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PROGRAMME

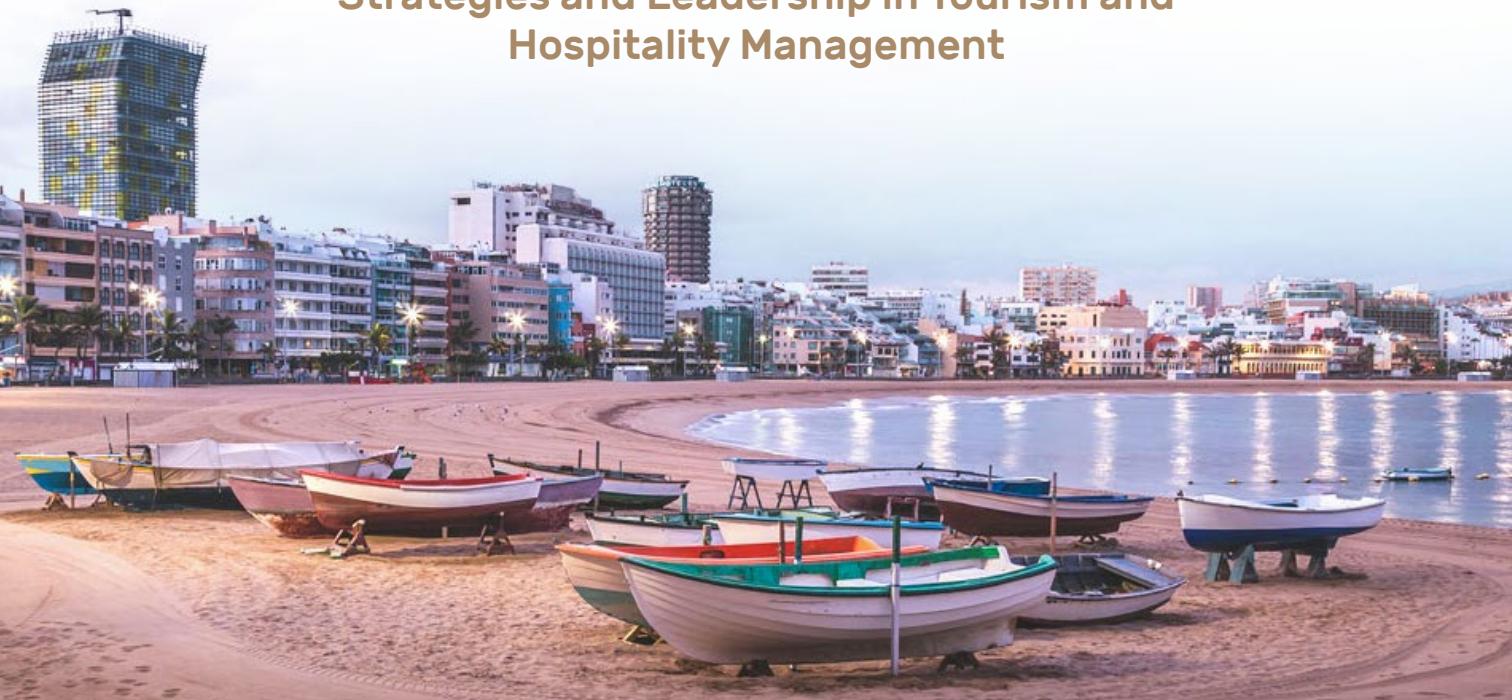


Gran Canaria SSTD 2024

VI Spring Symposium on Tourism Development

12th to 14th June 2024, GRAN CANARIA ISLAND / SPAIN

Strategies and Leadership in Tourism and
Hospitality Management



Ayuntamiento
de Las Palmas
de Gran Canaria

Las Palmas
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This SYMPOSIUM is part of the VI GRAN CANARIA INTERNATIONAL CONGRESS OF TIDES. Under the theme “GRAN CANARIA Spring Symposium on Challenges in Tourism Development: Strategies and Leadership in Tourism and Hospitality Management”, the Symposium provides an international forum for academics, researchers, professionals and students to discuss sustainability, competitiveness and economic prospects in tourism and transport.

Este SYMPOSIUM se enmarca dentro del VI GRAN CANARIA CONGRESO INTERNACIONAL DEL TIDES. Bajo el lema “GRAN CANARIA Spring Symposium on Challenges in Tourism Development: Estrategias y Liderazgo en Turismo y Gestión de la hospitalidad”, su objetivo es 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.

