



**TMS ALGARVE 2022**

**Sustainability Challenges in Tourism, Hospitality and Management**

**Thematic Session: Tourism and Outdoor Sports Recreation**

This track aims to discuss research developments related to tourism and outdoor sports recreation, covering from theoretical essays to empirical research along the set of destinations scales, from local to global. Topics within this track are related but not limited to:

- Sport Marketing on outdoor sport recreation;
- Outdoor sport recreation marketing and communication;
- Outdoor sports recreation and tourism sustainability;
- Tourism experiences in outdoor sports recreation;
- Branding strategies in outdoor sports recreation;
- Outdoor sports recreation products;
- Outdoor sport recreation impacts;
- Outdoor sport recreation events;

**Track Director(s):**

**Maria João Ferreira Custódio** holds a PhD in Management, Exeter University-Business School (UK) with Marketing Specialization in ISCTE (Portugal), and a MA in Tourism and Development, University of Algarve (Portugal). She is an integrated Researcher at the CiTUR – Centre for Tourism Research, Development and Innovation, and Guest Adjunct Professor at the High School of Tourism, Hospitality and Management, University of Algarve. Her current research interests include sports marketing and tourism, sport events impacts, communication and destination image and branding. <https://www.cienciavita.pt/portal/7B12-7101-5EB7>

**Elsa Pereira** is Adjunct Professor at the University of Algarve. She holds a PhD in Sport Sciences (2013), Master in Sport Sciences (1999), and a degree in Sport and Physical Education (1993). Her research interests include Ecotourism and Protected Areas, Outdoor Recreation, Design of Recreation Areas, Park/Beach Management, Destination Competitiveness, Innovation in Tourism, Event Tourism, Sports and Tourism. <https://www.cienciavita.pt/portal/en/451D-5287-9191>