

# PROGRAMME



## SSTD 2025

### VII Spring Symposium on Tourism Development

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

### New Trends in Tourism and Hospitality Management



This SYMPOSIUM is part of the **7th International Spring Symposium in Tourism Development (Fuerteventura VII SSTD 2025)** under the theme **“New Trends in Tourism and Hospitality Management”**. Its aim is to provide an international forum for academics, researchers, professionals, and students to discuss key topics related to sustainability, competitiveness, and innovation in tourism development and hospitality management.

Organised by the **Tides Institute of the University of Las Palmas de Gran Canaria**, this congress reinforces ULPGC’s commitment—ranked as the top university in Tourism studies in Spain and among the **top five in Europe**—to academic excellence and the sustainable development of the tourism sector. The event will take place on **June 19th and 20th**, at the **Hotel R2 Río Calma** on the island of Fuerteventura, and will feature **renowned international keynote speakers**, including **Professor John Fahy from the University of Limerick (Ireland)**, and **Cristina Figueroa Domecq and Carmelo J. León from Spain** as well as an industry panel with leading experts from the tourism and hospitality sectors.

## **COMITÉ DE HONOR - INSTITUTIONAL COMMITTEE**

**Excmo. Sr. D. José Manuel Sanabria Díaz**, Vice-counselor of Tourism Canary Islands Government, Spain

**Excmo. Dña. Marlene Figueroa Martín**, Councillor of Tourism in Fuerteventura Tourism Board, Spain

**Dr. D. Lluís Serra Majen**, Chancellor, University of Las Palmas de Gran Canaria, Spain

**Dr. Jin Taira Alonso**, Vice-chancellor of Internationalization and Cooperation, University of Las Palmas de Gran Canaria, Spain

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### **Organizing Committee:**

**Dr. Yazmina Gloria Araujo Cabrera**, University of Las Palmas de Gran Canaria, Spain

**Dr. Jacques Bulchand Gidumal**, University of Las Palmas de Gran Canaria, Spain

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

**Dr. Javier de León Ledesma**, University of Las Palmas de Gran Canaria, Spain

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

**PhD. Candidate, Aythami Santana Padrón**, University of Las Palmas de Gran Canaria, Spain

**Valeria Valentín Cabra Flórez**, University of Las Palmas de Gran Canaria, Spain

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**Dr. Teresa Aguiar Quintana**, Chair VII SSTD 2025, University of Las Palmas de Gran Canaria, Spain

### Scientific Committee:

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**Dr. Juana María Alonso Déniz**, University of Las Palmas de Gran Canaria, Spain

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**Dr. Jacques Bulchand Gidumal**, University of Las Palmas de Gran Canaria, Spain

