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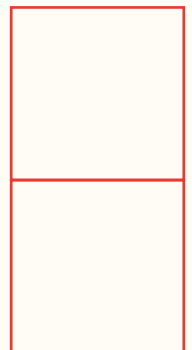
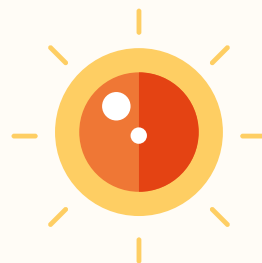
BOOK OF ABSTRACTS

V INTERNATIONAL CONFERENCE ON TOURISM DYNAMICS AND TRENDS

New frontiers in the tourism and hospitality industry

Hosted by Universidad Europea de Canarias

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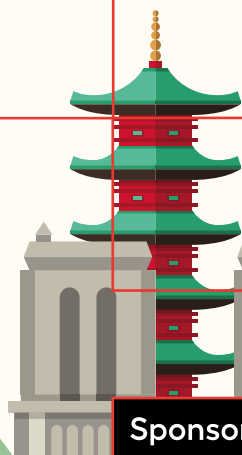
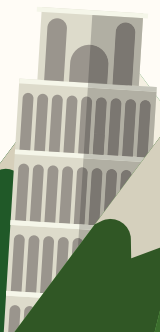
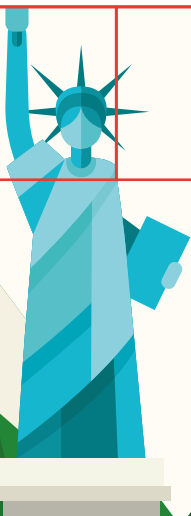
CÁTEDRA DE EMPRENDIMIENTO Y ODS



European Institute of Innovation & Technology



Ayuntamiento VILLA DE LA OROTAVA



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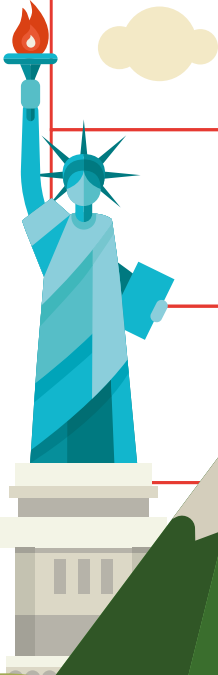
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ABOUT CONFERENCE



The V International Conference on Tourism Dynamics and Trends (ICTDT2023) will be held at the Universidad Europea de Canarias. In line with its interdisciplinary character, the Conference Organizing

Committee will welcome academics from all over the world to address the issue of the impact of digital transformations on economic and social developments in the hospitality and tourism sector.

The main goal of the V International Conference on Tourism Dynamics and Trends is fostering a network of scholars and experts that discuss research ideas and disseminate their knowledge.

“New frontiers in the tourism and hospitality industry” is selected as the conference theme of the V International Conference on Tourism Dynamics and Trends. ICTDT2023 wants to shed light on the digital transformations in tourism and hospitality that are affecting social and economic developments. The conference theme will be interdisciplinary in nature, with various research angles that will be discussed in the plenary sessions.

The International Conference on Tourism Dynamics and Trends is organized in collaboration with six Universities: Universidad Europea de Canarias (Spain), University of Extremadura (Spain), University of

Sannio (Italy), Akdeniz University (Turkey), University of Seville (Spain), University of Rome Unitelma Sapienza (Italy) and the Swansea University (UK) and under the INCORE project of the European Institute of Innovation and Technology (EIT). The past conferences have been organized in Antalya (2016), Seville (2017), Benevento (2018), Rome (2019).



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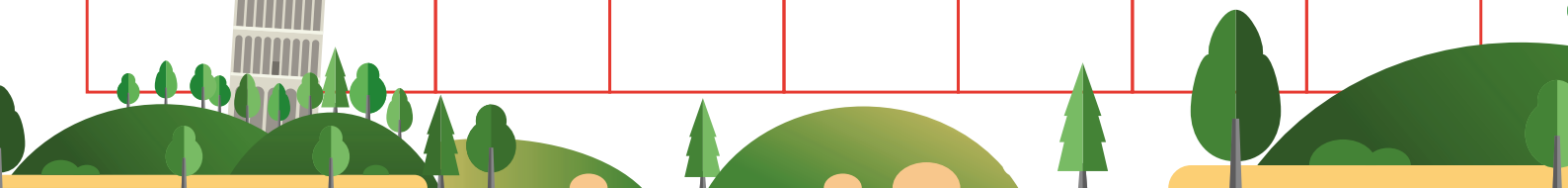
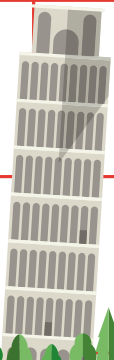
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CONFERENCE THEMES



Related interest areas include, but are not limited to:

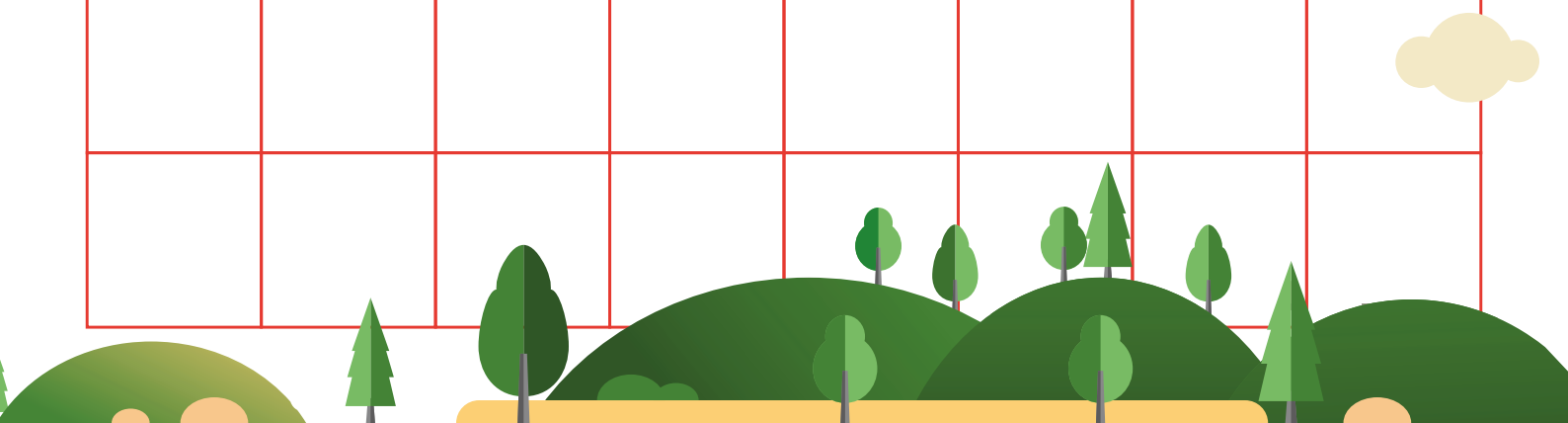
- Tourism and Hospitality Management
- Leisure Management
- Marketing Approaches/ Strategies in Tourism and Hospitality
- Accounting and Finance in Tourism and Hospitality Industry
- Human Resource Management in Tourism and Hospitality
- Information Technology in Tourism and Hospitality
- Adaptive Analysis Techniques/Research Methods
- The Business of Tourism
- Entrepreneurship
- Eco-Tourism
- Heritage Tourism
- Waste management
- Educational Tourism
- Environment & Planning
- Revenue Management
- Management & Organization
- E-Commerce
- Global Changes
- Innovation
- Future Trends
- National & International Legislation
- Leisure Studies
- Tour/Event Operation and Management

**INAUGURACIÓN DEL V
INTERNATIONAL CONFERENCE
ON TOURISM DYNAMICS AND
TRENDS**



OPENING CEREMONY

**LA OROTAVA, 15 - 16 DE FEBRERO
SALÓN NOBLE DEL AYUNTAMIENTO DE
LA OROTAVA**



BIENVENIDA

Buenos días:

Muchas gracias a todos por acompañarnos hoy y, sobre todo, muchas gracias al Ayuntamiento de La Orotava, en la persona de su alcalde, Francisco Linares, por dejarnos su “casa” una vez más para llevar a cabo algunas de las ponencias del congreso **V INTERNATIONAL CONFERENCE ON TOURISM DYNAMICS AND TRENDS**.

La sede principal del congreso será la Casa Salazar en La Orotava, sede de la Universidad Europea de Canarias, y en el Salón de Plenos del Ayuntamiento de La Orotava. Reitero mi mayor agradecimiento al Ayuntamiento.

Es importante recordar que **este congreso que hoy inauguramos forma parte de un ciclo de conferencias** que se están llevando a cabo por parte de otras instituciones académicas de Educación Superior a nivel europeo.

Es la segunda ocasión en la que la Universidad Europea de Canarias organiza este encuentro multidisciplinar sobre el sector turístico.

Este evento está vinculado con la **Cátedra de Emprendimiento y Objetivos de Desarrollo Sostenible que tenemos con CEOE-Tenerife**, en el marco del **proyecto europeo Incore**, una iniciativa del Instituto Europeo de Innovación y Tecnología para la investigación del emprendimiento y la innovación en la educación superior de las regiones ultraperiféricas, en el que participa la Universidad Europea de Canarias y con el alto Patrocinio del Ayuntamiento de La Orotava y la Consejería de Turismo, Industria y Comercio del Gobierno de Canarias.

¿Por qué este Congreso Internacional sobre turismo en las islas?

La Universidad Europea de Canarias organiza este congreso porque somos conscientes de

que el sector turístico es uno de los pilares de la economía canaria, en particular, y de la española, en general, y contribuye a la riqueza de nuestro país.

La excelencia en la investigación es parte del compromiso que la Universidad Europea tiene adquirido con la sociedad, en la medida de que investigamos **con el fin de generar conocimiento transferible y así contribuir al desarrollo y al progreso social**.

La Universidad Europea logra la excelencia a través de la priorización de las líneas de investigación buscando sinergias entre los equipos de investigadores y centrando en ellas todos los recursos. **También desarrolla una investigación aplicada y útil para la sociedad**, relevante y visible, de carácter multidisciplinar e internacional, y realizada con altos estándares de rigor y calidad científica.

Y es en este contexto de apoyo y fomento de la investigación, parte del ADN de la Universidad Europea, en el se enmarca este quinto congreso sobre turismo, en el que cogemos el testigo de las anteriores convocatorias que se han llevado a cabo en otras universidades europeas.

Por otra parte, Canarias es, sin lugar a dudas, el mejor lugar para **debatir y reflexionar sobre las oportunidades y contradicciones que genera la actividad turística y las nuevas tecnologías digitales vinculadas con el sector**.

La celebración de este congreso es una oportunidad única para conocer e intercambiar experiencias e investigaciones sobre el turismo, un punto donde trabajar en los modelos turísticos futuros desde una triple perspectiva: la ambiental, la económica y la cultural.



Sobre la investigación en la Universidad Europea de Canarias

Me gustaría resaltar algunos de los proyectos de investigación que, en la actualidad, estamos desarrollando en la Universidad Europea de Canarias, **que están vinculados con el turismo y la sostenibilidad.**

Por un lado, contamos con un grupo de **investigación sobre la Integración de los Objetivos de Desarrollo Sostenible en el Turismo**, con el objetivo, entre otros, de potenciar la investigación del turismo bajo el principio de la sostenibilidad y, de esta forma, facilitar canales de asesoramiento en la gestión del sector.

Por otra parte, el grupo de investigación sobre Arquitectura y Desarrollo Turístico Sostenible, cuyo objetivo es investigar sobre el patrimonio material e inmaterial de alto valor arqueológico, artístico, arquitectónico y etnográfico, demostrando que el paso del tiempo y nuestra percepción actual sobre el **Patrimonio Cultural los han convertido en testigos válidos para conocer la trayectoria de Canarias.**

Estos son solo algunas de las líneas de investigación que tenemos en marcha, pero cabe recordar que la Universidad Europea de Canarias **es una referencia educativa a nivel internacional en Turismo**, puesto que nos encontramos en el entorno turístico por antonomasia que es Canarias.

Sobre el Congreso de Turismo en las islas

Durante este congreso, **se hablará sobre Las nuevas fronteras del turismo y de la industria hotelera**, a través del emprendimiento y la innovación en el sector; la tecnología inteligente vinculada al turismo; la creación de imagen de marca; las mejores prácticas de turismo en las islas; la crisis climática y la adaptación del turismo y de las ciudades a los cambios medioambientales; el impacto de la covid-19 en el sector y de la sostenibilidad. **Temas que se desglosarán en más de cuarenta ponencias.**

Contamos con ponentes de 31 Universidades y Centros de Investigación de diversos países, tales como Ecuador, Turquía, Portugal, Polonia, República de Corea, entre otros muchos. De España, contaremos con representantes académicos de las universidades de **Extremadura, Granada, Vigo, además de la Universidad de La Laguna, la Universidad de Las Palmas de Gran Canaria y expertos de la Universidad Europea** de Madrid, Valencia, Lisboa y Canarias.

Los expertos académicos que nos acompañan nos aportarán sus valiosos conocimientos sobre un sector, el turístico, que están en plena transformación, **que debe adaptarse a un mundo cada vez más digitalizado y concienciado con la sostenibilidad.** Es importante hablar y debatir sobre esta realidad, y es relevante hacerlo de la mano de grandes expertos de todo el mundo, pues, así como el turismo es internacional, las decisiones que se han de tomar a medio y largo plazo deben **tener un enfoque también multidisciplinar y global.**

Antes de finalizar, les informo de que en la clausura del congreso, que será mañana jueves a partir de las tres y media, **contaremos con la asistencia de la consejera de Turismo, Industria y Comercio del Gobierno de Canarias**, Yaiza Castilla, quien disertará sobre la importancia de la transformación digital en el sector.

Solo me queda desearles una feliz estancia en esta ciudad tan hermosa, La Orotava, y en esta isla, Tenerife, amable lugar de encuentro para todos los turistas que nos visitan cada año.

Pero, sobre todo, deseo que sus intervenciones y aportaciones como expertos nos enriquezcan a todos y sirvan para generar sinergias sobre un sector, el turístico, que mueve la economía del mundo y que nos ayuda a progresar como sociedad.

Que este congreso sea un espacio para la reflexión y la actuación.

Gracias de nuevo a todos y bienvenidos.

Cristiana Oliveira - Rectora de la Universidad Europea de Canarias



Saluda de la universidad de Sannio, coorganizadora

Estimadas autoridades, colegas, participantes, es un honor participar en el acto inaugural del “V Congreso Internacional Dinámicas y Tendencias Turísticas”, que tiene lugar en la ciudad de La Orotava, en la Universidad Europea de Tenerife.

Quiero agradecer en particular a la rectora Profesora Cristiana Oliveira que, con su personal, se encargó de la organización de este importante momento de compartir conocimientos científicos sobre el tema del turismo en los más mínimos detalles.

La conferencia contará con la participación de expertos internacionales del mundo del turismo cuyas intervenciones científicas podrán representar elementos fundamentales de reflexión para las diversas formas de turismo y de los cuales el decisor político podrá extraer indicaciones fundamentales sobre las cuales orientar las elecciones.

El apoyo de revistas científicas que organizarán la publicación de números especiales permitirá que los resultados de la comparación sean difundidos incluso para aquellos que no pudieron participar en la conferencia.

Al agradecer nuevamente a los participantes, espero verlos nuevamente el próximo año para la sexta edición de la conferencia.

Buen trabajo.

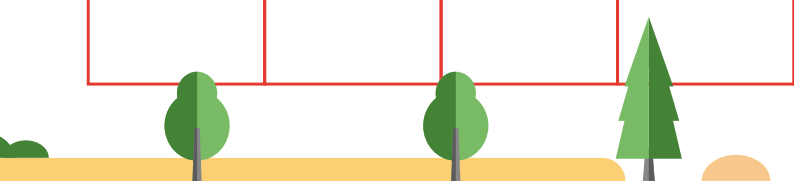
Cristiana Oliveira - Rectora de la Universidad Europea de Canarias

Biagio Simonetti - Miembro del Comité Organizador del Congreso, Universidad de Sannio (Italia)





KEYNOTE SPEAKER							



LA IMPORTANCIA DE LAS TRANSFORMACIONES DIGITALES EN EL SECTOR TURÍSTICO

Yaiza Castilla - Consejera de Turismo, Industria y Comercio del Gobierno de Canarias

Buenos días a todos y todas.

Muchas gracias a la Universidad Europea, y a su rectora por invitarme a participar en este cualificado foro y centrado en un tema de gran trascendencia para estas islas altamente dependientes del turismo, no en vano somos el destino europeo con mayor volumen de pernoctaciones, y también con grandes retos por afrontar y otros que estamos ya afrontando

Pese a ver vivido el más atípico y complejo periodo de la historia de la industria turística en Canarias y en el mundo, un periodo convulso del que, permítanme, las islas han salido reforzadas, gracias a un arduo trabajo de generación de confianza y seguridad, no hemos dejado de tener la mirada puesta en el medio plazo.

Y desde una perspectiva proactiva, asumimos la definición y puesta en marcha de Canarias Destino, una nueva estrategia, que pudiera ser compartida por los agentes económicos implicados y la ciudadanía, para dar respuesta al nuevo ciclo al que se enfrenta la industria turística, una vez superada la crisis sanitaria, a través de la transformación del modelo turístico canario.

Modelo caracterizado tradicionalmente, por, entre otros elementos, amplias escalas de producción y volumen, asociado a márgenes comerciales relativamente estrechos y escaso uso del conocimiento, madurez en un entorno cambiante, debilidad de los impactos económicos en otros sectores y problemas de gobernanza de los destinos.

