



TMS ALGARVE 2022

Sustainability Challenges in Tourism, Hospitality and Management

Thematic Session: **Destination Marketing and Management**

This track aims to cover aspects related to the marketing and management of tourism destinations (parks, cities, rural areas, islands, countries). Topics within this track are related but not limited to:

- Destination Governance and Networks
- Destination Management Organizations (DMOs) Strategies
- Destination Social Responsibility
- Destination Branding
- Destination Image
- Destination Marketing Communications
- Destination-based Experiences Design
- Experiencescapes in Tourism Destinations Contexts
- Destination Foodscape Marketing and Management

Track Director:

Dora Agapito holds a PhD in tourism, a MA in marketing, and a BA in communication sciences. She is Assistant Professor at the Faculty of Economics, University of Algarve, Portugal. She is an integrated researcher and co-coordinator of Tourism and Hospitality Competitiveness and Governance Research Area at the Research Centre for Tourism, Sustainability and Well-being (CinTurs). Her current research interests include sensory experience design, responsible tourism management, destination marketing management, consumer behaviour and social marketing. <https://orcid.org/0000-0002-2568-3720>