

CALL FOR PAPERS



SSTD 2025

VII Spring Symposium on Tourism Development

June 19th and 20th, 2025,
FUERTEVENTURA ISLAND / SPAIN

New Trends in Tourism and Hospitality Management



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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

We are delighted to announce that the **7th International Spring Symposium in Tourism Development (VII SSTD 2025) Annual Conference will be hosted by the University of Las Palmas de Gran Canaria in Fuerteventura (Spain), from 19th-20th of June, 2025.** This SSTD 2025 is an International Conference organised by Tides, the Institute of Tourism and Sustainable Economic Development that belongs to the University of Las Palmas de Gran Canaria. Our University is the 35 in the world in the Global Shanghai Ranking 2024 by academic subjects in Hospitality and Tourism Management. We are also the first best university in Tourism studies in Spain and we are in the top 5 in Europe.

The VII SSTD 2025 Conference will be held in the Hotel R2 Río Calma. Delegates can expect true Spanish hospitality! Some of our distinguished keynote speakers include John Fahy from the University of Limerick (Ireland). We will also have an industry panel with relevant actors in Tourism and Hospitality sector.



Conference venue

The Conference registration will take place on Thursday 19th of June in the Hotel R2 Río Calma. The opening ceremony will be held on the 19th of June with keynote speaker sessions and with the participation of the Canary islands's Tourism Vice-councilor and President of The Island Council of Fuerteventura. Parallel sessions of paper presentation will take place thereafter. After the day's presentations, the delegates will take a walking tour. Expect to enjoy the famous Fuerteventura beaches in Costa Calma in the Municipality of Pájara with incredible landscapes.

During 19th and 20th of June 2025, keynote speakers, an industry panel discussion, as well as research presentations sessions will take place during the day. On 21th of June, there will be a guided tour to Ajuí and Pájara. Welcome to this beautiful island!!



What does the SSTD 2025 fee include?

Conference fees include conference keynote and parallel sessions and industry panel session in the Hotel R2 Río Calma on the 19th and 20th of June, the guided tour to Ajuí and Pájara and the closing conference dinner in Higos Hotel in Costa Calma on the 20th of June.

Would you like to stay at the R2 Río Calma Hotel?

We have negotiated very competitive prices with accommodation and full board in this luxury 4 star hotel in Fuerteventura- 60 euros per person/night and a discount code for the flight will be announced soon. Looking forward to Welcome you in Fuerteventura island! - Don't miss this opportunity to participate in this international scientific conference in paradise!!

To learn more about Canary Islands, please visit:
www.cabildofuer.es/cabildo

**More information about the R2 Río Calma Hotel
and booking details below.**





Discover the perfect place to stay during the **VII Spring Symposium on Tourism Development at the R2 Río Calma Hotel & Spa & Conference**. Located in the charming Costa Calma of Fuerteventura, this four-star hotel offers the ideal setting to combine participation in the conference with a stay full of comfort and well-being. Enjoy its stunning sea views, beautiful gardens, and inviting pools.

The R2 Río Calma Hotel & Spa & Conference stands out with its colonial architecture and modern facilities, providing an inspiring environment for all attendees. In addition to its dedicated conference and exhibition spaces, the hotel offers a variety of services including restaurants, bars, and a full-service spa. Here, every free moment can become an opportunity to relax and recharge.

The R2 Río Calma Hotel & Spa & Conference has everything you need for a perfect stay. From its comfortable rooms to its diverse recreational activities, the hotel ensures that every aspect of your visit is covered. Come and discover how work and well-being combine in one place, making your participation in the conference an unforgettable experience.

HOTEL RESERVATION: please make your reservation by email with the code: [reservation for SSTD 2025 Conference](#).

Accommodation at R2 Río Calma Hotel & Spa & Conference

Contact number: +34 928 546 054

Email: reservas5@r2hotels.com / reservas7@r2hotels.com

- **Double room: €60.00 per person per day** (double room occupied by two people)
- **Double room for single use: €90.00 per day**

Board: full board without drinks at meals

For reservations, please specify the number of people per room with their names, arrival and departure dates.



