

PROGRAMME

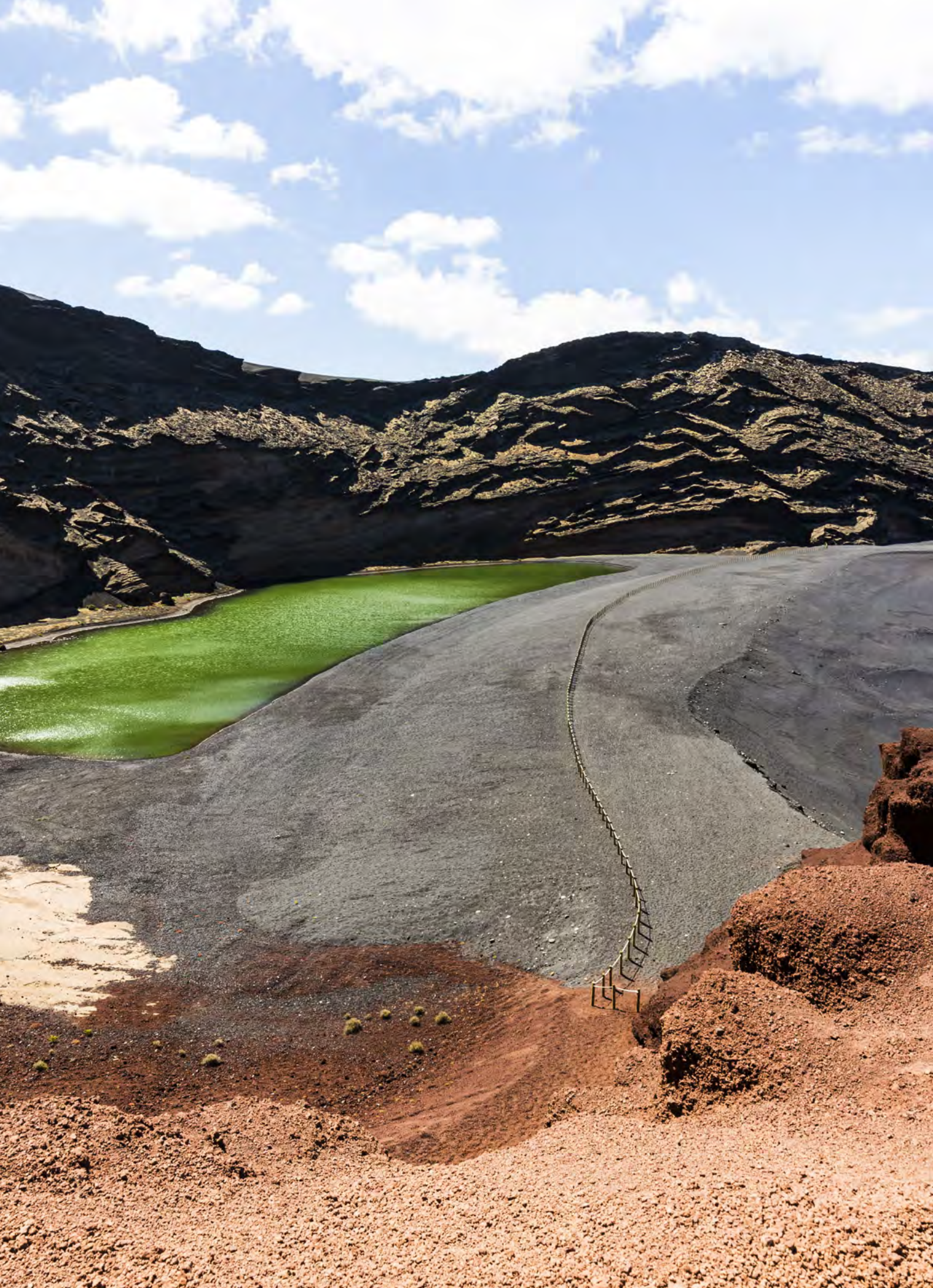


SSTD 2026

VIII Spring Symposium on Tourism Development

June 18th and 19th, 2026,
LANZAROTE ISLAND / SPAIN

Tourism and Residents Well-being



This symposium forms part of the **8th International Spring Symposium on Tourism Development (Lanzarote VIII SSTD 2026)**, held under the theme **“Tourism and Residents’ Well-being”**. It aims to provide an international platform for academics, researchers, professionals, and students to exchange knowledge and discuss key issues 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 to academic excellence and the sustainable development of the tourism sector. The university is consistently ranked among the top institutions in Tourism studies in Spain and is recognised as one of the leading universities in Europe in this field.

