and Online Platform

“Digital Zone” Bogota, Colombia

Address: Calle 12 No. 1-17 Este.

Telephone: (+57 1) 353 7000 ext. 1411; 1402; 1405.

Email: [congresoturismo@uexternado.edu.co](mailto:congresoturismo@uexternado.edu.co)



### ***III INTERNATIONAL CONGRESS ON TOURISM RESEARCH 2024***

***Tourism for equity, sustainable development, inclusivity, and well-being***

#### **FIRST CALL FOR COMMUNICATIONS**

Organized by:

**Externado de Colombia University**

*Faculty of Tourism and Hotel Business Administration*

*The Tourism and Society Research Group*

**International Network on Competitiveness, Public Policy, and Tourism - Copptur**

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Hernando Parra Nieto  
**President, Universidad Externado de Colombia**

José Fernando Rubio  
**General Secretary**

### **Organizing Committee**

#### ***Faculty of Tourism and Hotel Business Administration – Externado de Colombia University***

**Edna Rozo**  
Faculty Dean

**Manuel Sierra**  
Coordinator of Agreements, Practices and Events

**Juan Fernando Sansón**  
Research Teacher

#### ***International Network on Competitiveness, Public Policy, and Tourism - Copptur***

**Judith Juárez**  
Research Teacher  
Economics Department – University of Baja California Sur

### **Scientific Committee**

**Judith Juárez.** Tenured professor, Academic Department of Economics of the University of Baja California Sur. She has PhD studies in Sustainable Development and has a master's degree in economics.

**Dolors Vidal.** Tenured professor, Girona University, Rector of the Chair on Gastronomy, Culture and Tourism. She is doctor in cultural tourism and is trained in history of art and engineering of the tourism product.

**Lluís Coromina.** Tenured professor and Vice-Dean of the Faculty of Tourism of the University of Girona. He is a doctor in economics.

**Edna Rozo.** Dean of the Faculty of Tourism and Hotel Business Administration of Externado de Colombia University. She is a doctor in social studies and has a master's degree in planning and administration of regional development (Los Andes University).

**Milson Betancourt.** Teacher researcher of the Faculty of Tourism and Hotel Business Administration of Externado de Colombia University. He has a postdoctorate in environmental studies, is a Doctor in Geography with a specific focus on territorial and environmental planning; and has a master's degree in Latin American interdisciplinary studies.

### III INTERNATIONAL CONGRESS ON TOURISM RESEARCH 2024: *Tourism for equity, sustainable development, inclusivity, and well-being*

#### I. Description

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The Tourism Research Congress, in its third edition, “Tourism for equity, sustainable development, inclusivity and well-being”, offers an academic meeting space for debate, exchange of ideas and the dissemination of various critical studies. They address themes and axes of reflection related to tourism from different theoretical perspectives, case studies and some methodological tools, that are being considered from the academy at the international, national, and local level.

The objective is to offer diverse scientific and academic approaches that contribute to the reflection and critical debate on tourism and its current and future challenges in relation to public policies, territorial development, sustainable development, equity, inclusion, and well-being, among others. All this within an uncertain and changing local and global scenario.

The event will be delivered in hybrid format: in- person at Externado de Colombia University and in virtual mode through the Institution’s Digital Zone.

The main axes of reflection and the themes for development are below. Research papers that are not included in the axes may be presented. In such cases, the organizing committee may assign them to those axes with which they have major commonalities or may even create a new axis in accordance with the number of proposals presented.

#### 1. Reflection Axis 1. Tourism planning, management and governance and its relation to equity, inclusion, and sustainable development

- Crisis of the models of mass tourism.
- Tourism, food sovereignty and territorial management.
- New typologies and modalities of tourism.
- Tourism as a strategy for combating poverty.
- Tourism and local development.
- Decision-making processes in tourism planning.
- Paradoxes of applied sustainable tourism.
- Relevance and usefulness of tourism policies.
- The challenges of governance and public and private policies in the face of the fulfilment of Sustainable Development Goals (SDGs).
- Tourism and territorial dynamics: territorial impact and transformations associated with tourism.
- Tourism and socio-spatial processes: Gentrification, displacement, and territorial inequalities.
- Destination management, tools, and methodologies: Intelligent tourism destinations, clusters, and product chain.

