

## **Mainstreaming Sustainability and Awareness into Travel Choices**

*Organized by*

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### **SCOPE**

Sustainability is one of the most talked about issues today. Sustainability is present in every aspect of our lives and in every decision we make, from consumption to travel choices. Technological advances and innovations are increasingly able to meet these needs, and there is a demand for them from consumers. However, opinions on sustainability differ significantly between generations. A number of research and studies show the extent to which the perception of the environment and sustainability differs between younger and older generations due to changing consumer preferences, and tourism-related decisions are no exception. Travel is one of the most controversial topics in terms of environmental pollution, which includes tourism-related choices. However, sustainability objectives can only be achieved through informed choices, for which awareness-raising is essential, and the media, but also education, have a very important role to play. The aim of this session is to provide a forum for researchers to discuss new directions and outline new and workable solutions to protect the environment and ensure sustainability. Researchers are invited to submit abstracts/presentations that could address, but are not limited to, the following areas: sustainability, climate change, changing consumer preferences, the impact of digitalisation in tourism and its generational aspects.

### **TOPICS OF INTERESTS**

- Climate change and sustainability - challenges and solutions for tourism,
- Consumer preferences and climate change - generational aspects,
- Green technologies and innovations for sustainable development in tourism,
- Sustainable travel - through generational perspectives,
- The role of social responsibility and sustainability in tourism,
- The role of sustainable tourism in economic and social development,
- Tourism and environment - sustainable approaches and practices,
- Tourism and climate change - towards a more reliable and resilient tourism sector,
- Digital technologies and tourism - innovations for a better guest experience and sustainability,
- Tourism and education - tourism management and education programmes for sustainability,
- Tourism and health - similarities and differences of opinion across generational divides,
- Tourism and geopolitical aspects, connection between globalization and sustainable tourism,
- Sustainable development goals (SDG) in the tourism sector,
- Excellence and good practices in tourism,
- Sustainable future in the tourism sector.

### **SUBMISSIONS OF PAPERS**

Abstracts of no more than 300 words should be submitted electronically by 12/05/2024 to Dr. Ágnes Csiszárík-Kocsir ([kocsir.agnes@uni-obuda.hu](mailto:kocsir.agnes@uni-obuda.hu)) or Dr. János Varga ([varga.janos@kgk.uni-obuda.hu](mailto:varga.janos@kgk.uni-obuda.hu)). For further enquiries regarding the conference, please visit the conference's website: <https://iatour.org/icot2024/>