The event will take place on June 18th and 19th at the Hotel Arrecife Gran Hotel & Spa, on the island of Lanzarote. It will feature distinguished international keynote speakers, including Professor Robert Steiger (University of Innsbruck), Hai Nguyen (University of Greenwich), and Jacques Bulchand (Spain), as well as an industry panel bringing together 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. Sr. D. Héctor Fernández Manchado, Councillor of Tourism in SPEL- Tourism Lanzarote, 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

Ms. Eva María Crespo Fontes, Director of the Lanzarote University School of Tourism, affiliated with ULPGC, Spain

ORGANIZING COMMITTEE - COMITÉ ORGANIZADOR

President of the Organizing Committee:

Dr. Teresa Aguiar Quintana, Chair VIII SSTD 2026, University of Las Palmas de Gran Canaria, Spain

Vice President of the Organizing Committee:

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

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PhD. Candidate, Aythami Santana Padrón, 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

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President Scientific Committee:

Dr. Teresa Aguiar Quintana, Chair VIII SSTD 2026, University of Las Palmas de Gran Canaria, Spain

Vice President Scientific Committee:

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

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

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

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

Dr. Juan Antonio Campos Soria, University of Malaga, Spain

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

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

Dr. Elena V. Lasso de la Vega Alarcón, University of Malaga, Spain.

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

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

Dr. Carlos Cristian Díaz Santamaría, University of Las Palmas de Gran Canaria, Spain

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

Dr. Juan María Hernández Guerra, University of Las Palmas de Gran Canaria, Spain

Dr. Raúl Hernández Martín, University of La Laguna, Spain

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

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

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

Dr. Marina Marfil Cotilla, University of Malaga, 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, 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. Carlos Rodríguez Robaina, University of Las Palmas de Gran Canaria, Spain

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

Dr. Robert Steiger, University of Innsbruck, Austria

Dr. Szilvia Gyimothy Mørup-Petersen, Copenhagen Business School, Denmark

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

Dr. Chaitanya Suárez Rojas, Centre for Environmental and Resource Economics (CERE), Sweden.

Dr. Francisco López del Pino, University of Las Palmas de Gran Canaria, Spain

Dr. Agata Borowska-Pietrzak, University of Gdansk, Poland

Dr. Tomasz Kawka, University of Gdansk, Poland

Dr. Héctor Fernández Manchado, University School of Tourism of Lanzarote affiliated with ULPGC, Spain

**Robert Steiger**

University of Innsbruck
(Austria)

Robert Steiger is an Associate Professor at the Department of Public Finance, University of Innsbruck, Austria. He has extensive experience in climate change adaptation and sustainable development in tourism, with over 100 academic publications. He is also very involved in knowledge transfer, e.g., as coordinating lead author of the Austrian Climate Change Assessment Reports 2014 and 2025, and of the 2021 Special Report on Tourism and Climate Change, but also in the context of regular appearances in the media and public lectures. He is the study coordinator of a tourism bachelor's program, and a master's program in sustainable regional development, and deputy speaker of the Doctoral program "Tourism and Leisure in Mountain Regions".





Hai Nguyen
University of Greenwich
(UK)

Dr Hai Nguyen is an Associate Professor of Tourism and Events at the University of Greenwich, UK. She has an extensive international academic background, having studied and worked at Hue University (Vietnam), the School of Travel Industry Management (US), Breda University of Applied Sciences (The Netherlands), the Hong Kong Polytechnic University, and Macau University of Science and Technology (China). Her current research interests include tourist behaviour, resident studies, destination management, heritage tourism, and special events and festivals.





