

CONFERENCE PROCEEDINGS



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Tourism and Residents Well-being

A wide-angle landscape photograph showing a coastal town with white buildings and a large, arid mountain in the background under a blue sky with scattered clouds. The foreground features a sandy beach and rocky cliffs.

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This SYMPOSIUM is part of the **8th International Spring Symposium on Tourism Development (Lanzarote VIII SSTD 2026)**, under the theme **“Tourism and Residents’ Well-being”**. 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.

These CONFERENCE PROCEEDINGS result from two days of knowledge and experience exchange related to Sustainable Tourism Development.



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Abstract 1

Hospitality 360°: an operational model of circular economy for sustainable and profitable hotel management

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KEYWORDS: Sustainable Hospitality, Applied Circular Economy, 360° Operational Model, Sustainable Profitability, Regenerative Management, Environmental KPIs.

ABSTRACT: The global hotel industry faces the imperative to transition towards sustainability without compromising its economic viability. In response to this challenge, this study presents and validates the Hospitality 360° model, a comprehensive operational framework that transforms the principles of the circular economy into a tangible and measurable competitive advantage. This empirical, applied research is supported by a mixed methods methodology implemented over a 24 month period in four hotel establishments representing different market segments (luxury, urban, holiday chain, and eco lodge). The methodological design combined qualitative case study analysis with quantitative performance evaluation through a specifically designed dashboard of Key Performance Indicators (KPIs).

The model is structured around three interconnected pillars. The first, Regenerative Operational Efficiency, transcends the traditional impact reduction approach to implement circular systems in resource management, demonstrating how practices such as greywater reuse, organic waste composting, and renewable energy generation constitute investments with a clear financial return. The second, Human Capital and Community Integration, places employees and local stakeholders at the center of the transition through the creation of "Green Ambassadors," the prioritization of local suppliers, and the development of sustainable tourism clusters. The third pillar, Experiential Marketing and Transparency, transforms circular practices into authentic guest experiences, justifying a premium rate and combating greenwashing through the use of technologies such as blockchain to ensure traceability.

The quantitative results obtained are significant and consistent. An average reduction of 28% in energy consumption (kWh/guest night) and 22% in water consumption (litres/guest night) was recorded. The landfill waste diversion rate increased from a baseline of 25% to 76%, while expenditure on local purchases increased by 42%. Concurrently, substantial improvements were observed in social and economic indicators: staff turnover rate decreased from 35% to 18%, and guest satisfaction related to sustainability attributes increased by 1.8 points on a 10 point scale. Financially, investments in circular initiatives showed an average payback period of 2.8 years, with a 12% reduction in operational costs and a 6.5% premium in Revenue Per Available Room (RevPAR) compared to direct competitors.

The discussion of these findings underscores that the model's success resides in its systemic and integrated nature, where the synergies between the three pillars create a cycle of continuous improvement. The study concludes that the Hospitality 360° framework constitutes a practical and validated contribution to bridging the existing gap between circular economy theory and its operational implementation in the hotel sector. By providing a structured roadmap in five phases (Diagnosis, Prioritization, Governance, Planning, and Monitoring), this model positions hotels not as mere mitigators of impacts, but as active agents of regeneration, conclusively demonstrating that comprehensive sustainability is the most robust strategy for building resilient, profitable hotel businesses prepared for the challenges of the 21st century.

Abstract 2

Analysis of Environmental, Social, and Governance (ESG) factors at the Senac Barreira Roxa Hotel School (Natal/RN – Brazil)

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KEYWORDS: ESG integration, sustainable hospitality, tourism education, learning by doing.

ABSTRACT: The objective of this discussion is to analyse the innovative and sustainable practices of the Senac Barreira Roxa Hotel-School (HESBR) through the lens of Environmental, Social, and Governance (ESG) factors. This study proceeds from the premise that the integration of these factors is strategic for achieving sustainability and excellence within the hospitality sector and in the training of human resources. Established in 1986 and located on the Via Costeira in Natal, Rio Grande do Norte state, HESBR embodies a dual mission: it serves as a national benchmark for professional education in hospitality and tourism, while simultaneously operating as a commercial enterprise recognised for its quality and socio-environmental responsibility. In 2004, HESBR became institutionally affiliated with the National Commercial Apprenticeship Service of Rio Grande do Norte (Senac/RN) - a private, non-profit entity with a public-interest mandate - which further structured its pedagogical and management model and lent it enhanced institutional credibility. For this study, on-site visits were conducted to gather empirical data, and interviews were carried out using a semi-structured questionnaire with questions pertaining to management and the ESG policies developed at this combined accommodation and specialised human capital training facility for hospitality, tourism, and related fields. Institutional documents from the organisation were consulted, and a literature review on the relevant themes was undertaken to provide a theoretical and methodological foundation for the research process. The findings reveal that ESG practices are effectively implemented within HESBR's processes and management, with notable highlights including: a) Environmental factor: acquisition of high-standard certifications, such as NBR ISO 21401 (sustainability in accommodation establishments) - reportedly among the first certifications of this kind awarded in Latin America - the World Travel & Tourism Council (WTTC) Safe Travels stamp, and the Virus-Aware Seal granted by the Dutch foundation Green Destinations; b) Social factor: the hotel-school's core business is inherently social, focused on professional training and capacity building. This impact is amplified by awards for service excellence and by its reputation as a benchmark for socio-environmental responsibility in the region; and c) Governance factor: the Senac/RN structure provides the governance foundation, ensuring formal and transparent processes. This governance framework is evidenced not only by HESBR's institutional affiliation but by the adoption of auditable management systems, as attested by the certifications noted above, although the private, public-interest nature of the institution may, in certain instances, impose different operational rhythms compared to purely private-sector enterprises. In conclusion, this study highlights an emblematic case of synergy between the core ESG pillars. HESBR's governance model underpins certified environmental practices and amplifies the social impact of its human resources training. This integration positively influences its commercial competitiveness, the quality of its tourism services, and, most significantly, the fulfilment of its educational mission and its contribution to the sustainable development of the sector.

Abstract 3

Beyond the classic Apostle model: identifying Apostle drivers and barriers among visitors to the MUSAC's Don Quixote exhibition

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KEYWORDS: Apostle model, fuzzy logic, loyalty, satisfaction, Ai Weiwei, exhibition.

ABSTRACT: Temporary exhibitions have a significant impact on visitor numbers at contemporary art museums. These exhibitions have four important comparative advantages over permanent collections: (1) They act as a magnet to attract new visitors and build loyalty among regular visitors; many museums consider that their attendance depends largely on the success of these exhibitions. For this reason, the most important museums devote large spaces and resources to programming them, seeking to expand and diversify their audience; (2) As they are temporary, they encourage repeat visits, motivating visitors to return so as not to miss a specific experience, which generates additional demand beyond the permanent collections; (3) They allow experimentation with new museographic approaches, themes and formats, creating attractive and contemporary offerings for different audiences. In addition, they can address current issues or commemorations, bringing novelty and innovation to the museum. (4) They contribute to profitability and institutional visibility. The success of a temporary exhibition can translate not only into higher ticket and shop revenues, but also into prestige for the museum.