Así, con Canarias Destino articulamos, desde 2021, un Plan de Actuación adaptado a ese nuevo ciclo turístico y en el que hemos venido trabajando, bajo el lema EL TURISMO QUE QUEREMOS. UNA ESTRATEGIA HASTA 2030.

Porque, una vez superados los tiempos de urgencia y de reacción, de visión corta y gestión acelerada...; tiempos que esperamos que nunca vuelvan, toca ahora, por fin, levantar la mirada, superar la urgencia de la inmediatez y mirar al futuro.

Ha sido un periodo complejo, difícil, que por lo menos yo y mi equipo hemos tenido que recorrer sin libro de instrucciones, ni referencias del pasado.

Pero más difícil y más duro, durísimo, ha sido para el sector y para la sociedad canaria en general.

Así que lo mejor es dejar de hablar de ello definitivamente y centrarnos en lo que está por venir: en un nuevo ciclo turístico que ya estamos viviendo y en los retos a los que se enfrenta nuestra exitoso y resiliente modelo turístico.

Hemos aprendido mucho en gestión de crisis y en toma de decisiones. Guardemos esas enseñanzas ahora y viajemos hacia el futuro: hacia ese año 2030, al menos, que se presenta, para toda la sociedad, como un hito de transformación.

Por nuestra parte, llevamos tiempo trabajando en ello. Formalizamos una hoja de ruta estratégica, Canarias Destino, y mientras íbamos activando respuestas al contexto variable de una pandemia mundial, igualmente trabajábamos en proyectos a medio y largo plazo.

Y eso que la incertidumbre parece haberse convertido en la norma. Y que estos tiempos BANI, como se han dado en llamar, por frágiles, ansiosos, no lineales e incomprensibles, van a seguir siendo nuestro escenario habitual.

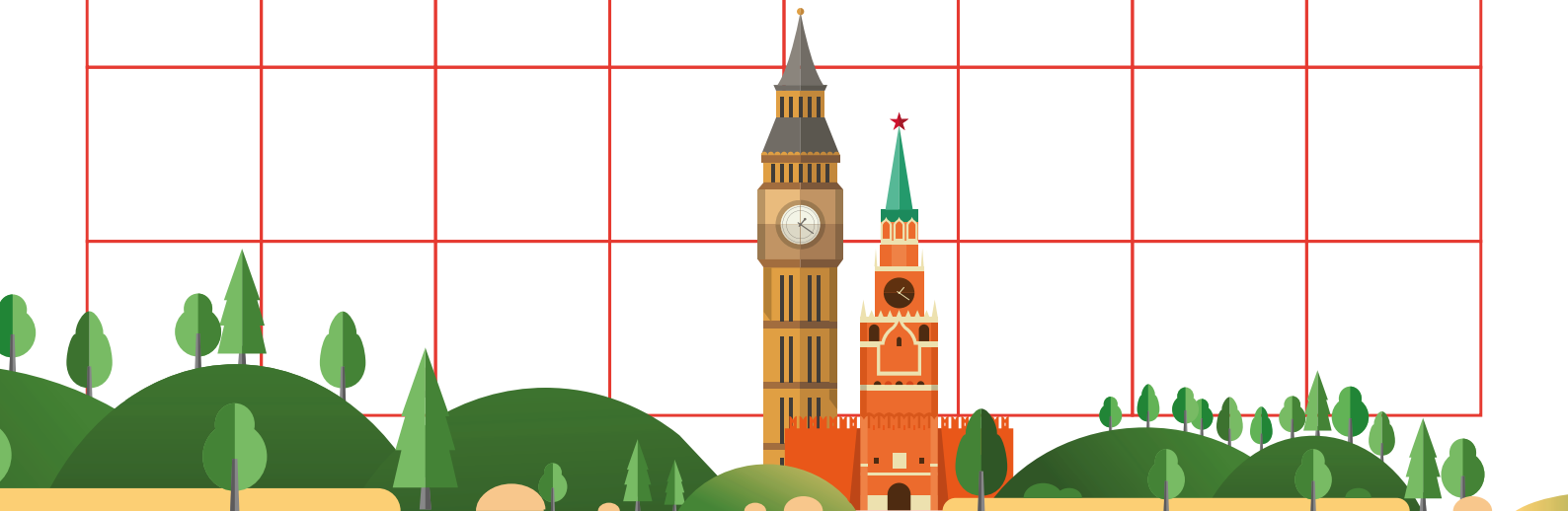
Pero, incluso en un contexto como el del año 2022, lo cierto es que el comportamiento del turismo canario solo puede calificarse de muy positivo.





**SESION 1: BEST PRACTICES IN
TOURISM IN ISLANDS**

Chair: Prof. Juan Diego Lopez Arquillo



1.ID 3: RESIDENTS' PERCEPTIONS OF THE IMPACTS OF TOURISM IN THE AZORES ARCHIPELAGO (PORTUGAL): A CLUSTER ANALYSIS

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The tourism industry has been increasingly viewed as an essential component of development processes, especially in certain low-density territories and islands. In turn, it is clear that residents play a fundamental role in the quality of tourists' experiences and, consequently, for the success of a tourism destination. In this research, a cluster analysis was used to segment the residents of the Azores Archipelago (Portugal) in function of their perceptions of the impacts of the tourism industry. The clustering procedure analyzed 950 data observations from a resident survey conducted in 2018 by SREA (the Azores Regional Statistics Service). The analysis revealed the existence of three clusters: Optimistic residents, which corresponded to the large majority of the respondents; Moderately Optimistic residents; and Unconvinced residents. The results are in conformity with the common findings in the empirical literature, in particular in the case of emergent tourism destinations. Regional and national authorities should be aware of these results when designing their policies, in particular when pursuing sustainable development strategies.

2. ID25: PUESTA EN VALOR DEL CONJUNTO DEL PESCANTE DE HERMIGUAS

Laura Hernández Chamorro (alias, Laura Hercha) - Universidad Europea

Eduardo Westerdahl menciona La Gomera en su *Manifiesto lírico al turismo*, como isla que da la bienvenida en varias lenguas, “prolongando en el mar sus pueblos”, en referencia a los pescantes. Dichas estructuras deben ponerse en valor como BIC, reinterpretando a su vez el papel de los mismos en el transporte de bienes y personas en el contexto digital contemporáneo.

La propuesta de acondicionamiento del Conjunto del Pescante de Hermigua fue presentada como Proyecto de Fin de Carrera 2022 en la Universidad Europea de Canarias.

Material and Methods

Visita al lugar, estudio bibliográfico, debate con profesorado, estudio de la normativa urbanística y territorial, redacción de propuesta de protección según la ley, bocetos a mano alzada, generación de planimetría digital (BIM) e infografías.

Results and Discussion

Las cualidades naturales del paisaje actúan como polo atractor hacia el lugar *per se*, por lo que para la difusión de los valores de este bien patrimonial es necesario **asegurar el acceso** al pescante del Peñón y el **espacio de baño** a sus pies.

Se propone la **restauración ambiental** del acceso al pescante como sendero natural costero y la creación de un **mirador** que sirva a su vez de **centro de interpretación al aire libre** del monumento y el paisaje en que se inscribe. Siguiendo las pautas marcadas en la ficha del Catálogo Insular de este BIC, anexa a este documento.

Conclusion and Implications

Lo que vemos no es un cadáver. Es bello; forma parte del paisaje. Tiene valor etnográfico y paisajístico.

Apela a la participación ciudadana, a su sentido de identidad como pueblo. Ha de ponerse en valor cumpliendo una función didáctica a la par que lúdica. Debe asegurarse el mantenimiento de este entorno, naturaleza antropizada, procurando la mayor seguridad posible en su acceso y la accesibilidad universal en la medida de lo posible.

Estas propuestas de puesta en valor del conjunto del Pescante de Hermigua no son obras de infraestructura, sino una estrategia que da respuesta al modelo de turismo alternativo al del sur de La Gomera. La oferta de un espacio natural de ocio activo en el litoral del municipio contribuirá a la **calidad de vida** y a la **fijación de población rural**.

El trabajo en remoto constituye un cambio de paradigma del modelo turístico desarrollista de Canarias, hacia un modelo de **industria digital** del que nativos y foráneos son partícipes.

Los pueblos remotos de Canarias vuelven a cobrar vida e importancia, acogiendo el desarrollo de empresas I+D que se instalan atraídas por los beneficios del REF (Régimen Económico Fiscal Canario) y el equilibrio entre calidad de vida y trabajo.

3. ID44: DIVERSITY OF HERITAGE FOR GEOTOURISM IN VOLCANIC BEACHES IN LA OROTAVA VALLEY, TENERIFE, SPAIN

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The research about the volcanic tourism divided the resources in eight types: scenery; spectacle of volcanic activity; hot springs and spas; adventure sports; ecology, eco-tours, nature and adventure travel; blacks, red and green sand beaches; archeology and volcanoes and volcanoes and religion. Associated with the coast of the oceanic volcanic islands such Canary Islands, the most common beaches are black sand. In these, we recognize an important heritage with different processes and landforms associated with volcanic eruptions and, in other cases, with the erosion and depositional processes. There is an important cultural heritage linked to human activity, the settlement and the land uses associated. In this sense, the main aim of this work is to identify and select the volcanic beaches in the north part of Tenerife, classify them according to their degree of anthropization and, finally, characterize the natural and cultural heritage according to the geographical approximation of the geotourism concept. The study area selected is the La Orotava Valley, because is a topographical, morphological and geographical complex unit well delimited associated to the giant landslides and have the first touristic region (Puerto de la Cruz) of the Canary Islands. We identified and selected a total of twelve volcanic black sand beaches in the three localities of La Orotava Valley: Los Realejos, Puerto de La Cruz and La Orotava. According to Peña-Alonso et al (2018) we divide the volcanic beaches in three groups: natural (La Grimona, El Socorro, Rambla de Castro, La Fajana, Los Roques, El Bollullo, Los Patos and El Ancón), semi-urban (Jardín and Martiánez) and urban beaches (El Muelle and San Telmo). According to Dóniz Páez et al (2020), the landforms divided in two groups: volcanic and non-volcanic processes and landforms. The natural volcanic heritage is

associate to the monogenetic basaltic volcanic eruptions and their pahoehoe (ropy surface, toes, shelly-pahoehoe, slabby-pahoehoe, rubbly-pahoehoe and others morphotypes) and aa lava flows (platy-aa, cauliflower-aa and rubbly-aa) with columnar jointing basalts, lava delta, lapilli deposits and the presence of an oxidant red level (almagres) associated to the hot lava flows. The non-volcanic processes and landforms are associate to the ravines, marine erosion and taluses. The cultural heritage present on the beaches differs for each beach. For example, on the natural beaches this is poorly represented and is related to the existence of some farms and traditional and export crops (bananas, vineyards and tropical fruit trees). On semi-urban and urban beaches, cultural heritage is linked to the elements of the city itself (architecture, sculptures, parks and sea promenades) or its urban infrastructures. The diversity and richness of the heritage on the volcanic beaches studied is very important for the development of geographic geotourism and also for diversifying the tourist offer in the Orotava Valley and for beach tourism, which could find other attractions for visiting the black sand beaches. This research was supported by project "VOLTURMAC-Fortalecimiento del volcano turismo en la Macaronesia (MAC2/4.6c/298)", which co-finances the Cooperation Program INTERREG V-A Spain-Portugal MAC (Madeira-Azores-Canarias) 2014–2020.

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4. ID51: ISLAND MARKETING AND ISLANDESS

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This presentation aims to address the problem of insular marketing in its relation with the approaches inherent to the connections between the concepts of insularity and islandness, namely through the continental perspective.

Islandness (*illeité*) is an ideal archetype that is part of the island's symbolism but which varies according to civilisations, regions and even individuals. It seems certain that such an archetype is not common to those who dream about the islands and to those who live there, a decisive aspect when one talks about tourism and especially about tourism marketing as well as about hospitality on the part of the native populations.

Many studies value positions of synthesis in which insularity appears as the product of a dynamic relationship between the physical and geographical space of an island and the society that inhabits it. The sociologic, demographic policies and economic dimensions emerge as conditioned human constructions but not determined by the dimension and isolation of the islands (cf. Bouchard, op. cit.; Taglioni, 2011).

Taglioni mobilises the contributions of other researchers and proposes a typology that comprises three categories of insularity: hypo-insularity, hyper-insularity and insularity. The first one is defined as “the continentalisation of insular phenomena under the effects of integration and assimilation of an insular territory to a continental mother country” (op. cit., p. 55). Hyper-insularity, in turn, which could be called “double insularity”, identifies islands that are outside the usual maritime and air routes for people and goods, that structure the global space and which therefore become peripheral. The merely “insular” islands, in an intermediate situation, depend above all on their political, economic and regional context.

In this way, Taglioni gives substance to the position that advocates a multifaceted approach to the problem of islands involving precisely the issues of insularity, islandness and insularism to which are linked the topics of isolation, contiguity, connectivity, discontinuity, closure and peripherality. This refutes any simplistic approach that intends, for example, to generalise, without further, the intended effects of insularity.

The concept of “islandness” created by Abraham Moles (1982) in the context of his proposal of nissonology as “science of islands” should be referred to here insofar as he points out that one should admit the existence of a “scale of islandness” established according to the size of the island considered but in complementarity with psychological aspects such as the vision, the feelings, the representations that islanders themselves have of their island and which always differ from one island to another according to their geographical positioning, their cultures and their history.

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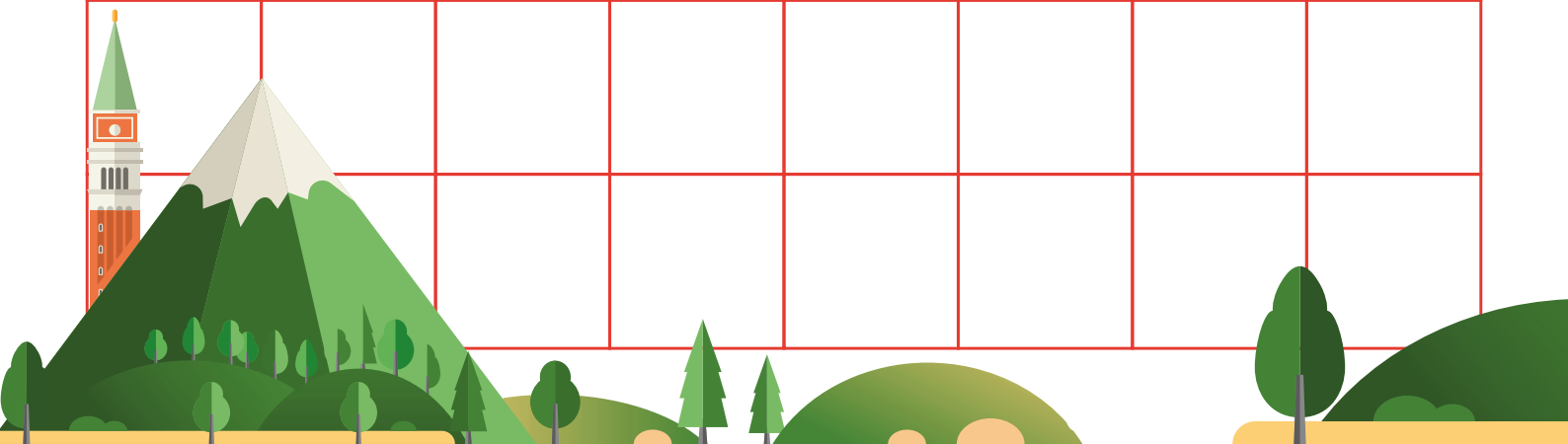
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SESION 2: BRANDING AND IMAGING BUILDING

Chair: Prof. María Cadenas



1. ID22: ANALYSIS OF SOCIAL PERCEPTION ON THE INTERNET AS A TOOL FOR TOURISM MANAGEMENT OF THE CULTURAL LANDSCAPE. THE CASE OF RISCO CAÍDO AND LAS MONTAÑAS SAGRADAS DE GRAN CANARIA (CANARY ISLANDS, SPAIN)

Elena María Pérez González - Universidad Europea

Isabel Durán Salado - Instituto Andaluz de Patrimonio Histórico

Silvia Fernández Cacho - Instituto Andaluz de Patrimonio Histórico

The aim of this paper is to present the analysis of the preliminary results of the study of the projected image of the World Heritage site of Risco Caído and the Sacred Mountains of Gran Canaria, through different social agents on the Internet. This research has been developed within the PAYSOC project. Landscape and society: analysis of social perception in cultural landscapes (RTI2018-096611-B-100), funded by the Ministerio de Ciencia e Innovación and led by the Instituto Andaluz del Patrimonio Histórico (IAPH), the aim of which was to develop a methodology for analysing social perception through the use of virtual ethnography. The proposal proposes an analysis of Internet content on the island's World Heritage site, which will allow us to evaluate the effect of the declaration as a tourist attraction, its contrast with the scientific and institutional information that has determined its conceptualisation and heritage of the property with this category of protection, detect and foresee negative impacts and, therefore, help to establish management measures that include all social agents.