Jacques Bulchand

University of Las Palmas de Gran Canaria
(Spain)

Jacques Bulchand-Gidumal is a Full Professor of Business Organization at the University of Las Palmas de Gran Canaria, specializing in Digital Business and Digital Tourism. He holds a degree in Computer Science and a PhD in Economics and Business. He frequently gives talks on strategies for social media, future technological trends, entrepreneurship opportunities in the digital sector, and innovation in the tourism industry. He is a regular contributor to various media outlets. He has published over 100 articles, including articles in international journals, book chapters, and conference papers. His research focuses on startups and digital tourism, with special emphasis on artificial intelligence, robotics, automation, and the transformative power of technology in organizations. He is a collaborator and mentor in various startups, as well as a small-scale investor in some of them. He currently serves as the President of the International Federation for Information Technologies and Travel & Tourism (IFITT).



PROGRAMA - PROGRAMME

June
18

PRIMER DÍA. DAY 1 (THURSDAY 18th JUNE)

9:00 - 9:30 **RECOGIDA DE ACREDITACIONES. REGISTRATION** **Assembly Hall, Sala Islote del amor**

9:30 - 10:20 **PRESENTACIÓN. OPENING SESSION AND PRESENTATION VIII Lanzarote SSTD 2026. COMITÉ DE HONOR - INSTITUTIONAL COMMITTEE.** Excmo Dr. D. Lluís Serra Majen (Rector Chancellor of the University of Las Palmas de Gran Canaria, Spain), Excmo Dr. D. José Manuel Sanabria Díaz (Vice-Councillor of Tourism Canary Islands Government, Spain), Excmo. D. Héctor Fernández Manchado (Councillor of Tourism in SPEL- Tourism Lanzarote, Spain), Ms. Eva María Crespo Fontes, Director of the Lanzarote University School of Tourism, affiliated with ULPGC, Spain) and Dr. Ms. Teresa Aguiar Quintana (Dissemination director of Tides Institute and Chair of VIII Lanzarote SSTD 2026)

10:20 - 11:00 **SESIÓN PLENARIA. PLENARY SESSION Actions from the Public Sector to improve Canary Islands Tourism Management related to Tourism and Residents Well Being.** Dr. José Manuel Sanabria Díaz (Vice- Councillor of Tourism, Government of the Canary Islands)

11:00 - 12:15 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION Resident Resilience as a catalyst for Well-being.** Dr. Hai Nguyen, University of Greenwich, London, UK.

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

12:30 - 13:30 **SESIÓN PROFESIONAL. INDUSTRY PANEL Héctor Fernández Manchado** (SPEL - Lanzarote Tourism board manager), **Nayra Valls Cabrera** (financial and administrative management of the Cabrera Medina business group), **Ignacio Poladura de Armas** (Managing Director of Viajes Insular and President of the Canary Islands Association of Travel Agencies and Tour Operators (ACAVyT), **Yasmina Valiente** (Co-founder and director of development at Turismark, a company that markets and manages 22 tourist establishments in the Canary Islands and Tunisia). **Moderator:** Jacques Bulchand, Professor of Digital Business specializing in the tourism sector. President of IFITT (International Federation for IT and Travel & Tourism)

13:30 - 14:30 **COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS. PARALLEL PAPER SESSIONS**See
page
1115:00 - 15:45 **PAUSA ALMUERZO. SNACKS LUNCH BREAK** **Arrecife Gran Hotel Conference Area**16:00 - 18:30 **COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS. PARALLEL PAPER SESSIONS**See
page
12

19 SEGUNDO DÍA. DAY 2 (FRIDAY 19th JUNE)

📍 Assembly Hall, Sala Islote del amor

9:30 - 10:45 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION** *Artificial Intelligence for the well-being of residents in tourism destinations.* Prof Jacques Bulchand, University of Las Palmas de Gran Canaria, Spain



10:45 - 11:00 **PAUSA CAFÉ. COFFEE BREAK**

11:00 - 12:00 **CONFERENCIA MAGISTRAL. KEYNOTE SESSION** *Resident Well-being, overtourism and Climate Change.* Prof. Robert Steiger, University of Innsbruck, Austria



