



CIN
TURS
SEMI
NARS
2023

Attendance is free
but registration
is mandatory:
cintursinfo@ualg.pt

2 JUNE

CinTurs' Master Seminars on Current Research Themes

Noel Scott **Online & In Person** Auditorium FE

10:00-12:00

Lisbon Time

Professor of Tourism Management
at the University of the Sunshine Coast, Australia

Cognitive Psychology and Tourism

The purpose of this presentation is to introduce the use of cognitive science theories and concepts to applied field such as tourism, hospitality, events, leisure and services. The work discussed is based on a 10-year program of doctoral research as well as chapters contributed by experts in the field. It will appeal to tourism researchers, doctoral candidates and tourism professionals looking for a fresh approach to understanding tourist thinking and behaviour.

Serena Volo **Workshop in Person** Room 3E

14:30-17:00

Lisbon Time

Associate Professor of Marketing
Faculty of Economics and Management of the Free University of Bozen, Italy

Visual Methods in Tourism Research: From Traditional Visuals to Big data

The novel visual landscape, characterised by big data availability, calls for a better understanding and usage of visuals in tourism research. Recent studies encourage new methodological perspectives and promote adequate visual analysis (Balomenou & Garrod, 2019; Volo & Irimias, 2020). This seminar will present different theoretical approaches and paradigms used in visual research and connecting them with participants' research interests. Alternative methods of data collection and analysis of visuals will be discussed and suggestions on how to select, collect and analyze visual data will be provided. Participants will be encouraged to critically reflect on the opportunities and implications of using visual data and visual methods for their research projects.