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Proceedings of the 4th International Conference on Tourism Research

**A Virtual Conference hosted by
Polytechnic Institute of Porto,
Portugal**

20-21 May 2021



**Edited by
Prof. Cândida Silva, Prof. Mónica Oliveira
and Prof. Susana Silva**

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Proceedings of the

4th International Conference on Tourism Research ICTR 2021

**Hosted By
The School of Hospitality and Tourism
(ESHT), Polytechnic Institute of Porto,
Portugal**

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Preface

These proceedings represent the work of contributors to the 4th International Conference on Tourism Research (ICTR 2021), hosted by The School of Hospitality and Tourism, of Polytechnic Institute of Porto, Portugal on 20-21 May 2021. The Conference Co-Chairs are Prof. Cândida Silva, and Prof. Mónica Oliveira and the Programme Chair is Prof. Susana Silva, all from School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT/P.PORTO), Portugal.

ICTR is a well-established event on the academic research calendar and now in its 4th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The conference was due to be held at The School of Hospitality and Tourism, of Polytechnic Institute of Porto, Portugal but due to the global Covid-19 pandemic it was moved online to be held as a virtual event. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The Welcome will be given by Rita Marques, Secretary of State for Tourism, regarding *Tourism in Portugal During this Difficult Period*. Sérgio Guerreiro, Senior Director at Turismo de Portugal & Executive Director will give a keynote speech on the topic of *Data for Destination Management or Innovation*. The second day of the conference will open with an address by Professor Antonio Carles, External Auditor and member of the Tequal Advisory Board from the UNWTO Academy, who will talk about *Quality of Knowledge Assurance Under the Pandemic*.

With an initial submission of 130 abstracts, after the double blind, peer review process there are 67 Academic research papers, 5 PhD research papers, 3 Masters Research papers and 1 work-in-progress paper published in these Conference Proceedings. These papers represent research from Austria, Bahrain, Bulgaria, Colombia, Cyprus, Czech Republic, Ecuador, Finland, Ireland, Jamaica, Japan, Oman, Peru, Poland, Portugal, Romania, Russia, Saudi Arabia, Slovakia, South Africa, Spain, The Netherlands, UK and USA.

We hope you enjoy the conference.

Prof. Cândida Silva, Prof. Mónica Oliveira and Prof. Susana Silva
The School of Hospitality and Tourism, of Polytechnic Institute of Porto
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