



16th International Conference on Management Research *Pakistan Chapter*

Sustainable Tourism Management in the Era of Digitalization: Trends, Challenges, and Innovative Solutions

Day 1 : 4th Oct 2025  Faletti's Hotel, Lahore

Day 2 : 5th Oct 2025  Superior University Gold Campus, Lahore

Organized by:

Faculty of Business and Management,
The Superior University, Lahore, Pakistan

About the Conference

A premier academic platform to explore the latest trends in innovation, sustainability, and research excellence. The conference invites scholars, professionals, and students to share insights and collaborate on future-focused solutions.



Call for Papers

Superior University invites researchers, scholars, academics, and industry professionals to submit original and unpublished research papers for presentation at the Sustainable Tourism Management in the Era of Digitalization: Trends, Challenges, and Innovative Solutions. This interdisciplinary conference provides a platform to share ideas, discuss trends, and explore solutions for global challenges in innovation, sustainability, and digital transformation.

Conference Themes

- ✓ Sustainable Tourism Development and Policy
- ✓ Digitalization and Smart Tourism Ecosystems
- ✓ Eco-Tourism and Community Engagement
- ✓ Innovation, Technology, and Tourism Entrepreneurship
- ✓ Challenges in Sustainable Destination Management
- ✓ Climate Change Impacts on the Tourism Sector
- ✓ AI, Big Data, and IoT Applications in Tourism
- ✓ Crisis Management and Resilience in Tourism
- ✓ Responsible Tourism & Cultural Heritage Preservation
- ✓ Public-Private Partnerships for Sustainable Tourism

Important Dates

Abstract Submission Deadline: 10th Sep 2025

Notification of Acceptance: 20th Sep 2025

Full paper Submission: 25th Sep 2025

Registration:

Faculty/Professionals: Rs. 5000

Students: Rs. 5000

Submission Guidelines

- Submissions must be original, unpublished, and not under review elsewhere.
- Papers must follow the APA format.
- All submissions will undergo double-blind peer review.
- Selected papers will be considered for publication in conference proceedings or affiliated journals.

Highlights

- Expert Panels
- Research Workshops
- Networking Opportunities

In academic collaboration with

New
Uzbekistan
University

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For Registration

