



Strategies and perspectives towards a more sustainable destination development in Lanzarote

Guest lecture and presentation of a student research project

- October 24th, 2018 | 12⁰⁰ – 14⁰⁰
- Kollegiengebäude A, KGA-205



Current developments in tourism are not only accompanied by certain challenges, but also bring opportunities for future-oriented and sustainable destination development. Against this background, **Héctor Fernández Manchado**, the Destination Manager of the Canary Island of Lanzarote, will give a guest lecture on the topic “*Lanzarote: Strategic Planning for the Sustainable Development in a Destination*”.

Following this lecture, **students of the master program “Tourism and Regional Planning”** will present the results of a current research project. Against the background of specific developments and challenges concerning tourism in Lanzarote, the qualitative study deals with the issue of a future-oriented and sustainable destination development on the island.