



Mahidol University
International College

HSLU Lucerne University
of Applied Sciences
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Edinburgh Napier
UNIVERSITY

Extended abstract
or
full paper
submission due:
30 June 2024

The 5th INTERNATIONAL
CONFERENCE
on **TOURISM
& BUSINESS**
(ICTB 2024)

21-23 AUGUST 2024
MÖVENPICK BDMS WELLNESS RESORT BANGKOK

RETHINKING TOURISM SUSTAINABILITY:
THE ROLE OF DESTINATIONS

Areas of paper submission

THEME 1

RETHINKING SUSTAINABILITY:

Promoting sustainable destinations,
renew tourism offerings, AI and
technologies for resilient, sustainable
and meaningful destination

THEME 2

**HIGH-VALUE TOURISM PRODUCTS
FOR BETTER TOURISM
EXPERIENCES:**

Health, Wellness, and Gastronomic
Tourism

THEME 3

**SUSTAINABLE EVENT
DESTINATIONS:**

Environmentally Impactful Events,
Event Destinations, Zero-Waste
Initiatives, Sustainable Venues



FOR MORE INFORMATION

<https://muic.mahidol.ac.th/eng/ictb2024/>

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