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Dr. Carmelo León González, University of Las Palmas de Gran Canaria, Spain

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Dr. Rafael Ricardo Suárez Vega, University of Las Palmas de Gran Canaria

Dr. Chaitanya Suárez Rojas, University of Las Palmas de Gran Canaria, Spain

Dr. Dae-Young Kim, University of Missouri, USA

KEYNOTE SPEAKERS - CONFERENCIAS MAGISTRALES



DAE-YOUNG KIM

Dae-Young Kim is a professor of Hospitality Management (HM) at the University of Missouri. He serves as the membership secretary of the Asia Pacific Tourism Association (APTA) and as the review chair for the Thesis-in-Progress session at the APTA annual conference.

Dr. Kim's research specialties include tourist destination management, sustainable tourism, traveler behaviour, and cognitive psychology. He has authored more than 180 peer-reviewed journal articles and conference proceedings, which have been published in top-tier refereed hospitality and tourism journals such as Annals of Tourism Research, Journal of Travel Research, Tourism Management, International Journal of Hospitality Management, and Cornell Hospitality Quarterly.

He joined the HM faculty at the University of Missouri in 2006 after completing his Ph.D. (2006) and M.S. degree (2002) in the Department of Hospitality and Tourism Management at Purdue University. Dr. Kim is the recipient of the Fulbright U.S. Senior Scholarship (2024) and the Rotarian Ambassadorial Scholarship (2000).

Dae-Young Kim es profesor de Hospitality Management (HM) en la Universidad de Missouri. Es secretario de membresía de la Asociación de Turismo de Asia Pacífico (APTA) y como presidente de revisión para la sesión de Tesis en Progreso en la conferencia anual de la APTA.

Las especialidades de investigación del Dr. Kim incluyen la gestión de destinos turísticos, el turismo sostenible, el comportamiento del viajero y la psicología cognitiva. Ha escrito más de 180 artículos científicos y actas de conferencias, que han sido publicados en revistas de hospitalidad y turismo de primer nivel como Annals of Tourism Research, Journal of Travel Research, Tourism Management, International Journal of Hospitality Management y Cornell Hospitality Quarterly.

Se unió a la facultad de HM de la Universidad de Missouri en 2006 después de completar su doctorado (2006) y su maestría (2002) en el Departamento de Gestión de la Hospitalidad y el Turismo en la Universidad de Purdue. El Dr. Kim es el receptor de la Beca Senior Fulbright de EE. UU. (2024) y la Beca de Embajador Rotario (2000).



MARIA LEXHAGEN

Maria Lexhagen is professor of tourism studies at Mid Sweden University, Sweden, where she is part of the Etour research center. She obtained her Ph.D. from School of Business, Economics and Law, at the University of Gothenburg, Sweden. Her research interests are focused on marketing, tourist behaviour and destination marketing, management and development issues such as customer-based destination branding and value creation, business intelligence in tourism, smart tourism destinations, digital aspects of tourism experiences, and popular culture tourism. She has published in many tourism journals and books, co-edited books and special issues, and is an engaged and frequent reviewer for leading journals in tourism.

María Lexhagen es profesora de estudios turísticos en la Universidad de Mid Sweden, Suecia, donde forma parte del centro de investigación Etour. Obtuvo su doctorado en la Escuela de Negocios, Economía y Derecho, en la Universidad de Gotemburgo, Suecia. Sus intereses de investigación se centran en el marketing, el comportamiento turístico y cuestiones de marketing, gestión y desarrollo de destinos como la marca de destino basada en el cliente y la creación de valor, inteligencia de negocios en turismo, destinos de turismo inteligente, aspectos digitales de las experiencias turísticas y turismo de cultura popular. Ha publicado en muchas revistas y libros de turismo, ha coeditado libros y números especiales, y es una revisora activa y frecuente para las principales revistas en turismo.



TERESA AGUIAR

Teresa Aguiar Quintana is a Full professor at the Economics, Business and Tourism Faculty at the University of Las Palmas de Gran Canaria, Spain. She is also Director of Transfer and Scientific Outreach at the Tides Institute. She is currently the Vice/President of ITSA (International Tourism Studies Association) in the European Mediterranean area. She has published academic case study books in Síntesis editorial, and in Routledge and Cambridge Scholars Publishing, and more than 30 book chapters. She has also published several scientific articles in top-tier refereed journals such as *Tourism Management*, *International Journal of Hospitality Management*, *Journal of Business Research*, *Tourism Management Perspectives*, *Cornell Hospitality Quarterly* and *Journal of Leadership & Organizational Studies*.