ID72: ÍNDICE SINTÉTICO COMO ESTRATEGIA DE GESTIÓN DEL PATRIMONIO CULTURAL: CASO DE ESTUDIO ECUADOR

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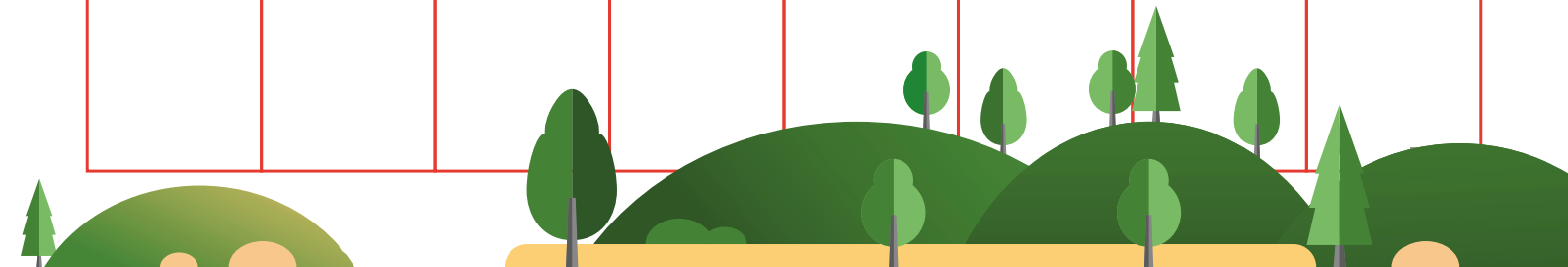
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El objetivo del estudio es generar un índice sintético como estrategia de apoyo para la gestión del patrimonio cultural de los gobiernos autónomos seccionales del Ecuador. El proceso se fundamentó en la obtención de información primaria (funcionarios de unidades de gestión) y secundaria (bases de datos y documentos oficiales) sobre patrimonio cultural de los cantones catalogados como cabeceras provinciales en el Ecuador. El indicador sintético cuantifica el nivel de conservación del patrimonio cultural en las cabeceras, para establecer estrategias de mejora a la gestión del área de estudio. El proceso inició con el planteamiento de los indicadores de patrimonio cultural, a través del análisis y síntesis de la información contenida en fuentes secundarias pertinentes al tema, con las cuales se construyó 15 indicadores. a través del software estadístico IBM SPSS Statistics 19, aplicando el Análisis de Componentes Principales (ACP) se calcularon 3 subíndices: gestión de patrimonio (SIGP), bienes patrimoniales (SIBP) y percepción de la población (SIPP) que constituyen el índice sintético como estrategia de gestión de patrimonio (ISEGP). Con el análisis se ha establecido como referentes de gestión a las dos ciudades con declaratoria de Patrimonio de la Humanidad por la UNESCO que son Quito y Cuenca, las cuales a su vez presentan un mayor presupuesto, generación de normativas y gobernanza integral para la gestión de todas las tipologías del patrimonio. En el caso de las demás ciudades, se identifican acciones incipientes, pero sobre todo ocho vacíos puntuales que denotan el desconocimiento de las implicaciones que la competencia estatal para preservar, mantener y difundir el patrimonio arquitectónico y cultural transferida por el Consejo Nacional de Competencias del Ecuador a los Gobiernos

Autónomos Descentralizados Cantonales (GADC). A partir de una Matriz Causa, Problema, Efecto, Solución (CPES) se diseñaron estrategias enfocadas en fortalecer la gestión administrativa, difusión de información y vinculación del GADC con las instituciones rectoras y demás de organismos del tejido asociativo los cuales se constituyen en actores fundamentales para los procesos de conservación, protección, revitalización y salvaguardia del patrimonio cultural para fines de uso social. Finalmente, se plantea la necesidad de fortalecer los procesos de articulación y vinculación interna entre las direcciones de gestión patrimonial y turística para con ello aplicar las herramientas creadas por la academia para mejorar las acciones hacia la gestión y fortalecer la difusión de las operaciones realizadas.



**SESIÓN 3: CLIMATE EMERGENCY:
ADAPTATION OF CITIES AND
TOURIST ENVIRONMENTS**



1. ID26: PROJECT OF REHABILITATION AND ENERGETIC TRANSFORMATION OF HOUSES IN RURAL ENVIRONMENT FOR THE TOURIST ACTIVITY OF RURAL LODGING.

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In recent years, rural tourism has been one of the most highly valued alternatives in the national tourism sector. The Canary Islands, as one of the first tourist regions of Spain, has a series of natural attractions and activities in the environment that perfectly complement the tourist looking for this type of product, being a firm alternative to large hotel complexes.

The enclave where the Finca Delicias Rural House is located is in the middle of an active agricultural exploitation dedicated to the cultivation of bananas, in which the promoters have an approximate extension of 130,000 m². The idea was to develop a project in accordance with the parameters and criteria required by the Autonomous Community of the Canary Islands and the Cabildo of Tenerife. The protection, conservation and improvement of natural resources, the preservation of biodiversity, the maintenance of ecological processes and energy rehabilitation, always taking into account current regulations, were the basis for the design process of the architectural project.

The property ends on the seafront, where a work of adaptation, improvement and beautification of the coastline was undertaken, with a natural swimming pool and black sand beaches. The climate is very stable, which was the basis for the decision making process for the design of the project, with an average annual temperature of 23 degrees Celsius and very few days of rain per year. In addition, its orientation is to the west, so sunsets are guaranteed.

The typology of the Rural House Finca Delicias preserves the old typical Canarian houses used by the local people for the development of the agricultural activity. These houses have the singularity of being attractive on their own,

and have also regained great interest due to the support of Local Institutions to all those investments aimed at preserving, promoting and recovering ecosystems that take care of biodiversity, the uniqueness and beauty of these landscapes, the energy transformation of buildings or the commitment to sustainable urban mobility.

The business mixes the idea of staying in a Rural House in an active banana farm, which also has documentation, information and dissemination of the historical content of the agricultural activity developed on the farm, along with other parallel activities booming in the area. This makes it more attractive and more profitable than other types of products in the southern part of the island. Differentiating itself from other rural lodgings that do not offer this possibility together with the environment where the Finca Delicias Rural House is located is one of its main values.

2.ID27: RECAPTURAR EL TOSCAL

Paulo Germán Ramos dos Santos Machado

“La ciudad es para las personas”.

El Barrio de El Toscal, ubicado en la ciudad de Santa Cruz de Tenerife, es uno de los barrios históricos de Santa Cruz de Tenerife. A finales del Siglo XIX, la ciudad dependía económicamente de las actividades del puerto. El boom del automóvil desarrollado a lo largo del Siglo XX ha dejado a hecho que se ocupen cada vez más las calles de este barrio por coches, y cada vez menos por espacios peatonales, cosa que ha impactado notablemente la morfología del barrio.

En el presente, el Barrio de El Toscal se ha convertido, de forma efectiva, en una ciudad aparcamiento de paso para trabajadores de la periferia de día, y consumidores del paseo marítimo de noche. Presenta un entorno urbano inaccesible que inutiliza su correcto funcionamiento, tanto para personas como para vehículos, y las edificaciones catalogadas poco a poco van pereciendo por falta de mantenimiento.

El constante decrecimiento en las actividades comerciales del barrio, traído por un urbanismo agresivo y un desplazamiento del núcleo económico de la ciudad hace indispensable la correcta activación del barrio, y la primera acción indispensable para ello es la remodelación accesible de su viario. La ciudad solo funciona si las personas pueden transitar por ella, personas de todos los tamaños y condiciones. Frente a esto, El Toscal peca de no solo tener un escaso y hasta inexistente espacio público, sino que es prácticamente inaccesible para las personas de movilidad reducida, llegando a serlo también para el resto de personas en algunas calles, si asumimos que no debe invadirse la calzada.

La correcta aplicación de iniciativas de accesibilidad en el entorno urbano que crearía dos supermanzanas dentro del núcleo histórico, divididas entre sí por la Calle de la Rosa. Partiendo de esto, la correcta introducción de un núcleo de actividades socioculturales, y una iniciativa de acceso a la vivienda, podría suponer la activación turística y económica de una gran parte de este barrio, que ocupa una notable superficie de Santa Cruz de Tenerife.

3. ID36: SOCIAL SUCCESS OF MUSEUM THROUGH TERRITORIAL COHESION. MANAGEMENT OF THE TOURIST PRODUCT IN CULTURAL HERITAGE.

Héctor Moreno

Agustín Santana Talavedra Talavedra - Editor-in-Chief Pasos
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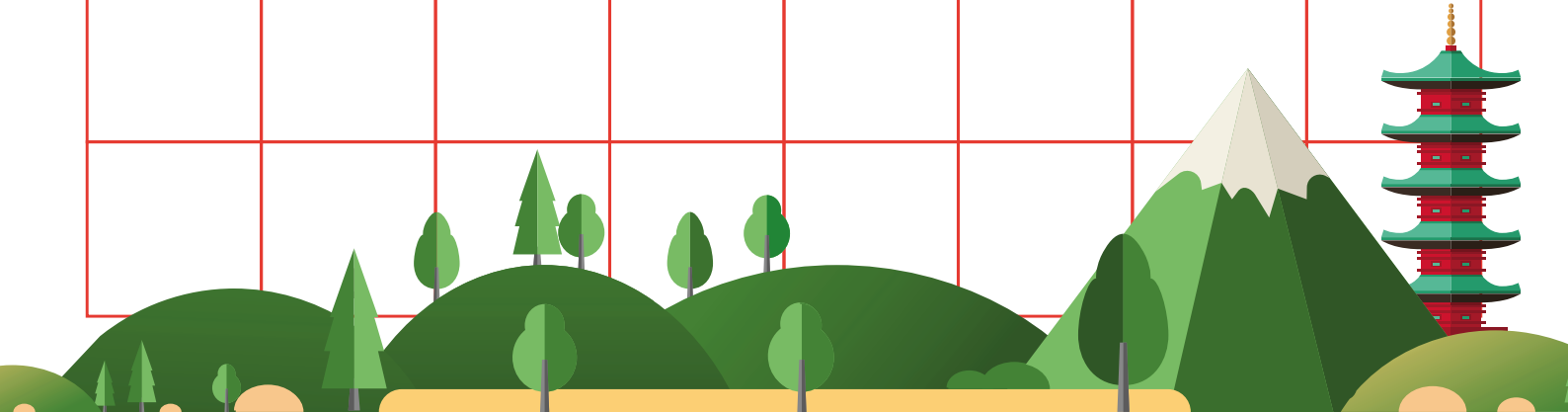
Juan Manuel Parreño

The social success of museums is linked to the territorial cohesion of the area in which it is located. Examples of this are both the degree of citizen participation and collaboration (volunteering) in their work, and the disintermediation to adjust the heritage offer to the needs of visitors. The present work, analyzes the four forms of cultural heritage management, as a unifying entity of public and private initiative in the field of tourism. Four case studies have been analyzed, one of each model management: dependent, autonomous, non-profit and private. The results obtained, due to the importance of the dynamics generated by the tourism activity, represent a challenge for the contribution and involvement of the interested parties. The management of cultural heritage requires concentrating the efforts of the different agents involved, seeking ways of governance through a participatory management model, applicable mainly to the public sector, and with the possibility of using it in the non-profit and private sectors.



**SESION 4: COVID-19 IMPACT AND
FUTURE OF RESILIENCE**

Chair: Prof. David Stendardi



1.ID15: RESILIENT TOURISM AND NORMATIVE ALLIANCE (SDG 17)

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Tourism seems to be undergoing a change in its functioning following the COVID 19 epidemic, which paved the way for the potential disappearance of mass tourism, as practiced before the Coronavirus crisis. In addition, the real impacts of climate change have changed the behavior of consumers and tourism stakeholders towards a more socially responsible attitude. This evolution has resulted in a form of resilience which translates into both the maximum reduction of negative impacts (covid, armed conflicts, inflation, etc.) and the capacity to innovate in a context of change. There are many examples around the world.

In addition to the laws of the market and the requirements of touristic consumers, in their broad sense (standards and quality labels) and in the strict sense of the law (international and regional law), the norms have contributed to the development of resilient tourism. Indeed, international organizations such as the United Nations or UNESCO and regional organizations such as European Union have adopted legal and political texts which, although not directly aimed at tourism, include it in their respective normative frameworks. The same is true at the level of national or local legislation, particularly in countries or places that have suffered the negative consequences of “over-tourism” or “mass tourism”.

The post-Covid era has led stakeholders in the sector to reframe the scope of the tourism policies or measures they must adopt. Faced with the challenges posed by resilience in all its forms, they must “negotiate” standards - in the broadest and strictest sense - and policies on the basis of a dialogue and a common multi-level strategy, so that all stakeholders - from the supplier of the tourism product to the final consumer, via intermediaries, public authorities and NGOs or other consumer groups - take up their cause.

It is not only a question of imposing new and “good” sustainable practices on a hotel chain or on the management of a natural reserve, but also of making them part of the behavioral pattern of all the people involved, including the tourists. In other terms, the recipients of standards applicable to the tourism sector must identify with them. Thus, the effort of their real implementation will be less if their content and the procedure of their adoption are based on negotiation between all the stakeholders. This is the implementation of an alliance advocated by SDG n° 17 of the 2030 Agenda. Based on concrete examples, our contribution aims to show the advantages but also the conditions required for normative “co-production” to provide a solid basis for the alliance between all partners in tourism resilience.

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2.ID39: THE WAR AND TOURISM. SECURITY ISSUES AND BUSINESS OPPORTUNITIES IN SHADOW OF RUSSIAN WAR AGAINST UKRAINE

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The effects of war have far-reaching consequences. They bring numerous victims - also civilians, destruction of infrastructure, enterprises, and citizens' property. They cause political instability and lead to great security concerns, especially in tourist destinations. Experience with various wars indicates a minimum three-year negative effect of warfare on the tourism industry. The terrorist industry is also negatively affected by terrorism, which can occur regardless of the duration of the war itself. Terrorist attacks are deliberately organized in such a way as to evoke images of human victims, which affects the fear of tourist arrivals to such heavily burdened places. The paper discusses potential scenarios for the continuation of the war and its impact on the operational activity of international business with Russia.

Russia's unprovoked war against Ukraine brings closer the threat of war itself and shock to various industries on our continent, including the tourism industry. The paper presents the effects of the war on tourist trips from Russia but also Ukraine and its effects on traditional touristic destinations. Issues of threats to business are raised but also opportunities appearing on the horizon. The visa ban for Russians introduced by the EU with the simultaneous escalating and ruthless Russian attacks on Ukrainian civilians does not inspire optimism. It should be expected that the 2023 tourist season will remain burdened with the stigma of war and the limited movement of Russians around Europe. At the same time, under the ongoing Russian pressure, Ukrainian citizens can continue their migration to EU countries using the local infrastructure and supplying the labor market.

3.ID40: GUESTS' BEHAVIOR AND EMOTIONS AFTER COVID: SIDE-EFFECTS FELT ON HOSPITALITY REVENUE MANAGEMENT

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With the emergence of covid-19, there were appointments about the mutations in the tourism and hospitality industry, and concerns were mostly connected to guests' behavior and emotions, according to the direct approach attempted in this study, was possible to understand that was a real mutation, people suffered from fear and concerns that otherwise would not have. Regarding the research question that drove this essay, we can however state that this emotion was only temporary, proved as well by the growth registered in 2022, which surpassed the growth of 2021 and even went above 2019 (pre-pandemic era), corroborated by guests and professionals in the field that have said that tourism is recovering the pace.

4.ID47: POST-PANDEMIC HANGOVER AND TOURISM EXPLOSION IN THE VALENCIAN COMMUNITY

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Introduction

Throughout history, leisure has played an increasingly important role in human life. From the Roman *Otium*, through the decline of the working labour hours in the aftermath of the industrial revolution, recreational activities and personal expansion have always been the preferred way for people to occupy their leisure time.

In recent decades, with quality of life and the increase of life expectancy, human beings have focused primarily on reinforcing their work performance, however, a change in this trend has been seen in the Covid-19 crisis.

The lockdown required during the pandemic shook the vital foundations of many people by depriving them of the ability to travel and even to enjoy small leisure activities. New pathologies such as “pandemic fatigue” or “cabin syndrome” (Chag et al., 2021), were suffered even by people who had no previous pathologies (Prol & Silva, 2020) or any kind of mental health-related history.

Materials y methodologies

In this work we will observe the fluctuations of the flow of tourists in our autonomous community, linked to the data of employability in the tourist sector.

We will also analyze the recovery that has occurred in this sector but naming the consequences that this change has meant for many people: the cabin syndrome and the great resignation applied to the tourism sector. We will consult statistical sources such as INE and SECTUR and FRONTUR and compare them with the employability data provided by the national and autonomous employment services.

Results and discussion

The extremely quick recovery of the tourism sector (CajaCanarias-Ashotel of the University of La Laguna, 2020), together with labor phenomena (Oríndaru et al., 2021) such as the so-called “great resignation” by which a large number of people have abandoned their jobs and work obligations in order to devote their time to the realization of their dreams or start a business, could be justified due to the excess of savings generated by the lockdown and the physical impossibility of making expenses beyond those made on-line or food at home.

The data shows that, nevertheless, after a year without health restrictions, high levels of spending on tourism and leisure continue (Sánchez-Rivero et

al., 2021), evidencing a kind of post-pandemic *carpe diem* in which individual importance, and therefore leisure and travel, have increased their weight in the daily life of society, becoming more essential and inelastic, since the generalized price increase and the threat of an economic crisis do not seem to affect tourism spending or the desire to travel.

Conclusión e implicaciones

The main conclusion of this work is to highlight the strategic and transversal importance of tourism in the economy of our society (Schweyer, 2020), and even more specifically of the Valencian community. A quality tourism that has seen in the great resignation an opportunity to reinvent itself and be more flexible with the needs of people. Another of the conclusions is the great internal mobility that workers in the tourism sector have demonstrated and that speaks of the flexibility and capacity for reinvention of this workforce.

