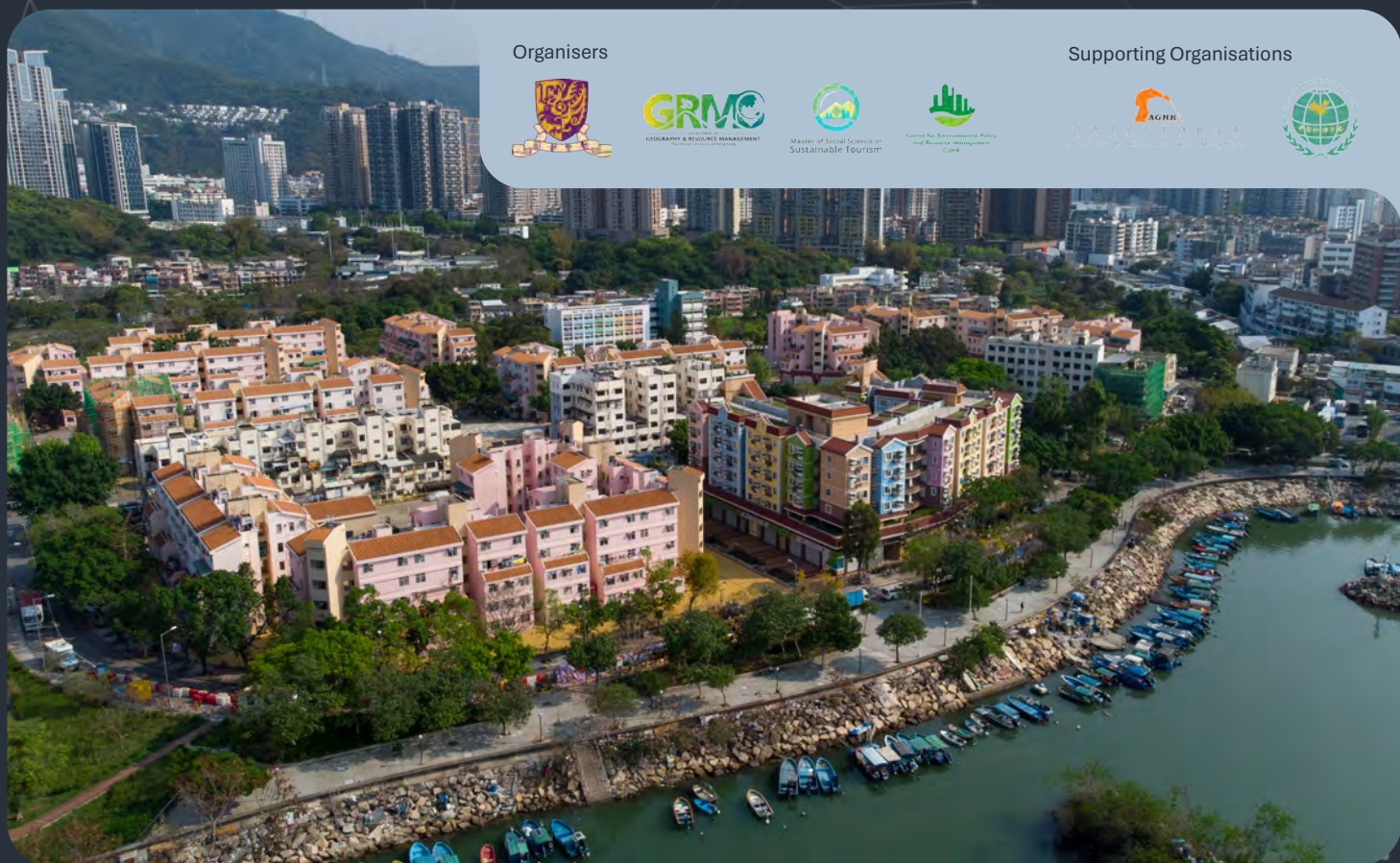


Organisers



Supporting Organisations



The International Conference on Tourism Development & Investment in Sustainability

9-11 May 2024

The Chinese
University of
Hong Kong

Keynote Speakers



Prof. Gianna Moscardo
James Cook University,
Australia



Prof. Han Shen
Fudan University,
China



Prof. Leonardo A. N. Dioko
Macao University of
Tourism, Macao, China



Prof. Lisa C. Wan
The Chinese University of
Hong Kong, China



Ms. Lucia Loposova
GREEN Hospitality
Hong Kong, China

**Register
Now**



The International Conference on Tourism Development and Investment in Sustainability

The International Conference on Sustainable Tourism is an annual event organized by the CUHK since 2012. The 2024 conference adopts the theme of “Tourism Development and Investment in Sustainability”, aiming to explore how tourism and sustainable investments can shape a better world. It will discuss how to diversify markets, reduce risks, enhance resilience, and involve locals. It will also examine how investments can foster innovation, technology, and entrepreneurship while conserving nature and culture. It highlights the importance of collaboration and partnerships for responsible and long-term tourism investments.

Conference Topics

The Conference Organizing Committee welcomes contributions to any topical areas in the field of tourism research, and is particularly seeking contributions to the following areas:

- Creating and fostering a holistic understanding of the tourism system, including its interrelated components and interactions, through sustainable investments.
- Stimulating collaboration and partnerships between various stakeholders, including governments, businesses, investors, and local communities, to drive sustainable tourism practices and investments.
- Promoting socio-economic diversity and resilience by reducing over-reliance on a particular sector or activity through targeted sustainable investments.
- Mitigating various economic and geopolitical risks while enhancing resilience in tourism through strategic and responsible investments.
- Involving local communities more inclusively and equitably to strengthen the overall tourism ecosystem, ensuring their active participation and benefit from sustainable investments.
- Transforming and inspiring all stakeholders by creating life-changing experiences through sustainable tourism investments that prioritize people, planet, and prosperity.
- Identifying and responsibly showcasing the uniqueness of cultural heritage, folklore, gastronomy, local landmarks, wildlife, and other destination resources and characteristics through sustainable investments.
- Implementing and studying adequate natural resources, biodiversity management, and protection strategies through sustainable tourism investments.
- Safeguarding and transmitting local cultural heritage, traditions, wisdom, and knowledge from generation to generation through viable principles and sustainable practices, supported by responsible investments.

Date and Time

9-11 May 2024
09:00 - 17:30

Venue

The Chinese University of
Hong Kong

Language

English

Important Dates

Abstract submission	On or before 14 April 2024
Paper submission	On or before 21 April 2024
Optional, to be included in conference brochure	
Registration	On or before 2 May 2024

Registration Fee

Full Price	HK\$ 1,000
Student	HK\$ 300

Conference programme & lunch included

For Enquiries

Conference Themes

Prof Lawal MARAFA
Prof Johnson CHAN

lmmarafa@cuhk.edu.hk
ccs_johnson@cuhk.edu.hk
MSSST@cuhk.edu.hk

(852) 3943 6471
(852) 3943 6233
(852) 3943 8085

Registration / Abstract



PRESENTED BY

Master of Social Science in Sustainable Tourism &
Department of Geography & Resource Management,
The Chinese University of Hong Kong

Organisers



Master of Social Science in
Sustainable Tourism



Centre for Environmental Policy
and Resource Management
CUHK

Supporting Organisations



Association for Environmental Education, Hong Kong

