THE 3 RD INTERNATIONAL CONFERENCE ON LINKING INDUSTRY
WITH ACADEMIA IN TOURISM AND HOSPITALITY SECTOR IN
DEVELOPING COUNTRIES

Green and Blue Tourism Strategies
Towards Sustainability and Digitalization

Gran Melia Hotel Arusha 21 - 22 NOVEMBER 2024

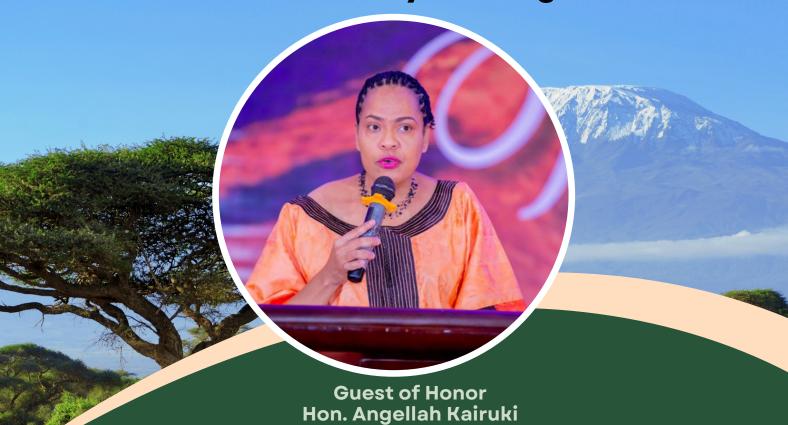


Organized by

National College of Tourism, Tanzania in collaboration with Tshwane University of Technology, South Africa and Kenya Utalii College, Kenya.

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Green and Blue Tourism Strategies Towards Sustainability and Digitalization



Minister of Natural Resources and Tourism



Host Dr. Florian Mtey **Principal** Tourism Tanzania



Chairperson Prof. Ndivhuwo **Tshipala** National College of Tshwane University of Technology South Africa



Co-Chair Dr. Lilian Gikutha Kenya Utalii College Kenya



Co-Chair Dr. Masweti Masinda National College of **Tourism Tanzania**

Gran Melia Hotel Arusha st - 22 NOVEMBER 2024





- 1. Only completed draft papers will be considered for the conference. All abstracts will be subjected to double-blind review by at least two reviewers.
- 2. Acceptance of submission will be based on: Theme or title, Originality, Clarity, Relevance, and Contribution. Posters in specific areas are encouraged.
- 5. Practitioners should submit their presentations based on practical experiences one month before the conference (30th Sep 2024).
- 4. All papers should be written in English.
- 5. The text should be single-spaced, 12 font size, in Times New Roman font, maximum of 20 pages including references (Harvard style), tables, and figures.
- 6. All papers will be published in the conference proceedings.

IMPORTANT DATES

Abstract Submission Deadline:	31st May, 2024
Notification of Abstract Acceptance:	15th June, 2024
Deadline for Early Registration:	30th Aug, 2024
Submission of Full Paper:	30th Sep, 2024
Deadline for Late Registration:	15th Nov, 2024

MINISTRY OF NATURAL RESOURCES AND TOURISM NATIONAL COLLEGE OF TOURISM

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DEVELOPING COUNTRIES



Theme
Green and Blue Tourism Strategies Towards
Sustainability and Digitalization

HIGHLIGHTS



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Conference Keynote Speakers



Honorable Professor Adolf Mkenda, Minister of Education, Science, and Technology, Guest of Honor on Closing Day.



Dr Hassan Abbas, Permanent Secretary
Ministry of Natural Resources and
Tourism - Highlights on Tourism
Marketing Strategies



Prof. Lena Mossberg A Senior Researcher in marketing at Gothenburg University, Sweden, and a Professor in innovation at Nord University, Norway. With a Ph.D. in Business Administration.



Prof. Goodluck Charles
A researcher, trainer, and consultant in
entrepreneurship, public policy, and
marketing and founder of Enterprise
Finance Limited (EFL) for
microfinance in Tanzania



Anthony Mbehelo - Principal Kenya Utalii College



Lydia Phoebe Jengo Hospitality Industry Expert



Dr Patrick Ebewo - TUT Enterprise and Entrepreneurship Development.

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