*Teresa Aguiar Quintana es Profesora Catedrática de la Universidad de Las Palmas de Gran Canaria (ULPGC) en la Facultad de Economía, Empresa y Turismo en la isla de Gran Canaria (España) y Directora de transferencia y divulgación científica del Instituto Tides. Actualmente es Vicepresidenta de ITSA (Asociación Internacional de Estudios Turísticos) en la zona del Mediterráneo Europeo. Ha publicado libros de casos de estudio académicos en Síntesis editorial, y en Routledge y Cambridge Scholars Publishing, además de más de 30 capítulos de libros. También ha publicado varios artículos científicos indexados en Journal Citation Reports (JCR) como *Tourism Management*, *International Journal of Hospitality Management*, *Journal of Business Research*, *Tourism Management Perspectives*, *Cornell Hospitality Quarterly* y *Journal of Leadership & Organizational Studies*.*

PROGRAMME - PROGRAMA

June
12

PRIMER DÍA. DAY 1 (WEDNESDAY 12th JUNE)

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

📍 (SALA EXPOMELONERAS)

9:30 - 10:20 **PRESENTACIÓN. OPENING SESSION AND PRESENTATION VI Gran Canaria SSTD 2024**

Jessica de León (Tourism Councillor, Canary Islands Government), Pablo Llinares (Gran Canaria Tourism Card Manager), Lluís Serra Majen (Rector of the University of Las Palmas de Gran Canaria), José Manuel Sanabria Díaz (Vice-Counselor of Tourism, Canary Islands Government), Teresa Aguiar Quintana (Dissemination director of Tides and Chair of VI Gran Canaria SSTD 2024)

10:30 - 11:15 **SESIÓN PLENARIA. PLENARY SESSION Reinventing the Gran Canaria DMO.** José Manuel Sanabria Díaz (Vice-Counselor of Tourism, Canary Islands Government)



11:15 - 11:40 **PAUSA CAFÉ. COFFEE BREAK**

📍 (SALA EXPOMELONERAS)

11:45 - 13:00 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION The sustainability and the future of Tourism: Strategies for mature destinations.** Prof. Dae-Young Kim, University of Missouri (USA)



13:00 - 14:00 COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS. PARALLEL PAPER SESSIONS

📍 (SALA TASARTE) (Chair: Santiago Melián)

13:00 - 13:15 **The impact of motivation language on organizational performance in the tourism industry: Case of hotel companies, North of Morocco.** Kamal Loux and Anass El Gharsli

13:15 - 13:30 **Sustainable Cultural Tourism Strategies. Achieving the SDGs at The Canarian Museum.** Daniel Pérez Estévez

13:30 - 13:45 **Tourism Migrant Entrepreneurship, Enclave Strategy and Firm Performance in Crisis Times.** Antonia M. García Cabrera and María Gracia García Soto

13:45 - 14:00 **Navigating a food market, the internet, and the physical visit of the customer. The case study of the Mercado del Puerto of Las Palmas de Gran Canaria.** Mireya Yadranka Morgana Orellana, Sergio Moreno Gil and Tatiana David Negre

📍 (SALA ZONZAMAS) (Chair: Concepción Román)

13:00 - 13:15 **Tourism and Sustainability: The Tourism Observatory of A Coruña.** Begoña Muíño Sar, Iria Caamaño Franco and Eduardo Guillén Solórzano

13:15 - 13:30 **Encouraging sustainable transport modes: a service quality of public transport to the university.** Javier Hernán Matas Monroy, Juan Carlos Martín Hernández and Concepción Román García

13:30 - 13:45 **Profiling Whale-watching demanding behaviour. Lessons from tourist preferences in the Macaronesia Region.** Chaitanya Suárez Rojas, Yen Elízabeth Lam González, Carmelo J. León and Juan Carlos Martín

13:45 - 14:00 **Development and application of a Whale-watching Lexicon for the study of tourist satisfaction.** Carmelo J. León, Chaitanya Suárez Rojas, José M. Cazorla Artiles and Matías M. González Hernández



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

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



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

📍 (SALA TASARTE) (Chair: Jacques Bulchand)

