

Gran Canaria SSTD 2019

IV Spring Symposium on Challenges in Tourism Development

June 6th and 7th, 2019, **GRAN CANARIA** ISLAND / SPAIN

INSTITUTIONAL SPONSOR



This SYMPOSIUM is part of the IV GRAN CANARIA INTERNATIONAL CONGRESS OF TIDES under the theme "GRAN CANARIA Spring Symposium on Challenges in Tourism Development: Digital Nomads, Lifestyle Migration and Residential Tourism" in order to provide an international forum for academics, researchers, professionals and students to discuss aspects of sustainability, competitiveness and economic prospects in tourism and transport. Communications relate to any of the issues of the Congress.

Este SYMPOSIUM se enmarca dentro del IV GRAN CANARIA CONGRESO INTERNACIONAL DEL TIDES bajo el lema "GRAN CANARIA Spring Symposium on Challenges in Tourism Development: Nómadas digitales, migraciones en el estilo de vida y turismo residencial", con el objeto de proporcionar un foro internacional a los académicos, investigadores, profesionales y estudiantes para discutir aspectos de la sostenibilidad, competitividad y perspectivas económicas en Turismo y Transporte. Las comunicaciones versan sobre alguno de los temas relacionados con el Congreso.

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Dra. Lucía Melián Alzola Universidad de Las Palmas de Gran Canaria



XINRAN Y. LEHTO

Xinran Y. Lehto is a professor at the School of Hospitality and Tourism Management, Purdue University. She is an Associate Editor of the Journal of Hospitality and Tourism Research, and serves on the editorial board of five other international academic journals. She is currently the president of the International Tourism Studies Association. Prior to her academic appointments, Dr. Lehto worked in the travel and tourism industry as a marketing officer for China National Tourism Administration and a planning executive for Chan Brothers Travel, Singapore.

Dr. Lehto is well published. She has over 100 research publications in refereed international journals including the top rated Annals of Tourism Research, Tourism Management and Journal of Travel Research. Dr. Lehto is the recipient of multiple best paper awards from various international conferences and Article of the Year awards from two refereed journals.

Dr. Lehto's research expertise area is tourism marketing. Her research addresses how destinations can effectively market experience-based vacation products to unique segments such as family travelers. Much of her work is concerned with developing understanding of how tourists interact with a destination through leisure and hospitality experiences, what outcomes and benefits tourism provides, and how personal, interpersonal and cultural factors influence destination experience design, marketing practices, and visitor satisfaction.

Dr. Lehto emphasizes the ramifications of her research to the travel and tourism industry. She disseminates her research in a wide variety of forums including international conferences and colloquia, refereed journal articles, technical reports, and public presentations. She has worked closely with community agencies to evaluate and develop programs and strategies related to tourism and leisure services.

Xinran Y. Lehto es profesora en School of Hospitality and Tourism Management, Purdue University (USA). Es editora asociada del Journal of Hospitality and Tourism Research, y forma parte del comité editorial de otras cinco revistas académicas internacionales. Actualmente es presidenta de la Asociación Internacional de Estudios Turísticos (ITSA). Antes de sus nombramientos académicos, la Dra. Lehto trabajó en la industria de viajes y turismo como oficial de mercadotecnia en la Administración Nacional de Turismo de China y ejecutiva de planificación en Chan Brothers Travel, Singapur.

Cuenta con más de 100 publicaciones en revistas internacionales. Además, ha recibido los premios best paper de varias conferencias internacionales y en revistas de prestigio. La experiencia de investigación del Dr. Lehto es en marketing turístico.

Su investigación aborda cómo los destinos pueden comercializar con eficacia productos de vacaciones basados en la experiencia en segmentos únicos, como los viajeros familiares. Gran parte de su trabajo está relacionado con el desarrollo de la comprensión de cómo los turistas interactúan con un destino a través de experiencias de ocio y hospitalidad, qué resultados y beneficios proporciona el turismo y cómo los factores personales, interpersonales y culturales influyen en el diseño de la experiencia del destino, las prácticas de marketing y la satisfacción de los visitantes.

Difunde su investigación en una amplia variedad de foros, incluidos congresos internacionales y informes técnicos y presentaciones públicas. Ha trabajado con agencias de la comunidad para evaluar y desarrollar programas y estrategias relacionadas con el turismo y los servicios de ocio.



KAREN O'REILLY

Karen is Professorial Research Fellow on the project BrExpats: freedom of movement, citizenship and Brexit in the lives of Britons resident in the European Union funded by the UK in a Changing EU. This innovative sociological study questions what Brexit means for Britons resident in other European Union member states.