The MUSAC (Museo de Arte Contemporáneo de Castilla y León) in Spain serves as a strikingly modern backdrop for the works of Ai Weiwei, the world renowned Chinese contemporary artist and activist known for blending traditional craftsmanship with biting political critique. The temporary exhibition took place from late 2024 until May 18, 2025. Visitors flocking to his Don Quixote exposition are met with a profound dialogue between Chinese heritage and Spanish literary history, as the artist utilises LEGO bricks and large scale installations to reinterpret the themes of Miguel de Cervantes' masterpiece. For the public, the experience is often one of "cultural collision"; Weiwei uses the figure of the idealistic, windmill tilting knight to mirror his own struggles against authoritarianism and censorship. The vibrant, pixelated aesthetic of his LEGO artworks contrasts with the museum's iconic multicoloured glass facade, making the visit a sensory exploration of dualities—past versus present and individual freedom versus state control.

To evaluate the impact and reception of this temporary exhibition, this study utilises a structured questionnaire designed to capture data across seven latent variables, along with a comprehensive set of sociodemographic visitor characteristics. The core analytical objective is to compare the classical Apostle model with the fuzzy clustering ECO extended Apostle model. By shifting from a rigid, discrete categorisation to a more nuanced fuzzy logic approach, the research aims to pinpoint the specific drivers and barriers for being a highly satisfied and a highly loyal visitor an Apostle in model parlance. The new method enables a more granular understanding of visitor segments—defectors, mercenaries, hostages and apostles—and provides stakeholders with strategic insights to optimise the planning and execution of future temporary cultural events.

Abstract 4

Walkability, information gaps and cruise tourist behaviour in a port city: implications for urban sustainability and residents' well-being in Santa Cruz de Tenerife

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KEYWORDS: Urban tourism, public spaces, and citizen coexistence.

ABSTRACT: Cruise tourism generates intense and temporary flows in port cities, creating both economic opportunities and spatial and social pressures. In contexts such as Santa Cruz de Tenerife, passengers disembark en masse for only a few hours and with limited prior knowledge of the urban fabric; under these conditions, walkability and the availability of clear information strongly shape spatial behaviour and interaction with everyday urban space.

This study examines how deficiencies in tourist information systems (for example, information points closed during berthing and disembarkation periods) and the absence of a coherent network of pedestrian routes influence the mobility patterns of cruise tourists and, consequently, urban sustainability and residents' well-being. Walkability is understood here as a multidimensional condition that incorporates physical continuity of the urban layout, environmental comfort, accessibility, safety, and—critically—urban legibility and informational wayfinding.

Methodologically, a mixed approach centred on real in situ tracking is adopted: direct observation and mobile ethnography through the shadowing of tourist pairs from the moment of disembarkation, GPS recording of itineraries, logging and timing of stopping points, and an inventory of photographs taken at stopping locations. This type of approach (GPS + observation of actual behaviour + field logs) has proven effective in segmenting behavioural patterns and linking them to expenditure variables and visit typologies.

Preliminary results (based on field observations) reveal a marked concentration of flows along the commercial axis closest to the port and around highly visible iconic landmarks (monuments, sculptures, city signs), while heritage resources of greater cultural value but lower visibility or signage remain largely outside tourist routes. Furthermore, the absence of tourist information at peak arrival times—due to the closure or limited operation of information points—and the presence of deteriorated, unclear, or even non-existent signage encourage erratic and hesitant routes, as well as movement towards urban areas with little or no tourist appeal and in a disconnected manner. These spaces operate as “spatial voids lacking attractiveness” and shorten the urban stay before tourists return to the ship—a pattern consistent with the literature on spatial distribution and intra-destination nodes. From the perspective of residents' well-being, the absence of a tourism-oriented walkability strategy does not reduce pressure but rather redistributes it in a disordered way, generating localized urban concentration, unplanned use of residential areas, and a loss of opportunities for a more even distribution of tourist expenditure. Recent studies on signage and wayfinding design highlight that well-designed and culturally integrated interventions improve walkability as well as the overall destination experience and perception, suggesting high impact, low cost measures: synchronising the opening hours of information points with ship arrivals, creating a hierarchical network of pedestrian routes (30–60–120 minutes), maintaining information panels, and designing wayfinding systems adapted to cruise passenger profiles, as well as improving the adaptability of key infrastructural elements.

In conclusion, improving urban walkability in cruise destinations—both informational and physical—within the port–city interface of cities such as Santa Cruz de Tenerife can simultaneously enhance visitor experience quality and foster more sustainable, efficient, and attractive urban tourism, while remaining compatible with and supportive of residents' quality of life.

Abstract 5

Janubio Salt Flats (Lanzarote) as an example of tourism differentiation and offer expansion

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KEYWORDS: Saltpans, salt, cultural landscape, tourism diversification, Lanzarote.

ABSTRACT: In the current crisis affecting many traditional sectors, tourism diversification has emerged as a driving force capable of giving new meaning to agricultural production. Rather than serving as a mere ornament, tourism experience serves as a tool for communicating the cultural and productive significance of the land. By analyzing the case of Janubio Saltpans, in Lanzarote, it becomes evident how this agrosystem, established in 1895, has managed to sustain itself by striking a balance between volcanic environment biodiversity and economic profitability. However, the continuity of this humanised landscape is not accidental, it depends directly on the survival of the productive activity that sustains it while integrating it with sustainable and respectful tourism.

To gain insight into this phenomenon, the study's main objective was to demonstrate the feasibility of applying sustainability strategies that contribute to differentiate the island's tourism offer. Thus, a mixed methods research design was developed to allow us to observe reality from two different angles. Firstly, interviews were conducted with the management of the salt flats with direct analysis of the terrain to understand the challenges of administering a heritage site in the twenty first century. On the other hand, students enrolled in the Tourism Degree programme of the University School of Tourism of Lanzarote were consulted. These students, as future destination managers, provided a novel and critical perspective on how to improve its economic activity. Through a structured questionnaire, they examined thirty five proposals aimed at strengthening the perception of the environmental benefits of the place and fostering joint creation of experiences.

An analysis of the student's responses reveals that there is deep interest in collaborative innovation that seeks to add value to the salt heritage. The students not only assessed the initial ideas but also suggested other activities linking recreation and well-being activities with direct learning experiences. Among these new proposals, the following can be highlighted: salt production workshops, informative seminars, birdwatching and well-being experiences, which had barely been outlined previously. Despite the sector's occasional rigidity, these initiatives could help ensuring that tourism in Lanzarote does not depend on a single season of the year or concentrate on the same places. Thus, offering something that visitors can not encounter elsewhere. Qualitative results suggest that the real added value arises from a complex territorial interaction. Promoting the local products during the salt flats visits, it is highly probable that both demand and prices will rise, enabling salt flats to maintain profitability and ensure continuity.

In conclusion, Janubio salt flats function as a small model of how sustainable diversification generates social and environmental benefits. Whereas other areas of the island follow more intensive models, Janubio's strategy demonstrates that recovering a productive space could generate long term benefits for the tourism sector. This experience, for its consistency and results, could serve as a guide for other destinations with similar problems that seek to preserve their productive identity.

Abstract 6

Generational renewal in Lanzarote's wine industry sustainability

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KEYWORDS: Wine tourism, Lanzarote, cultural identity, territory.

ABSTRACT: Generational renewal in the agricultural sector is one of the main socio economic issues facing small farms in rural Europe, posing a challenge to the sustainability of the primary sector and rural areas. This study seeks to determine whether the territory of origin is an influential factor in this problem. The starting point is the hypothesis that territorial added value, understood as the set of characteristics that distinguish and enrich a product, is a key strategic component in overcoming export barriers and increasing demand and prices in destination markets, promoting the generation of positive externalities, such as wine tourism, and facilitating the creation of synergies with other sectors or products.