- 16:30 - 16:45 **Sustainable Preferences Values in Discrete Choice Experiment.** Jaime Blázquez Valerón, Eugenio Díaz Fariña and Carmelo J. León
- 16:45 - 17:00 **Impact of Automation on Hotel Labor: The Case of Housekeeping Staff.** Gabriela Cabello Pestano, Santiago Melián González and Jacques Bulchand Gidumal
- 17:00 - 17:15 **The Role of Information Technologies in Silver Tourism.** Jorge Fernández Tschuikin, Lorena Robaina Calderín and Lucía Melián Alzola
- 17:15 - 17:30 **Handling Negative Data in the Hotel Efficiency Sector.** Christian Hernández Guedes and Jorge V. Pérez Rodríguez
- 17:30 - 17:45 **Decomposing the Gender Wage Gap: An Analysis of the Tourism Sector at the European Level.** Marina Marfil Cotilla, Juan A. Campos Soria, M. Alector Ribeiro and Antonio Molina García
- 17:45 - 18:00 **AI influencers in the Tourism Sector.** Carlos Cristian Díaz Santamaría, Gabriela Cabello Pestano and Jacques Bulchand Gidumal

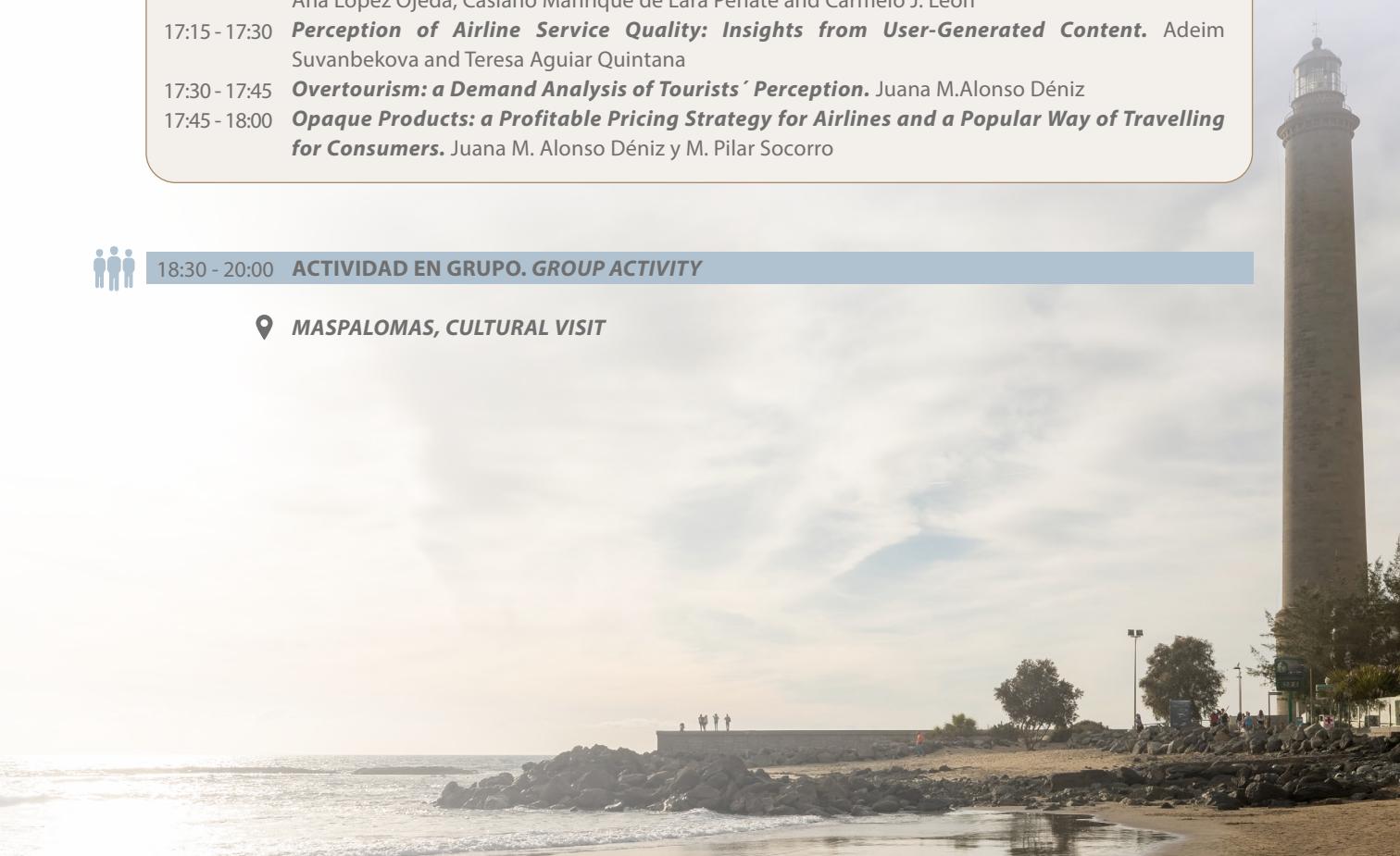
📍 (SALA ZONZAMAS) (Chair: Casiano Manrique de Lara)