Karen is also Emeritus Professor of Sociology at Loughborough University and a freelance qualitative research trainer. Author of: Lifestyle Migration and Colonial Traces in Malaysia and Panama (with M. Benson, 2018; International Migration and Social Theory (2012); Ethnographic Methods (2012); Key Concepts in Ethnography (2009); Lifestyle Migration (edited volume with Michaela Benson, 2009); and The British on the Costa del Sol (2000).

Karen es Profesora / Research Fellow en el proyecto BrExpats: libertad de movimiento, ciudadanía y Brexit en las vidas de los británicos residentes en la Unión Europea financiados por el Reino Unido en una UE cambiante. Este innovador estudio sociológico cuestiona qué significa Brexit para los británicos lejanos residentes en otros estados miembros de la Unión Europea.

Karen es una profesora emérita de sociología en la Universidad de Loughborough y investigadora de prestigio. Autora de: Migración de estilo de vida y vestigios coloniales en Malasia y Panamá (con M. Benson, 2018; Migración internacional y teoría social (2012); Métodos etnográficos, 2012); Conceptos clave en etnografía (2009); Lifestyle Migration (volumen editado con Michaela Benson, 2009); y Los británicos en la Costa del Sol (2000).

PANEL DE PROFESIONALES - PANNEL OF EXPERTS

A pannel of experts will take place about the growing development of digital nomads in tourist destinations, with the participation of:

Se realizará una mesa redonda sobre el crecimiento y tendencias de nómadas digitales en destinos turísticos con los siguientes participantes:



**PABLO
LLINARES**

Gran Canaria Tourism
board manager



**MARIA
SIROTKINA**

Founder of Restation
Coliving and Coliving
Hub Association



**FERNANDO
SÁENZ**

Manager in EDEI
Consulting



**SHANE
PEARLMAN**

CEO in
Modern Tribe



**Chair: JACQUES
BULCHAND**

University of Las
Palmas de Gran Canaria

PROGRAMA. PROGRAMME



PRIMER DÍA. DAY 1 (THURSDAY 6th JUNE)

9:00 - 9:30 **RECOGIDA DE ACREDITACIONES. REGISTRATION**

📍 (SALA EXPOMELONERAS)

9:30 - 10:00 **PRESENTACIÓN. OPENING SESSION AND PRESENTATION IV Gran Canaria SSTD 2019**
Inés Jiménez Martín (Gran Canaria Tourism Councillor), Pablo Llinares (Gran Canaria Tourism board manager), Rafael Robaína Romero (Rector Universidad de Las Palmas de Gran Canaria), Carmelo León González (Director of Tides and Chair of the IV Gran Canaria SSTD 2019), Teresa Aguiar Quintana (Transfer and Dissemination director of Tides and Chair of IV Gran Canaria SSTD 2019)

10:00 - 11:00 **SESIÓN PLENARIA. PLENARY SESSION Reinventing the Gran Canaria DMO in a 100% digital tourist market.** Pablo Llinares, Gran Canaria Tourism board manager



11:00 - 11:30 **PAUSA CAFÉ. COFFEE BREAK**

📍 (SALA EXPOMELONERAS)

11:30 - 13:00 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION Tourism as a force for good: Towards a wellness-centered tourism product design approach** XINRAN LETHO

13:00 - 14:15 **SESIÓN PROFESIONAL. PANNEL OF EXPERTS, PROFESSIONAL SESSION The growing development of digital nomads in tourist destinations** Pablo Llinares (Gran Canaria Tourism board manager), Nacho Castellano (Founder of nomad city and Coliving Canary Islands), Fernando Sáenz (Manager in EDEI Consulting), Shane Pearlman (CEO in Modern Tribe). Chair: Jacques Bulchand-Gidumal



14:30 - 16:15 **PAUSA ALMUERZO. LUNCH BREAK**

📍 **RESTAURANT BAOBAB** Hotel Lopesan Baobab, Meloneras



16:30 - 18:00 **COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS. PARALLEL PAPER SESSIONS**

📍 (SALA BALOS) (Chair: Lucía Martínez)

16:30 - 16:45 **Non-health and health tourists' perceptions of destinations. The case of La Palma (Canary Islands)** Antonio Ángel Moreno, Carmelo J. León and Carlos Fernández

16:45 - 17:00 **The importance of an increase of language services in the health care. Case example: Finnish tourists in Gran Canaria, Spain** Kati Tähtinen and Teresa Aguiar

17:00 - 17:15 **Economic evaluation of the impact on tourism of atmospheric pollution and noise in the city of Las Palmas de Gran Canaria** Marcelo Mautone

17:15 - 17:30 **Explaining attitudes towards tourism of rural communities in Northern Senegal. A social representation theory-based approach** Birame SAAR, José Boza, Matías González and Javier de León

17:30 - 17:45 **Measuring of water consumption and evaluating the system of water management in the hotel sector** Natalia Antonova, Carmen I. Ruiz and Javier Mendoza

