

Thursday, 19 October de 2023

XIV International Congress of Tourism and ICTs (TURITEC)

IATUR Málaga+ Faculty of Tourism of the University of Málaga + IFITT

The University of Malaga, through its Málaga branch of the Andalusian Institute for Research and Innovation in Tourism (IATUR), is organizing the XIV International Congress of Tourism and ICT, which will be held on October 19 and 20, 2023 at Málaga Exhibition and Congress Center (FYCMA).

This year the organization is in charge of IATUR Málaga together with the Faculty of Tourism of the University of Málaga and in collaboration with the Spanish chapter of IFITT.

The congress aims to promote and exchange knowledge in information and communication technologies applied to the tourism industry.

On behalf of the University of Lleida, the doctors will attend and present two projects: Big data and business intelligence in cruise destinations by Berta Ferrer Rosell and evaluation of tourists' perception of intelligence in a destination: a study of case of the island of Tenerife by Júlia Martí Ochoa and Eva Martín Fuentes and Berta Ferrer Rosell. Dr. Eva Martín Fuentes also plays the role of mediator for one of the research rooms.