Some of the Conference Keynote Speakers



John Fahy

University of Limerick
(Ireland)

John Fahy, an award-winning international educator, is currently Professor of Marketing at the University of Limerick, Ireland, and Adjunct Professor of Marketing at the University of Adelaide, Australia. He is renowned for his work on marketing resources and capabilities, and their impact on organizational performance. He is a founding member of the MC21 group, which has researched this issue across 15 countries.

An eclectic thinker, his work draws on insights from marketing strategy, behavioral economics, evolutionary psychology, and neuroscience. His current research interests include customer value, evolutionary perspectives on marketing, and strategic decision-making.

He has authored over 100 peer-reviewed articles published in top journals, such as the *Journal of Marketing* and *Journal of Business Research*. His best-known work, a *Journal of Marketing* article on sustainable competitive advantage, has been cited over 2,700 times, while a recent piece in the *European Journal of Marketing* is among the most cited in that journal. Fahy has won several international research awards, including the AMA Services Marketing Paper of the Year Award and the Chartered Institute of Marketing Best Paper Award.

He holds a Master's degree from Texas A&M University and a Doctorate from Trinity College. His other passions include family, music, sports, food, and travel.

**Cristina Figueroa Domecq**

University Rey Juan Carlos
(Spain)

Full Professor in the Department of Business Economics (Marketing and Market Research) at Universidad Rey Juan Carlos, and Visiting Researcher at the University of Surrey. She coordinates the Inter-University Doctorate Programme in Tourism (PD4) and holds a PhD in Economics from Universidad Autónoma de Madrid. She completed a Marie Curie Fellowship at the University of Surrey (UK) from 2018-2020.

She has led multiple national and international research projects funded by prestigious organizations such as the European Research Council (ERC), Marie Skłodowska-Curie Actions, Horizon 2020, NATO Science for Peace and Security, and the Instituto de la Mujer. Currently, she is the national coordinator for the project "Tourism (In)justice: Rendering a Spatial Justice Framework for Tourism (JUST-TOUR)," funded by the ERC (2023-2028).

As a researcher, she has participated in six competitive projects, including R&D&I projects and collaborations with the University of Surrey and Global Challenges Research Fund (UK). She has published approximately 30 articles in high-impact journals, including *Annals of Tourism Research* and *Tourism Management*, authored six books, three reports for official institutions, and contributed over 20 book chapters.

She coordinates the EDINTUR Teaching Innovation Group and is an active member of several academic associations and research groups, including AECIT, GENET, and AECA.

**Carmelo J. León**

University of Las Palmas de Gran Canaria
(Spain)

Carmelo J. León González holds a PhD in Economics from the University of Las Palmas de Gran Canaria (ULPGC) and a BA in Economics from the University of La Laguna, Tenerife. He also holds a Master's degree in Economics and a Diploma in Economics from the University of Manchester. He has been a lecturer in the Department of Applied Economic Analysis since 1989.

He is Director of the UNESCO Chair of Tourism and Sustainable Economic Development and he was Director of the University Institute of Tourism and Sustainable Economic Development (Tides) (2010-2021). From 2001 to 2008 he was Director of the PhD Programme in Economics at the Department of Applied Economic Analysis of the ULPGC.

He has three sexenios of research. He has been the principal investigator of several national and international projects on Economics, the Environment and Tourism, and as a researcher he has specialised in environmental economics, the valuation of environmental goods, the economics of tourism, the economics of aquaculture and natural resources. He has participated as a speaker in many national and international conferences and has written more than 100 academic articles, books and book chapters.

Industry Panel

Astrid Van Wijk



Director of Sales & Marketing at Seaside Collection Hotels, with over 16 years in the company. Previously, she worked for 15 years at Creativ and later at Lopesan H&R, and before that as a tour guide with several tour operators from the Netherlands. She began her tourism career in Denia, Alicante, and later worked in Costa Brava, Ibiza, and the Algarve in Portugal.

