



UGR joins the #hometourism2020 initiative to keep tourists interested in travel

14/05/2020

University news & events

Full title: The UGR joins the #hometourism2020 initiative, which aims to keep tourists interested in travel

To participate in this initiative, you must take a photo of a tourist attraction and post it on Instagram or Twitter with the hashtag #hometourism2020 or #turismoencasa2020.

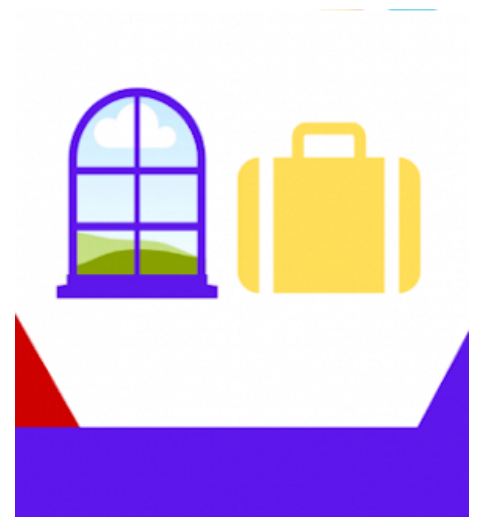
The health crisis owing to the COVID-19 pandemic has seriously affected all economic sectors, which have been forced to close temporarily or to adapt procedures. Consequently, the current health crisis will lead to an economic crisis and, in some cases, to a crisis of confidence, as may be the case for the tourism sector.

As a result of the restrictions on international travel, the tourism sector has been affected the most by COVID-19, which is why this initiative aspires to keep tourists interested in travel, generally speaking, and in visiting the destinations that are closest to us, more specifically.

To this end, the UGR has joined the #hometourism2020 initiative launched by the Andalusian Institute of Research and Innovation in Tourism (Iatur), which is currently being promoted by the Universities of Granada, Málaga and Seville.

The goal of this initiative is to keep tourists interested in travel and in visiting the destinations that are closest to us, so as to ensure that the tourism sector experiences a rebound effect once the restrictions are lifted.

To participate in this initiative, you must take a photo of a tourist attraction and post it on Instagram or Twitter with the hashtag #hometourism2020 or



#turismoencasa2020, together with any other hashtag related to the image. You can also include text in Spanish or English in the post, with a view to reaching international tourists.

You can take a picture from home of a tourist attraction with aesthetic or cultural value: a square, street, landscape, beach, monument, the city skyline, etc. You can also post images of interiors, for example, of a museum, a monument, unique hotel stays, restaurants, etc.

Media enquiries:

José Alberto Castañeda García

Department of Marketing and Market Research at the UGR

Tel.: +34 958 24 09 15

Email: @email