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

See
page
13



15:00 **CONFERENCE CLOSING**

📍 Conference rooms



15:00 - 16:00 **SNACKS LUNCH BREAK**

📍 Arrecife Gran Hotel Conference Area



COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS

PARALLEL PAPER SESSIONS

THURSDAY 1/2

13:30 - 14:30 COMUNICACIONES CIENTÍFICAS EN SESIONES PARALELAS. PARALLEL PAPER SESSIONS

(SALA ISLOTE DEL AMOR) (Chair: Jacques Bulchand Gidumal)

- 13:30 - 13:45 **From Market Segmentation to Destination Governance: Rethinking Visitor Structure for Residents' Well-being.** Veronika Janečková
- 13:45 - 14:00 **Living with Tourism: How Interaction and Media Exposure Shape Residents' Stereotypes of Tourists.** Snježana Boranić Živoder, Ivan Sever, Damir Krešić and Sanela Grujo Vrkljan
- 14:00 - 14:15 **Artificial Intelligence in the Service Sector: Effects of Workplace AI Use on Employee Well-Being.** Sanja Pekovic, Bozidar Popovic, Ilija Moric and Milica Andjusic
- 14:15 - 14:30 **Sustainability governance at World Heritage sites: From institutional discourse to digital footprint data analytics.** Rocio González-Sánchez, Miriam Menchero-Sánchez, Teresa Villacé-Molinero, Laura Fuentes-Moraleda, Nuria Elisa Morere-Molinero and Sofia Blanco Moreno
- 14:30 - 14:45 **Fostering regenerative sustainability leadership through transformative tourism: evidence from the global sustainability fellowship programme.** Ilona Maier, Carmelo J. León González and Juan Serantes Asenjo

(SALA REDUCTO) (Chair: Aythami Santana Padrón)

- 13:30 - 13:45 **Unpacking the Growth Effects of Market and Second-Home Tourism: Evidence from Spain.** José Carlos Collado-González, Juan Gabriel Brida and Pablo Juan Cárdenas-García
- 13:45 - 14:00 **When Subjective Wellbeing Meets Sustainable Tourism: A Multicriteria Behavioural Analysis of Sciacca Citizens' Attitudes.** Rossella Maria Pia Di Rocco, Alessandro Indelicato, Juan Carlos Martin and Vincenzo Marinello
- 14:00 - 14:15 **Monitoring Platform for Barra and Costa Nova: A Society-Centred Approach to Tourism Sustainability.** Rui Costa, André Pedrosa, Larissa Almeida, Mariana Nabais and Fayaz Riaz
- 14:15 - 14:30 **Beyond "Too Many Tourists": Distinguishing Day Visitors and Overnight Tourists in Resident Well-Being.** Oksana Tokarchuk, Martin Olivera, Juan Gabriel Brida and Umberto Martini
- 14:30 - 14:45 **Not One Size Fits All: Resident Segmentation and the Estimation of Social Carrying Capacity in Overtourism Destinations.** Oksana Tokarchuk, Victoria Moggi, Carola Stefenelli and Roberto Gabriele

(SALA PUENTE DE BOLAS) (Chair: Francisco López del Pino)

- 13:30 - 13:45 **Regenerative Tourism and Residents' Well-being: A Territorial and Relational Approach to Local Value Co-Creation.** Sylvie Christofle
- 13:45 - 14:00 **Social sustainability of tourism: perspectives from sustainable tourism observatories.** Gladys Montilla-Rodríguez and Carmelo J. León
- 14:00 - 14:15 **Territorial tourism sustainability: a scoping review.** Gladys Montilla-Rodríguez and Carmelo J. León
- 14:15 - 14:30 **Stress, boredom, and excitement: Qualitative exploration of their influence on impulse buying in transit.** Fatima Ezzahra JDAHIM and Omar El AMILI
- 14:30 - 14:45 **Dynamic vulnerability factors in insular tourism destinations under multi-hazard scenarios: a systemic approach from the Canary Islands.** Sara García-González, Noemí Padrón-Fumero and Raúl Hernández-Martín
- 14:45 - 15:00 **Beyond bed counts: how tourist spending patterns reveal the hidden waste footprint of tourism.** Eugenio Diaz-Farina, Juan J. Díaz-Hernández and Noemi Padrón-Fumero