- 16:30 - 16:45 **Is the Variable Selection Problem in Geographically Regression Model Sample-Sensitive? An Application to the Identification of price determinants for Airbnb Listings in Gran Canaria, Spain.** Rafael Suárez Vega and Dolores R. Santos Peñate
- 16:45 - 17:00 **Analysis of the Tourists' Willingness to Compensate the CO2 Emissions in the Canary Islands.** Eugenio Díaz Fariña, Aythami del Cristo Santana Padrón, Jaime Blázquez Valerón and Carmelo J. León
- 17:00 - 17:15 **Effects of Tourist Air Transportation Internalisation of CO2 Emissions in the Canary Islands.** Ana López Ojeda, Casiano Manrique de Lara Peñate and Carmelo J. León
- 17:15 - 17:30 **Perception of Airline Service Quality: Insights from User-Generated Content.** Adeim Suvanbekova and Teresa Aguiar Quintana
- 17:30 - 17:45 **Overtourism: a Demand Analysis of Tourists' Perception.** Juana M. Alonso Déniz
- 17:45 - 18:00 **Opaque Products: a Profitable Pricing Strategy for Airlines and a Popular Way of Travelling for Consumers.** Juana M. Alonso Déniz y M. Pilar Socorro



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

📍 MASPALOMAS, CULTURAL VISIT



 (SALA EXPOMELONERAS)

9:30 - 11:00 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION** *Knowing the visitor, promoting change and trend sensitivity – 3 key points for strategic destination development.* Prof. María Lexhagen, Mid Sweden University (Sweden)



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

 (SALA EXPOMELONERAS)

11:30 - 12:15 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION** *Corporate Entrepreneurship in Tourism and Hospitality in the Five Continents.* Prof. Teresa Aguiar, University of Las Palmas de Gran Canaria (Spain)



12:30 - 14:00 COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS. PARALLEL PAPER SESSIONS

 (SALA TASARTE) (Chair: Ubay Pérez Granja)

- 12:30 - 12:45 **Volcanic Eruptions and Tourism Prosocial Consumption.** Ubay Pérez Granja, Ascensión Andina Díaz and Juan Luis Jiménez
- 12:45 - 13:00 **Satire and Social Critique in Tourism: Cartoons and Vignettes about Contemporary Tourism issues in Spanish Press.** Pedro Moreira Gregori and Francisco López del Pino
- 13:00 - 13:15 **Understanding Operational Models of Tourism Observatories.** Sara García Altmann, Raúl Hernández Martín and Hugo Padrón Ávila
- 13:15 - 13:30 **Tourist Island Destinations Vulnerability in a Multi-Hazard and Multi-risk context.** Sara García González, María García Vaquero and Noemí Padrón Fumero
- 13:45 - 14:00 **Tourist Postcards of Gran Canaria: Origins and Social Representations.** Pedro Moreira Gregori and Pablo Díaz Rodríguez

 (SALA ZONZAMAS) (Chair: Federico Inchausti)

- 12:30 - 12:45 **Sustainable Tourism: Beyond Hospitality. A case study of EcoMarine Malta.** Patricia Patti
- 12:45 - 13:00 **Addressing Coordination in Tourism-Led Economies: How coordination failures can arise even when economic agents know the path to Economic growth.** Moisés Navarro Sánchez and Federico Inchausti Sintes
- 13:00 - 13:15 **Green Human Resource Management and Employee Green Behavioral intention: Mediating roles of job.** Vanessa Guerra Lombardi, Desiderio Gutiérrez Taño, Raúl Hernández Martín and Noemí Padrón Fumero
- 13:15 - 13:30 **Decomposing Micro-Spatial Patterns of Tourism Seasonality.** Raúl Hernández Martín and José Manuel Viera González
- 13:30 - 13:45 **Superyachts and Corporate Tourism: An integrated analysis.** Florin Ioras
- 13:45 - 14:00 **Blue Tourism: A Path Towards Sustainable Tourism Development in Blue Spaces.** Mónica M. Brito and Luís Silveira