## **2. Reflection Axis 2. Tourism as a tool for the wellbeing and good living of the local communities and their visitors**

- The role of communities in tourism management.
- Innovation of tourism products.
- Tourist psychology and behavior.
- Ethical dilemmas, and ethical codes for tourism.
- Community tourism as a strategy for development.
- Imaginaries and social representations of tourism.
- New narratives of tourism.
- Cinema, literature, and tourism.
- Approaches to good living, conscious tourism, and community tourism.
- Tourism as a tool for the strengthening of good living.
- Tourism for a peace culture between humans and nature.

## **3. Axis of reflection 3. Culture, heritage and tourism for democratization, equity, and good living**

- Cultures and heritage considering global changes in relation to tourism.
- Processes of tourism valuation of heritage and cultures, in times of uncertainty.
- Places of memory and heritage as tourist destinations.
- The revaluation of cultures and heritage in community tourism.
- Cultural practices as inclusive tourism products.
- Traditional expressions and their tourist valuation: Disputes between knowledge and its resignification (music, dance, gastronomy, and crafts)
- The challenge of patrimonization versus local benefits.
- Cultural tourism: Challenges for the fulfilment of SDGs.
- The enhancement of heritage tourism and its contribution to peace.

## **4. Reflection Axis 4. Nature and tourism as a factor for the transition to sustainable and environmentally friendly economies: Dilemmas, tensions, and challenges of the relationship of nature, as a social subject, and tourism.**

- Ecotourism as an option for sustainable development and economic transition.
- Risks and impacts of tourism on the natural environment.
- Methodologies and tools for the valuation of nature and its tourist use.
- Nature tourism, scientific tourism, birdwatching, and adventure tourism as an opportunity for the development of communities and emerging tourist destinations.
- Nature as wealth for the strengthening of tourism in emerging destinations.
- Community-based tourism in natural contexts, for the benefit of local communities and as a strategy for the conservation of natural biodiversity.
- Challenges in Latin America in the face of emerging tourism ventures.
- Regenerative Tourism perspectives for the creation of new opportunities.
- Methodologies and tools for the management and valuation of nature tourism.

## 5. Reflection Axis 5: Product and value chains, locally based initiatives, and companies and their organizational processes as part of the dynamics of tourism destinations

- The relationship between the business fabric and territorial dynamics.
- Strategic direction and management in tourism companies.
- Competitiveness and productivity in the tourism sector.
- Organizational development and human resource management.
- Sustainability and Corporate Social Responsibility and contributions towards SDGs and inclusive tourism.
- Gender perspectives in company management.
- Management strategies for the inclusion and equitable redistribution of benefits by companies and locally based initiatives.
- New technologies applied to tourism companies.
- Locally based entrepreneurships and new business models.
- Customer services and support.
- Marketing in tourism companies.
- The contribution of locally based companies and initiatives to good living.

## II. Types of Papers for Presentation at the Congress

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The III Congress of Tourism Research counts with two types of participation for unpublished research, either completed or in progress - papers and scientific posters. Likewise, researchers are informed that an edited book will be published by Externado de Colombia University. It will compile the works presented at the event, under the interest and previous authorization of the authors.

It is worth highlighting that the Organizing Committee will accept unpublished research papers and posters for participation at the Congress, only as a means for presenting and socializing research findings. However, they will not be considered for inclusion in the book that will be published. Below are the guidelines for the presentation of the works.

### 1. Papers:

Anyone interested in participating by submitting papers to the Congress must present a long abstract which will be reviewed by the Scientific Organizing Committee for approval. If the work is approved and the researchers would like to publish it in the book, they must send the full written version according to the schedule of the event.

#### 1.1 Guidelines for the presentation of long abstracts

Long abstracts must fulfill the following criteria:

- Document language: Spanish, English, and Portuguese.
- Length: 800 to 1,000 words.

- Document content: Title of the work in Spanish, English and the original language (where this applies), thematic axis to which it belongs, a maximum of five key words in the original language and in English, objectives, relevance, methodology, general findings, and conclusion.
- Font size for the body of the text: Arial 11.
- Line spacing: Double.
- Citations and references must adhere to APA style norms: [apastyle.apa.org](http://apastyle.apa.org)
- The long abstract **must not contain tables, graphs, or photographs.**
- The document must be presented in Word format.
- The following is the outline for the long abstract.