**Dr. Wenjie Cai**, University of Greenwich, London, UK

**Dr. José Manuel Cazorla Artiles**, University of Las Palmas de Gran Canaria, Spain

**Dr. Andrés Coca-Stefaniak**, University of Greenwich, London, UK

**Dr. Tatiana David Negre**, University of La Laguna, Spain

**Dr. Javier de León Ledesma**, University of Las Palmas de Gran Canaria, Spain

**Dr. Eugenio Díaz Fariña**, University of Las Palmas de Gran Canaria, Spain

**Dr. Cristina Figueroa Domecq**, University Rey Juan Carlos, Spain

**Dr. Carlos C. Díaz-Santamaría**, University of Las Palmas de Gran Canaria, Spain

**Dr. John Fahy**, University of Limerick, Ireland

**Dr. Antonia Mercedes García Cabrera**, University of Las Palmas de Gran Canaria, Spain

**Dr. María Gracia García Soto**, University of Las Palmas de Gran Canaria, Spain

**Dr. Matías Manuel González Hernández**, University of Las Palmas de Gran Canaria, Spain

**Dr. Christian González Martel**, University of Las Palmas de Gran Canaria, Spain

**Dr. Briga Hynes**, University of Limerick, Ireland

**Dr. Federico Inchausti Sintés**, University of Las Palmas de Gran Canaria, Spain

**Dr. Yen Elizabeth Lam González**, University of Las Palmas de Gran Canaria, Spain

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

**Dr. Casiano Manrique de Lara**, University of Las Palmas de Gran Canaria, Spain

**Dr. José Alberto Martínez González**, University of La Laguna, Spain

**Dr. Juan Carlos Martín Hernández**, University of Las Palmas de Gran Canaria, Spain

**Dr. María del Pino Medina Brito**, University of Las Palmas de Gran Canaria, Spain

**Dr. Lucía Melián Alzola**, University of Las Palmas de Gran Canaria, Spain

**Dr. Santiago Melián González**, University of Las Palmas de Gran Canaria, Spain

**Dr. Sergio Moreno Gil**, Tides director, University of Las Palmas de Gran Canaria, Spain

**Dr. Hai Nguyen**, University of Greenwich, London, UK

**Dr. Noemí Padrón Fumero**, University of La Laguna, Spain

**Dr. Ubay Roberto Pérez Granja**, University of Las Palmas de Gran Canaria, Spain

**Dr. Lorena del Pino Robaina Calderín**, University of Las Palmas de Gran Canaria, Spain

**Dr. Concepción Román García**, University of Las Palmas de Gran Canaria, Spain

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

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

## CONFERENCIAS MAGISTRALES - KEYNOTE SPEAKERS



**John Fahy**  
University of Limerick  
(Ireland)

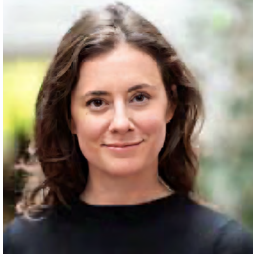
John Fahy, an award-winning international educator, is currently Professor of Marketing at the University of Limerick, Ireland, and Adjunct Professor of Marketing at the University of Adelaide, Australia. He is renowned for his work on marketing resources and capabilities, and their impact on organizational 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.



## PROGRAMA - PROGRAMME



### PRIMER DÍA. DAY 1 (THURSDAY 19th JUNE)

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

**Hotel R2 Río Calma, Costa Calma, Fuerteventura. 5th Floor, Conference Salas (SALA TAMASITE)**

9:30 - 10:15 **PRESENTACIÓN. OPENING SESSION AND PRESENTATION VII Fuerteventura SSTD 2025**

Lluís Serra Majen (Rector of the University of Las Palmas de Gran Canaria), José Manuel Sanabria Díaz (Vice- Councillor of Tourism, Government of the Canary Islands), Marlene Figueroa Martín (Delegate island Councillor for Tourism, Blue Economy and Biosphere Reserve in the Fuerteventura Town Council) and Teresa Aguiar Quintana ( Dissemination director of Tides Institute and Chair of VII Fuerteventura SSTD 2025

10:15 - 10:50 **SESIÓN PLENARIA. PLENARY SESSION *New actions from the Public sector to improve Canary islands Tourism Management.*** José Manuel Sanabria Díaz (Vice- Councillor of Tourism, Government of the Canary Islands)

10:50 - 12:15 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION *JUST Tourism Destinations: Ethics and Technology.*** Prof. Cristina Figueroa Domecq, University of Rey Juan Carlos, Madrid, Spain.



12:15 - 12:30 **PAUSA CAFÉ. COFFEE BREAK**

12:30 - 14:00 **SESIÓN PROFESIONAL. INDUSTRY PANNEL Jacques Bulchand-Gidumal** (President of IFITT, Professor of Digital Business at University of Las Palmas de Gran Canaria), **Marlene Figueroa Martín** (Delegate Island Councilor for Tourism, Blue Economy and Biosphere Reserve, Fuerteventura Town Council), **Óscar Ramos** (Senior Director of Asset Management at Hotel Investment Partners), **Teresa Aguiar Quintana** (Director of Transfer and Scientific Dissemination, Tides Institute, University of Las Palmas de Gran Canaria), **José Juan Lorenzo** (Managing Director of Tourism for the Canary Islands), **José Alba** (General Manager of the Hotel Division, Lopesan Group) and **Manuel Martínez-Fresno Hernández** (Director of Guest Experience, Royal Concierge and Institutional Relations at Santa Catalina, a Royal Hideaway Hotel)