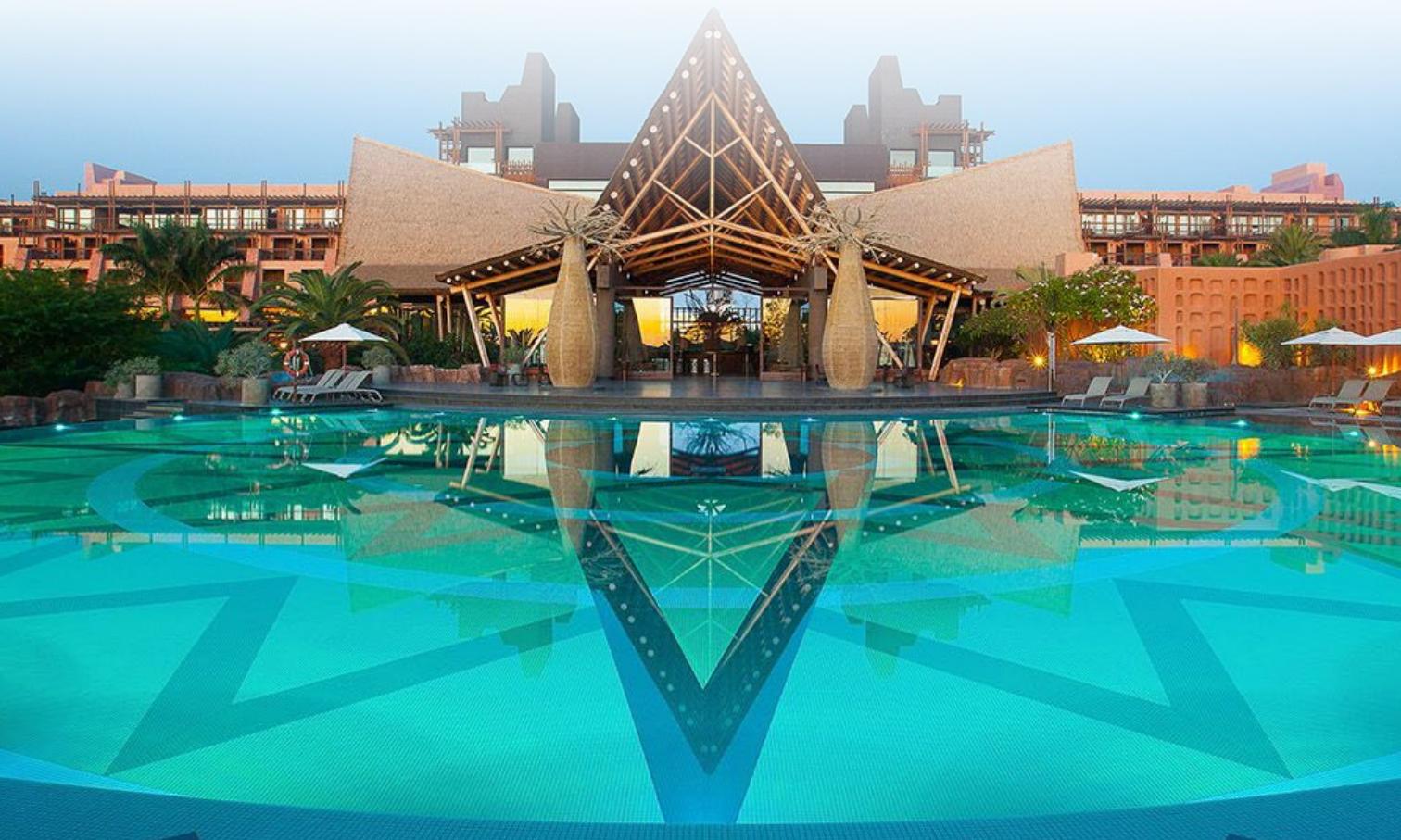
 **(SALA ARIDANE)** (Chair: María del Pino Medina Brito)