(THURSDAY 18th JUNE)

(SALA ISLOTE DEL AMOR) (Chair: Santiago Melián González)

- 16:00 - 16:15 **Hospitality 360°: an operational model of circular economy for sustainable and profitable hotel management.** Janet Castro Milán
- 16:15 - 16:30 **Analysis of Environmental, Social, and Governance (ESG) factors at the Senac Barreira Roxa Hotel-School (Natal/RN – Brazil).** Ana Katarina Pessoa, Êndel Raul Pachêc, Salete Gonçalves and Marcelo da Silva
- 16:30 - 16:45 **Human resources management practices: drivers of value co-creation in the tourism sector.** Carmen Domínguez-Falcón, Lucía Melián-Alzola and Ana Katarina Pessoa-de-Oliveira
- 16:45 - 17:00 **Organisational culture and performance as perceived by future tourism professionals.** José Alberto Martínez González, Carmen Dolores Álvarez Albelo, Teresa Aguiar Quintana and Tamara González González
- 17:00 - 17:15 **Cooperative and multimodal learning in tourism management higher education: developing competencies through active methodologies.** Ana Katarina Pessoa, Eva María Villar and María Lourdes Gastearena
- 17:15 - 17:30 **Tourist security in João Pessoa, Paraíba/Brazil: analysis of the initiatives of public security in the urban beaches of the destination.** Salete Gonçalves, Êndel Raul Pachêco da Costa and Marcelo da Silva Taveira
- 17:30 - 17:45 **Work motivation and performance in tourism. The case of Generation Z.** José Alberto Martínez González, Carmen Dolores Álvarez Albelo, Teresa Aguiar Quintana and Tamara González González
- 17:45 - 18:00 **Community participation and Sustainable Development Goals: pathways for sustainable tourism in the Manubles Valley (Spain).** Ana Katarina Pessoa-de-Oliveira, Pedro José Escriche Bueno and Patricia Eugenia Almaguer-Kalixto
- 18:00 - 18:15 **Co-creating sustainable tourism through citizen science: valuing ancestral knowledge in a Brazilian quilombola community.** Antônio Aves Filho, Ana Katarina Pessoa-de-Oliveira, Patricia Eugenia Almaguer-Kalixto, Pedro José Escriche Bueno and João Paulo Câmara da Rocha
- 18:15 - 18:30 **New business models in tour operations based on digital transformation: the case of Tui Group.** Pino Medina-Brito, José Alberto Martínez González and Teresa Aguiar Quintana

(SALA REDUCTO) (Chair: Yen E. Lam González)

- 16:00 - 16:15 **Does territorial context really matter in free tours? Attributes as mediators of sustainable tourism experiences: A multigroup approach.** Laura Ortega-Pérez, Juana María Alonso-Déniz, Minerva Aguilar-Rivero and Salvador Moral-Cuadra
- 16:15 - 16:30 **Policy, Sustainability, and the Rise of Short-Term Rentals: Evidence from Tourist Choices in the Canary Islands.** Juana M. Alonso and Moisés Navarro-Sánchez
- 16:30 - 16:45 **A non-parametric study of regional hospitality efficiency in Spain.** Moisés Navarro Sánchez, Aythami Santana Padrón y Federico Inchausti Sintés
- 16:45 - 17:00 **Behind the Gender Wage Gap in Tourism: Evidence from an Endogenous Switching Analysis.** Marina Marfil-Cotilla, Juan Antonio Campos-Soria, Elena Lasso-de-la-Vega-Alarcón and Lucía Valcarce-Ruiz
- 17:00 - 17:15 **Consumer Preferences and Optimal Destinations for Blind Ticket Products in European Markets.** Juana M. Alonso and Eric Pels
- 17:15 - 17:30 **Spending time at the supermarket. A new tourism named “Grocery Store Tourism” was born?** Miguel Ángel Solano-Sánchez, Minerva Aguilar-Rivero, Salvador Moral-Cuadra and Laura Ortega-Pérez
- 17:30 - 17:45 **Emotional Geography and Symbolic Recognition in Gastronomic Tourism: Evidence from Online Restaurant Reviews in the Canary Islands.** Moisés Perdomo-Santana, Arminda Almeida-Santana, Sergio Moreno-Gil and Patricia Picazo-Peral
- 17:45 - 18:00 **Film Tourism, Authenticity and Emotional Attachment: Implications for Sustainable Tourism Development in Spain** Minerva Aguilar-Rivero, Salvador Moral-Cuadra and Laura Ortega-Pérez
- 18:00 - 18:15 **Understanding Chinese Tourism in the Canary Islands through Online Reviews: An Exploratory Textual Analysis of Emerging Demand.** Moisés Perdomo-Santana and Francisco López-del-Pino
- 18:15 - 18:30 **Relationship between circular and digital growth: Evidence from small nautical tourism firms in Atlantic Outermost Regions.** Yen E. Lam González, Matías M. González Hernández, Teresa Gubern and Yaniris Darias Hidalgo