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5.ID33: RELATION BETWEEN MARTIAL ART EXPERIENCE AND TRAVEL MOTIVATION: FOCUSING ON TAEKWONDO TOURISM AS A NICHE FORM OF CULTURAL TOURISM

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Martial arts tourism is a topic demanding more research as martial arts are growing to be a popular culture in the global community. The extant literature on martial arts tourism has provided preliminary insights into the motivation and behavior of martial arts tourists, but there is a lack of an in-depth understanding of the underlying factors that drive the martial arts practitioners to travel to the martial arts destination. Insufficient information in this component limits our understanding of overall relevance to examine travel motivation of martial arts practitioners and consequently to determine a distinctive type of their travel motivation. The aim of this study is to provide improved understanding of martial arts practitioners' travel motivation by exploring the relationship between martial arts practice and cultural interests of the destination, and consequently their influence to travel motivation. In addition, this study relates these findings to assess type of travel motivation since segmenting travel motivation of specific target group is critical for tourism development. Qualitative research method was designed and face-to-face in-depth interviews were employed to gather primary data. Qualitative content analysis method was used to analyze the collected data as this method is well-suited to identify the intention of an individual and to determine psychological states of person, which are closely related to the concept of motivations. Study findings indicate that Taekwondo practice results in increasing cultural interests of and a desire to travel to South Korea. In particular, the perception change of Taekwondo from simple physical activity towards more Korean philosophy has triggered to increase their interests of Korean culture. This study revealed that the degree of accumulated practice played a significant role in forming their perception on Taekwondo, increasing cultural interests, and expanding their interesting areas. These gradual changes affected their travel motivation, which characterizes as cultural tourist, more specifically purposeful cultural tourist typology, who seek to learn about other's culture and deep cultural

experience. This research has theoretical and practical implications. This study has expanded the literature of Travel Career Patterns by discussing martial arts tourism, which is growing but understudied field. The study findings provide a significant contribution to examine the multi-faceted martial arts motivation and its influence to change their perception on martial arts and to expand their cultural interests, consequently their travel motivation to the country associated with the arts. Furthermore, this study revealed that the conceptual model of cultural tourist typology is applicable to the martial art tourism field by attempting to segment the market according to the importance of cultural interests in the decision to visit a destination and the depth of experience sought by the tourists. This study also has practical implications for tourism destinations and service providers. Tourism destinations aiming to attract martial arts tourists can utilize the perception on martial arts and tourists typology identified in this research to project a cultural destination image. For tourism marketers desiring to attract this group, this study can aid in designing martial arts travel experiences geared towards delivering specific experience values (e.g., learning and improving) in travel.

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6. ID49: GEOGRAPHICAL ANALYSIS OF DOMESTIC TOURISM IN ITALY PRE- AND POST-PANDEMIC

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Tourism is important for countries that know how to make their landscape and natural, cultural and historical resources attractive and competitive, while maintaining a strategic balance between economic development and the sustainable use of these resources. Where there is double sustainability—economic and environmental—tourism truly becomes a tool for improving the cultural and social development of territories. In fact, tourist flow, with its nature of exchange, inevitably connects different cultures and identities. Beyond the economic impact produced, this represents perhaps the greatest improvement for the territories themselves.

On this premise, the present work aims to increase knowledge of Italian territories from a tourism point of view. It will do so by analysing the flow (arrivals and nights spent in accommodations) from an ‘origin–destination’ perspective at a regional level, with the objective of identifying its intensity and direction, together with the effects of the Covid-19 pandemic.

The outbreak and spread of the pandemic, a major crisis for tourism in Italy, has been recorded since early 2020. This has led to significant changes in some typical characteristics of tourist flow, such as the different composition between national and international tourist flow, a greater propensity to rediscover lesser known and less popular destinations and an increase in so-called ‘rural’ and ‘open-air’ tourism.

With data on tourist flow now available for 2019 (pre-pandemic), 2020 (pandemic development) and 2021 (the start of recovery in tourism), this paper will analyse these dynamics. One aspect of the analysis is reviewing the different behaviours (direction and intensity) of domestic

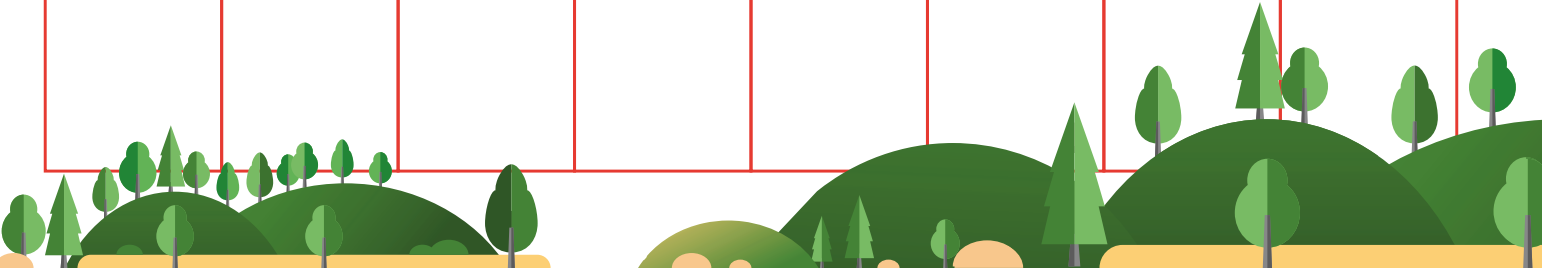
tourist flow between urban and rural areas. To this end, the analysis includes arrivals at hotels, which mostly represent tourism in urban areas, and arrivals at farmhouses, which represent tourism more linked to rural areas. The origin–destination matrices for the years considered are geo-coded and allow identification of the average trajectories of the flow between regions, their average lengths and the weight of the regions in the determination of tourist flow (through analysis of the linear directional mean of flow).

As data are also available at the municipal level, an analysis within each region is carried out to examine whether the municipalities have their own spatial configuration through the ‘neighbourhood’ analysis by the Ripley index.



**SESION 4.1 : TOURISM AND
SUSTAINABILITY**

Chair: Prof. Enrico Di Taranto



1. ID54: RESIDENTS' PERCEPTIONS TOWARDS THE IMPACTS ON TOURISM DEVELOPMENT, EVALUATION AND EFFECTS: THE CASE OF NAPLES CITY DESTINATION

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The paper aims to understand the residents' perceptions of tourism impact in destination development process. In particular, tourism development in Naples is expected to touch residents' quotidian lives and influence residents' perceptions of the impacts of tourism in their communities. The increasing number of urban tourists rises the use of natural resources, origins socio-cultural impact, and causes stress on infrastructure, mobility and other facilities. Indeed, in recent years, the perception of city tourism has changed dramatically, some examples in the cities of Venice and Barcelona.

Public transportation, infrastructure, roads, museums, attractions and other services that were primarily created for local use suffer under increasing tourist numbers.

The growing popularity of online accommodation services and the growing number of tourists has meant that tourism activities become further entangled with local life, also outside of the main tourist areas in cities. To describe these tourism disturbances, the term 'over-tourism' has rapidly been popularized.

Tourism will be sustainable if urbanized and managed considering both tourists and resident communities. This process can be reached through community engagement, congestion management, decreasing seasonality, scheduling that respects the limits of capacity and the main feature of each destination, and services diversification. Managing tourism to the benefit of visitors and residents needs could be a central topic for the sector. It is important to understand residents' approach towards tourism to guarantee the development of successful sustainable tourism strategies (Hammad, 2017).

For these reasons, the objectives of our study are to explore Naples residents' perceptions concerning the impacts of tourism, examine

Naples residents' degree of support for tourism development and suggest management public strategies for Naples based on findings.

This paper reports on a study of residents' perception on tourism impact and examines a sample of 250 residents. The study uses a self-administered questionnaire to collect data, and a Structural Equation Model that considers socio-demographic and economic variables to identify the factors that most influence the tourism impact.

2. ID55: A COMPOSITIONAL STUDY OF HOTELS PREFERRED BY FOREIGN TOURISTS

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The hospitality industry plays a considerable role in the world's economy and embraces various accommodation facilities. Considering the proliferation of studies on sustainable tourism in the literature, the constant monitoring of changes in tourist preferences is of great interest. The principal goal of the present study is to explore the relationship between sustainability and the category of hotels preferred by tourists and how it has changed over the years. The dataset used refers to the category of hotels preferred by foreign tourists that visited the island of Ischia from 2008 to 2012. This kind of data provides information on the magnitude of preference as well as information on the relative variability of traits with respect to each other where data magnitude is predominant in determining variability patterns. Any high-dimensional tool applied to this kind of dataset would only yield a one-dimensional solution measuring scale change.

Relative variability goes completely undetected unless additional steps are taken. To solve this problem, relative and magnitude information can be split by the closure operator. When magnitude is removed, data are compositions and include only information relative to the preference of tourists. A compositional approach is highly recommended in this context because the considerable difference in the amount of tourist units between countries makes them hard to compare.

From a geometrical standpoint, compositions are described as points bounded in a subspace of a positive real space known as simplex. The simplex presents a complex algebraic-geometric structure for which a linear vector space is defined through a set of specific rules and operations known as Aitchison geometry. As an alternative to operating within this structure, Compositional Data (CoDa) can

also be expressed in real space coordinates by transforming them into log-ratios. This approach was suggested by projecting CoDa from simplex onto real space by transforming them into centered log-ratios. After CoDa has been expressed in real space coordinates, high-order singular values decomposition (HOSVD) is applied to preserve the multidimensional structure of the information. When looking at results, it is important to keep in mind that all outputs need to be translated back into compositional terms for proper interpretation.

Given these specifications, this work aims at overcoming them by using an adequate algorithm for fitting the HOSVD parameters in the case of CoDa.

3. ID56: DESTINATION IMAGE IN THE ERA OF DIGITAL TRANSFORMATION AND SUSTAINABILITY

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The aim of the paper is to explore the role of destination image both in the decision making process (induced level) and the experience phase (organic level). This paper investigates the main elements that can influence customer satisfaction in tourist services, with specific reference to tourism industry. The importance of this topic resides in the fact that tourists' positive experiences of service, products, and other resources provided by tourism destinations can produce customer retention as well as positive word-of-mouth. Indeed, satisfaction with travel experiences contributes to destination loyalty. The degree of tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendations to others. Thus, information about tourists' loyalty is important to destination marketers and managers in order to sustain destination attractiveness. Although predominant literature has adopted a demand-side perspective, this paper analyses tourist satisfaction according to an overlapping perspective that contemplates both the demand and the offer side where this latter, in the wider meaning, also includes the systemic perspective. More precisely, this paper aims to identify the principle competitive strategies that the variety of stakeholders, cooperating together in a destination, has to implement in order to increase tourist satisfaction and loyalty. In order to study the link between destination attributes and tourist satisfaction in the city of Naples, the paper collects cross-sectional data via questionnaire.

4. ID59: ITALIAN TOURIST EXPENSES' DETERMINING FACTORS: A MACHINE LEARNING APPROACH

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The tourism sector is increasingly important to the world economy and, even in the last difficult times, seems to know no crisis. In fact, discretionary (free) time consumption has become an important activity for many people in the modern welfare society. Consequently, the leisure sector has become a prominent economic industry in the Western world. Today, in many regions and countries, tourism is regarded as one of the major growth industries that deserve due policy attention. For these reasons, analyses of tourism expenses are needed for both theoretical advances and practical improvements because determinant factors could vary their effects.

It is common knowledge that in many countries domestic tourism is dominant with respect to international flows in terms of both size and economic contribution. Despite that, studies on the determinants of tourist expenses within national borders are still rare and mainly concentrate on the impact of economic variables. This paper aims to give a contribution in this line of research. The objective of this study, therefore, is to investigate the spatial (regional) variability of tourism spending and estimate the influence of the main determinants, identified in the most up-to-date scientific literature, on average spending. Finally, the paper highlights the need to use micro and macro data to analyse tourist expenses and to identify policies for improving regional tourist competitiveness.

To this end, microdata from the "Travel and Holidays" Survey released by the National Institute of Statistics (ISTAT) with annual reference to the period 2016-2021 was used. This survey contains a high source of information including the number and characteristics of trips made for vacation purposes, both in Italy and to foreign countries, the expenditure spent

by households and individuals to travel, the reasons why people traveled, and the relative duration (nights).

To describe the regional variability of tourism spending, the microdata were appropriately treated by recurring to the coefficient of expansion to population. This enabled a descriptive analysis of the selected main indicators and the expenditure spent by travelers from each region. The second part of the study employed a Random Forest supervised learning algorithm to examine the domestic tourist average expenditure pattern. The use of a sample of 17,908 individuals led to the identification of variable effects in the selected sociodemographic indicators with relevant policy and theoretical implications. Each analysis was repeated for each reference year of the period.

4. ID64: EXPLORING THE STRUCTURE OF RELATIONSHIPS BETWEEN THE VALUE OF THE EXPERIENCE AND THE IMAGE OF THE DESTINATION WITH THE LOYALTY OF VISITORS TO THE MONARCH BUTTERFLY BIOSPHERE RESERVE

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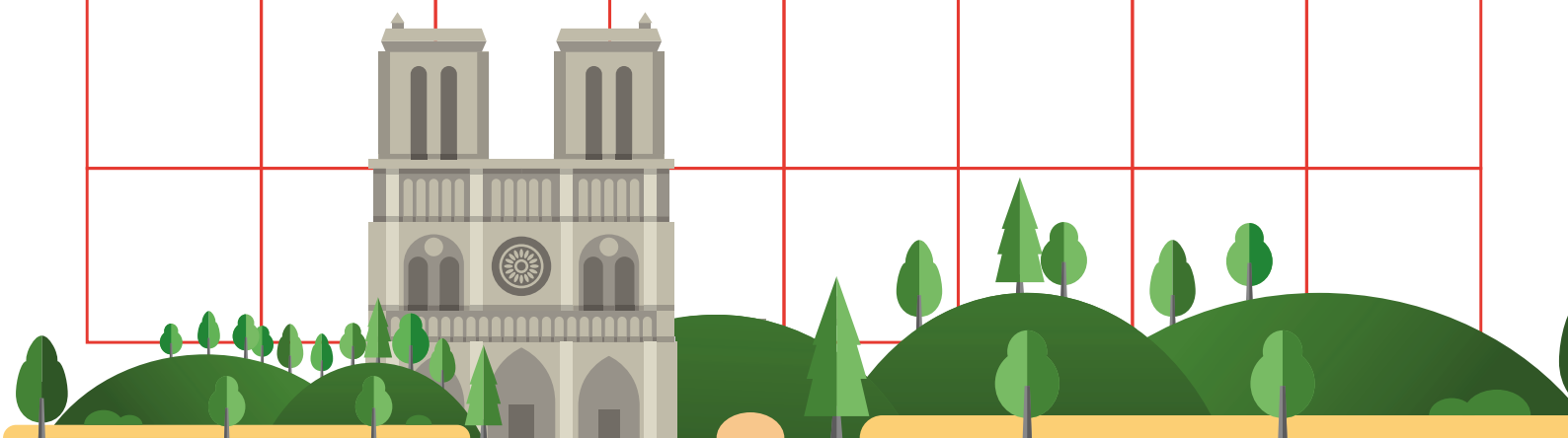
Currently, in the tourism sector, companies and tourist destinations are changing their focus from focusing on the product to focusing on “experiences”. In this context, the concept of “co-creation of experiences” arises, in which the tourist becomes an active agent in consumption and therefore in the production of value. On the other hand, a key strategy for a tourist destination to be differentiated, competitive and achieve a greater attraction of tourists with respect to its competitors, is to develop the brand of the destination, because this allows building a positive image of the place and developing links emotional with your visitors. Thus, the value of the experience in an environment of co-creation of experiences together with the image of the destination are two key variables that directly or indirectly influence the tourist’s loyalty to the destination. Loyalty towards a tourist destination, understood as the future behavior of repeating the visit, or recommending it, has become a central objective for companies in the sector, as well as being considered a fundamental element of competitive advantage. The objective of this research is to analyze how the value of the experience (co-creation) and the image of the destination influence the behavioral intentions/loyalty of tourists in a tourist destination. The target population is made up of visitors to the Monarch Butterfly Biosphere Reserve in Mexico and the proposed theoretical model will be analyzed using Structural Equation Models. Prior to estimating the model, the measurement scales will be validated through exploratory and confirmatory factor analysis. The results of this research will allow us to understand the structure of relationships between the proposed variables in order to provide destination managers with information on which to rely to develop specific strategies based on data with the

aim of improving the competitiveness of the destination and thereby achieve greater attraction and loyalty of tourists. This research also aims to cover a gap in the literature, since there are few studies regarding the relationship between the value of the experience, image and loyalty in tourist destinations with characteristics as unique as a biosphere reserve. The novelty of this research lies in analyzing the behavioral intentions of visitors in an environment of co-creation of experiences by the visitor, an environment in which the visitor assumes a role of active participation.



SESIÓN 5: ENTREPRENEURSHIP AND INNOVATION

Chair: Prof. José Serrano



1. ID17: SUPPORTING INVESTMENT DECISIONS BY ANALYZING CUSTOMER OPINIONS ON THE EXAMPLE OF INVESTMENTS IN THE HOTEL SECTOR IN POLAND IN 2018-2020

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Introduction

The aim of the article is to assess investments in the hotel industry in the regions of Poland, in 2018-2020. The assessment was carried out by examining the correlation between financial outlays in the hotel industry in poviats and voivodeships of Poland and customer opinions expressed in internet entries on the websites of individual tourist facilities. An attempt was made to fix the outlays prior to the opinions.

Material and Methods

The methodology of testing the sentiment of text documents is an unsupervised classification, applied to Polish-language texts using the latest software in the field of text mining (udpipe). The classification task consists in unsupervised assignment of a text document to one of three sentiment classes: positive, neutral, negative. The research was based on the opinions collected in over 3,000 hotels and the amount of financial investment in the surveyed years in individual hotel segments (categories) on a poviat basis. The financial investment data were gathered from the official statistical yearbook websites and the internet entries were scraped from the websites of individual tourist facilities.