Wine production in Lanzarote serves as a clear example for studying the dynamics centred on territorial added value and its relationship with generational renewal in agriculture. Generational renewal in Lanzarote's wine industry is a structural challenge. Although the part time dedication of many winegrowers seems to be slowing down the decline of agriculture, it also shows a transition towards hybrid models that require further research. The increase in demand for local wine has raised the prices of both the final product and the grapes, encouraging the emergence of new wineries and strengthening the perception of economic sustainability. However, the fragmentation of farms and the increase in non professional winegrowers make it difficult to consolidate a solid generational change. This is not being guaranteed through traditional mechanisms, i.e. direct family inheritance, instead a hybrid model is emerging wherein wineries inject capital, through the acquisition of land, and embark on new projects that contribute to new investments and broaden technical knowledge. This transition seems to be driven by the consolidation of fair prices for grapes, the economic diversification of the sector and, crucially, the boom in wine tourism.

However, structural challenges remain: the progressive fragmentation of farms, the limited ability of agricultural activity to attract young people, and the notable absence of specific policies aimed at promoting generational renewal. Although intrinsically linked to its territory, agriculture in Lanzarote is undergoing a profound transformation that requires the urgent implementation of new strategies. The enhancement of the heritage value of the wine growing landscape, the adoption of ecological practices and the provision of wine tourism experiences are emerging as key mechanisms for raising the perceived value of the product and, as a result, its market price. It is also necessary to construct a narrative that projects modernity based on sustainability, innovation and culture, and that distances itself from the inertial and traditional image associated with the primary sector.

This study confirms the hypothesis: territorial added value has the capacity to improve the profitability of small wine producing farms and, by extension, to encourage interest in generational renewal. This value is articulated around the identity of the territory, its landscape and its unique production methods. Profitability, therefore, is not sought in production volume, rather it is a product of a rigorous strategy based on differentiation, perceived quality and operational synergy with the tourism sector.

Abstract 7

Accessible tourism and well-being: preferences and challenges of tourists with disabilities – an international perspective

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KEYWORDS: People with disabilities, disability, accessible tourism, tourism preferences, limitations in tourism.

ABSTRACT: The fragmentation of national approaches to accessible tourism highlights the need for research conducted from a broader, international perspective in order to better understand the preferences and limitations of tourist travel among persons with disabilities. The aim of this study was to analyze participation, preferences, and barriers in tourist travel according to disability type, with particular attention to endogenous (internal) and exogenous (external) factors influencing travel decisions and experiences.

The study was conducted between 2023 and 2024 within an Erasmus+ funded project, applying a standardized research methodology across all participating countries. The sample comprised 1,175 persons with disabilities from eight European countries: Poland, Germany, the Netherlands, Croatia, Hungary, Austria, Slovakia, and Romania.

Participants represented a wide range of disability types, including locomotor, visual, hearing, intellectual, psychosocial, and speech disabilities, as well as autism spectrum conditions, temporary disabilities, and multiple disabilities. The largest subgroups were individuals with locomotor disabilities (31%) and multiple disabilities (27%). Respondents also differed in their levels of independence in undertaking tourist travel. The study adopted an inclusive approach, analyzing all reported disability types without excluding any category. Participants were recruited through organizations supporting persons with disabilities and through project partners in each country, using a common research instrument to ensure cross national comparability of the data.

Endogenous factors analyzed in the study included lack of travel companions, financial constraints, language barriers, fear of new situations, lack of time, level of independence, and travel motivation. Exogenous factors referred to the accessibility of transportation, accommodation, tourist attractions and sports activities, quality of tourist information, and infrastructural and digital barriers. The findings indicate that endogenous factors more often prevent the decision to travel—particularly among individuals with psychosocial and intellectual disabilities, multiple disabilities, autism spectrum conditions, and older persons—whereas exogenous factors tend to create difficulties during the trip itself, especially for individuals with locomotor and multiple disabilities. For example, respondents with visual impairments more frequently reported barriers related to inaccessible websites and online booking processes, while individuals with locomotor disabilities emphasized problems with transportation accessibility and adequately equipped hotel rooms. The results confirm that travel barriers differ by disability type and by stage of the travel process. They also highlight the need to develop pre travel support systems, including travel counseling and training, particularly for individuals requiring greater decision making and organizational support. At the same time, there is a strong need to implement customized accessibility solutions and flexible assistance services tailored to diverse user needs. Beyond their academic contribution, these findings have important practical implications. They may support the development of more inclusive tourism services, improve service quality, and strengthen the competitiveness of the European tourism market by better addressing the diverse needs of travelers with disabilities.

Abstract 8

The impact of Instagram on the female solo traveller community

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KEYWORDS: Female solo travel, instagram influencers, netnography, travel diary, social media.

ABSTRACT: Female solo travel represents one of the most notable transformations in contemporary tourism and continues to gain global relevance. This shift is rooted in self expression and independence while symbolizing freedom and challenging long standing cultural taboos. As this trend flourishes, it becomes essential to explore how social media not only motivates these journeys but also contributes to identity construction within this context. Yet, despite its growing visibility online, solo female travel has received limited scholarly attention regarding its influence on travellers' perceptions and choices.

The present research aims to explore how influencers and online communities encourage and motivate women to travel alone. To achieve this, this study consists of a dual methodological approach: a netnographic analysis of Instagram posts combined with a participatory analysis based on a nine day group trip, integrating digital observation with lived experience. This mixed method approach offers a deeper and more practical understanding of the phenomenon.

First, the netnographic component involves the analysis of 100 Instagram posts published by three female travel influencers between January and April 2025. Each post was processed using quantitative and qualitative methods. The former used Excel and SPSS to capture variables such as engagement patterns, content structure, destination trends, and emotional impact, while the latter revealed the storytelling techniques and the emotional tone of captions. The findings reveal that videos dominate the platform, within a dynamic ecosystem characterised by authenticity, vulnerability, and personal storytelling, which enhance trust and a sense of proximity that encourage followers to view solo travel as attainable and desirable, creating parasocial bonds that strengthen the online community. This suggests that genuine and transparent narratives help build emotional ties with influencers and inspire audiences to act.

In parallel, the participatory analysis is derived from a travel diary based on a nine day group trip to Morocco alongside one of the influencers analysed. Through recorded reflections and conversations with four participants, the study provides insights into the feelings of freedom, personal growth, and flexibility, as well as the main constraints, such as safety, cultural differences, and logistics, that play an important role in decision making processes. The narratives captured illustrate a recurring theme that reinforces the theoretical framework: the desire for freedom, push pull factor theories, the desire for connection, and coexistence within a community.

Taken together, by combining online analysis with real world experiences, this study shows that Instagram functions not only as a platform for sharing images but also as a space where identities and aspirations are constructed. Influencers aid in normalizing solo travel, offer emotional support, and boost the confidence and curiosity of the audiences, who observe from the comfort of their homes, mediated through screens. These dynamics are showcased through micro celebrities who inspire a new generation of women to travel independently and pursue their own adventures. Ultimately, further research is needed to explore the long term effects and behavioural impacts that come hand in hand with this topic. This research contributes to filling an academic gap by offering insight into how digital media and personal experience connect with contemporary female solo travellers.

Abstract 9

"Intelligence" as a determining factor in residents' well-being: an analysis of the relationship between digital literacy and sustainable public services in rural areas

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KEYWORDS: Smart Tourism Destinations (STD), resident well-being, quality of life, rural tourism, digital maturity, sustainability.

