

Thursday, 29 February de 2024

XII Conference of Tourism 2024

New Techs applied at the Tourism

The past 27 of February, the University of Lleida (UdL) celebrated the XII Day of Tourism, devoted of new at the New Techs applied at the Tourism, an event that totalled at the students of the rank at Tourism, of the Double rank at ADETUR, professionals and experts of the sector to debate the last trends and innovations at the tourist field.

The day inducted at #the 10.00h with the ceremony of inauguration presided by the dean of the Faculty by right, Economics and Tourism of the UdL, Eduard Cristóbal, and the directors of the Day, Natalia Daries and Eva Martín.

Next, it took place the conference on the use of the chatbots as a canals of communication at the tourism. The Dr. Natalia Rubio Benito, Catedràtica of the Department of Financing and Trading Inquest of the Freelance University of Madrid and president of the AEMARK, shared his experiences and kens at this field.

After a pause for coffee, continued with an interesting session on how the contests can be an effective tool for the visibility of mark. The Mr. Enrique Pueyo, Alcalde of Aínsa; the Mrs. Clara Bosch, Manager of the Path of the Wine Somontano; and the Mr. Fernando Blasco, Manager of TuHuesca, exposed successful cases and strategies to promote tourist fates.



Miquel Gimeno i Gemma Miquel, premiats millor TFG i TFM



Dra. Natalia Rubio Benito



Sr. Enrique Pueyo, Sr. Fernando Blasco, Sra. Clara Bosch



Dra. Nagore Uresandi



Sra. Montserrat Rocaginé



Dr. Lluís Callarisa