Jacques Bulchand Gidumal



Professor of Digital Business specializing in the tourism sector. President of IFITT (International Federation for IT and Travel & Tourism). His research focuses on digital technologies and artificial intelligence in the tourism sector and entrepreneurship, with four recognized six-year research periods (three in research and one in knowledge transfer). He holds a degree in Computer Science and a PhD in Economics and Business.

Marlene Figueroa Martín



Marlene Figueroa Martín is a Lawyer whose career has been dedicated to the sustainable development of Fuerteventura. Currently, she has the honor of serving as Delegate Island Councilor for Tourism, Blue Economy and Biosphere Reserve in the Fuerteventura Town Council. Thanks to her academic training and experience in environmental management, she has promoted various initiatives to promote sustainable and responsible tourism on the island.

Oscar Ramos



Senior Director of Asset Management at Hotel Investment Partners. A professional in the hospitality industry with 25 years of experience. He has led HIP's asset portfolio in the Canary Islands since 2019. He held executive positions at Melia for 16 years and at the FTI Group for 3 years. He has managed prestigious hotels in the Canary Islands.

José Alba



General Manager of the Hotel Division at the Lopesan Group and a member of its Board of Directors. With over 20 years of experience in the hotel industry, he has managed Marketing and Sales departments at an international level. He holds a degree in Business Management and several master's degrees. Lopesan is a leader in the Canary Islands with 22 hotels in several countries.

Teresa Aguiar Quintana



Teresa Aguiar Quintana is a Full Professor at the University of Las Palmas de Gran Canaria and Director of Transfer and Scientific Dissemination at the Tides Institute. She has published books with Síntesis Editorial, as well as with Routledge and Cambridge Scholars Publishing, and more than 30 chapters, in addition to articles in scientific journals such as *Tourism Management* and *International Journal of Hospitality*.

José Juan Lorenzo



Managing Director of Tourism for the Canary Islands, he holds a degree in Industrial Engineering from the Polytechnic University of Madrid. With over 30 years of experience, he has led projects in sectors such as tourism, artificial intelligence, smart cities, and energy efficiency. He is currently driving a more resilient and climate-neutral tourism strategy for the Canary Islands.

Manuel Martínez-Fresno Hernandez



Manuel Martínez-Fresno is the Director of Guest Experience, Royal Concierge, and Institutional Relations at Santa Catalina, a Royal Hideaway Hotel in Las Palmas. He served as Chief of Protocol for the Canary Islands' Government for 17 years. He has also held roles such as Director of the Canary Islands Office in the USA, member of the Spanish Cultural Center in Florida, and is a visiting professor for the "Master of State and International Protocol" at the Diplomatic School of Spain.

Important dates and deadlines

7th February 2025 **Extended Abstract deadline** (500 words)
for publishing in the conference proceedings book

7th March 2025 **Decision Notification**

Note: all the accepted abstract papers can be presented at the conference.

7th April 2025 **Deadline for early registration**

Prices

PUBLIC

150€

Before 07/04/2025: **120€**

STUDENT

75€

Before 07/04/2025: **60€**

Registration information (Click here or QR)



Conference topics

The conference organisers are calling for extended abstracts, case studies, session proposals, poster presentations and oral presentations that are aligned with the core conference theme: **“New Trends in Tourism and Hospitality Management”**.

Topics to be covered at the conference include, but are not limited to, the following areas:

Artificial Intelligence

Tourism and Sustainable Economic Development

Consumer Behaviour in Tourism and Hospitality

Economic Perspectives on Tourism and Transport

Corporate Entrepreneurship in Tourism Businesses

Tourism Policy, Planning and Governance

Tourism Cities and Urban Tourism

Teaching and Learning in Tourism and Hospitality

The Future of Tourism and Hospitality in the Artificial Intelligence (AI) Era

Tourism and Hospitality Trends and Related Themes

Innovative Tourism Destination Cases

Neurotourism and neuromarketing

Tourism and Sustainable Development Goals

Geographies of Tourism and Spatial Analysis

We look forward
to welcoming you
to Fuerteventura