Results and Discussion

The analysis showed a fairly strong relationship between the size of investment in the hospitality industry and the sentiment of customers opinions. In addition, the regional approach allowed to draw conclusions about a positive correlation between the tourist attractiveness of the region and the investments made in the hotel sector.

Conclusion and Implications

The authors intend to continue research in the future, using more advanced methods, reaching deeper into the virtual wordnet of the Polish language. One alternative approach of first translating text to e.g. the English language and then trying to carry out the sentiment detection will also be persued.

2. ID31: MINOR CULTURAL HERITAGE: FROM THE INTEGRATION OF TEACHING DOCUMENTATION AS AN EXTENSION OF SCIENTIFIC KNOWLEDGE APPLIED TO TOURISM

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Often certain minor or non-monumental heritage elements (architectural and ethnographic) have suffered the effects of lack of legal protection and have ended up disappearing or being relocated from their original location with the corresponding loss of their context, as well as constituting a weak heritage which, due to its lack of monumental entity, has not been duly valued or put to tourist use.

The generalist development of the Heritage in Architecture teaching plans has been based on theoretical teaching, practical heritage intervention with documentary research and teaching of photogrammetry and restitution techniques. The result of the teaching programs has been developed as objective teaching activities based on the achievement of learning outcomes, which, once achieved, lead to these teaching activities being forgotten as they are generally variations of the same activity (i.e. extensive work on the same property) resulting from the work of different students in the same location or on the same property of cultural interest.

As a teaching innovation project, in the UEC's Architectural Heritage course, students do not carry out teaching activities on the same property, but in the same environment, applying the three usual phases in heritage programs to the location, research and photogrammetric survey of elements of interest that have not yet been catalogued or have been catalogued in general. Thus, in the series of courses since 2018, we are developing the location (with geopositioning) of elements of cultural interest, their survey by means of

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photogrammetric restitution and documentary research -both orthodox and heterodox- of family documents whose information was annexed as metadata of the archives. In this way, the teaching innovation that implied the change from a common teaching activity to the results of personal work on a common environment, has produced not only the programmed teaching effects, but also the qualified extension of the heritage knowledge of an environment of very wide cultural interest and the establishment of advanced representation techniques as a previous step to the intervention on the property.

3. ID43: STARTUP ECOSYSTEMS ON ISLANDS THAT HAVE MANAGED TO TRANSITION THEIR ECONOMY FROM DEPENDENCE ON TOURISM TO BUILDING INNOVATIVE STARTUPS HUBS

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The present study examines the top startup ecosystems on Islands that have managed to transition their economy from dependence on tourism to building innovative startup hubs while attracting foreign talent in the process. Here are the top ranked 15 ecosystems in islands with a population of under 1 million.

First place has been taken by the Canadian island city of Victoria, ranking 184th in the global top 1000, with an improvement of 9 positions since 2021, Victoria is an ideal place to locate for Fintech, Marketing & Sales and Software and Data startups. In second place we have Iceland's capital Reykjavik. It has improved its position globally from 221 in 2021 to 209, slightly narrowing the gap with Victoria, Reykjavik is an ideal place to locate for Social & Leisure, Foodtech and Energy & Environment startups. Third place belongs to the Canadian city of Saint John's in Newfoundland. Last year it was ranked 563rd, but this year it managed to rank even higher thanks to good Business and Quality scores, Saint John's is an ideal place to locate for Transportation, Hardware & IoT and Health startups.

Fourth place is occupied by Honolulu, US, which holds the 294th position worldwide, Honolulu is an ideal place to locate for Energy & Environment, Social & Leisure and Ecommerce & Retail startups. 5th place is taken by Nassau in the Bahamas, which secured the 313th spot, Nassau is an ideal place to locate for Fintech, Software and Data and undefined startups. Ranked 6th is Valletta, capital city of Malta,

which now ranks 354th, an improvement of 18 positions since 2021, Valletta is an ideal place to locate for Transportation, Social & Leisure and Fintech startups.

Down the line we encounter 2 Spanish cities, Las Palmas and Tenerife, in the beautiful Canary Islands, Las Palmas de Gran Canaria is an ideal place to locate for Transportation, Social & Leisure and Ecommerce & Retail startups while Santa Cruz de Tenerife is an ideal place to locate for Marketing & Sales, Social & Leisure and Education startups. The list also includes 2 cities from Cyprus (Limassol and Nicosia), Cayman Islands (George Town-UK), Isle of Man (Douglas), Palma de Mallorca (Mallorca), Jersey (Saint Helier), and Bermuda (Hamilton).

Comparing this year's rankings of the top 15 island cities to 2021 reveals an interesting fact about the increasing competitiveness of the Island ecosystems. This year, all top 15 island ecosystems are ranked in the top 500 globally. Last year, some of those top 15 island ecosystems were ranked much lower.

A special honorable mention is also due for Praia, Cape Verde, representing the islands on the coast of Africa, which improved its ranking from 624th in 2021 to 606th in 2022.

Last but not least, Island cities are on the rise. We have seen great momentum from cities such as Nassau, Valletta, Limassol, and Douglas on the Isle of Man. We hope to see a unicorn island startup soon, the sky's the limit.

Top Island Cities

Island Rank	Global Rank	City	Island	Country/Territory	City Population Range
1	184	Victoria	Vancouver Island	Canada	300k - 1M
2	209	Reykjavik	Iceland	Iceland	100k - 300k
3	247	Saint John's	Newfoundland	Canada	Below 100k
4	294	Honolulu	Oahu	United States	300k - 1M
5	313	Nassau	New Providence	The Bahamas	300k - 1M

Source: StartupBlink



4. ID46: NUEVAS ESTRATEGIAS PARA LA VIÑA PALMERA. ACCIONES ARQUITECTÓNICAS EN EL PAISAJE VITÍCOLA EN LA ISLA DE LA PALMA

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The island of La Palma has three different areas in which the landscape of the vine is perceived very differently from each other. These cultivation spaces represent an architectural and compositional manifestation of the specific qualities associated with agricultural production such as the soil, the topography, the climatology and the biodiversity of the environment that encompasses the concept of French origin terroir (Pérez Porto & Merino, 2008). The development of this diversification has configured a landscape that can hardly be separated between the natural and the anthropic.

The wine landscape depends on the action and experience of people, relating the structure of the vine with the physical environment in which it is grown. As a consequence, wine, as a product generated in this terroir, can be considered a direct manifestation of the landscape and the idea people have of it.

The present work proposes strategies capable of generating spaces that amplify the value of the landscape through architecture, reinterpreting the strategic resources and heterogeneous values of each form of cultivation and their integration in the environment, offering new forms of synergy between agriculture and tourism, thus representing an important engine for the socio-economic development of the island of La Palma.

5. ID37: SOCIO-ECONOMIC ATTAINMENT AND WASTE: TOWARDS A CAUSAL RELATIONSHIP BETWEEN CONTOUR PARAMETERS IN COASTAL TOURIST ÁREAS

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Introduction

In the current process of growth of coastal cities worldwide, the uncontrolled growth of urban areas in the coastal strips has characteristic needs and demands for which the general methodologies that attempt to construct mathematical models need to be particularized. The complex spatial, social, civic and tourist reality of these territories articulates needs in which the difficulty of the previous orographic support, the need for public space and marine pollution converge. There is much of economic literature that talks about the economic advantages of tourism on the one hand and the environmental challenges on the other. Achieving a balance between these two areas is not easy and increasingly requires innovation, education and the creation of new paradigms for tourism development.

Material and Methods Results

In this relationship between realities above and below the sea surface, the European University of the Canary Islands has developed different projects (TireOut, Resless, Inno-wire) and at different stages, interesting modelling has been defined, whereby the relational sections between emerged hypsometry and submerged bathymetry are a graphic support of the complementarity between interiority and exteriority, a cause-effect representation of both realities that conditions the potential affectation according to different indicators. With regard to these indicators, one of the hypotheses validated in the field is centered on the need to relate competitiveness based on the use and management of the tourist territory according to quality values in terms of biodiversity and cleanliness.

Discussion

Based on the work carried out, a series of indicators are proposed linked to the monitoring and strategic compilation to maintain sustainable and competitive tourism in this area of the island of Tenerife and, in particular, to link them to the impact of a poor quality of biodiversity and cleanliness in the study area, without neglecting the current framework of tourism development on the island and the economic attainment of tourism sector in the island.

The emergence of tourism in the Canary Islands in particular is due in large part to the improvement of infrastructure, the proliferation of sustainable hotels and the development of means of transport. This fact has caused its impact to manifest itself in the economic, environmental and sociocultural fields.

Economic: it is one of the main benefits of tourism in society. The creation of employment, the improvement of infrastructures and the increase in productive activity in the region are clear examples of prosperity. However, this impact also comes with a cost. In the economic section, the impact can be seen in seasonal tourism where jobs can be unstable. Even the creation of new structures can be linked to needs generated solely by tourism and not by local criteria that favor the native population.

Environmental: it is the engine of everything. The main tourist claim is the landscape, but it is the most fragile especially the costs. The construction of infrastructures or pollution can have a direct impact on the environment. Therefore, it is necessary that tourism serve as a tool when it comes to ensuring the replacement of natural resources and the protection and conservation of biodiversity.

Tire pollution came as a treat and all economic development could be in danger on the long run if we continue to contaminate the waters.

Sociocultural: tourism has an impact on the host society. The needs of tourists are often imposed on the local culture. Sustainable tourism is based on respect for local societies and encourages the tourism that is generated to be based on what characterizes a society and above all on education, which is the cornerstone of sustainable tourism.

Conclusion and Implications

The Canary Islands and Tenerife in particular have seen their economic development in recent decades due to tourism, which has greatly improved productivity, decreased socio-economic inequality with respect to mainland Spain and has improved the productive fabric, especially in the tourism sector.

This sector brings with it more and more challenges as climate changes and the continuous contamination of our waters, where environmental education and awareness is the only way out towards a sustainable future.

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6. ID78: CSR IN COMPANIES IN THE TOURISM SECTOR: AN APPLICATION FROM A HUMAN RESOURCES PERSPECTIVE

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Corporate Social Responsibility (from now on CSR), is a management tool that, although companies are not compelled to apply, as it goes beyond the rules, regulations and laws of commercial operations, which do imply an obligation and whose non-compliance would be considered fraud or illegality; it refers to a positive attitude of the company towards certain criteria and constitutes an effective way of transmitting a positive image to those stakeholders that can affect the company's results.

CSR implies ethical organizational behavior, sustainability with the environment, considering how it affects stakeholders and, ultimately, bringing social value to the company. In this line, applying ethical behaviour and implementing codes that establish a vision, values and principles, rooted in social respect, will enable the company to improve its positive vision in its environment. In our article we will focus on one of its priority objectives, which is to achieve quality, social equity and good organizational governance, observing occupational health and safety, which at a time like the present is essential to strengthening the image of the company, and within the labor market in which our company is looking for human resources.

CSR must be integrated into the company's organizational culture, defining its internal parameters. The CSR abovementioned must be communicated, both internally and externally, while its viability will be related to the necessary follow-up and control of itself and should serve as a basis or tool for communicating the company's degree of commitment to its environment.

In our study, we want to assess how Corporate Social Responsibility is part of the behaviour of a hotel accommodation company. We aim to analyse how they observe their employees'

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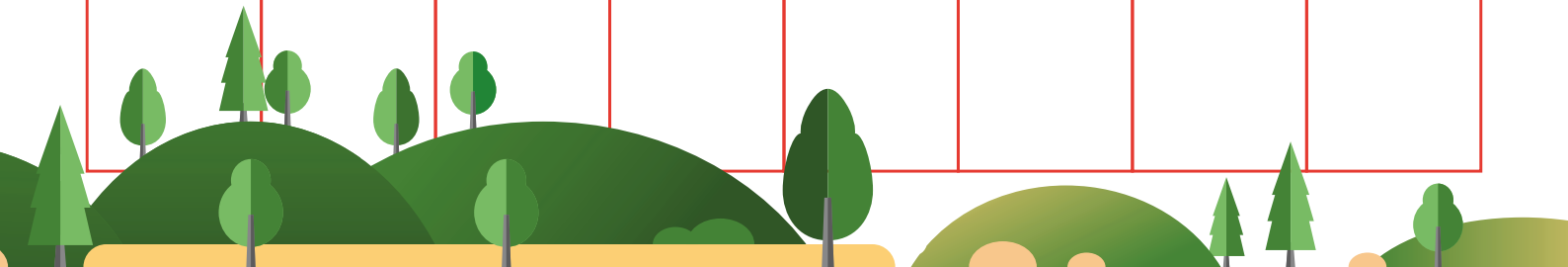
health protection and whether the company's employees are protected against accidents and occupational diseases, especially after the COVID-19 pandemic.

For this article, 919 companies in the hotel accommodation sector were surveyed, and in this paper, we look into the degree of compliance with SDG 3 and SDG 8, through the analysis of GRI 400, indicators of social analysis, specifically GRI 403, to determine whether or not they develop contingency plans to reduce or control the accident rate and introduce corrective measures. For that purpose, we have investigated to obtain data on accidents, corrective actions, and services that the company provides to workers in terms of rest and medical check-ups. Finally, we have scrutinized the transmission of knowledge about correct behaviour to the company's employees.



**SESIÓN 6: ENVIRONMENT MANAGEMENT:
REUSE, RECYCLE, REDUCE &
SUSTAINABILITY**

Chair: Prof. Cosmin Bolea



1. ID6: EXPLORING THE SPATIAL BEHAVIOR OF ENVIRONMENTAL QUALITY IN THE NUTS 2 OF EUROPE 2016 AND 2020: THE EFFECT OF TOURISM ACTIVITY AND HUMAN CAPITAL

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The environmental impact linked to human activity has transcended beyond a purely internal problem that does not take into account the borders of the regions. The objective of this study is to analyze the spatial behavior of environmental quality, considering the impacts of tourism activity and human capital (what a person contributes to the surrounding environment), in the 213 NUTS-2 regions of 23 European countries for the years 2016 and 2020. Through the use of spatial models, it is intended to validate the hypothesis of the Environmental Kuznets curve, which maintains that between economic growth and environmental degradation there is an inverted U-shaped curve relationship. This methodology allows capturing spatial interactions between spatial units over time. The spatial approach allowed us to identify: i) the environmental quality of the study regions depends on the environmental quality of neighboring regions, ii) the hypothesis of the inverted U-shaped Kuznets curve is not supported, on the contrary, the curvature is convex in relation to growth, iii) the spillover effect extends over the human capital and tourism activities of neighboring regions, improving and decreasing the environmental quality of the study regions, respectively. The political implications range from establishing a more sustainable economic development, through strengthening between regions in order to avoid exporting the environmental impact on other regions.

2. ID16: ENVIRONMENT AND ENERGY IN TOURISM SECTOR: EXPLORATORY ANALYSIS AND EVOLUTION OF SCIENTIFIC RESEARCH

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Tourism represents an important part of global economic activity and has contributed to economic development, income generation and increased employment in many countries. Despite the positive impacts, this smokeless industry has become a major source of negative environmental externalities, such as the emission of 8% of the global total of greenhouse gases (GHG), which will depend on the types and components of tourism. The growth in tourist traffic, the number of tourists and the increase in associated activities contribute to a higher energy demand and thus to a higher consumption of fossil fuels, which are largely responsible for GHGs, making tourism, with its corresponding negative impacts, a major player in the climate crisis in tourist destinations, in line with the action-reaction principle. In this context, this paper aims to show a current overview of the scientific production that investigates the relationship between energy and the tourism sector using as a tool the bibliometric study of the documents indexed in the Scopus database and analysing, with the help of bibliometric indicators, aspects such as growth, citation, co-authorship, collaboration, obsolescence, dispersion, or concentration, among others. For this purpose, and by means of an advanced search by terms, a representative set of 275 documents was selected, with a time limit of 2022, which constituted the ad-hoc basis of the study, and which were subsequently processed by the VOSViewer application and the Excel statistical programme. Among the main results obtained from the analysis of these documents, we found that there are no authors considered as major producers (with 10 or more authorships), as this is a topic whose

presence in the literature is recent, with 2 out of 3 articles from the last 5 years. Environmental Sciences, Social Sciences, Energy and Business, Management and Accounting stand out as the areas in which most of the papers are classified, and China, Pakistan, and Turkey as the countries most concerned by the topic according to the research carried out. Given that we are in a phase of exponential growth in the number of articles, we can deduce that interest in the area will continue in the coming years, which will mean new publication opportunities for interested researchers.

3. ID18: ARE EU TOURISTS WILLING TO BE MORE SUSTAINABLE?

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This article studies the willingness of European citizens to change their tourism habits towards a more sustainable behavior. The data comes from the Flash Eurobarometer survey 499, involving more than 25,000 respondents; it took place in October 2021, it analyzed the impact of the Covid-19 pandemic on tourism, booking channels and information sources for travel preparations, reasons for selecting destinations, options and information on sustainable tourism. The hierarchical structure of the data is assumed applying a multilevel approach of analysis that considers heterogeneity between and within countries. Model estimation allowed to identify seven groups of European citizens similar by their willingness to adopt tourism-related sustainability practices, and the association of these latent groups with the 27 European countries.