ABSTRACT: The Smart Tourism Destinations (STD) paradigm has established itself as one of the leading models for tourism management, promoting the adoption of advanced technologies to optimize the sustainability and competitiveness of these destinations. Despite this, a careful review of the current literature reveals a certain imbalance. While many initiatives focus on improving the visitor experience, little attention has been paid to the well-being of residents in this context. This issue is particularly relevant in rural destinations, where environmental fragility demands a greater focus on the local community.

Several studies have noted that DTI can contribute to improving residents' quality of life; however, there is a lack of empirical evidence on how these transformations are perceived by the local population. Therefore, this study aims to explore the relationship between perceived digital maturity and the subjective well-being of residents in rural tourist destinations, using the Jerte Valley (Spain) as a case study. Specifically, it analyzes the extent to which the perception of the destination as "technological" and "sustainable" influences residents' assessment of certain smart public services—such as waste management or the maintenance of green spaces—and, ultimately, their perceived quality of life.

Specifically, using 11 point Likert scales, the study analyzed the perceptions of residents in various destinations within the DTI network—including the Jerte Valley (Cáceres, Spain) as a benchmark—regarding the level of technological and sustainable development in their destination, as well as the perceived usefulness of various smart public services related to waste management and the maintenance of green spaces. To this end, a sample of 336 residents was used. These assessments were employed as explanatory variables in a regression model, where the dependent variable is subjective well-being or the quality of life as perceived by the local population. The independent variables considered were, on the one hand, the perception of the destination as "smart" from a technological standpoint and, on the other, the assessment of its orientation toward sustainability. Additionally, the perceived utility of smart public services was incorporated as a potential mediating variable in the relationship between smart tourism and well-being. The results derived from the estimation of these models will provide empirical evidence on the role that smart initiatives play in improving resident well-being, offering practical guidance for the design and prioritization of public policies in rural destinations.

Abstract 10

Tourism, growth and poverty: a socioeconomic analysis of regional heterogeneity

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KEYWORDS: Tourism, Poverty, Economic growth, Europe.

ABSTRACT: Tourism has become, in recent years, one of the most dynamic sectors worldwide, generating effects on growth, investment, and employment. However, the literature has shown that these effects are not distributed uniformly across territories; rather, they depend on the productive structure, institutional capacities, and even the historical trajectories of each region. Although there is a substantial body of research on the relationship between tourism and economic growth, studies linking this industry to poverty remain incipient, particularly in developed countries, where it has often been assumed that the benefits of tourism automatically translate into social improvements.

Existing research suggests that the relationship between tourism and poverty is nonlinear and highly dependent on certain structural characteristics, such as the income level of the territory, institutional quality, the predominant type of tourism, and the spatial distribution of economic activity. The bulk of these studies have been conducted at the national level, making it difficult to capture intraregional heterogeneity and limiting the ability to identify diverse tourism patterns within a country. This issue is especially relevant in Europe, where territorial diversity is considerable and tourism exerts differentiated pressures on regions with dissimilar levels of income and poverty.

In this context, the present article makes a significant methodological contribution by working at the NUTS 2 level, thereby enabling the observation and identification of regional configurations that would normally remain unrecognized in aggregated national studies. This territorial detail facilitates the analysis of distributive dynamics, nonlinear interactions, and spatial effects associated with tourism, providing more precise information for understanding how tourism activity is articulated with economic growth and poverty.

Based on a dataset comprising economic growth, tourism, and poverty indicators for 220 NUTS 2 regions, this research employed a combined methodological approach consisting of correlation analysis, territorial segmentation through cluster analysis, and, finally, an interquantile model with interaction terms. The results made it possible to address the question: under what conditions does tourism effectively contribute to poverty reduction, and when, on the contrary, does it tend to deepen social and territorial inequalities?

The findings showed that the interaction between tourism, income, and poverty follows differentiated patterns according to the level of regional development. While tourism may generate poverty reducing effects in high income territories, these effects weaken or even reverse in regions characterized by middle incomes and high levels of social and material deprivation. The results are consistent with scenarios of gentrification, pressures on housing markets, and socio spatial displacement caused by tourism. Likewise, differences were identified in the impacts generated by domestic and foreign tourism, highlighting the importance of considering the composition of tourism demand in public policy analysis. Taken together, this research reveals that tourism does not operate as a universal mechanism of development. Its capacity to influence poverty depends on territorial structures, institutional frameworks, and the specific characteristics of tourism flows. By integrating a regional approach with an econometric analysis sensitive to socioeconomic heterogeneity, this study provides necessary evidence to advance understanding of the limits and opportunities of tourism as a tool for poverty reduction in Europe.

Abstract 11

Cooperative and multimodal learning in tourism management higher education: developing competencies through active methodologies

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KEYWORDS: Intercultural communication, student engagement, professional skill development human resources strategy.

ABSTRACT: This paper presents an educational innovation implemented in the Master's Degree in Tourism Management and Planning at the School of Business and Public Management, UNIZAR (Spain). Developed within the subject Management of Cultural Companies and the Natural Environment, the project integrates human resources (HR) strategic planning with the development of intercultural communicative competence in a multilingual, digitally mediated environment. The experience involved 58 students enrolled over three academic years (2023/2024, 2024/2025, and 2025/2026). Participants came from Spain, France, Georgia, China, Colombia and Ecuador, reflecting the international profile of contemporary tourism education. In response to the demands of a globalized and digitalized sector, the initiative moved beyond lecture-based instruction toward experiential, dialogic, and competency-based learning. The intervention combined dialogic and cooperative-based learning. The intervention combined dialogic and cooperative learning, the task-based approach, and the principles of Content and Language Integrated Learning (CLIL). These frameworks supported two main objectives: strengthening knowledge of human resources management in tourism organizations and fostering socio-emotional, cognitive, digital, and intercultural competencies. Particular emphasis was placed on multimodal literacy, recognizing that tourism professionals must communicate strategically across diverse formats. The five-hour learning sequence culminated in the collaborative design and oral defense of a multimodal expository-argumentative text presenting a strategic HR plan for a tourism company. Students worked in small teams, integrating written, visual, and digital elements - including the exploratory use of artificial intelligence tools -, while negotiating meaning and responsibilities. The process included conceptual grounding, guided exploration of HR functional areas, formative feedback, and public presentation. The activity represented 10% of the course grade and was assessed through a rubric. A voluntary questionnaire (n=47, representing approximately 81% of the enrolled students) collected data on engagement and perceived competency development. Results show high levels of involvement, particularly among international students, who reported feeling empowered by their active role. Most participants expressed satisfaction, emphasizing the innovative character of the methodology and its capacity to connect theory with realistic professional scenarios. Students perceived strong development of socio-emotional competencies, especially communication, adaptability, empathy, leadership, autonomy, and self-regulation. Cognitive competencies such as critical thinking, decision-making, synthesis, and visual organization were also positively evaluated. In contrast, analogue and digital competencies received comparatively lower ratings. Although students acknowledged improved use of digital tools, some questioned the added value of manual resources and artificial intelligence integration. Overall, the experience suggests that multimodal, task-based environments enhance motivation, deepen conceptual understanding, and strengthen transversal competencies in tourism management education. While results cannot be generalized due to sample limitations, the proposal offers a replicable model aligned with the communicative, intercultural, and digital demands of the tourism sector. This research is within the framework of the Project "Lecturas no ficcionales para la integración de ciudadanas y ciudadanos críticos en el nuevo ecosistema cultural. (LENFICEC) PID2021-126392OB-I00" and the project "Gamificación y colaboración interdisciplinar en el proceso de enseñanza y aprendizaje en la Universidad de Zaragoza. (PIIDUZ II 5846/2025)". We gratefully acknowledge the financial support of the Provincial Council of Huesca.

