



UPCT GDEIT Students Conference

*The First Tourism Conference Concerning the Break
of Seasonality in Tourism.*

February 9th, 2016

Salón de Grados

Facultad de Ciencias de la Empresa

CONFERENCE PROGRAM

5.00 p.m. – Presentation

Ilona Ovod

5.10 p.m. – Seasonality in tourism

Marina García Vergara

PART 1: TOURIST PRODUCTS

5.20 p.m. – Nautical tourism

José Pastor Vargas

5.30 p.m. – Tourism and nature

Federica Di Giovenale and Sara Tavilla

5.40 p.m. – Golf tourism: A guarantee for attracting quality customers?

Consuelo Alcaraz Vidal

5.50 p.m. – Health tourism

Ilona Ovod

6.00 p.m. – Urban tourism

María Muñoz

6.10 p.m. – Sustainable Tourism: The Way Forward

Claudia Anzano

— Coffee Break —

(6.20 p.m. – 6.35 p.m.)

PART 2: NEW TRENDS

6.35 p.m. – New trends in tourism

Pedro José Villalba Marín

6.45 p.m. – Collaborative tourism and ExpoMilano 2015: no seasonality, just tourism

Sirio Taulaigo

6.55 p.m. – Tourism distribution

Raquel García Olmos

7.05 p.m. – Emerging markets: A way to reduce seasonality

Javier Mendoza Mompeán

7.15 p.m. – Tourism in Murcia: seasonal employment

Marta Conesa Martínez



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Organized by:

Students of the *Máster en Gestión y Dirección de Empresas e Instituciones Turísticas*

In collaboration with:



Under the coordination of:

Natalia Carbajosa Palmero

Venue:

Salón de Grados

Facultad de Ciencias de la Empresa

Day:

February 9th, 2016

Web:

upctgdeitconference2016.wordpress.com