(SALA PUENTE DE BOLAS) (Chair: Aythami Santana Padrón)

- 16:00 - 16:15 **Tourists’use of public transportation in urban destinations: An experiential perspective of tourists.** Wookjun Lee, Juliet Memery and Adam Blake
- 16:15 - 16:30 **The social sustainability of rural tourism: expert perceptions of its sociocultural impacts.** Carlos Fernández Hernández, Alexandra García Barreto, Ana María Hernández Morales and Carmelo J. León González,
- 16:30 - 16:45 **Operationalizing Regenerative Wine Tourism: The Case of the Gran Canaria Wine Route.** Samuel Rodríguez Arencibia and Carlos Fernández Hernández
- 16:45 - 17:00 **Estimation of the sustainable development potential of a thalassotherapy-based strategy using mixed methods.** Ana María Gomariz Rodrigo and Carmelo J. León González.
- 17:00 - 17:15 **Visitors’ Sustainable Behaviour, Expenditure and Satisfaction: Implications for Residents’ Well-being in Praia da Barra and Costa Nova.** Isabel Loureiro, Cristina Araújo, Carlos Costa and Zélia Breda
- 17:15 - 17:30 **Employee Well-Being in the Hotel Sector: A Mixed-Methods Study in the Canary Islands.** Carlos Rodríguez Robaina, Jonatan Manuel Déniz Campos and Daniel Dorta Afonso
- 17:30 - 17:45 **Tourism Destination Resilience: A Bibliometric Mapping.** Zineb El Andaloussi and Abderrahim El Maaqoul
- 17:45 - 18:00 **From Home to Holiday: The Role of Health and Sustainability Lifestyles in Shaping Vacation Preferences.** Gianluca Goffi, Judit Zoltan, Lorenzo Masiero and Linda Osti
- 18:00 - 18:15 **From Pastoral Practice to Slow Tourism Experience: Living Heritage and Rural Well-Being Inner Southern Italy.** Donatella Privitera
- 18:15 - 18:30 **Tourism, Growth and Poverty: A Socioeconomic Analysis of Regional Heterogeneity.** Oscar Joaquín Villamizar Díaz, Uvenny Quirama, Sergio Pietro Destefanis, Melchor Fernández Fernández

(SALA ISLOTE DEL AMOR) (Chair: Christian González Martel)