Abstract 12

From market segmentation to destination governance: rethinking visitor structure for residents' well-being

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KEYWORDS: Destination governance, market segmentation, residents' well-being, short term rentals, tourism policy.

ABSTRACT: Many mature tourism destinations are currently experiencing structural tensions between continued tourism growth and residents' well-being. In cities such as Prague and in regions such as the Canary Islands, the rapid expansion of short term rentals and platform based accommodation has increased data opacity, reinforced information asymmetries, and weakened the capacity of public authorities to strategically manage visitor flows.

This paper argues that these governance challenges cannot be explained solely as a problem of overtourism or regulatory delay. Drawing on New Institutional Economics, the paper conceptualises platform based accommodation as an institutional shift that alters incentive structures, redistributes information, and generates misalignment between private profit maximising actors and public governance objectives. In this context, the absence of advanced segmentation logic in destination governance represents a structural institutional gap.

While tourism firms routinely apply market segmentation to optimise profitability, public authorities rarely use segmentation frameworks as instruments of strategic governance. Building on Public Value Theory, the paper proposes a conceptual framework of "governance oriented segmentation", defined as the strategic structuring of visitor demand according to public value criteria rather than purely commercial metrics. These criteria include carrying capacity, spatial distribution of tourism intensity, and residents' well-being.

The argument is further situated within the theoretical tradition of destination life cycle and carrying capacity research. Mature destinations facing stagnation or social resistance require governance mechanisms that actively shape visitor structure rather than merely promote demand.

Methodologically, the paper is conceptual, supported by policy analysis and secondary data. The case of Prague illustrates how short term rental expansion and data asymmetry complicate regulatory steering and spatial management. Rather than offering a full quantitative comparison, the paper aims to clarify the theoretical foundations of governance oriented segmentation and to outline its relevance for mature tourism destinations confronting institutional and social limits to growth.

Abstract 13

Spending time at the supermarket. A new tourism named “Grocery Store Tourism” was born?

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KEYWORDS: Food, drink, beverage, flavour, convenience.

ABSTRACT: A new trend named “Grocery Store Tourism” has been detected, reflected in 2024 in media such as the New York Post (Steinberg, 2024), Food & Wine (Leasca, 2024), and The Guardian (Mahdawi, 2024). This “Grocery Store Tourism” consists of using supermarkets, grocery stores and convenience stores as tourist attractions, with the aim of observing and/or purchasing unusual products that are unique in the destination country or highlighting cultural differences in the products’ presentation.

In many cases, these are alimentary products with unusual flavours, such as those highlighted by Tait (2023). This phenomenon of “Grocery Store Tourism” has an impact on social networks such as TikTok, as evidenced by the marissainchina (2024) and ba.noma (2023) accounts. Thus, this research aims to discover whether there are any academic works related to “Grocery Store Tourism”. The methodology employed consists of an exploratory literature review combining searches in academic databases (Scopus and Google Scholar) with the analysis of media articles and digital content on social networks. Condé (2015), in the book “Mets et merveilles”, pointed out that a visit to a supermarket is just as instructive as a visit to a museum or exhibition hall.

Also noteworthy is Sarro (2025) doctoral dissertation entitled “Le Marché Alimentaire Parisien: Site of Patrimony, Pedagogy, And Performance”. Grandlund et al. (2025) applied quantitative surveys and qualitative analyses to supermarket customers, both residents and tourists. In their conclusions, Grandlund et al. (2025) highlight that the use of social networks by contributing content in English using the hashtag #grocerystoretourism could be used to create a service path for tourists. Limitations of the present research include unsuccessful searches for academic papers referring to this type of tourism in Scopus, and a 2024 paper by Choi (2024) entitled “Why “Mart Tourism” Became a TikTok Trend”, which was not accessed due to the requirement of payment. As future lines of research, it is suggested that the information obtained in this work be supplemented with a search for scientific articles that use surveys on shopping tourism, with the aim of developing a survey that allows for an adequate analysis of the phenomenon of “Grocery Store Tourism”.

Abstract 14

Co creating sustainable tourism through citizen science: valuing ancestral knowledge in a Brazilian quilombola community

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KEYWORDS: community-based tourism, participatory research, rural development, sustainable livelihoods.

ABSTRACT: Quilombola communities in Brazil represent important spaces for the preservation of cultural and biocultural heritage, resulting from the historical resistance of formerly enslaved Africans and their descendants. These territories maintain a vast body of ancestral knowledge related to traditional agricultural practices, sustainable management of natural resources, and community forms of social organisation. However, despite their cultural and environmental value, many of these communities face structural socioeconomic challenges and depend mainly on subsistence agriculture and income transfer programmes. In this context, valuing this knowledge may foster new opportunities for territorial development, particularly through sustainable tourism initiatives based on local biocultural heritage. This study presents the conceptual and methodological design of a research project that seeks to analyse how citizen science (CS) can contribute to the valorisation of ancestral knowledge and the participatory construction of sustainable tourism strategies in quilombola communities. The study will be conducted in the Quilombola Community of Sítio Grossos, located in the municipality of Bom Jesus, in the Metropolitan Region of Natal (Rio Grande do Norte, Brazil). The community is composed of approximately 170 families whose collective identity is deeply linked to traditional agriculture, particularly the production of cassava, corn, and beans, inherited from their ancestors. The project will be implemented starting in August 2026 as part of the SDG Rural Labs Project, an initiative of the University of Zaragoza, which is aimed at promoting the 2030 Agenda in rural contexts through social innovation methodologies, participatory action research and CS. These laboratories function as spaces for collaboration between universities and local communities, allowing the Sustainable Development Goals (SDGs) into territorial agendas adapted to local realities. The methodological proposal is structured in three main phases. It is expected that the first phase will correspond to participatory community diagnosis in terms of SDGs, in which participatory mapping of the territory, identification of traditional knowledge linked to the use of natural resources, and analysis of local production practices will be carried out. This stage will seek to identify the cultural, environmental, and social assets of the community that can form the basis for sustainable community tourism experiences. The second phase will consist of the collaborative documentation of traditional knowledge through CS tools, involving community residents in the recording of agricultural practices, knowledge about biodiversity, cultural landscapes, and local historical narratives. This stage aims to strengthen processes for valuing biocultural heritage and generate useful information for territorial planning and the development of sustainable tourism initiatives. The third phase will correspond to the co-creation of sustainable tourism strategies through participatory workshops involving community members, researchers, and institutional actors. These activities will explore possibilities such as agroecological routes, gastronomic experiences based on local products, and educational activities related to quilombola cultural heritage. The project is expected to contribute to demonstrating how CS approaches can strengthen territorial development processes in traditional communities, while promoting cultural appreciation, environmental conservation, and the creation of new income opportunities. The experience aims to offer a replicable methodological model for other quilombola communities and rural territories interested in integrating sustainable tourism and community participation.

Abstract 15

Tourism destination resilience: a bibliometric mapping

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KEYWORDS: Destination resilience, bibliometrics, co-authorship, keyword co-occurrence, network visualization, overlay visualization.

ABSTRACT: Background and aim. Tourism is a key sector in modern and increasingly globalized economies, which has driven growing scholarly interest in the field. Over recent years, tourism research has expanded in both themes and methodological approaches (Hall, 2011; Xiao & Smith, 2006). Within this body of work, tourism destination resilience has emerged as a core concept for understanding destinations' adaptive capacity to shocks and crises (Biggs et al., 2012; Becken, 2013).