**Moderators:** Jacques Bulchand and Teresa Aguiar



14:00 - 15:15 **PAUSA ALMUERZO. LUNCH BREAK**

**Restaurant - Buffet R2 Rio Calma Hotel**




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

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20:00 - 22:00 **DINNER**

**Restaurant - Buffet R2 Rio Calma Hotel**

 (SALA TAMASITE) (Chair: Matías M. González Hernández)

- 16:00 - 16:15 **Decompising the Gender Wage Gap in Tourism: An Endogeneous Switching Regression Approach.** Marina Marfil-Cotilla, Juan A. Campos Soria and Elena Lasso de la Vega
- 16:15 - 16:30 **The Measurement of Spatiotemporal Concentration of Tourism Flows and the Modifiable Unit Areal Problem (MAUP): A case Study Using Mobile Positioning Data.** José Manuel Viera-González and Raúl Hernández Martín
- 16:30 - 16:45 **Hierarchical Pattern Analysis of Tourist Environmental Compensation: Evidence from the Canary Islands.** Aythami Santana Padrón, Eugenio Díaz Fariña and Andrea Rodríguez
- 16:45 - 17:00 **Paying for Paradise? The Impact of Motivations on Tourist Tax Perception and Spending in the Canary Islands.** Miguel Ángel Solano Sánchez, Minerva Aguilar Rivero, Juan Carlos Martín and Concepción Román
- 17:00 - 17:15 **Solving the inefficiencies of subsidies for residents in air transport markets with blind tickets.** Juana M. Alonso and Pilar Socorro
- 17:15 - 17:30 **Overtourism: identifying less critical tourist segments for sustainable destinations.** Eugenio Díaz Fariña and Ubay Pérez Granja
- 17:30 - 17:45 **Residents' tourism-phobia, climate change beliefs, and preferences for decarbonisation policies.** Yen Lam, Matías González, Carmelo León, Javier de León and Chaitanya Suárez
- 17:45 - 18:00 **Sustainable Tourism development in Greece: A phenomenological study of municipal leaders.** Panagiote Tsolis

 (SALA TINDAYA) (Chair: Yazmina G. Araujo Cabrera)

- 16:00 - 16:15 **Sustainable Business Model for Smart City Innovation Ecosystem: developing the Smart Tourism Model Canvas (STMC)** Carpentiere Cosimo Damiano
- 16:15 - 16:30 **Wine tourism and local development: an evaluation of benefits and impacts in Santana do Livramento, Brazil.** Ana Katarina Pessoa-de-Oliveira, Cátia Raquel Feldenb and Sílvia Amélia Mendonça Flores
- 16:30 - 16:45 **The university as a catalyst for sustainable tourism: the case of the creation of the 'Aragon Sustainable Destination Distinction'.** Ana María Monclús Salamero, Ana Katarina Pessoa-de-Oliveira, Leticia Helena Fuertes Giné, María Victoria Sanagustín Fons and Carlos Orús Sanclemente
- 16:45 - 17:00 **Transforming Crisis into a Catalyst for Sustainable Development: Insights from Health Crisis Management at Daming Palace.** Jiayin Li and Cristina Figueroa-Domeq
- 17:00 - 17:15 **Exploring water use behaviour among hotel guests.** Javier Mendoza, Natalia Antonova, Desiderio Guterrez and Inés Ruiz
- 17:15 - 17:30 **Tourist security in Fernando de Noronha, Brazil: an analysis of the technical dimension of urban and tourist infrastructure.** Êndel Raul Pachêco da Costa, Marcelo da Silva Taveira, Salete Gonçalves and Ana Katarina Pessoa-de-Oliveira
- 17:30 - 17:45 **Evaluating Airline Service Quality Using Sentiment Analysis with Machine Learning and Large Language Model (LLM).** Ayat Zaki Ahmed
- 17:45 - 18:00 **Structure-Conduct-Performance in family firms within the Spanish tourism sector: an approach from the Aragon region.** Ana Katarina Pessoa-de-Oliveira, María Lourdes Gastearena Balda and Sílvia Abella-Garcés
- 18:00 - 18:15 **The role of environmental, social and governance factors in global tourism development.** Ergash Ibadullaev, Umid Matyayubov and Radjabov Alibek

