



CIN  
TURS  
SEMI  
NARS  
2023

CELEBRATING THE  
WORLD TOURISM DAY

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

**27 SEPT**  
Online & In Person  
Room Sala de Atos, FE

## CinTurs' Master Seminars on Current Research Themes

### James Higham

10:30-11:30

Lisbon Time

Distinguished Professor, Griffith University (Australia)  
Honorary Professor, University of Otago (New Zealand)

#### Decarbonisation: Confronting Tourism's Greatest Sustainability Challenge

Tourism's greatest opportunities lie in confronting its greatest risks, and there can be absolutely no doubt that the greatest and most urgent risk currently facing global tourism is anthropogenic climate change. Global tourism is a high carbon project, but how can we even begin to divert the global tourism system onto a sustainable emissions trajectory? The presentation will review a continuing programme of research that seeks to respond to these enormous challenges. It will overview a series of projects and draw conclusions, but most critically it will also ask 'how best can science and research be disseminated to decision-makers and key industry stakeholders to shape and influence positive change?'

### Marianna Sigala

11:30-12:30

Lisbon Time

Professor of Digital Transformation & Tourism  
Sheffield Hallam University, England

#### Wine and Food Tourism in the Context of Sustainability

Wine and food tourism relate not only to the products, but also to the economic space, the socio-cultural elements and the people. Food and wine tourism is a socio-cultural practice that is performed, shaped by, but also shaping the socio-economic ecosystem of the food/wine destination. Although research widely debates the symbiotic relation between food/wine (tourism) and culture as well as identifies culture as an essential element for enriching and innovating food/wine experiences, we still know little about: 1) the role of wine tourism in generating socio-cultural impacts beyond the economic multiplier effects; and 2) the role of food/wine tourism in (re)creating/reshaping the food/wine culture of the region.

By using various examples of food and wine tourism, this presentation will discuss various theoretical underpinnings that scholars can use for investigating the socio-cultural impacts of food/wine tourism as well as the role of food/wine tourism professionals as cultural agents in valorizing but also co-creating food/wine culture.