Research at the intersection of "resilience" and "tourism destinations" intensified markedly during and after the COVID 19 period (Gossling et al., 2021; Lew et al., 2020). These studies have shown that the pandemic acted as a catalyst, accelerating scholarly reflection and research contributions in this area.

Therefore, to obtain a comprehensive overview of recent scientific work on tourism destination resilience, we adopted a bibliometric approach, defined by Pritchard (1969) as "the application of mathematics and statistical methods to books, articles, and other media of communication" (pp. 348–349).

Within this framework, this bibliometric study investigates the scientific literature on tourism destination resilience. It aims to (i) describe the annual evolution of publication output and (ii) identify the most influential sources, authors, institutions, and countries in the field using descriptive indicators. Furthermore, it maps dominant and emerging topics through keyword co occurrence analysis, visualized using network and overlay maps.

Data and method. Data were collected from Scopus on 02 February 2026 using a topic search across the title, abstract, and keywords fields with the query "tourism destinations" AND resilience. The time window was set to 2016–2025. We restricted the dataset to Articles and Reviews published in English within the subject areas of Business, Management and Accounting, Social Sciences, Environmental Science, and Economics, Econometrics and Finance. After applying all inclusion filters, the initial dataset contained 191 records. Prior to the bibliometric analysis, the Scopus export (CSV) was processed in R and converted into a Bibliometrix dataframe. Key fields (title, year, DOI, keywords, and abstract) were checked, leading to the removal of six duplicate records. The final cleaned corpus therefore comprised 185 documents and was used for subsequent bibliometric analyses.

Key results. Results are structured around three complementary layers. First, descriptive indicators document the field's annual publication trajectory and identify the most productive outlets, authors, and contributing countries. Second, social structure analysis maps collaboration patterns through co authorship and country collaboration networks, highlighting the degree of internationalization and key collaboration hubs. Third, conceptual analysis based on keyword co occurrence reveals dominant and emerging themes, clarifies major thematic clusters, and tracks their recent evolution through network and overlay visualizations.

Contribution. This bibliometric study provides a scientific mapping of research on tourism destination resilience and confirms the growing importance of this topic in the academic field, particularly during the post COVID 19 period. Conceptually, the field is organized around a multidimensional perspective in which governance, sustainability, climate change, smart tourism, and tourism industry dynamics emerge as interconnected dimensions.

Abstract 16

From accelerator to ecosystem? Community, governance and sustainable tourism entrepreneurship in the Costa del Sol Tourism Hub

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KEYWORDS: Sustainable tourism, entrepreneurship, tourism accelerators, governance, entrepreneurial ecosystems, destination management, public-private partnership.

ABSTRACT: This paper examines how a tourism focused accelerator in a mature mass destination can move beyond short term support for individual ventures and contribute to the emergence of a broader entrepreneurial ecosystem for sustainable tourism, conceptualising tourism innovation hubs as infrastructures linking acceleration programmes, entrepreneurial innovation and destination governance. Current work on tourism transformation and governance has only addressed this dimension indirectly (Gössling, 2021; Gössling & Reinhold, 2025). Existing research on entrepreneurship and regional development shows that accelerators and related support instruments can foster innovation and territorial dynamism, but it usually concentrates on effects at the level of individual firms or regional performance indicators rather than on the relational dynamics of entrepreneurial ecosystems (Kraus et al., 2021; Seitz et al., 2024). In tourism, studies on sustainability and destination governance have highlighted the importance of collaborative arrangements and networks for moving towards more responsible models (Liburd et al., 2022; Movono & Hughes, 2022), yet they have not examined in detail the role of sectoral innovation hubs as infrastructures of entrepreneurial governance. This paper addresses that empirical gap by examining the community and governance dynamics of a public private tourism hub oriented towards sustainability in the Costa del Sol (Malaga, Spain).

The article adopts a qualitative single case study design of the Costa del Sol Tourism Hub, a public private accelerator operating in a mature mass tourism region of Spain. The analysis combines multiple data sources: documentary evidence and programme materials, a database of 70 start ups and firms that have participated in the hub since its inception, and semi structured interviews with the hub coordinator and founders of selected ventures carried out between February and June 2025. Attention is paid to sustainability oriented and digitally enabled ventures such as Discoolver, Axarguias, EcoDive, Biotonomy and Cisnea, which illustrate different ways of connecting with local administrations and destination governance structures. The methodological approach builds on and extends the case study protocol and analytical procedures outlined in earlier publications on the hub (e.g., Lucia Casademunt & García Cabrera, 2026), incorporating additional interviews and the systematic use of the 70 firm dataset as contextual evidence for the breadth and heterogeneity of the initiative.

Findings are structured around three dimensions: governance, community and ecosystem trajectories. First, the hub acts as an intermediary that links early stage tourism ventures and entrepreneurial actors with destination level governance structures such as municipal and regional authorities, generating concrete collaborations such as the long term partnership between Discoolver and the city of Ronda for destination wide digital visitor management. This empirical pattern resonates with prior work that conceptualises tourism development and sustainability as networked processes in which coordination between public and private actors is crucial (Liburd et al., 2022; Valeri & Baggio, 2022). Second, the study shows that although the hub offers valuable mentoring, training and networking opportunities during the programme, mechanisms for sustained community building among start ups remain weak after graduation, limiting the consolidation of communities of practice

and collective learning that the entrepreneurial ecosystem literature identify as central to ecosystem maturity (Kraus et al., 2021; Urbaniec & Žur, 2021). Founders highlight the absence of ongoing technical communities or peer support channels, which constrains co innovation and joint problem solving beyond the formal programme. Third, the 70 firm database reveals heterogeneous post acceleration trajectories, with a minority of ventures consolidating stable relationships with destination actors while many others struggle to maintain momentum or pivot away from tourism, offering a nuanced counterpoint to studies that tend to emphasise broadly positive effects of acceleration on firm performance (e.g., Seitz et al., 2024).

Drawing these strands together, the paper proposes a conceptual model of “accelerator to ecosystem pathways” for sustainable tourism, identifying key design features that enable innovation hubs to function as enduring ecosystem infrastructures rather than isolated policy projects. The study contributes to debates on sustainable tourism governance, entrepreneurial ecosystems and the role of accelerators in transformative destination development, complementing prior calls to rethink tourism in terms of structural transitions towards sustainability by specifying how innovation hubs can support such transitions (Gössling, 2021; Gössling & Reinhold, 2025; Movono & Hughes, 2022). It also offers practical implications for policymakers and practitioners designing tourism innovation programmes in mature destinations seeking more sustainable futures, by showing how institutional and community design choices can expand or constrain the transformative potential of tourism entrepreneurship hubs.

Abstract 17

The financialization of the accommodation sector in Tenerife: ownership structure, management models, and implications for destination sustainability

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KEYWORDS: Hotel groups, Hotel ownership structure, Financialization, Asset light strategy, Asset heavy strategy.

