

Conferencia

Globalization, Nation Equity and Tourism



PONENTE

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Abstract

Tourism is one of the rapidly growing and fast changing industries around the world. The increasing trend towards globalization and growing economic power of emerging markets will continue to fuel the growth of the tourism industry during the next several decades. While tourism provides considerable benefits in terms of job creation, business opportunities, infrastructure development and favorable economic impact, it also has led to some undesirable outcomes such as degradation of delicate ecological sites, overcrowding and cultural challenges.

The seminar will touch on strategies that can be productively employed to develop sustainable tourism, which can be both economically beneficial to companies as well as to provide a compelling travel experience to the consumer. The seminar will discuss on the global challenges of tourism faced around the world. More specifically, we will understand the demands of the tourism industry and how companies can apply strategies to better understand the consumers.

Fecha: **16 de Marzo de 2018**

Hora: **11:30 h.**

Lugar: **Salón de Grados**

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