4. ID29: MARINE TOURISM AND ENVIRONMENTAL CONSERVATION. THE ROLE OF WHALE WATCHING OPERATORS IN THE MANAGEMENT AND PROTECTION OF CETACEANS IN TENERIFE (CANARY ISLANDS)

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More than two decades have passed since the declaration of the Teno-Rasca Marine Strip (Southwest of Tenerife, Canary Islands) as a Site of Community Importance of the Natura 2000 Network. In the meantime, marine tourism, and whale watching especially, has lived an exponential growth in the marine area. The product has changed. From a recreational activity complementary to 4's tourism, it has shifted the focus to educational and environmental experiences. This has been possible thanks to the rol of some key stakeholders, criticism to the tourism development model and the global boom regarding responsibility and sustainability rethorics. However, the entrance of the new product has caused frictions within the operators, demanding more institutional management to control the activities.

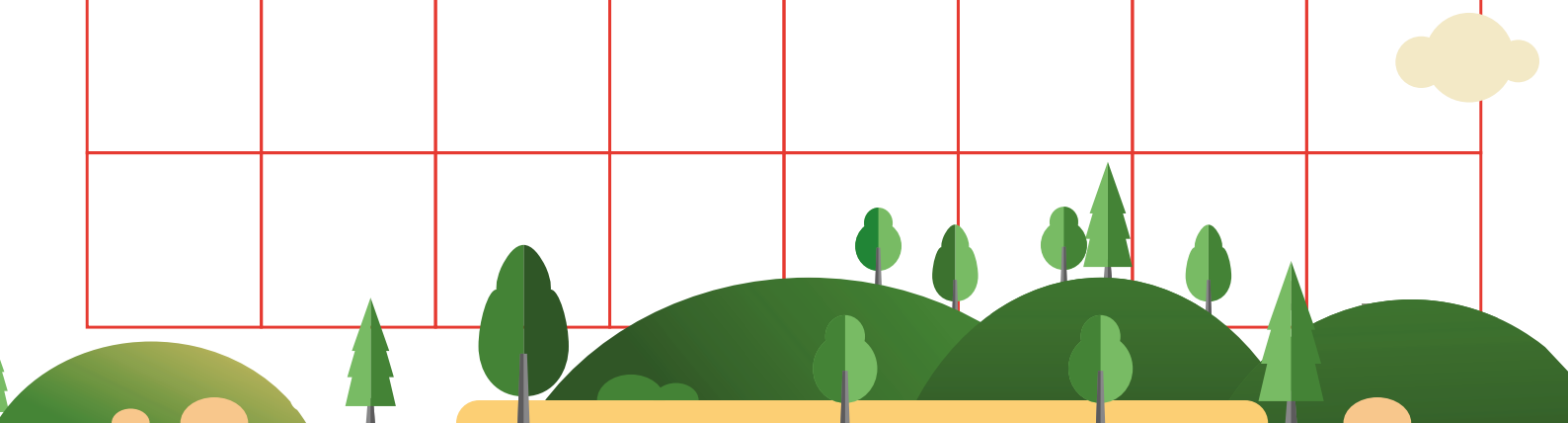
This research is part of a broader work (Start-Blue, University of La Laguna, ProID20021010029) that tries to promote synergies between the different stakeholders to increase the sustainability of marine tourism in the Natura 2000 Network. Through a socio-ecological approach that combines experimental research (marine biology) with ethnography (anthropology), the analysis uses mixed methodologies to achieve its objectives. The ethnographic interviews are specially relevant to show the way in which the interlocutors prefigure, experience and assign content to the specific situation.

The study's findings show how, over the last five years, the rise of self-identified operators as ecotourist (based on education and environmental awareness) has been key to making marine fauna visible and valued as a tourist resource. These made posible the introduction into the public dialogue the urgent need for adequate management and control of the activities. The results expose how the marine tourism operators are relevant actos for the territory management and sustanaibility improvement.



**SESION 7: INNOVATION FOSTERING
AND HIGHER EDUCATION**

Chair: Prof. Elena Perez



1. ID35: UNDERSTANDING THE EFFECT OF CLIMATE CHANGE ON ACCOMMODATION SERVICES

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Purpose

The objective of this study was to identify scientific research concentrating on climate change impacts on accommodation services and examine the most relevant outputs related to the management of accommodation services and exposure to climate change.

Design/methodology/approach

It was used a systematic review of the literature of scientific articles published in the Web of Science. The first search string, ((ALL=("Climate change")) AND ALL=(adaptation)) AND ALL=(hotel), identified 74 articles and authors with more publications on the theme of climate change and the respective concepts. The string was validated by academics, who suggested adding more keywords for studying the relationship between hotels and climate change. As a result, three search strings were established, and identified 19 articles for screening along with specific criteria for the inclusion and exclusion of information. The final sample consists of 7 academic papers published from 2007 to 2022.

Findings

Some studies asserted that corporate social responsibility is important for mitigating climate change issues, which shall be in line with waste reduction approaches based on reducing, reusing, and recycling. Hence, hotels work together with local businesses operating waste management and recycling.

Such actions enforce the community's adaptive capacity to climate change and support the need for education and training programs aiming at a better understanding of climate change risks. Moreover, green human resources management has a direct relationship with

the level of environmental awareness in local communities.

Adaptation to climate change shall be further studied as it does not provide enough evidence of avoiding the respective impacts. For example, using air conditioning for combating heat waves consumes high amounts of energy. It is estimated that many accommodation settings still waste energy, and the switch to renewable energy still carries a higher price than using fossil energy.

One option lies in energy-efficient buildings such as passive houses, using compact designs for reducing the cost of operation.

Currently, hotel operations rely more on being more transparent regarding informing guests and influencing eco-friendly choices. On the other hand, there is an investment in training employees regarding good practices for energy use and management. Such action leads to accountable energy savings. Nevertheless, hotels still struggling to adapt because of their elevated energy consumption for heating, hot water, lightning, or cooling aggregates.

Research limitations

This study used only articles published in the WoS, and therefore the sample size reveals a lack of articles published on this theme.

Practical implications

There is enough evidence that further research must be conducted to identify additional studies. Accommodation services and actions for mitigating climate change exposure carry an important role in sustainable tourism development. There is a need to identify good practices for management that benefits both entrepreneurs and local communities.

2. ID38: FROM KNOWLEDGE TRIANGLE TO THE INNOVATION TRIANGLE: DESIGNING PROGRAMMES FOR ENTREPRENEURSHIP IN EUROPE'S OR'S

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The knowledge triangle of education, research and innovation contributes to increased productivity and access to better paid jobs, so that in this general area, cooperation between educational institutions, research organisations and companies is essential to promote entrepreneurship, innovation and knowledge transfer.

The EIT's INCORE project is an instrument to encourage change in the culture of entrepreneurship, innovation and technological development in the outermost regions of Europe, involving universities, SMEs, start-ups and innovative technology-based companies (EIBTs).

In this project, a training programs for young entrepreneurs have been designed and developed based on the social responsibility of the entrepreneur as a determining need in the outermost regions of Europe. The transformation is directly influenced by the need for the entrepreneurial ecosystem to offer solutions for social life, for sustainability, health and all those fields that need improvement in relation to the important global changes. These changes are especially related to the use of new technologies to solve the challenges of the 21st century. The programs address research topics of public interest.

The concept of innovation is understood here as the creation of something new and is usually associated with the search for a novel solution to a problem or need. Innovation can be applied to a process or method of doing something to achieve greater efficiency or better utility. Forces that influence business innovation include competitive pressure, user feedback, technological advances and their relationship

to new product creation, and many others. Successful companies understand that the innovation process is critical to growth, creating environments that foster new ideas. Therefore, the programs focus on the inherent qualities of applied innovation.

The innovation training programs focus their thrust on social entrepreneurship and business management in support of business areas relevant to the blue growth of the ORs. The programs will develop effective skills in Innovation and Entrepreneurship. In relation to entrepreneurship, it has been proposed to upgrade all curricula, from the improvement of existing training to the support of experts and the development of this online/asynchronous innovation and entrepreneurship courses developed by the UEC in the INCORE Project.

Therefore, we can establish that the objectives, development, contents of the course, as well as the dedication, activities, and evaluation of this INCORE program of global entrepreneurship in European OR's can make a difference to increase the innovation and entrepreneurship capacities of HEIs in their transfer to the European society.

3. ID21: CASE STUDY OF STRATEGIES FOR THE CONVERSION OF INTERMEDIATE CITIES FROM A TOURIST PRODUCT TO AN URBAN AND CULTURAL ATTRACTOR

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The urban interventions carried out in Intermediate Cities (Vargas, 2018) aimed at recovering the historical heritage and obtaining international recognition such as the Unesco World Heritage (EFE, 2020) or Cittaslow (2018) for its exploitation as places with tourist potential for its subsequent use as a driver of unstructured local economies can lead to the creation of “brand strategies as a differentiating element where marketing and profitability weigh more than the principles of conservation, protection, study, dissemination and development of heritage wealth both artistic and architectural” (De Souza, 2021, p. 735). Thus, there are “behaviors on the part of public administrations as modifiers of the functions of the urban space under the criteria of the market, developing gentrification processes” (Moros, 2017, p. 113) of the urban centers of tourist destinations.

Therefore, it is necessary to change the perception and significance in cities of being a tourist product to a renewed Tourist and Cultural “Urban Attractor” (Esteban et al, 2009, p. 50), since as an attractor the role of tourism could be transformed, going from being a generator of superficial and ephemeral consumption to an “actor of transformation, promotion and improvement of cultural creation and the quality of the city’s vital space” (De Souza, 2021, p. 735).

Through the methodology of a bibliographic review of primary sources of seminal research and case studies, it is proposed to expose, and critically analyze, a series of strategies and tactical actions of transformation, renovation, and intervention in public space, but also in city management by the public authorities, that counts on the citizen participation to be able to define comprehensive, collaborative

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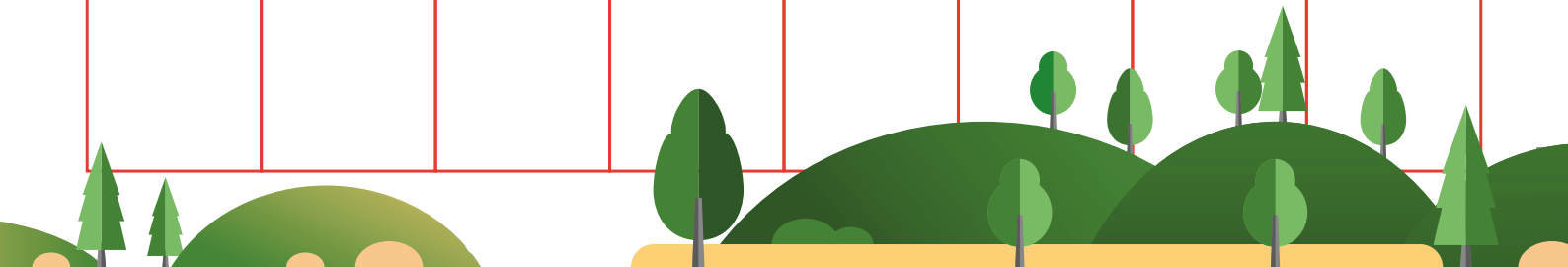
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and cooperative projects, that help to change the significance of the tourist destination from a product of ephemeral consumption to an Urban Attractor and creator of permanent culture that consolidates the historical centers of the cities and help intermediate cities to achieve sustainable growth, with a balanced use of their resources.



**SESION 8: SMART TECHNOLOGY:
SMART TOURISM**

Chair: Prof. José Manuel Cabello



1. ID4: TRAVELING LIGHT LEADS TO TRAVELING FURTHER: THE USAGE OF IOT AND CSR TO ACHIEVE RESILIENCE AND SUSTAINABLE DEVELOPMENT IN THE TRAVEL INDUSTRY. THE CASE OF MELIÁ HOTELS INTERNATIONAL AND IAG

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The purpose of this study is to analyze how the Internet of Things can contribute to the achievement of a sustainable development within the Tourism Industry based on an adequate balance between people, profit and planet. Following the impact of COVID-19 pandemic, and the severe restrictions that the Tourism industry suffered, an adequate blend of technological developments and sustainable business models can help the sector through the recovery phase. Based on the triple bottom line theoretical framework (the referred “people, profit planet”), this work explores the relation between technology and the creation of value as a key element in developing resilience and adaptability to uncertain and harsh operational contexts. To achieve this goal, the Spanish market was analyzed, as it was one of the most impacted countries during the pandemic and a nation where the Tourism sector plays a key role in the national GDP. Specifically, Tourism companies who were publicly listed in the IBEX35, which is the benchmark stock market index of Spain’s main stock exchange (Bolsa de Madrid).

In addition, firms were also considered regarding the strong impact within their industries not only nationally, but also worldwide. The specific cases of Meliá Hotels International and International Airlines Group (matrix company of Iberia Airlines) were studied.

Findings show that companies who had been incorporating the Internet of Things in conjunction with the development of sustainable practices, had better capabilities and internal operating systems to adapt to

the changing requirements. At the same time, the usage of these technologies positively impacts pollution reduction and limiting usage of non-renewable resources, as well as positively impacting people’s lives. The gradual introduction of strategic changes, new technologies and a culture supporting the firm’s social responsibility helped in building a sustainable business model. Moreover, it proved to also contribute to help maintain healthy environments, limited contact between guests and staff, ensuring greater safety and creating an environment of trust so customers would feel confident enough to choose to travel once again.

Furthermore, technology has a positive effect on the creation of value, considering management, operative and support processes. These can help capture the needs of the consumer, their worries, and address them properly with the adequate responses and adaptations to the services offered. These results show that a digital transition, together with key corporate social responsibility, can be a key combination of elements to generate resilient organizations, virtuous cycles for society and a win-win situation within the triple bottom line.



2. ID23: UNDERSTANDING EMOTIONS AND ATTENTION IN CULTURAL EVENTS

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Introduction

The performing arts are forms of artistic manifestations such as music, dance, theatre, or drama (Koralek, 2010; Appleton, 2012). These provide a “show or act” as a central service, as well as an artistic experience (Moses, 2001; Hume and Mort, 2010). The artistic exhibitions have a cultural and artistic objective, contributing to education, communications, the economy, and tourism (Hume and Mort, 2010; Caldwell and Woodside, 2003; Moses, 2001).

In the world of performing arts, both positive (happiness, fun) and negative (sadness, fear) emotions are provoked (Tubillejas-Andrés et al., 2019). Therefore, it can be said that the performing arts have a great emotional component, and the public attends these exhibitions for the feelings or the pleasure they produce (Addis and Holbrook, 2001; Hume et al., 2006). Despite this, studies on the feelings that the arts provoke in people are scarce (Wagner et al., 2017).

This research aims to apply neuromarketing techniques to assess attention and emotions in performing arts cultural events considering the perspective of artists and programmers.

Material and Methods

This research involved a multimeasurement study using neuromarketing techniques such as eye tracking and face coding, together with a short questionnaire with questions related to the 17 photographic stimuli selected for the use of eye tracking and the video with a duration of 1:42 for face coding.

The participants of this study were artists and programmers that attended MAPAS 2022 (South Atlantic Performing Arts Market). MAPAS took place in July 2022 in Las Palmas de Gran Canaria. Written informed consent

was obtained from all participants and the total effective sample size of this study was 22 for the Eye tracking and 17 for the FaceReader. Small sample size is generally used in neuromarketing studies due to the cost and complexity of the experiments (Bercea, 2012).

Results and Discussion

The results of the visual responses reveal that the content that arouses the most interest from the participants is when the subjects are represented in the screen, specifically, when the emotions are conveyed through their facial expressions. This is seen in images where people play second fiddle, where the viewer performs an exploratory scan of the image but ultimately tries to focus on the subject's facial features.

The performing arts are the category that arouses the greatest interest, such as when a music, dance or theatre show is being developed or enjoyed by an audience, confirming self-reported comments by survey participants. Furthermore, while artists are more focused on the main scene, programmers broaden their vision, paying attention to aspects of the environment and obtaining more information from the scene. However, both coincide in showing greater interest and attention towards the subjects of the image who professionally carry out activities they identify as their own.

Regarding the study of the emotions generated by the video, the results indicate that the viewers remained primarily neutral and passive, with increasing arousal perceived in dance and theatre arts. However, although the neutral state is the one that predominates in the viewers while they watch the video of the event, it can be observed that in some instances, it is accompanied by other emotions such as joy,



sadness, anger, and surprise. The performing arts, especially music and dance, is the one that generates the most positive emotions and activation in the participants, which coincides with the conscious statements made by the participants in the survey.

Conclusion and Implications

This research enhances our understanding of the emotions and the interest that images related to dance, theatre, and music generate in the performing arts for internal agents, artists, and programmers, through neuromarketing tools.

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3. ID28: ANALYZING TOURISM REVIEWS USING DEEP LEARNING TO PREDICT SENTIMENTS: CASE STUDY IN TOURISM

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Nowadays it seems natural to talk about Artificial Intelligence, or Machine Learning if you prefer. Many observers of digital marketing and tourism trends for the past couple of years have not missed an opportunity to point out how these technologies will become increasingly present and pervasive throughout our digital diet and, increasingly, in the travel and tourism sector. Let us first define what artificial intelligence is in tourism: machine learning is a branch of artificial intelligence that 'provides computers with the ability to learn without being explicitly programmed'. In practice, the machine, suitably trained, is able to react to novel situations based on reasoning and past experience. This technology, artificial intelligence in tourism, opens up new avenues that will allow the automation of tasks that were hitherto carried out manually; authoritative sources predict that 73% of the hours spent in the hospitality and catering sector can be automated with technologies that exist today. It is clear that, even in the hospitality sector, it can be successfully employed for guest assistance tasks both before and during the stay. Having an assistant on the site who talks to the visitor in real time without keeping him waiting is a good way to turn him into a customer; there are statistics confirming the correlation between the speed of response to questions and the site's conversion rate. Even during the stay, the use of chatbots proved its usefulness: having an assistant who is always active and prompt in giving answers is definitely a plus for the facility.