ABSTRACT: The ownership structure of the tourism accommodation sector is undergoing an unprecedented phase of transformation. While recent literature has documented the financialization of hotel corporations, there remains a notable scarcity of studies addressing this phenomenon in island destinations that are highly dependent on tourism. In the Canary Islands archipelago, where local family owned groups and nationally based hotel chains with strong territorial roots have historically predominated, a growing penetration of investment funds and real estate investment trusts (REITs) into the hotel segment can be observed, with a particularly prominent presence of North American capital. This process, accelerated by the global financial crisis and the subsequent devaluation of real estate assets, has reconfigured the relationship between ownership and operation of accommodation establishments (Yrigoy, 2016). The existing literature on the financialization of the tourism and real estate sector has identified several risks inherent to this dynamic, among which the following stand out: short termism in asset management, the prioritisation of financial returns over criteria of territorial sustainability, and the progressive detachment of decision making centres from the destination itself (Yrigoy, 2016; Rainer & Steiner, 2025). This differentiation between ownership and management, characteristic of asset light strategies that have been widely adopted by major international chains, raises questions regarding the economic sovereignty and long term viability of the Canarian tourism model.

The aim of this study is to analyse the ownership structure and management models of the hotel accommodation stock in Tenerife, in order to identify the degree of penetration of financial institutional capital relative to traditional locally based capital. In doing so, we seek to assess the implications that this reconfiguration may entail for a mature tourism destination such as the Canary Islands in the long term. To achieve this objective, a quantitative methodology has been designed based on the construction of a primary data source. This has been developed by taking as a starting point and cross referencing the official registry of accommodation establishments held by the Regional Ministry of Tourism, Industry and Commerce and the ALOJATUR directory (Directory of Collective Tourist Accommodation in the Canary Islands). Through a descriptive analysis, we examine in a differentiated manner the asset heavy model, in which ownership and management remain unified, and the asset light model, characterised by the separation between property ownership and operational management (Sohn et al., 2013; Li & Singal, 2019). The latter model is of fundamental importance for understanding the financialization process within the sector, as this strategy enables the entry of financial actors with no prior ties to tourism activity, thereby reconfiguring the industry and giving rise to new governance structures (Yrigoy, 2016).

Preliminary findings reveal a significant concentration of assets under financial control. Approximately 15% of accommodation bed places in Tenerife are held by investment funds or REITs, with a particularly high presence in the upscale and luxury segment. This represents a transfer of power and control towards actors whose strategy is primarily driven by financial return criteria. This trend may carry some positive implications, such as fostering the rehabilitation and revalorisation of the physical accommodation stock; however, it simultaneously increases local economic vulnerability by subordinating a portion of the accommodation industry to the volatility of financial markets and to investment disinvestment cycles that are exogenous to the inherent dynamics of the tourism destination.

Abstract 18

A proposal for gastronomic touristification measurement in heritage cities

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KEYWORDS: Gastronomic touristification, gastronomic tourism, food tourism, heritage, gentrification, restaurants, measurement scale.

ABSTRACT: Gastronomic tourism is experiencing significant growth and is characterised by higher consumption levels in comparison to the average tourist (Kiatkawsin et al., 2019). Gastronomy has become a key element in destination development, influencing local economies, cultural identities and the spatial organisation of tourism activities (Richards, 2012). In particular, significant emphasis has been placed on the culinary experience of food and on the different consumption practices associated with travel (Park & Kim, 2025). These shifts underline the growing centrality of food-related consumption and help explain broader transformations on the social, demographic, territorial and discursive dimensions observed in many destinations.

At the same time, commercial activity in tourist destinations tends to be oriented towards the visitors' demands with high purchasing power, leading to the transformation of traditional businesses into boutique stores and gourmet restaurants (Romera et al., 2025). This transformation produces material and symbolic scenarios in which local residents are displaced by tourist-oriented consumption practices (Dimitrovski, 2018). As a result, historic and heritage centres are often transformed into mass-consumption spaces, posing major challenges to the quality of urban life (Loda et al., 2020). This tendency is closely linked to the growing influence of gastronomic touristification, understood as the restructuring of spaces around food-related consumption. This phenomenon involves urban and commercial reconfiguration of heritage cities into areas exclusively designated for the floating population, in which local culinary traditions are adapted to meet the demand of visitors (Romera et al., 2025).

Gastronomic touristification has become increasingly visible in many destinations. However, its definition and, particularly, its empirical assessment remain limited. Some recent studies point to the lack of systematic methodologies capable of measuring the extent and different forms of gastronomic transformation in urban and commercial landscapes (Richards, 2021). Other research, which explored the relationship between culinary identity and tourism, also showed that these dynamics are often examined on fragmented or mainly qualitative approaches without standardised metrics (Everett & Aitchison, 2008). These limitations include partial and fragmented measures of touristification, a lack of standardisation and consensus on gastronomic touristification, and a lack of integration of qualitative and quantitative measures. As a result, there are clear research opportunities to develop robust, comparable tools that enable better understanding and measurement of gastronomic touristification processes.

Therefore, this study aims to develop a comprehensive metric that addresses these limitations by identifying and structuring the key factors associated with this phenomenon. Based on a theoretical examination of the drivers and manifestations of gastronomic touristification, a measurement scale is proposed to identify and assess its presence in urban heritage cities.

This approach contributes to the operationalisation of the concept by integrating its cultural, economic and symbolic dimensions. Furthermore, the proposed instrument can be utilised to conduct longitudinal studies of this process and applied to different tourist destinations. This generalisation would facilitate progress in this field of study. At a social and practical level, this tool could provide pertinent information regarding this transformative phenomenon, with a view to mitigating its hyper-development by evaluating public policies and business practices aimed at protecting both the gastronomic and cultural heritage. Consequently, the coexistence of citizens and gastronomic tourism will foster a greater sense of well-being for both parties.

Abstract 19

Employee well-being in the hotel sector: a mixed methods study in the Canary Islands

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KEYWORDS: Well-being, hotel sector, Canary Islands, Job Demands Resources theory.

ABSTRACT: There is wide consensus that employee well-being is of paramount importance in hospitality and tourism organizations because it highly determines quality of service provided and therefore, firm performance (Chi & Gursoy, 2009; Dorta Afonso et al., 2025). This is very well explained by the Job Demands Resources (JD R) theory (Bakker et al., 2023). Essentially, JD R model proposes that employee well-being and performance is the result of two distinct processes initiated by the job demands and resources employees face (Bakker & Demerouti, 2024). Demands refer to all aspects of jobs that produce strain thus resulting in energy depletion and exhaustion (e.g., workload, uncivil customers, role conflict) whereas resources refer to all aspects that help employees cope with demands (e.g., leader support, psychological capital, training).

In this study we have collected data from more than thirty hotels located in the Canary Islands to analyse employee well-being. Concretely, we measured not only their exhaustion, satisfaction, engagement and quality of life but also their perceptions of demands and resources at the organizational, team and individual level. Moreover, our results are complemented by 40 in depth interviews. These interviews targeted specific employee groups (e.g., housekeeping, reception, F&B and kitchen) to obtain detailed information of the demands and resources by departments.

Our results revealed that employee well-being is generally positive across hotels in Canary Islands. Despite high workloads and other demands that increase exhaustion, access to appropriate resources helps protect well-being and, in turn, positively influence performance.

Abstract 20

The social sustainability of rural tourism: expert perceptions of its sociocultural impacts

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KEYWORDS: Rural tourism, social sustainability, sociocultural impacts, sustainable rural development.

ABSTRACT: Rural tourism has become an important strategy for territorial development and the socio economic revitalization of rural areas. While positive economic effects have been observed, the growth of tourism activity also raises questions about its social and cultural impacts on host communities. This paper addresses the social sustainability of rural tourism through the study of the sociocultural impacts associated with its development. The social dimension of sustainability has received less attention in the literature than the economic and environmental dimensions, despite its relevance for understanding the well-being of local communities and the quality of life of residents.