17:45 - 18:00 **Heritage tourism in middle Atlantic. Cidade Velha in Cape Verde** Lucía Martínez

📍 **(SALA ARIDANE)** (Chair: Jacques Bulchand)

- 16:30 - 16:45 ***A service-driven market orientation: a case study in the Canary Islands*** Carmen Domínguez and Teresa Aguiar
- 16:45 - 17:00 ***The properties and structure of service quality experience in hotel restaurants: understanding hotel loyalty through a guest-centric perspective*** Gonzalo Díaz
- 17:00 - 17:15 ***Impact of information insufficiency on tourists' decision-making*** Deniza Alieva, Gulnoza Usmonova and Sherzod Aktamov
- 17:15 - 17:30 ***How do secondary sources of information affect the image of tourist destinations?*** Lorena Robaina, Josefa D. Martín and Asunción Beerli
- 17:30 - 17:45 ***Qatar: urban regeneration, tourism development and resilience*** Monica Morazzoni and Giovanna Giulia Zavettieri
- 17:45 - 18:00 ***Emotions in tourist behaviour: evaluating tourism destinations*** Margarita Fernández, Inmaculada Galván and Lucía Melián

📍 **(SALA GUAYADEQUE)** (Chair: Juan M^a Hernández)

- 16:30 - 16:45 ***The privileged migration to the Peruvian capital of Lima*** Lucie Remešová
- 16:45 - 17:00 ***Analysis of determinants of mixed waste generation within the accommodation sector: the case of Puerto De La Cruz tourist destination*** Eugenio Díaz, Noemi Padrón and Juan J. Díaz
- 17:00 - 17:15 ***Low seasonality destinations: chaid algorithm as an effective method for categorizing variables when using MLRM*** Flora M^a Díaz, Carlos G. García and Carlos Fernández
- 17:15 - 17:30 ***Digital nomadism and tourism*** Xinran Lehto, Teresa Aguiar, and Joel Anaya
- 17:30 - 17:45 ***Living, working and travelling: new processes of hybridization for the spaces of hospitality and work*** Francesco Scullica, Elena Elgani and Iván Alvarez
- 17:45 - 18:00 ***Exploring the pattern of visits to attractions in Madrid, Spain*** Juan M. Hernández, Yolanda Santana and Christian González
- 18:15 - 18:30 ***The likelihood of tourists to visit attractions in the island of Lanzarote*** Hugo Padrón and Raúl Hernández



18:30 - 20:00 **ACTIVIDAD EN GRUPO. GROUP ACTIVITY**

📍 **MASPALOMAS LIGHTHOUSE, CULTURAL VISIT**



20:30 **CENA. DINNER**

📍 **RESTAURANT LA PROA CASA REYES** Centro Comercial Meloneras, Calle Mar Blanco S/N.



📍 (SALA EXPOMELONERAS)

9:30 - 10:30 **CONFERENCIA PLENARIA. PLENARY CONFERENCE** *British in Spain: where tourism meets migration, and pasts shape futures* KAREN O'REILLY

10:30 - 11:15 **UN CASO REAL. A REAL CASE PROJECT** *BrExpats: freedom of movement, citizenship and Brexit in the lives of Britons resident in the European Union* KAREN O'REILLY



11:15 - 11:30 **PAUSA CAFÉ. COFFEE BREAK**

📍 (SALA EXPOMELONERAS)

11:30 - 12:15 **PRESENTACIÓN DE LA PRESIDENTA DE ITSA. PRESENTATION OF ITSA PRESIDENT** *International Tourism Studies Association (ITSA): Bridging Gaps in research, education and engagement*, XINRAN LETO



12:15 - 14:00 COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS. PARALLEL PAPER SESSIONS

📍 (SALA BALOS) (Chair: Nancy Dávila)

- 12:15 - 12:30 ***Assessing the effect of green solutions in marinas on yachtsmen's expenditure decisions***
Chaitanya Suarez, Yen E. Lam and Carmelo J. León
- 12:30 - 12:45 ***The impact of terrorist events/political instability/risk perception on CSR in the tourism industry: evidence from Morocco*** Mouna El MOUSADIK
- 12:45 - 13:00 ***Governance and coastal maritime tourism products. An approach from Tenerife, Canary Islands*** David Domínguez
- 13:00 - 13:15 ***The redundancy of the spanish statistics sources for the knowledge of the tourist consumer behaviour*** María Pilar Peñarrubia, Moisés Simancas and Oswaldo Ledesma
- 13:15 - 13:30 ***Two types of growth in tourism-led economies: the Balearic vs the Canary Islands*** Federico Inchausti, Augusto Voltes and Pere Suau
- 13:30 - 13:45 ***Touristification, lifestyle migrations, socio-spatial transformations*** Claudia Dávila
- 13:45 - 14:00 ***A sustainable and variable tax to promote the rental of low emission vehicles*** Emilio Gómez, José Boza and Nancy Dávila

