



Universitat d'Alacant
Universidad de Alicante

OPEN DUAL LECTURE



27th January 2023
18:00 PM to 20:00PM



In-person attendance: Sala de Conferencias, edificio San Fernando 40, Sede UA
Online / virtual attendance: <https://vertice.cpd.ua.es/seden>



Entrepreneurial & Academic scope of Sustainable Tourism

INTERNATIONAL SUSTAINABLE TOURISM PROJECTS

Erasmus Plus & HEIs international projects supporting transformation towards sustainable tourism

ENTREPRENEURSHIP IN THE FIELD OF SUSTAINABLE TOURISM

Best Practices & European entrepreneurship cases on sustainable tourism

DISCUSSION & TIPS FOR ENTREPRENEURS IN THE FIELD OF SUSTAINABLE TOURISM

Open session for discussion with online and in-person attendees

THE SPEAKERS

Welcome on behalf of Prof. Juan Llopis,
UA Director of Institutional Relations and Projects

Leonardo Cerno

Freelance outdoor guide &
consultant in protected areas

Speaker



Dr. Oana Driha

UA Associate Professor,
Department of Applied
Economic Analysis

Speaker



Dr. Josep Ivars

UA Professor, Department of
Regional Geographic Analysis &
Physical Geography
Tourism Research Institute, UA

Moderator



More information

+34 9659094014

orientacion.ce@ua.es

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