

TOM Fieldtrip

On Monday 8 April, Professors Manuela Guerreiro and Neil Ormerod, CinTurs' researchers, accompanied students from the Tourism Organisations Management master's course of the Faculty of Economics of the University of Algarve on a field trip to Albufeira.

The students were hosted by Alexandre Cabrita from Câmara Municipal de Albufeira who generously gave his time to discuss the Council's event-tourism programme, which includes both cultural and sports events. As part of their visit, the students also received a guided tour around key event-tourism sites in Albufeira.

This 'behind the scenes' learning experience provided unique insights into how Albufeira's event-tourism programme has evolved, including how virtual events were used to support the tourism industry during the Covid-19 pandemic. Looking to the future, the events programme is now being used to support the sustainable development of Albufeira's tourism offer, including how events can address operational challenges, such as seasonal fluctuations in tourist visits.