📍 (SALA GUAYADEQUE) (Chair: Casiano Manrique)

- 12:15 - 12:30 ***Residential tourists with their hostels: a new symbol of the tibetan tourism economy***
Qiujie CHEN
- 12:30 - 12:45 ***Computable general equilibrium models and tourism analysis: a literature review*** Ana López and Casiano Manrique
- 12:45 - 13:00 ***The importance of natural assets in the organizations management and destination promotion*** Rita R. Carballo, Maria M. Carballo, Zenón Sánchez and Hugues Seraphin
- 13:00 - 13:15 ***The formation of perceived risk and its influence on business management organization and promotion of tourist destinations*** Rita R. Carballo, Maria M. Carballo, Zenón Sánchez and Hugues Seraphin
- 13:15 - 13:30 ***Understanding the determinants of seasonality in sun and beach destinations*** Ubay R. Pérez
- 13:30 - 13:45 ***Gran Canaria tourist competitiveness: competitor markets behaviour (Tunisia, Turkey And Egypt) and future forecasts*** José Manuel Sanabria
- 13:45 - 14:00 ***World tourism impact analysis using ICIO 2018*** Casiano Manrique and Ana López

 (SALA ARIDANE) (Chair: Teresa Aguiar)

- 12:15 - 12:30 ***The image of Oporto city, Portugal*** Micaela Durães, Carla Silva and José Luís Abrantes
- 12:30 - 12:45 ***Creating empathy: the importance of storytellers for cultural destinations*** Andreia Pereira, Carla Silva and Cláudia Seabra
- 12:45 - 13:00 ***Apps of caravanning: intention to use apps to plan your trip in a camper*** M^a Asunción Grávalos, Rocío Hernández and Cinta Pérez
- 13:00 - 13:15 ***World heritage sites (WHS) and tourism. Emblematic cases*** Pedro E. Moreira, Juan C. Martín and Concepción Román
- 13:15 - 13:30 ***Within or outwith? A comparative perspective towards the issues of social involvement of foreign recreational property owners*** Olga Hannonen and Teresa Aguiar
- 13:30 - 13:45 ***What we know and don't know about eWom in the hotel industry: a literature review*** Laura de la Portilla
- 13:45 - 14:00 ***Current situation of the Canary touristic market: in the brink of a new crisis whilst awaiting for a necessary shift on the current legal models on touristic property commercialization*** Carlos A. Bethencourt



14:00 - 14:15 CIERRE DEL CONGRESO. CLOSING ADDRESS

 (SALA EXPOMELONERAS)



14:30 - 15:45 PAUSA ALMUERZO. LUNCH BREAK

 RESTAURANT BAOBAB Hotel Lopesan Baobab, Meloneras

15:45 **Pick Up (HOTEL BAOBAB to PUERTO DE MOGÁN)**



16:45 - 18:15 SUBMARINE ADVENTURE

 ATLANTIDA SUBMARINE Puerto de Mogán, Calle Explanada del Castillete Pantalán Dique Sur (17:00)

The project for the regeneration of the seabed in the area in and around the Puerto de Mogán has been being developed by the company "Atlántida Submarine" for over ten years to combine harmoniously a quality marine environment with the tourism. Special care has been given to the design and construction of the various elements to create a new marine landscape, designed not only to attract flora and fauna but also to enhance the various tourist activities carried out in the area. It is also the first underwater reef farm where the regenerated quality marine ecosystem cannot only be observed by the scuba divers but from the comfort of a submarine cabin, on board the "Golden Shark" submarine, using electric propulsion to guarantee a quality sea environment for future generations.



18:30 - 21:00 VISIT TO PUERTO DE MOGAN, SUNSET AND TAPAS

 Beach Club Faro Restaurante Chill Out, Calle Explanada del Castillete, Puerto de Mogán

21:00 **Return (PUERTO DE MOGÁN to EXPOMELONERAS)**



EXPOMELONERAS Plaza de la Convenciones s/n 35100 Meloneras

top 10

THINGS TO DO IN
GRAN CANARIA'S
GREAT OUTDOORS

2

You'll go nuts for the Fiestas del Almendro en Flor

1

Dress to destress at Carnaval

4

Enjoy island(s) fever at the Día de Canarias

3

Cheesy does it at the Fiesta del Queso

5

Sainted love at Noche de San Juan

Summer of music at 30º Encuentro Veneguera

7

Palm party at Agaete's Bajada de la Rama

8

Make a splash at La Aldea de San Nicolás Fiesta del Charco

Walk this way at the Gran Canaria Walking Festival

9

Go with the grain at Belén de Arena, Las Canteras beach nativity display

10


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