

DSOTT'2023 - Diversity and Sustainability, Coimbra - Portugal

Title of the speech: Tourism, Diversity and Sustainability

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Contents: This presentation delves into the pivotal role of universities offering tourism education in nurturing a new breed of managers equipped with the skills and responsibilities necessary for fostering intercultural relations and interactions. Our focus extends beyond conventional tourism education, aiming to empower students with a fresh perspective on peace and sustainability through their engagement in the tourism industry.

Key Points:

Holistic Tourism Management: I explore how universities have the unique capability to shape future tourism professionals into holistic managers who not only understand the intricacies of the industry but also appreciate its profound impact on global culture, peace, and sustainability.

Curriculum Innovation: How universities are adapting their curricula to equip students with intercultural communication skills, conflict resolution techniques, and a profound awareness of the link between tourism and peace.

Global Perspective: The role of international exposure, study abroad programs, and collaborative research initiatives in broadening students' global perspectives and preparing them for leadership roles in the tourism sector.

Experiential Learning: The significance of hands-on experiences, internships, and practical projects in enhancing students' ability to apply theoretical knowledge to real-world situations, fostering cultural sensitivity and sustainable practices.

Promoting Ethical Tourism: Universities' commitment to instilling ethical values, responsible tourism practices, and a dedication to fostering peace within their students, ensuring that the tourism industry contributes positively to local communities and global harmony.

Research and Innovation: How academic research in tourism management is influencing industry practices, policy development, and contributing to the discourse on tourism's role in peace and sustainability.

Intercultural Competence: Through innovative pedagogical approaches and real-world experiences, I emphasize the development of intercultural competence among students. We examine how this competence can help bridge cultural gaps and promote mutual understanding, which is essential in today's interconnected world.

Responsibility for Sustainable Tourism: The presentation sheds light on the growing responsibility of universities to instill ethical and sustainable practices in their students.