

FIRST CALL FOR COMMUNICATIONS AND ENROLMENT

International Conference on Cultural Tourism:

Analysis, diagnosis and prospects

Palma (Mallorca) 19, 20 and 21 February 2015

University of the Balearic Islands

The 19, 20 and 21 February 2015 the International Conference of Cultural Tourism: analysis, diagnosis and prospects will be held in the Arxiduc Lluís Salvador building at the campus of the University of the Balearic Islands (UIB), Palma (Mallorca, Spain). The call is part of the Cultural Tourism: analysis, diagnosis and prospects research project, which belongs to the Sol Meliá of Tourism Studies Chair.

Cultural tourism, understood in its broadest sense, has been part, for a long time, of the products and services that the Balearic Islands have offered to their visitors. Yet, there are still many possibilities to foster the marketing of diverse forms of cultural tourism, which presents particularly appealing features such as the interest in historical and natural heritage and the respect for environment.

The International Conference on Cultural Tourism is organized to carry out an analysis so as to diagnose the strengths and weaknesses of tourist activity. Indeed, the conference also intends to bring prospects regarding the aspects that should be reinforced to increase the marketing of cultural tourism, drawing inspiration from other cultural tourism models of exploitation found in diverse tourist markets around the world. In any case, we will focus on the past, the present and the future of this activity in Mallorca, Menorca, Ibiza and Formentera.

Enrolment is free and individuals attending most of the sessions will receive a certificate of attendance. Teacher training credits will be requested to the Ministry of Education, Culture and Universities of the Balearic Government.

As well, this call invites interested researchers to submit their communications to turismeculturaluib@gmail.com. A half-page abstract, the title and the authors' names and e-mail addresses must be submitted. Communications must be submitted to the aforementioned email address once the conference begins. The writing norms are the following: Times New Roman 12, 1,5 space, references using footnotes and final bibliography.

The conference has an Advisory Scientific Committee that shall ensure the quality of communications and the proper commissioning of the meeting. The organizational structure of the conference is formed by the Sol Meliá of Tourism Studies Chair, the Faculty of Tourism, the Balearic Islands Hotel School, the Department of History and Theory of Art, and the Centre for Contemporary Studies and Documentation (CEDOC).

The Palma de Mallorca 365 Tourism Foundation and the Mallorca Hotel Business Federation are among the organizations that have confirmed, at this point, their collaboration.

Enrolment: turismecultural.uib.es

Communications: turismeculturaluib@gmail.com