



TMS ALGARVE 2022

Sustainability Challenges in Tourism, Hospitality and Management

Thematic Session: Creative Tourism and Culture

This track aims to cover aspects related to the Creative Tourism in particular with the focus in creative tourism activities and stakeholders. Topics within this track are related but not limited to:

- Creative tourism and culture;
- Creative tourism products (urban and rural);
- Creative routes and itineraries;
- Sustainable projects of creative tourism;
- Creative tourism events and experiences;
- Creative tourism marketing;
- Creative tourism trends and research.

Track Director:

Alexandra Rodrigues Gonçalves is Assistant Professor at the University of Algarve, School of Management, Hospitality and Tourism, where she teaches since 1997. She is an Integrated researcher at CinTurs - Research Centre for Tourism, Sustainability and Well-being, University of Algarve, for the areas of Tourism, Territory, Heritage, Cultural Management and Creative Industries. Tourism PhD from the University of Évora (2013), Master in Cultural Management - specialization in Cultural Heritage from the University of Algarve (cooperation with University of Paris-8, Sorbonne) (2002), and former Degree in Marketing (1997). Was Regional Director of Culture of the Algarve from December 16, 2013 to December 15, 2018; and Councilor for the Municipality of Faro between October 2009 and October 2013, for the areas of culture, tourism, social action, economy and health. Has several research published in the areas of tourist and cultural experience, in cultural and creative tourism, in the management of cultural heritage and museums, in the evaluation of events. Is also Project Coordinator and researcher of several projects in the area of Tourism and Culture, and Sustainability and other projects in the areas of Creative Tourism, Museums and Routes development.

Since 30th October of 2019 she is the director of the School of Management, Hospitality and Tourism of the University of the Algarve (<https://orcid.org/0000-0003-3796-1801>).