 (SALA GRAN TARAJAL) (Chair: Santiago Melián González)

- 16:00 - 16:15 **The mediating role of attachment between authenticity and word of mouth. An evidence from film tourism.** Minerva Aguilar-Rivero, Salvador Moral-Cuadra, Juan Carlos Martín and Laura Ortega-Pérez
- 16:15 - 16:30 **Analysis of content and key factors in the tweets of the official tourism accounts of Spain and Italy: a data science approach.** Maria Fernanda Bernal Salazar, Elisa Baraibar-Diez and Jesús Collado Agudo
- 16:30 - 16:45 **Is automation more widespread in fast food than in hotels?** Jacques Bulchand-Gidumal and Santiago Melián-González
- 16:45 - 17:00 **Will AI help improve the sustainability of travel and tourism?** Carlos Díaz and Jacques Bulchand
- 17:00 - 17:15 **Predictive study of the perceived job performance of Generation Z in a tourism context of digital Transformation and artificial intelligence.** José Alberto Martínez González, Teresa Aguiar Quintana, Carmen, Dolores Álvarez Albelo and Tamara González González
- 17:15 - 17:30 **Digital Transformation and artificial intelligence in tourism and hospitality: Systematic literature review.** José Alberto Martínez González, Teresa Aguiar Quintana, Carmen Dolores Álvarez Albelo and Tamara González González
- 17:30 - 17:45 **Concern about climate change and acceptance of mitigation policies. Moderating effect of age.** Omar Reyes Castro and Julia Nieves Rodríguez
- 17:45 - 18:00 **Musical Tourism: Music events in the tourism industry.** Lucía Moreno Rodríguez, Ricardo J. Díaz Armas and Andrés Fernández Martín
- 18:00 - 18:15 **Virtual Mystery Guest as a tool for Territorial Diagnosis in Tourism Destination Planning. Practical application in Several Municipalities of the Galicia-Norte de Portugal Euroregion.** M<sup>a</sup> Carmen Pardo and Mónica Cecilia Cortés García
- 18:15 - 18:30 **Exploring the Concept of Polycentric Tourism: A Path to Balanced Regional Development.** M<sup>a</sup> Carmen Pardo, Goretti Silva, James Hanrahan and Mariana Aragão



**SEGUNDO DÍA. DAY 2 (FRIDAY 20th JUNE)**

(SALA TAMASITE)

9:30 - 11:00 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION** *The role and importance of a generalist approach to research in tourism marketing.* Prof. John Fahy (University of Limerick)



11:00 - 11:15 **PAUSA CAFÉ. COFFEE BREAK**

(SALA TAMASITE)

11:15 - 12:00 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION** *Lights and shadows in sustainable tourism.* Prof. Carmelo León, University of Las Palmas de Gran Canaria (Spain).

12:00 - 13:30 **ONLINE WORKSHOP** *Gender, community and everyday challenges: A dialogue around the work of five women researchers*

Organised by the UNESCO Chair of Tourism and Sustainable Economic Development of the ULPGC. (Coordinators: Yen E. Lam González and Eugenio Díaz Fariña)

**Join the meeting** (Friday 20th June, 12:00)

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



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

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(SALA TAMASITE)



