

THE SECOND INTERNATIONAL CONFERENCE ON TOURISM DYNAMICS AND TRENDS

26-29 June 2017, Seville, Spain

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II. International Conference on Tourism Dynamics and Trends was held on 26-29 June 2017 at the Faculty of Tourism and Finance, University of Seville, Spain. The conference series is organized by the collaboration with four universities: University of Seville (Spain), University of Sannio (Italy), Akdeniz University (Turkey) and Kemptem University of Applied Sciences (Germany). The series is planned to be held annually by one of the partner universities in each year with rotation. Following the 1st conference in 2016 hosted by Akdeniz University Tourism Faculty in Antalya, 2nd conference was in Seville, Spain. This edition of the conference is devoted to the memory of Steve Watson, who was professor at John St John University, member of the scientific committee of the conference and visiting professor at the Faculty of Tourism and Finance of the University of Seville.

The main aim of the conference in 2017 is to share the scientific knowledge and development in tourism, travel and hospitality area by providing a platform to share the most recent research, innovations and achievement in different topics on tourism knowledge. For this purpose, industry professionals, master and doctoral students together with academics from various fields of research are invited and encouraged to participate in the conference. 82 papers from more than 20 countries (Spain, Turkey, UK, Italy, Russia, USA, Brazil, Argentina, China, Taiwan, and so on) were presented in parallel sessions or as poster presentations.

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A substantial amount of time is also devoted to questions and answers where presenters found a chance to hear out contributions from the audience. Additionally the conference featured four keynote speeches by professors Simon Hudson, Fevzi Okumuş, Iis Tussyadiah, and Armyn Brysch. Focusing on the advances and tendencies in tourism, travel and hospitality research, digital transformation by the technological advances is the prominent topic in keynotes. All presented papers are published in proceedings book which is available in conference website, and publication opportunities are provided by the journals supporting the meeting including *Advances in Hospitality and Tourism Research (AHTR)*.

In addition to scholarly networking, social programme of the conference was remarkable, allowing participants to visit beautiful landmarks of Seville and to taste Spanish cuisine. Overall, the conference was concluded with a closing session with scholars from partner universities where conference delegates are invited to the next conference. The 3rd Conference on Tourism Dynamics and Trends will take place in Italy in 2018.