- 12:30 - 12:45 **Dragon Fruit: Analysis of the potential development of Gastrotouristic products through the use of neuromarketing techniques.** Moisés Perdomo Santana and Sergio Moreno Gil
- 12:45 - 13:00 **Leveraging Neuromarketing and Neuroscientific approaches into persuasive Tourism Web Design and its usability: an exploration of tourists' cognitive experience enhancement.** Majid Heidari, MirFarshad Farshbafiyane Hosseinienezhad and Hojjat Emami
- 13:00 - 13:15 **Educational mismatch in the quality of employment in the European Tourism Sector. A Gender Perspective.** Elena Lasso de la Vega Alarcón, Juan Capo Soria and Alejandro García Pozo
- 13:15 - 13:30 **Social Media and Influencer Marketing in Luxury Tourism: Their Role on the Customer's Decision-Making Process.** Raúl Castro, Carlota García Pietro and Lidia Hernández López
- 13:30 - 13:45 **Intellectual and Emotional Responses: Neuromarketing in Botanical Gardens.** Maica Amador Marrero and Gonzalo Díaz Meneses



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

 **BAOBAB RESTAURANT** Hotel Lopesan Baobab, Meloneras





16:30 - 17:45 COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS. PARALLEL PAPER SESSIONS

📍 (SALA TASARTE) (Chair: José Manuel Cazorla Artiles)

- 16:30 - 16:45 **From White Star's to White Elephants: Belfast's regeneration and rehabilitation through the Titanic Quarter** Jonathan Skinner
- 16:45 - 17:00 **Technology Usage in Visitor Attractions: Leveraging Big Data from the Wi-Fi network.** Ernesto Batista Sánchez and Jim Deegan
- 17:00 - 17:15 **Analysis of Interdependencies in tourism: The case of Canary Island.** Andrea Rodríguez Ramos, Aiythami Santana Padrón and Eugenio Díaz Fariña
- 17:15 - 17:30 **The Role of Water Tariffs in Water use in the hospitality industry.** Alba Estévez Bauluz, Juan José Díaz Hernández and Noemi Padrón Fumero
- 17:30 - 17:45 **Analysing Evolving Perceptions of Customer Satisfaction in luxury hotels.** Christian González Martel, Moamen Waleed El-Sherbiny and Teresa Aguiar Quintana

📍 (SALA ZONZAMAS) (Chair: Rafael Suárez Vega)

- 16:30 - 16:45 **Procedures for Classifying Alternatives: An application in the tourism field.** Dolores R. Santos Peñate and Rafael Suárez Vega
- 16:45 - 17:00 **UNESCO Creative Cities in the Inland-Centre of Portugal.** Pedro Vaz Serra and Cláudia Seabra
- 17:00 - 17:15 **Outbound Tourism and Economic and Social Risks: Between the Pandemic and Regional Conflicts.** Pedro Vaz Serra and Cláudia Seabra
- 17:15 - 17:30 **Crime Perceptions and Urban Tourism: A Systematic Literature Review.** Andreia Pereira and Claudia Seabra

📍 (SALA ARIDANE) (Chair: Juan Carlos Martín Hernández)

- 16:30 - 16:45 **The Uneven way to renewables deployment: Specificities of island destinations.** Yen Lam González and Matías González Hernández
- 16:45 - 17:00 **Critical Success Factors of Wine Tourism Regions.** Mylona Meletia, Mamalis Spyridon, Emmanouloudis Dimitrios and Arseniou Spyridon
- 17:00 - 17:15 **The behaviour of the new gamer consumer when faced with the advertising placement of fashion brands in videogames.** Maica Amador Marrerao and Gonzalo Díaz Meneses
- 17:15 - 17:30 **Impact of Sustainability on Tourist Satisfaction in Rural and Urban Areas in Spain From Online Reviews.** María Fernanda Bernal Salazar, Elisa Baraibar Diez and Jesús Collado Agudo
- 17:30 - 17:45 **An Eco-Extended Fuzzy Apostle Method to analyse travelling with dogs.** Salvador Moral Cuadra and Tomás López Guzmán

June
14

TERCER DÍA. DAY 3 (FRIDAY 14th JUNE)

📍 (SALA EXPOMELONERAS)

10:00 - 12:00 **DOCTORAL EVENT** *Elevator pitch for PhD Students*

12:00 - 13:30 **WORKSHOP ONLINE** *Exploring Intersections: Tourism, Gender and Paths to Peace.*

Organised by the UNESCO Chair of Tourism and Sustainable Economic Development of the ULPGC.
(Director: Carmelo J. Leon Gonzalez and Co-Director: Javier de Leon Ledesma)

Tourism is recognised with great potential for women empowerment, social and cultural understandings, dialogue, and peace. Its potential is even greater when tourism becomes more ecologically and socially just, and thus more sustainable. Starting from these premises, this round table opens debate on how to achieve significant gender equality and women empowerment in the design, management and access to benefits from the tourism activity