14:15 **CONFERENCE CLOSING**



14:15 - 15:15 **LUNCH BREAK**

*Restaurant - Buffet R2 Rio Calma Hotel*



**TERCER DÍA. DAY 3 (SATURDAY 21th JUNE)**



11:00 - 14:00 **ACTIVIDAD EN GRUPO VISITA A PÁJARA. GROUP ACTIVITY TO THE MUNICIPALITY OF PÁJARA**



*Pick Up Bus (Reception R2 Rio Calma Hotel) at 11:00 h*



14:00 - 16:00 **CLOSING CONFERENCE LUNCH**

*Tapas lunch at a restaurant in the municipality of Pájara*

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

**(SALA TAMASITE)** (Chair: Lorena Robaina Calderín)

- 12:00 - 12:15 **Exploring patterns in hotel cancellations: A configurational analysis using FSQCA.** Elizabeth del Carmen Pérez-Ricardo, Josefa García-Mestanza and Noel Fernández-Cueria
- 12:15 - 12:30 **The Impact of CRM on Customer Loyalty in Canary Islands Airlines: A Strategic Analysis of Relationship Marketing.** Ylenia Quintana-Saavedra, Lorena Robaina-Calderín and Carmen Domínguez-Falcón
- 12:30 - 13:00 **Travel influencer: a study of their role as an advertising tool on YouTube.** Judith Joana Díaz Falcón, Ángel Quintana Gómez, Josefa D. Martín Santana and Lorena Robaina Calderín
- 13:00 - 13:15 **Gastronomic influencers: an analysis of their advertising effectiveness on Instagram.** Ana Karina Córdova Suárez, Aridany Rodríguez Rodríguez, Josefa D. Martín Santana and Lorena Robaina Calderín
- 13:15 - 13:30 **Silver economy and tourism: challenges and opportunities for creating value, quality and satisfaction.** Lucía Melián Alzola, Josefa Delia Martín-Santana and Sabine Haller
- 13:30 - 13:45 **Service-dominant logic (SDL) and tourism management: Implications for internal and external customers.** Carmen Domínguez-Falcón and Lucía Melián-Alzola
- 13:45 - 14:00 **Perceptions of sustainable destination certifications: a comparative analysis of age groups.** María del Mar García de los Salmones, Ángel Herrero and Patricia Martínez
- 14:00 - 14:15 **Travel Practices and Tourist Experiences of the Motobikers Community in Portugal.** Elizabeth Abreu de Sousa, Carlos Manuel Batista Cardoso Ferreira and Cláudia Patrícia de Almeida Seabra Moreira

**(SALA TINDAYA)** (Chair: Christian González Martel)

- 12:00 - 12:15 **Implementing Circular Economy Principles in Tourism: A Regional-Level Structured Observational Study of Mount Emei, China.** Yingxue Li and Jiayin Li
- 12:15 - 12:30 **Potential climate change impacts on tourism demand in the Mediterranean.** Robert Steiger and Katharina Pöll
- 12:30 - 12:45 **Implementation of an automated system for analyzing tourism trends at the Lanzarote Island Council.** Christian González Martel and José Manuel Cazorla Artilles
- 12:45 - 13:00 **Assessing the distributional and Environmental effects of Domestic and Inbound Tourism in Spain.** Andrés González Rodríguez, Xesus Pereira and Melchor Fernández.
- 13:00 - 13:15 **Measuring environmental impact according to tourism classification: A multisectoral model.** Uvenny Quirama, Xesus Pereira and Melchor Fernández
- 13:15 - 13:30 **Does income follow pilgrims? An interrelational income multiplier analysis for the Way of St.James.** Fernando de la Torre Cuevas and Melchor Fernández Fernández
- 13:30 - 13:45 **Analysis of factors affecting satisfaction level of visitors with road transport services in Khorezm region, Uzbekistan.** Elbek Khodjaniyazov, Javohir Babadjanov, Jakhongir Ibragimov and Jahongirbek Nurjonov
- 13:45 - 14:00 **Affective experiences in the workplace and their influence on the evaluative judgment of middle managers.** Horacio de la Nuez and Julia Nieves
- 14:00 - 14:15 **Can Tourism Sustain Growth?** Federico Inchausti Sintés and Moisés Navarro Sánchez