- 12:00 - 12:15 **Seasonality of short-term rental demand in Spain: a multi-scale comparison with hotels.** José Manuel Viera-González and Raúl Hernández-Martín
- 12:15 - 12:30 **"Intelligence" as a determining factor in residents' well-being: an analysis of the relationship between digital literacy and sustainable public services in rural areas.** M Cristina Rodríguez Rangel, Marcelino Sánchez Rivero and Vanessa Miguel Barrado
- 12:30 - 12:45 **The impact of Instagram on the Female Solo Traveller Community.** Salma Rojas Cabañas and Cristina Figueroa Domecq
- 12:45 - 13:00 **Resident well-being, tourism and housing pressure in the Canary Islands: misalignment between resident perceptions and objective tourism-residential pressure, with a focus on Lanzarote.** Jeisson Alexander Higuera Reina, Juan Luis Blanco Guzmán and Pablo Bornes Roldán
- 13:00 - 13:15 **Janubio Salt Flats (Lanzarote) as an example of tourism differentiation and offer expansion.** Carlos Rodríguez Robaina, Rogelio Jorge-Martín and Nereida Cañado
- 13:15 - 13:30 **Improving the management of tourist flows through AI.** Carlos Díaz-Santamaría, Jacques Bulchand-Gidumal, Santiago Melián-González and Desiderio Gutiérrez-Taño
- 13:30 - 13:45 **Analysis of factors influencing environmentally responsible tourism behaviour.** Omar Reyes Castro and Julia Nieves Rodríguez
- 13:45 - 14:00 **The financialization of the accommodation sector in Tenerife: ownership structure, management models, and implications for destination sustainability.** Gabriel González-Díaz, Vanessa Guerra-Lombardi and Raúl Hernández-Martín
- 14:00 - 14:15 **Walkability, Information Gaps and Cruise Tourist Behaviour in a Port City: Implications for Urban Sustainability and Residents' Well-being in Santa Cruz de Tenerife.** David González Medina, Moisés Simancas Cruz and José Juan Cano Delgado
- 14:15 - 14:30 **How 360° VR Emotions Shape Real-World Tourism Intentions: An S-O-R Approach.** Aromaa Sanni, Loijas Jouko and Juan Luis Blanco Guzmán
- 14:30 - 14:45 **Implementation of an automated system for tourism intelligence in Lanzarote.** Christian González Martel and José Manuel Cazorla Artilles

(SALA REDUCTO) (Chair: María José Miranda Martel)

- 12:00 - 12:15 **What defines a good virtual sommelier according to the consumer?** Lucía Moreno Rodríguez, Andrés Fernández Martín and Ricardo Díaz Armas
- 12:15 - 12:30 **From Accelerator to Ecosystem? Community, Governance and sustainable Tourism Entrepreneurship in the Costa del Sol Tourism Hub.** Antonia M. García-Cabrera, Ana M. Lucía-Casademunt and María J. Miranda-Martel
- 12:30 - 12:45 **Challenges, Trends, and Future Scenarios in Sustainable Tourism Destinations: Associated Communication Policies.** Héctor Fernández Manchado, Sergio Moreno Gil and Patricia Picazo Peral
- 12:45 - 13:00 **The Role of Territorial Actors in the Adaptation of Territorial Intelligence for Tourism Attractiveness: The Case of the Guelmim-Oued Noun Region.** ENNAQUI Hassan, ELBOURKI Mohamed, BAKRIM Abdellah and Saloua LGACHGACH
- 13:00 - 13:15 **Residents' Well-Being in Coastal Tourist Destinations.** Faruk Seyitoğlu, Carlos Costa and Zelia Breda
- 13:15 - 13:30 **Socioeconomic Effects of the Pedestrianization of 19th Street in the Historic Center of San Juan de Pasto (2023-2025).** Walter Daniel Veira Figueroa and Ana Maria Taquez Perez
- 13:30 - 13:45 **Tourism and Resident Well-being in Morocco: Perceptions, Socio-economic Impacts, and Levers for Participatory Governance: A Case Study of Agadir.** Mbarek Bencheraa and EL Mestapha Hamid IAICH
- 13:45 - 14:00 **How does spirituality influence sustainable consumption values in tourism contexts?** Sourrakh Adam, El Andaloussi Zineb and Ettahir Noura
- 14:00 - 14:15 **Carbon Pricing in Aviation: Economic Analysis and Implications for Sustainable Tourism and the Well-being of Populations in Morocco.** Hassan Ait El Mahjoub and Anas Benjelloun
- 14:15 - 14:30 **Territorial Marketing and the Digitalization of Tourism Services as Drivers of Tourist Destination Attractiveness: An Empirical Analysis of the Guelmim Oued Noun Region.** OUTBAKAT MUSTAPHA and ERRAOUI EL HOUSSAINE
- 14:30 - 14:45 **Generational renewal in Lanzarote's wine industry sustainability.** Rogelio Jorge Martín