The real novelty represented by the applications of artificial intelligence in tourism lies in the fact that the tasks that can be automated are not only the repetitive ones, such as cutting the grass or cleaning the pool, but also activities where it is necessary to understand the guest's

needs and make decisions such as advising the guest or preparing an estimate. Fortunately, it will not be a future made only of chatbots and robots; a new tourism is on the horizon where the human being will spend less time on repetitive tasks and will thus have more time to pamper the guest and entertain him as (for now) only we humans know how to do.

We shall use data from some hotel reviews. Each review consists of a client's review of a hotel. For each textual review, we want to predict whether it corresponds to a positive review (the customer is satisfied) or a negative review (the customer is not satisfied). The overall ratings of the reviews can range from 2.5/10 to 10/10. To simplify the problem, we will divide them into two categories: negative reviews have overall ratings < 5 positive reviews have overall ratings >= 5 The challenge is to be able to predict this information using only the raw textual data of the review.

4. ID41: HOW DIGITAL ASSETS WILL TRANSFORM TOURISM FOREVER

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We believe a new motivation is emerging in the realm of tourism. As our economy is shifting, so is our behavior as consumers. In recent years some tourism-driven brands have been incorporating digital assets with the aim to attract new audiences and provide added value to tourism destinations and events. Now, with blockchain technology, Non-Fungible Tokens (NFTs) have the ability to enhance the customer experience in an unprecedented way. Event organizers, and general tourist agents now can deliver value for both the destination, attendees, and artists, creating a whole new motivation for travelling.

This technology is presented in a way that could potentially shift the consumer behavior within the tourism industry in our eyes, incentivizing customers to travel abroad to collect such digital assets, taking advantage of the excess capacity of the travel sector. That way, making traveling more accessible, engaging, community oriented, and much more rewarding. For such assets to be incorporated within events, gatherings, festivals, seminars and many other activities that could be profited from this emerging technology.

In this presentation, basic concepts are introduced to understand what digital assets consist of, how they are created, and how they are managed from the point of view of the tourism-oriented company, analyzing their trajectory so far, and the opportunities and challenges they present in the current market. We are aware of the skepticism that this new and controversial niche in our field approaches. However, it is the transparency with which these assets are built that allows users to partake and invest safely since it is an easily traceable technology. It does eliminate any risk of corruptible transactions, making it a safe

vehicle for tourism products and services, and therefore for the general public.

Along with the experience, travelers often acquire physical items, souvenirs, in order to make them feel emotionally attached to the destination or the activity that is being done. Therefore, there is a clear market for tourism stakeholders and digital assets are slowly but surely moving in that direction providing for innovative, exclusive, and sustainable alternatives.

This research undertakes a bibliographical review on how digital assets are already setting trends in the world of tourism and how large internationally renowned brands are implementing them among their products, loyalty programs, and marketing campaigns. Examples of this are Starbucks Coffee creating its first NFT-based loyalty program, Marriott Bonvoy entering the metaverse with its “Power of Travel” marketing campaign, or Flyfish Club creating the first NFT restaurant in the world that will open its doors in New York in 2023. Platforms such as Instagram/Meta, Twitter or Google are also being pioneers when it comes to implementing this technology and gradually making it available to their users.

We are experiencing a blue ocean market where not much has been explored yet, and little competition exists, nonetheless, tourism organizations are starting to realize the potential this initiative has and are quickly catching up within the niche travelling and consumer communities.

5. ID58: THE PROCESS OF BEHAVIORAL INTENTION TO MUSEUM VISITS WITH VIRTUAL REALITY IN TURKEY AFTER COVID-19

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In this study, the effect of total immersion on behavioral intention in museum visits using VR technology after Covid-19 is investigated. The mediating role of engagement to VR and satisfaction to VR on behavioral intention in VR use was examined. In addition, the moderator effect of perceived risk factors (perceived health risk and perceived psychological risk) on behavioral intention was also examined. The study tackles with the virtual museum experience in Turkey in the post-Covid-19 period, which has not been emphasized much in terms of VR. An online platform (Google forms) was used to collect data and total of 226 participants were reached. To test the hypotheses, PLS-SEM was used. According to the low-order construct analysis results, flow and presence have positive effect on engagement to VR and engagement to VR has a positive effect on satisfaction to VR. In addition, satisfaction to VR has a positive effect on Behavioral Intention. As a result of HOC model analysis using the disjoint two-stage approach, total immersion has a positive effect on engagement to VR. In addition, engagement to VR and satisfaction VR mediate positively between flow/behavioral intention and presence/behavioral intention. In addition, perceived health risk and perceived psychological risk have a moderator effect between flow and behavioral intention. However, perceived health risk and perceived psychological risk have not a moderator effect between presence and behavioral intention.

6. ID45: EWOM AS OUTCOME OF THE CUSTOMER EXPERIENCE ON TOURIST SERVICES: A GENERATION Y STUDY

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Introduction

Companies, that want to stand out in today's highly competitive markets by creating a new level of differentiation, should advocate focusing on customer experiences rather than just on the product.

Material and Methods

The concept of customer experience has received increasing attention, but it has not been clearly established due to divergent conceptualizations to describe its intangible nature.

Following Gentile et al. (2007, p. 397), the customer experience “originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction (LaSalle and Britton, 2003; Shaw and Ivens, 2005). This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial physical and spiritual) (LaSalle and Britton, 2003; Schmitt, 1999). Its evaluation depends on the comparison between a customer's expectations and the stimuli coming from the interaction with the company and its offering in correspondence of the different moments of contact or touch-points (LaSalle and Britton, 2003; Shaw and Ivens, 2005)”. As a consequence, Gentile et al. (2007) created a holistic six dimensions (sensorial, emotional, cognitive, lifestyle and relational) customer experience model.

Tourism is part of the experience industry (Pine and Gilmore, 1999) where the customer experience have a critical relevance in perceptions and intentions.

Generation Y is an age group fully oriented towards the search and enjoyment of experiences, the cohort who travel the most (Nielsen, 2017), and the largest group for international travel (ITB World Travel Trends 2018–

2019, 2019). Generation Y members are the most active in social networks, to share their emotions and experiences (Bento et al., 2018) and interact with others (Bolton et al., 2013). These interactions about the experience with a service available to a multitude of people via the social networks, are called eWOM (Hennig-Thurau, et al. 2004).

The customer experience and the eWoM are two constructs interrelated (Mansoor et al., 2020) but the effects of the Gen Y customer experience of a tourist service on the eWoM have not yet been sufficiently investigated.

For that reason, it has been applied a preliminary holistic experience model to explore customer interaction with tourist services and analyze the outcome of these experience in social networks. Within the target population, it has been chosen university students for conducting the survey of this initial study.

Results and Discussion

Results from this preliminary study show that Gentile et al. (2007) customer experience model is useful to analyze the interactions between customers and a tourist services.

The results supported the idea that social media are an important way for Generation Y members to share their emotions and experiences as tourist customers.

Conclusion and Implications

This initial study proposes a way to apply an experience model to a specific population and a specific industry to determinate how social media reflect the result of the customer evaluation of the experience.

From a practical viewpoint, these conclusions provide important implications for researchers and practitioners by offering new ways to explore customer satisfaction with the experience received.



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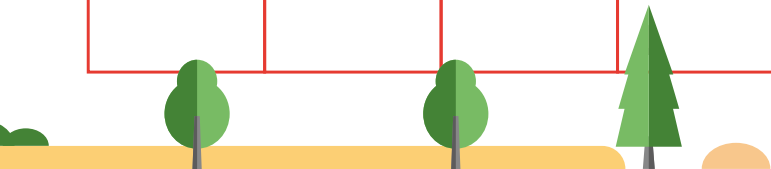
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KEYNOTE SPEAKER



LA IMPORTANCIA DE LAS TRANSFORMACIONES DIGITALES EN EL SECTOR TURÍSTICO

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Buenos días a todos y todas.

Muchas gracias a la Universidad Europea, y a su rectora por invitarme a participar en este cualificado foro y centrado en un tema de gran trascendencia para estas islas altamente dependientes del turismo, no en vano somos el destino europeo con mayor volumen de pernoctaciones, y también con grandes retos por afrontar y otros que estamos ya afrontando

Pese a ver vivido el más atípico y complejo periodo de la historia de la industria turística en Canarias y en el mundo, un periodo convulso del que, permítanme, las islas han salido reforzadas, gracias a un arduo trabajo de generación de confianza y seguridad, no hemos dejado de tener la mirada puesta en el medio plazo.

Y desde una perspectiva proactiva, asumimos la definición y puesta en marcha de Canarias Destino, una nueva estrategia, que pudiera ser compartida por los agentes económicos implicados y la ciudadanía, para dar respuesta al nuevo ciclo al que se enfrenta la industria turística, una vez superada la crisis sanitaria, a través de la transformación del modelo turístico canario.

Modelo caracterizado tradicionalmente, por, entre otros elementos, amplias escalas de producción y volumen, asociado a márgenes comerciales relativamente estrechos y escaso uso del conocimiento, madurez en un entorno cambiante, debilidad de los impactos económicos en otros sectores y problemas de gobernanza de los destinos.

Así, con Canarias Destino articulamos, desde 2021, un Plan de Actuación adaptado a ese nuevo ciclo turístico y en el que hemos venido trabajando, bajo el lema EL TURISMO QUE QUEREMOS. UNA ESTRATEGIA HASTA 2030.

Porque, una vez superados los tiempos de urgencia y de reacción, de visión corta y gestión acelerada...; tiempos que esperamos que nunca vuelvan, toca ahora, por fin, levantar la mirada, superar la urgencia de la inmediatez y mirar al futuro.

Ha sido un periodo complejo, difícil, que por lo menos yo y mi equipo hemos tenido que recorrer sin libro de instrucciones, ni referencias del pasado.

Pero más difícil y más duro, durísimo, ha sido para el sector y para la sociedad canaria en general.

Así que lo mejor es dejar de hablar de ello definitivamente y centrarnos en lo que está por venir: en un nuevo ciclo turístico que ya estamos viviendo y en los retos a los que se enfrenta nuestra exitoso y resiliente modelo turístico.

Hemos aprendido mucho en gestión de crisis y en toma de decisiones. Guardemos esas enseñanzas ahora y viajemos hacia el futuro: hacia ese año 2030, al menos, que se presenta, para toda la sociedad, como un hito de transformación.

Por nuestra parte, llevamos tiempo trabajando en ello. Formalizamos una hoja de ruta estratégica, Canarias Destino, y mientras íbamos activando respuestas al contexto variable de una pandemia mundial, igualmente trabajábamos en proyectos a medio y largo plazo.

Y eso que la incertidumbre parece haberse convertido en la norma. Y que estos tiempos BANI, como se han dado en llamar, por frágiles, ansiosos, no lineales e incomprensibles, van a seguir siendo nuestro escenario habitual.

Pero, incluso en un contexto como el del año 2022, lo cierto es que el comportamiento del turismo canario solo puede calificarse de muy positivo.



Ya lo veníamos anticipando, el trabajo realizado durante la pandemia reforzó nuestros atributos de seguridad, hospitalidad y de destino que cuida de sus visitantes.

Y, ahora, cuando la triste guerra en Ucrania y la crisis económica y energética derivada del conflicto han vuelto a tensionar profundamente la actividad, las malas noticias no han podido con las ganas de viajar a las Islas Canarias.

Así hemos llegado a fin de año con cifras muy similares a 2019 en cuanto a número de visitantes. Pero, y esto es más importante, con un muy significativo incremento en la facturación turística, que acabó el año con un crecimiento en 2.000 millones de euros sobre el dato del año prepandemia, gracias al mayor gasto que los turistas realizan en sus viajes.

Si descontamos la inflación, esto significa nada menos que un crecimiento real del 16,5%.

Crecimiento que ha venido acompañado de datos positivos en el empleo del sector y también ha habido una mejora en los indicadores empresariales, que igualmente han aumentado sus resultados respecto a 2019, con crecimientos medios reales superiores al 15%.

Así que podemos considerar 2022 como el año en el que nuestra industria superó, por fin, la crisis más grave de su historia. Y lo que es más importante, estamos logrando una mayor diversificación de clientes, con crecimientos en mercados con mucho potencial, como el francés, el italiano o el holandés, a la vez que una mayor diversificación de las motivaciones vacacionales. El solo sol y playa ha perdido mucha cuota y nuestros visitantes cada vez salen más de sus establecimientos, a experimentar y conocer las islas desde otros puntos de vista y a consumir. Nuestra gastronomía gana puntos a pasos agigantados.

Y, por supuesto, también, producto de la fuerte actividad promocional que hemos venido desarrollando, tenemos un tipo de turismo menos convencional: el trabajador en remoto o nómada digital, el de entrenamiento deportivo y el silver plus (mayor de 55 años

con estancias de entre 30 a 90 días). El gasto de estos tres segmentos en el destino está muy por encima de la media.

En definitiva, somos un destino más diversificado que en el pasado y, por tanto, mucho más resistente a coyunturas nacionales. Somos mejores.

Por supuesto, sé que las expectativas no están exentas de una alta incertidumbre y que las variables macroeconómicas pueden todavía afectar de manera más acusada al turismo.

Es obvio que las subidas de tipos de interés están reduciendo la renta disponible de las familias a medida que se van revisando sus cuotas hipotecarias.

En consecuencia, como suele ocurrir con estas políticas monetarias restrictivas, se prevé que la economía se irá desacelerando y afectando negativamente tanto al empleo como al ahorro. Sin olvidar que persiste, frente a todo sentido común y humanidad, la guerra en Europa.

Pero lo cierto es que, así y todo, las expectativas de nuestro turismo son muy positivas a corto plazo:

...en la reciente edición de Fitur pudimos anunciar que, para la temporada de verano, las Islas estarán conectadas, por línea regular y, por tanto, sin contabilizar los vuelos charter, con 122 aeropuertos de 28 países distintos. En una semana tipo, alcanzaremos casi las dos mil frecuencias semanales, solo en línea regular, de vuelos hacia Canarias.

Pero no quiero abrumarles con datos a corto plazo, porque no es el objeto de este encuentro, y porque realmente pienso que los grandes retos de nuestro modelo turístico son a medio y largo plazo, pero que nos implica desde ya en objetivos concretos de transformación.

Una transformación que ya ha comenzado y que es de presente y no de futuro.

Recoge Canarias Destino, nuestra hoja de ruta estratégica, cuáles son los cuatro grandes



desafíos a los que se enfrentan los destinos turísticos:

- El primero, la mejora de su resiliencia, entendida como capacidad de prevención y adaptación los cambios que están por venir en un contexto en el que la incertidumbre y los propios cambios van a ser la constante.

Está claro que los tiempos se han acelerado de manera extraordinaria y que esta inercia no se va a detener.

Para ello, debemos seguir apostando por la diversificación de mercados y segmentos de cliente y la digitalización de procesos de comercialización y comunicación, un mantra para la política de promoción turística que desarrollamos desde Turismo de Islas Canarias y que tan buenos resultados nos está aportando.

- El segundo de los objetivos tiene una relación directa con el cambio climático y los riesgos que conlleva para el mundo en general, para el turismo en particular y, de manera muy concreta, para destinos insulares como el nuestro.

Déjenme decir que la neutralidad climática es un desafío que nos va a exigir muchísimo como destino, como sector y como sociedad en los próximos años.

- En Canarias contamos ya con un Master Plan de Acción Climática al servicio de todas las empresas del sector y la estrategia de descarbonización es parte esencial de la política turística que desarrollamos desde la Consejería.

Y ese viaje lo estamos acompañando con apoyo al sector, porque por mucho plan que desarrollemos o medidas que implantemos desde lo público, si desde las empresas y desde la ciudadanía no se asume y se toman medidas, todo lo que se haga será papel mojado y no lograremos el objetivo de reducir nuestras emisiones

de CEO2 al 50% en 2030.

Al abrigo de los fondos Next Generation hemos ya sacado dos convocatorias de ayudas a fondo perdido para inversiones en eficiencia energética y economía circular en nuestros alojamientos turísticos y en eficiencia energética para pymes turísticas no alojativas (como son restaurantes, cafeterías y demás empresas de servicio). Para estas últimas, por cierto, la subvención puede llegar hasta el 95% de la inversión.

- El tercero de los retos, es la transformación digital del sector, la inteligencia turística y el empoderamiento del destino a la hora de controlar sus datos y en la posibilidad de poder emplearlos siempre en beneficio del turista y de los y las residentes.

Para ello, comenzamos a desarrollar un ecosistema innovador que persigue la adaptación y personalización de la experiencia turística, provocando que sea el propio territorio quien lidere la sostenibilidad de su actividad.

En esta apasionante tarea, la tecnología es nuestra gran aliada, pues será la que nos permita poner en valor el producto turístico canario, además de mejorar la experiencia de nuestros visitantes.

Un ejemplo claro del uso de esta tecnología lo encontramos en la web Holaislascanarias, que renovamos totalmente, colocándola a la vanguardia de la comunicación al emplear la última tecnología en la gestión de datos para adaptarnos a los intereses de nuestros y nuestras visitantes de manera individualizada.

También la tecnología mejora y hace más eficaz nuestra promoción. Elaboramos nuestras campañas de manera más personalizada gracias a nuestra fuerte apuesta por la innovación y nuestras

avanzadas herramientas tecnológicas, que no están al alcance de todas las marcas y que hacen nuestra comunicación mucho más eficiente.

Además, contamos con el ecosistema always on, que genera los 365 días del año más de 10.000 anuncios diferentes del destino en circulación en 21 países y en 15 idiomas.