Coordinators: Matias M. Gonzalez (Director of Cooperation of the UNESCO Chair on Tourism and Sustainable Economic, Development, ULPGC) and Yen E. Lam Gonzalez (Director of Research of the UNESCO Chair on Tourism and Sustainable Economic Development, ULPGC)

Participants: Flora Pescador Monagas (Researcher and honorary professor at ULPGC, researcher at UNESCO Chair in Tourism and Sustainable Economic Development, ULPGC, Geographical Expertise: Africa), CISSOKO Mariam Harouna (Researcher at Laboratoire Leidi "Dynamique des Territoires et Developpement", Universite Gaston Berger, Senegal), Carmen Parra Rodriguez (Professor of International Law, director UNESCO Chair in Peace, Solidarity and Intercultural Dialogue, director of the Solidarity Economy Chair, Abat Oliba CEU University), Elena Samourkasidou (Ecotourism specialist UNESCO chair Con-E- ECT, department of Forestry and Natural Environment Democritus University of Thrace), Cliona Maher (Director of Latin America Strategy Officer en University College Cork, Ireland, Geographical Expertise: Latin America), and Lucellys Irina Sierra Márquez (Environmental and Computational Chemistry Research Group, University of Cartagena, Colombia)

Join online the meeting (Friday 14th June, 12:00)

(Medellin 6:00 · Dakar 11:00 · Dublin 12:00 · London 12:00 · Madrid 13:00)



17:30 - 20:00 **ACTIVIDAD EN GRUPO A CENTRO CIUDAD. GROUP ACTIVITY TO THE CITY CENTER**

Cultural visit to Vegueta in Las Palmas de Gran Canaria



Pick Up (from the Expomeloneras Conference Palace to Las Palmas city center) 17:30



20:30 - 22:30 **CLOSING CONFERENCE TAPAS DINNER**

📍 **GABINETE LITERARIO**





(B r e a t h e)

you're here now

Gran Canaria, a Sustainable Island.
We are a Biosphere Destination.



BIOSPHERE
SUSTAINABLE



Las Palmas de Gran Canaria,
tradición y modernidad
abrazada al mar

Vegueta

El centro histórico de las Palmas de Gran Canaria

Con carácter y al mismo tiempo sencilla, Vegueta es el centro histórico de la capital de Gran Canaria. Es un enclave vivo de arquitectura colonial y de la historia de la ciudad como un enlace entre las orillas del Atlántico.

Pasear por Vegueta es encontrar muchas sorpresas. Los patios de las casas, las antiguas iglesias, la solemnidad de la última de las grandes catedrales españolas y los palacios conviven con una intensa vida cultural y una animada oferta gastronómica y de ocio.

La Plaza de Santa Ana es el eje central de la ciudad original. Un espacio considerablemente abierto que cumple el papel de una gran plaza pública y alberga, en cada extremo, los dos poderes sociales fundamentales: el civil y el religioso. Cabe destacar que la Catedral de Santa Ana fue la última de las grandes catedrales españolas y también es un ejemplo de ese cambio de era.

Otro centro neurálgico del barrio es la Plaza del Pilar Nuevo (Una visita obligada para fotografiar) detrás de la Catedral. Aquí se encuentran algunas de las mansiones más imponentes de la zona; como las que forman parte de la Casa de Colón, el antiguo palacio del gobernador de la isla, hoy convertido en un museo más que interesante sobre el papel de las Islas Canarias en el descubrimiento y colonización de América.

The historic centre of Las Palmas de Gran Canaria

Stately, meanwhile simple, Vegueta is the historic centre of the capital of Gran Canaria. It is a live enclave of colonial architecture and the city's history as a link between the shores of the Atlantic.

Strolling around Vegueta is to find many surprises. The courtyards of the houses, the old churches, the solemnity of the last of the great Spanish cathedrals and the palaces coexist with intense cultural life and a lively gastronomic and leisure offer.

The Plaza de Santa Ana is the central axis of the original city. Considerable open space that fulfils the role of a great public square and houses, at each end, the two fundamental social powers: the civil and the religious. Notably, the Cathedral of Santa Ana was the last of the great Spanish cathedrals and is also an example of that change of era.

Another nerve centre of the neighbourhood is the Plaza del Pilar Nuevo - a must-see photo - behind the Cathedral. Here are some of the most imposing mansions in the area; such as those that are part of the Casa de Colón, the former palace of the island's governor, today converted into a more than an interesting museum about the role of the Canary Islands in the discovery and colonization of the Americas.





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