(SALA PUENTE DE BOLAS) (Chair: Rafael Suárez Vega)

- 12:00 - 12:15 **Tourism-Environment Trade-offs? A By-Production Efficiency Framework for Latin America.** Eliana Lobera-Peña, Javier de León, Aythami Santana-Padrón and Jesús Olivero-Verbel
- 12:15 - 12:30 **Digitalization of Tourism in Morocco and Local Well-being: Digital Marketing, Digital Tools, Tourist Experience, and Community Quality of Life.** Abderrahim Kerkouch and Fatima Bouaou
- 12:30 - 12:45 **Compete or complement? Environmental Spillovers in South American Tourism Demand.** Eliana Lobera-Peña, Aythami Santana-Padrón, Javier de León and Jesús Olivero-Verbel
- 12:45 - 13:00 **Contribution of Territorial Marketing to the Attractiveness of Tourist Destinations: The Case of the Guelmim-Oued Noun Region.** LBAHLOUL Mohamed, BOUGNINE Ahmednah, DRIOUCH Salah
- 13:00 - 13:15 **Leveraging Influencers' Communication Style for Persuasive Tourism: An NLP-Machine Learning approach.** Amanda González-Rodríguez, Jose M. Ramos-Henríquez, Jano Jimenez-Barreto and Francisco Almeida
- 13:15 - 13:30 **The Sports Tourism Ecosystem as a Lever for Territorial Tourist Attractiveness: The Case of the Dakhla-Oued Eddahab Region.** Laila Ahl SIDI MOULOUD, Kawtar KHACHANE and Omar AKHSAS
- 13:30 - 13:45 **Accessible Tourism and Well-Being: Preferences and Challenges of Tourists with Disabilities – An International Perspective.** Alina Zajadacz
- 13:45 - 14:00 **Airport Marketing, Tourism Development and Residents' Well-being: A Qualitative Case Study of Emerging Destination Dynamics in Dakhla.** Fadoua Ahl Belkheir and Fadoua Lemsagued
- 14:00 - 14:15 **Residents perceptions of Tourism benefits in Las Palmas de Gran Canaria city: The perspective from local hotel employees.** Phillip Frick, Teresa Aguiar-Quintana and Rafael Suárez-Vega
- 14:15 - 14:30 **Beyond the Classic Apostle Model: Identifying Apostle Drivers and Barriers Among Visitors to the MUSAC's Don Quixote Exhibition.** Ramón Rueda-López, Tomás López-Guzmán, Juan Carlos Martín and Concepción Román
- 14:30 - 14:45 **A Proposal for gastronomic touristification measurement in heritage cities.** Virginia Ramírez Herrero, María Torrejón Ramos, María Sonia Medina Salgado and Luís Silveira
- 14:45 - 15:00 **Between Sea and Desert Horizons: Rethinking Fishing Tourism and Well-being in Dakhla Oued Eddahab - Morocco through Marketing .** Rime ZAIDANE, Youness BOUDOHAY, Fadoua LEMSAGUED



TERCER DÍA. DAY 3 (SATURDAY 20th JUNE)



11:00 - 16:30 **ACTIVIDAD EN GRUPO / GROUP ACTIVITY TO JAMEOS DEL AGUA AND TIMANFAYA**

10:30  **Pick up at 10:30 at Arrecife Gran Hotel.**


● **Visit to Los Jameos del Agua**

● **Visit Parque Nacional de Timanfaya**



14:00 ● **CLOSING CONFERENCE LUNCH. Restaurant "El Diablo"**

● **Visit Montañas del Fuego**

16:45  **Departure to Arrecife Gran hotel at 16:45**





Arrecife Gran Hotel & Spa

Parque Islas Canarias, s/n, Av. de la Mancomunidad, s/n. (Junto A La Playa De El Reducto)



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