



TMS ALGARVE 2022

Sustainability Challenges in Tourism, Hospitality and Management

Thematic Session: Digital Marketing

This track aims to cover aspects related to the digital marketing in particular with the focus in tourism and hospitality. Topics within this track are related but not limited to:

- Affiliate Marketing;
- Content Marketing;
- Customer Experience;
- Customer Behavior;
- Data and Analytics;
- E-Commerce;
- Email Marketing;
- Influencers;
- Marketing Automation;
- Marketing Technology;
- Mobile Marketing;
- Online Advertising (SEA; SMA)
- SEO & SEM;
- Social Media;
- Sustainability in ecommerce
- Sustainability in digital marketing
- User Experience (UX);
- Web Marketing;

Track Director:

Carlos M.R. Sousa holds a PhD in Economics and Corporate Sciences from the Universidad de Huelva, Spain as well as a Master in Economics and Corporate Sciences from the Universidade do Algarve. He holds a first degree in Computer Science for Management from the Instituto Superior de Línguas e Administração. Also, he is an integrated researcher of CiTUR - Centre for Tourism Research, Development and Innovation (citur-tourismresearch.com/). He is a lecturer Adjunct Professor at the University of the Algarve, School of Management, Hospitality and Tourism. Current research interests included Systems and Information Technology, Computer Sciences Applied to Tourism, Electronic Distribution in Tourism, Digital Marketing, E-Business and Customer Relationship Management. <https://orcid.org/0000-0002-7366-1358>.