**(SALA GRAN TARAJAL)** (Chair: Rafael Suárez Vega)

- 12:00 - 12:15 **The Power of Packaging: How Design Shapes Consumer Perception and Brand Connection.** Tatiana David-Negre, Mireya Yadranka Morgana Orellana, Patricia Picazo-Peral and Sergio Moreno-Gil
- 12:15 - 12:30 **Sipping Emotions: Emotional Responses to Soda Flavors.** Tatiana David-Negre, Mireya Yadranka Morgana Orellana, Patricia Picazo-Peral and Sergio Moreno-Gil
- 12:30 - 12:45 **Parisian Art Hotels: cultural heritage, identity and innovation.** Christina Tschech
- 12:45 - 13:00 **Customer Recommendations in the Airline Industry: Analysis of User-Generated Content.** Adeim Suvanbekova, Rafael Suárez-Vega, Dolores R. Santos-Peñate and Teresa Aguiar Quintana
- 13:00 - 13:15 **Designing tourist routes with points and arcs of interest.** Dolores R. Santos-Peñate and Rafael Suárez-Vega
- 13:15 - 13:30 **The tourist expenditure factor as a determinant of destination competitiveness: an analysis through the case of the Canary Islands.** Ana María Barrera Martínez, Agustín Santana Talavera and Eduardo Parra López
- 13:30 - 13:45 **Shore excursions: perception and determinants of cruise passenger choice.** Samuel Montesdeoca and Beatriz Erasmi Tovar De La Fe
- 13:45 - 14:00 **The Effect of Socioeconomic Factors on Public Transport Accessibility: Analyzing Social Equity in the Network of Gran Canaria.** Javier Hernán, Rafael Suárez and Juan Hernández
- 14:00 - 14:15 **Analysis of propane consumption in hotels in the Canary Islands: trends, variations and opportunities for sustainable management.** Kawther Benaboura, Carmen Ines Ruiz-Rosa and Natalia Antonova



**R2 Rio Calma Hotel & Spa & Conference**  
Urbanización El Granillo, C. Artistas Canarios, 8, Costa Calma, Fuerteventura

# Fuerteventura, the jewel of the Canary Islands, welcomes you to a world where business effortlessly intertwines with paradise.

As a premier MICE destination, our island offers a wide array of opportunities and experiences that will make your event truly unique.

## Why Choose Fuerteventura for Your MICE Event?

**All year round sunshine:** With an average of 3,000 hours of sunshine per year, Fuerteventura enjoys a pleasant climate year-round, making it an ideal choice for events and outdoor activities.

**Versatile venues:** Whether you're planning a conference, an incentive trip, or an exhibition, Fuerteventura provides a diverse selection of venues, from state-of-the-art conference centers to unique outdoor spaces with breathtaking views.

**Natural beauty:** Our island is renowned for its untouched natural beauty, featuring miles of pristine beaches, rugged landscapes, and crystal-clear waters, providing a captivating backdrop for your events.

**Adventure and team building:** Fuerteventura offers an array of exciting outdoor activities, from windsurfing to hiking, perfect for team building and creating memorable experiences.

**Rich culture:** Immerse yourself in the island's rich history and culture, complete with local traditions, music, and cuisine that add depth to your events.

**Connectivity:** Fuerteventura is easily accessible through well-connected airports and ports, ensuring smooth travel for your attendees.

**High-quality accommodations:** Choose from a wide selection of accommodations, including luxury resorts, boutique hotels, and charming villas, to ensure your guests have a comfortable stay.

**Sustainability:** Fuerteventura is committed to sustainable practices, making it an eco-friendly choice for environmentally conscious events.

## Pájara

This conference will take place in Pájara, located in the south of Fuerteventura in the Canary Islands. It is a privileged destination that captivates with its authenticity, natural surroundings, and high-quality tourism offerings. This municipality is home to some of the island's most iconic landscapes, such as the Jandía Natural Park and the paradisiacal beaches of Cofete and Sotavento, renowned for their unspoiled beauty and ideal conditions for water sports. With a warm climate all year round and a volcanic environment of great ecological value, Pájara offers a unique experience that blends sea, nature, and tranquility.

In addition to its stunning landscapes, Pájara stands out for its commitment to sustainable and accessible tourism that highlights both its natural and cultural heritage. The municipality actively works to diversify its offerings with proposals in gastronomy, active tourism, and rural experiences, all while preserving its roots. The hospitality of its people, the quality of its services, and the authenticity of its local identity make Pájara a strategic destination within the Canary Islands tourism landscape, ideal for those seeking a genuine connection with their surroundings.

## Your vision, our experience.

In Fuerteventura, we understand that every MICE event is unique. Our team of experienced professionals is dedicated to collaborating with you to bring your vision to life. Whether it's a corporate conference, an incentive trip, or a product launch, we have the expertise and resources to make it a resounding success.





Cátedra de Turismo de las Islas Canarias de Sostenibilidad e Inteligencia de Datos