<b>Title of the paper</b> (centered, bold, Arial 12)
Name of the Author(s) (justified to the right, Arial 11)
Name of the institution of the main author, if it applies (justified to the right, Arial 10)
E-mail address (justified to the right, Arial 10)
Key words: maximum five (5) (italics, centered, Arial 11)

The long abstracts must be sent via the following link:

<https://www.uexternado.edu.co/administracion-empresas-turisticas-hoteleras/envio-de-ponencias-y-posteres-congreso-de-investigacion-en-turismo-2024/>

## 1.2 Guidelines for the submission of works that are accepted for publication in the book:

To participate in the Congress and publish work in the research book, that will be edited later by Externado de Colombia University, see below the guidelines that must be met:

- Language of the document: Spanish, English, and Portuguese.
- Maximum number of words: 6,000- 8,000 words (including the list of bibliographical references).
- The drafting of the document must be completed in the present simple form and in the third person.
- Font size of the body of the text: Arial 12.
- Line Spacing: Double.
- Margins: 2,5 cm top, bottom, left and right.
- List of bibliographical references: minimum 15 scientific sources.
- The bibliographical references must follow the APA style manual (7<sup>th</sup> edition). It can be consulted at: [www.apastyle.apa.org](http://www.apastyle.apa.org)
- The organization of any tables and figures must be in accordance with the APA style manual (7<sup>th</sup> edition) with a minimum resolution of 300 dpi.
- If photographs are included, they must be submitted as separate files with a minimum resolution of 300 dpi. They will be printed in black and white.
- All pages must be numbered.

All documents submitted must contain a covering page with the following information: title of the work; a summary in Spanish, English and the original language (where necessary), it is recommended that the summary contains a maximum of 150 words; key words in Spanish, English and the original language (where necessary), four to six words; and the thematic axis. The name of the author should not be included.

## 2. Scientific Posters

Anyone interested in participating at the Congress with scientific posters must send them for the review and acceptance of the Scientific Committee. As a minimum, they must contain the following: The issue to be addressed, the objectives of the initiative, the methodologies or focus, the tools used (if relevant), and the findings obtained or expected.

For all the axes of reflection, the posters will be evaluated according to the relevant criteria, originality, proposed innovation, quality, and creativity of the presentation.

For the exhibition of posters at the in-person event, the organizers will provide space that is equipped with the necessary tools for their showcasing. However, the researchers must provide the printed posters. For the presentation of the posters in virtual mode, a space and time will be designated in the digital zone for their exhibition.

### 2.1 Guidelines for the presentation of scientific posters:

- Poster size: 0.80 m x 0.90 m.
- Font size: Title Arial 48, Authors Arial 34, Names of the Institutions involved Arial 28, Content Arial 28.
- Photos, graphs, and logos must conform to these dimensions.
- Presentation: The poster must be sent in pdf format by the date shown.
- The images used in the poster must be free of copyright or of own authorship.

The posters must be sent via the following link: <https://www.uexternado.edu.co/administracion-empresas-turisticas-hoteleras/envio-de-ponencias-y-posteres-congreso-de-investigacion-en-turismo-2024/>

It is important to highlight that only complete posters will be collected and reviewed by the Organizing Committee. The above-mentioned concepts will be taken into account when considering their acceptance and publication in the research book produced as part of the event.



### III. Schedule

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First call for long abstracts and posters	July 1st, 2023 – August 15, 2023
Notification of acceptance of papers and posters	Deadline: September 15, 2023
Second call for long abstracts and posters	September 1, 2024 – November 15, 2023
Notification of acceptance of papers and posters	Deadline: December 15, 2023
Third call for long abstracts and posters	January 1, 2024- March 15, 2024
Notification of acceptance of papers and posters	Deadline: March 31, 2024
Congress	May 8, 9 and 10, 2024

### IV. Contact information

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Below is the event contact information for any queries or comments.

**Telephone:** (00571) 3537000 Ext. 1411; 1402; 1405.

**Email:** [congresoturismo@uexternado.edu.co](mailto:congresoturismo@uexternado.edu.co)