Como ven, la tecnología es para nosotros un recurso esencial para seguir caminando hacia un turismo sostenible. Y contar con encuentros como este Congreso organizado por la Universidad Europea suponen una colaboración inestimable para alcanzar nuestra meta.

- Y el cuartode los desafíos a los que nos enfrentamos con la vista puesta en 2030 es la potenciación de la capacidad del turismo canario de generar valor en favor de la economía y la ciudadanía de Canarias en términos de empleo y bienestar social, extendiendo su cadena de valor al resto de sectores y potenciando su capacidad de innovación.

Y me van a permitir que me detenga ahora en este punto a raíz del impacto que en la opinión pública parece que pudieran estar teniendo diversas actitudes críticas con el turismo, basadas en una visión generalista y poco fundamentada.

En primer lugar, permítanme una referencia basada en datos. El informe 2022 de “Sostenibilidad del Turismo en Canarias”, realizado por un equipo de investigación de la Universidad de La Laguna y la Universidad de Las Palmas de Gran Canaria, en el marco de los convenios de cooperación firmados por ambas universidades con nuestra Consejería, se hace eco del alto nivel de satisfacción de la población canaria con el turismo.

En concreto, según datos de una encuesta del ISTAC:

- el 80,1% de los canarios y canarias está de acuerdo con la afirmación “el desarrollo

turístico ha sido positivo para la isla (en la que residen) y sus habitantes”

- y el 83,2% está de acuerdo en seguir promoviendo el turismo. y no me refiero a un mayor desarrollismo desde el punto de vista urbanístico, sino desde un punto de vista promocional y de expansión de sus beneficios en toda la economía y en el territorio, no sólo en los núcleos turísticos donde se alojan

En Canarias, contamos con una población de 2,2 millones de personas, por lo que los 280 mil turistas que duermen cada noche en Canarias suponen un asumible 13% de equivalencia con el total de población canaria.

Incluso en islas como Tenerife, Gran Canaria y La Gomera, este porcentaje es inferior. De un 10% en Tenerife; de un 9% en Gran Canaria y de un 11% en La Gomera, siendo mucho menor el ratio en La Palma, un 5% o el Hierro, un 2%. Aunque debemos observar que en Lanzarote y Fuerteventura, esa equivalencia sube en torno al 33%.

¿Significa esto que no debemos mejorar en el incremento de los impactos positivos del turismo en la sociedad canaria y atenuar los efectos de sus externalidades negativas? En absoluto.

Tenemos muchísimo margen de mejora respecto a objetivos de desarrollo sostenible de índole social y laboral.

Incluso, tal y como señala el propio informe en sus conclusiones, debemos promover la generación de indicadores sobre los impactos del turismo y su percepción, avanzando, por ejemplo, en indicadores sobre empleo o sostenibilidad.

Respecto, precisamente, a la sostenibilidad, es este uno de los factores que más peso tienen en la percepción social del turismo, pero no solo entre nuestros conciudadanos y conciudadanas.

El turismo, a nivel global, enfrenta un gran desafío, a la altura de los más relevantes de su historia, y así tenemos que asumirlo.

Desafío de carácter normativo, en el que los gobiernos y la Unión Europea han tomado la iniciativa en el establecimiento de medidas muy estrictas de reducción de la emisión de gases de efecto invernadero, y de hábitos de consumo.

Y son los propios turistas los que están deseosos de reducir la huella de carbono de sus viajes e, incluso, están dispuestos a renunciar a destinos no comprometidos medioambientalmente.

...más en nuestro caso, en el que provienen mayoritariamente de países en los que la concienciación medioambiental está muy arraigada, lo cual es muy positivo, pero, a su vez, eleva su nivel de exigencia.

Y no nos equivoquemos. El compromiso con la neutralidad climática no es un compromiso a largo plazo. Es el presente. Ya el pasado día 18 de diciembre, la Comisión y el Parlamento y Consejo Europeos cerró un acuerdo para reforzar el régimen de comercio de derechos de emisión de gases de efecto invernadero y avanzar hacia el cumplimiento del compromiso de reducir las emisiones netas en un 55% como mínimo de aquí a 2030.

Un acuerdo que solo plantea excepciones para las RUPs en los vuelos nacionales.

El resto, incluidos los comprendidos en el Espacio Económico Europeo, sí estarán sometidos, a partir del 1 de enero del año que viene, al comercio de emisiones, lo que tendrá efectos muy negativos en la conectividad aérea y el turismo en Canarias.

Desde el Gobierno estamos trabajando intensamente para ampliar la mencionada excepción a los vuelos con el resto de Europa pues resulta fundamental para evitar una situación de desventaja, hasta ahora siempre reconocida por las instituciones europeas, frente a destinos competidores no europeos, que mantienen la voluntariedad de someterse al sistema mundial de comercio de emisiones hasta 2027.

Conseguir ampliar la excepción no será fácil, pero esta siempre tendrá que venir

acompañada de un sincero y relevante compromiso sobre la necesidad de medir, reducir y compensar la huella de carbono de la actividad turística en destino.

Pues, reitero, el futuro turístico de las islas es impensable sin la sostenibilidad y la reducción significativa de sus emisiones de CO2 equivalente. Un objetivo que nos hemos marcado a través de un plan ya en marcha para reducir un 50% las emisiones del turismo para el año 2030 y llegar a la neutralidad absoluta antes de 2050.

Todo ello es el turismo que queremos y creo que, si no todo, buena parte está en sintonía con esas dinámicas y tendencias que en sus trabajos recogen

Permítanme que mis últimas palabras vayan para felicitar a las personas autoras de los papers científicos y, en especial, a aquellos escogidos como mejores en este V Congreso Internacional sobre Dinámicas y Tendencias del Turismo. Enhorabuena por el trabajo, distinguido hoy aquí o no

Sin duda, cuantas más aportaciones, puntos de vista, diagnósticos, estudios y propuestas realicemos, mejor podremos caminar hacia ese turismo sostenible social, económica y medioambientalmente que todos y todas queremos.

Muchas gracias.



**CLAUSURA DEL V
INTERNATIONAL CONFERENCE
ON TOURISM DYNAMICS AND
TRENDS**

SESIÓN DE CLAUSURA			

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LA OROTAVA, 16 DE FEBRERO

15.30 HORAS

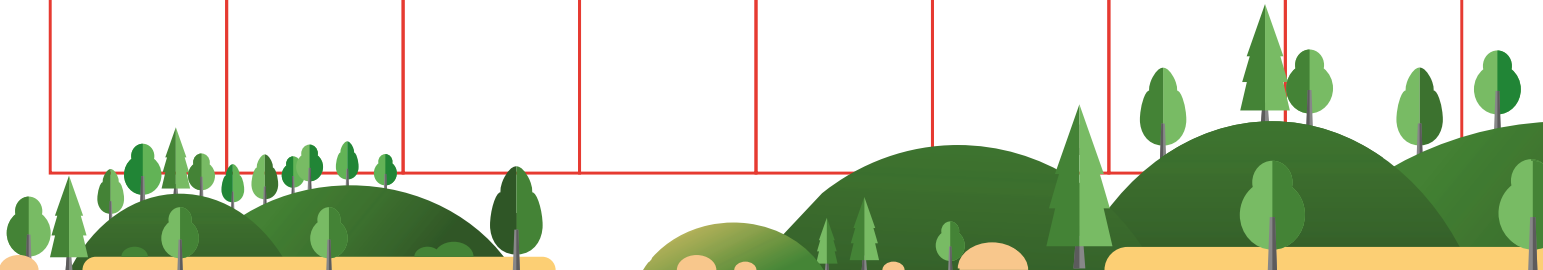
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**SALÓN NOBLE DEL AYUNTAMIENTO DE
LA OROTAVA**

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Conclusiones del congreso

Este quinto congreso se ha desarrollado bajo el lema **Las nuevas fronteras del turismo y de la industria hotelera**, lo que nos recuerda que las fronteras en el sector turístico no son tanto físicas como tecnológicas y de formación. Es por ello que, durante estos dos días, hemos querido superar estas “fronteras” técnicas abriendo el debate sobre un turismo más digitalizado y sostenible.

En la jornada de ayer hemos iniciado la **primera sesión** sobre **Best practices in tourism in inslands**, en la cual los investigadores han expuesto la ampliación del marco teórico considerando las investigaciones cuantitativas sobre el turismo en islas. También se ha hablado de las relaciones sobre identidad y diversidad redefiniendo el marco epistemológico. Se han tenido en cuenta las propuestas de intervención que se hacen en el patrimonio a través de la producción de imágenes inducidas y la ampliación de lo que se considera el patrimonio geográfico, considerando los métodos estadísticos para la validación de la percepción del efecto del turismo en poblaciones locales.

La **segunda sesión** giró en torno a **Branding and imaging building**, en la que se puso en valor la importancia de incluir la percepción social, la experiencia, los sentidos y la perspectiva turística a la hora de crear un nuevo modelo de turismo, que va encaminado hacia la calidad de la experiencia en el viaje.

En la **tercera sesión** sobre **Climate emergency: adaptación of de cities and tourist envionments**, podemos resumir la importancia del urbanismo y la remodelación arquitectónica a la hora de convertir barrios y casas rurales en destinos turísticos de referencia, en tanto que la sostenibilidad y la

accesibilidad cobran especial importancia y añade valor a la experiencia del turista.

En la **cuarta sesión** se habló de **Covid-19 impact and future of resilience**. En esta sesión se han estudiado las transformaciones del turismo pospandemia desde diferentes puntos de vista: desde la política hasta las relaciones internacionales, la estadística, el empleo, la cultura y la geografía. Se profundizó en las alianzas entre grupos de interés, destacando la importancia de la negociación y participación de los actores en la toma de decisiones turísticas.

También se habló de las consecuencias de la guerra en Ucrania sobre el turismo ruso de interior e internacional y del crecimiento del turismo postcovid en la Comunidad Valenciana. Y la cuarta ponencia fue más específica, al relacionar las artes marciales y el taekwondo con los efectos de la covid 19. Mientras que en la última se reconstruyó la concentración geográfica del turismo en Italia pre y poscovid, diferenciando la oferta hotelera y de casas rurales.

La sesión sobre **Tourism and sustainability**, trató sobre la capacidad de carga de un destino, el reflejo del consumo turístico en las comunidades locales, la influencia del gasto turístico en el PIB de algunas regiones de Italia, el proceso de elección sostenible de productos y servicios turísticos y la cadena de valor turístico.

En la quinta sesión sobre **Entrepreneurship and innovation** se evaluaron las inversiones en la industria hotelera en las regiones de Polonia entre 2018-2020; se habló sobre sobre la desafección o la pérdida del patrimonio menor, tanto arquitectónico como etnográfico, y su pérdida como valor turístico. También se habló sobre la necesidad de crear un equilibrio entre el turismo y la protección de las ciudades costeras a través de la innovación, la educación

y la creación de nuevos paradigmas para el desarrollo turístico.

También en esta sesión, se habló de los ecosistemas de empresas emergentes en islas que han logrado hacer la transición de su economía de la dependencia del turismo a la construcción de centros innovadores de empresas emergentes.

La **sexta sesión** versó sobre **Environment management: reuse, recycle, reduce & sustainability**, en la que se habló sobre la disposición de los ciudadanos europeos a cambiar sus hábitos turísticos hacia un comportamiento más sostenible. Se destacó la importancia del turismo marino y la conservación ambiental en Tenerife. Y la tercera presentación trató sobre el comportamiento y las emociones de los huéspedes tras la covid y sus efectos sobre la gestión hotelera.

La **séptima sesión, Innovation fostering and higher education**, contó con tres ponentes y, en la primera ponencia, se habló del impacto del clima en el alojamiento turístico; la segunda estuvo dedicada al emprendimiento y cómo desde las universidades se intenta conectar al alumnado con el mundo empresarial; y la tercera estuvo orientada a ahondar en la percepción de los turistas como agentes de cambio en los centros históricos y su gestión turística.

Cristiana Oliveira - Universidad Europea de Canarias (Spain)

Biagio Simonetti - University of Sannio (Italy)

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José Álvarez García - Universidad de Extremadura (Cáceres, Spain)

Claudia Patricia Maldonado Erazo - Escuela Superior Politécnica de Chimborazo (Riobamba, Ecuador)

Y la **octava y última sesión** del Congreso se centró en **Smart technology: Smart tourism**. Se ha puesto en valor cómo tecnologías como el internet de las cosas, el *machine learning*, la inteligencia artificial, la realidad virtual y los NFT, entre otras herramientas, que tienen una incidencia directa en el sector turístico, permitiendo analizar comportamientos del turista o la gestión de destinos turísticos inteligentes. Una de las principales conclusiones que se obtiene es que los destinos turísticos tienen una serie de problemáticas y necesidades que necesitan de una cooperación y colaboración desde la comunidad científica, donde la tecnología se convierte en un vehículo perfecto para lograr los retos planteados.

En definitiva, a lo largo de estas ocho sesiones hemos podido **conocer la realidad el presente y el futuro del turismo a nivel internacional**, las necesidades y capacidades que se requieren para llevar a cabo un cambio de paradigma que permita un desarrollo sostenible de un sector relevante para la economía de los países.

Finalmente, solo me queda dar las gracias a todas las personas que han hecho posible esta nueva cita con el conocimiento y la investigación e **invitarles a que nos acompañen en el próximo encuentro que llevaremos a cabo.**

Gracias de nuevo a todos.

Juan Diego López Arquillo - Universidad Europea de Canarias (Spain)

Marta B. Flores-Romero - Universidad Michoacana de San Nicolás de Hidalgo (UMSNH) (México)

José Serrano - Universidad Europea de Canarias (Spain)

Amador Durán Sánchez - Universidad de Extremadura (Cáceres, Spain)

Francisco García Pascual - European University of Madrid (Spain)



Agradecimientos

Después de dos intensas y fructíferas jornadas, llegamos al final de **V International Conference on Tourism Dynamics and Trends**, que ha convocado a expertos académicos e **investigadores de 31 universidades y centros de investigación** de diversos países para debatir sobre el presente y el futuro del sector turístico, punta de lanza de las economías de muchos países.

Sin duda alguna, este relevante encuentro no hubiera sido posible sin el apoyo, siempre imprescindible para la Universidad Europea, del Ayuntamiento de La Orotava, que nos ha cedido su “casa” para que pudiéramos llevar a cabo algunas de las ponencias que se han presentado, además de poder realizar la inauguración y clausura del congreso. Por tanto, **mi más sincero agradecimiento a su alcalde, Francisco Linares.**

No menos relevante es haber contado, en la finalización de estas jornadas, con la presencia de la **consejera de Turismo, Industria y Comercio del Gobierno de Canarias, Yaiza Castilla**, quien nos ha brindado una oportunidad única de conocer cómo es el futuro más inmediato del turismo gracias a la transformación digital, y que, con su presencia, apoya y valida este encuentro.

También quiero agradecer el apoyo y trabajo de Biagio Simonetti, de la Universidad italiana de Sannio, y miembro del comité organizador del Congreso, así como a la Sociedad Italiana de Estadística, la Sociedad Italiana de Ciencias del Turismo (Sistur) y la Universidad de Extremadura.

Y no menos relevantes han sido los **Meet the Editors**, con el doctor Han Woo Park, de la YeungNan University de la República de Corea; el doctor Brandon Randolph-Seng, de Texas A&M University, de Estados Unidos; del doctor José Cadima Ribeiro de la University of Minho de Portugal; y el doctor Agustín Santana-Talavera, de la Universidad de La Laguna.

Gracias a los asistentes, ponentes, académicos e investigadores de todas partes del mundo, y así como de las universidades españolas, por acercarnos, informarnos y formarnos sobre el sector del turismo y sus nuevas dinámicas y tendencias.

Y, por supuesto, mi **mayor agradecimiento a todo el equipo de la Universidad Europea de Canarias**, desde los profesores hasta el staff, que han logrado llevar a buen término y con éxito este ambicioso congreso.

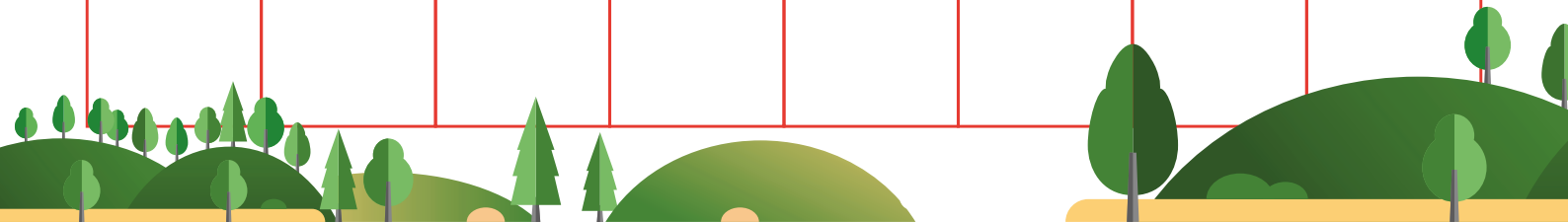
Y reitero mi enhorabuena a los equipos de investigación de la Universidad de Lodz, de Polonia; y de la Universidad Europea de Valencia, por lograr los premios a los mejores papers del congreso.

En cualquier caso, todas las ponencias y presentaciones que hemos podido conocer durante estos dos intensos días han sido de una **grandísima calidad académica y de un valor inestimable** para afrontar el futuro más inmediato y a medio plazo del sector turístico.

Esto demuestra no solo el afán investigador en el mundo universitario, sino la importancia y el valor que tiene para la sociedad que los expertos académicos lleven a cabo trabajos y proyectos que son y serán la base de las decisiones que tomen, después, las distintas instituciones.



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