The main objective of this study is to provide an approach to the social sustainability of rural tourism in Spain by analysing the sociocultural impacts generated in the territories where this activity takes place. Specifically, the research seeks to identify the main positive and negative effects of rural tourism, analyse their distribution through a set of social sustainability indicators, and explore expert perceptions regarding the evolution of rural tourism from the perspective of well-being and social cohesion. To this end, several indicators are considered and organised into three analytical categories: cultural, well-being and social cohesion, and socio economic. This approach allows social sustainability to be examined from a multidimensional perspective. The research adopts a qualitative approach based on semi structured interviews conducted with experts linked to rural tourism, including representatives from public administration, the business sector, specialised consultancy, and academia. The information obtained was analysed using content analysis techniques, coding the discourses according to indicators previously identified in the literature.

The results indicate that rural tourism is generally perceived as a tool with the potential to contribute to the social development of rural territories. Among the most notable positive effects are cultural revitalisation, the diversification of local economies, job creation, and the enhancement of cultural heritage. Rural tourism is also recognised as having the potential to strengthen feelings of identity and belonging when integrated into local development strategies based on community participation. However, the analysis also reveals several challenges affecting the social sustainability of rural tourism. These include the rising cost of living in some destinations, emerging processes of rural gentrification, pressure on certain local spaces and resources, and accessibility limitations in rural areas. Furthermore, some expert perspectives warn about the risk of simplification or commodification of certain cultural expressions when tourism development is not properly managed. Overall, the findings confirm the potential of rural tourism to contribute to the well-being of local communities and the sustainable development of rural territories. Nevertheless, its consolidation as a socially sustainable model requires strengthening planning and governance mechanisms, promoting local participation, and balancing economic benefits with the preservation of the social and cultural values of rural areas.

Abstract 21

Organisational culture and performance as perceived by future tourism professionals

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KEYWORDS: Organisational culture, personal values, attitude, Generation Z, employee performance.

ABSTRACT: It has been found that culture differentiates some tourism companies from others. Organisational culture is a social construct, related to the history and environment of the tourism company, and difficult to change. Culture is made up of tangible and intangible elements, with values being particularly important among the latter. Values are the principles that govern the life of an organisation. There are different types of organisational culture depending on the values they include. Clan culture values collaboration and participation and is the most focused on employee performance. Adhocracy culture encourages innovation and change, hierarchical culture values rules and procedures, and competition or market culture focuses on external information to develop competitive and growth plans.

It has been found that strong cultural values promote innovation, flexibility, better use of human capital, and the achievement of the strategic objectives of the tourism company. Likewise, it has been demonstrated that corporate culture is the variable that most influences employee performance, satisfaction, job loyalty, staff turnover, and commitment. For these reasons, organisations strive to determine the fundamental values that should shape their culture.

Despite the above, there are reasons to further study the influence of culture on work performance in tourism. First, the global and relational nature of the sector suggests this. Second, there are certain contradictions in the literature regarding the relationship between culture and performance. Thirdly, there are virtually no studies on the effect of culture on performance in tourism in the case of young people.

In this context, the aim of this causal study is to examine corporate culture in the case of Generation Z and its influence on perceived future performance. A sample of 318 students from the Degree in Tourism at the University of La Laguna was used. A questionnaire (Likert scale from 1 to 5) designed ad hoc taking into account the literature was also used. The PLS SEM methodology and the SmartPLS v4 programme were applied. A comprehensive causal model was generated that takes into account the causal relationships confirmed by other authors. The internal model and the structural model offered adequate values. The model fit is high and has high predictive power.

The results allow us to conclude that considering the culture and values of the organisation to be relevant has a direct and significant influence on the importance given to different types of values. This attitude or belief has a significant and direct impact on perceived performance. Social values follow in importance, as they are the ones that most influence perceived future performance. Social values are followed in importance by management values, efficiency values and environmental values. It is noteworthy that basic values have a negative influence on performance when all values are present in the model. The study is novel and useful for adapting the culture of tourism companies to the perceptions of future professionals in the sector, as work and organisational performance will depend on this adaptation.

Abstract 22

Work motivation and performance in tourism: the case of Generation Z

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KEYWORDS: Labour motivation, intrinsic motivation, extrinsic motivation, Generation Z, employee performance.

ABSTRACT: Motivation is defined as the force that drives a worker to act in a certain way, with a certain intensity and direction. The interest in studying motivation in tourism stems from its significant influence on work behaviour and worker performance. This interest is also due to the relevance of services in the sector and the high level of human interaction in this industry.

There are multiple theoretical approaches that address work motivation, from Maslow's contributions on the hierarchy of needs to Bakker and Demerouti's proposal on demands and resources. A large number of factors influencing motivation associated with these approaches have been highlighted in the literature. In particular, the intrinsic (internal) and extrinsic (external) approaches to motivation predominate in the literature. Extrinsic motivation is driven by external rewards (e.g., rewards, salaries), and intrinsic motivation is driven by internal aspects of the subject (e.g., achievement, learning).

Despite these findings, the literature highlights the need to continue exploring this field in the context of tourism due to the importance of job performance and the multitude of internal and external variables on which motivation depends. On the other hand, certain inconsistencies have been found, there are doubts about the weight of extrinsic factors on performance, and there are few studies on work motivation and its effect on performance in the case of Generation Z. This generation, which includes people born between 1994 and 2010, is taking over the generational change in tourism companies.

The aim of this study was to conduct a causal study of the motivation of Generation Z members and its influence on performance. A sample of 309 students from the Tourism Degree programme at the University of La Laguna (25% men, 75% women) was used. An ad hoc questionnaire was also used, taking into account the literature. This is a Likert scale that has high validity and reliability. The PLS SEM methodology and the SmartPLS v4 programme were applied. The causal model generated is comprehensive and takes into account the causal relationships confirmed by other authors. The internal model and the structural model offered adequate values. The model also has a high fit and high predictive power.

The results allow us to conclude that the belief that work motivation is relevant for the worker and for the company influences the acceptance of individual and organisational responsibility in promoting motivation. This belief also influences the use of all the motivational factors proposed in the study. However, only social and cultural factors positively influence performance when all factors are present in the model. When only intrinsic and extrinsic factors are included in the model, intrinsic factors have a very positive influence on performance, while extrinsic factors have a negative influence. These results are novel and useful for promoting motivation and work performance among young people in the sector.

Abstract 23

Digitalization of tourism in Morocco and local well-being: digital marketing, digital tools, tourist experience, and community quality of life

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KEYWORDS: Tourism digitalization, digital marketing, local well-being, host communities, smart destination, quality of life, digital platforms, sustainable development, platform economy.

ABSTRACT: Digital transformation is profoundly redefining the structures and dynamics of the global tourism sector. In Morocco, the “Tourism Roadmap 2023–2026” strategy explicitly places digitalization at the heart of the national tourism development model, targeting an increase in the number of tourists to 17.5 million and foreign exchange earnings to 120 billion dirhams by 2026. This technological shift affects the entire tourism value chain, from online promotion and booking to the on site experience and destination management, and raises fundamental questions about its differentiated effects on various stakeholders: tourists, operators, local communities, and public institutions.

This research examines the relationship between the digitalization of Moroccan tourism, understood as the adoption of digital marketing tools (social media, OTA platforms, SEO, influencers), destination management systems (DMS), and augmented experience technologies (virtual reality, conversational AI), and the well-being of local communities in the Kingdom’s main destinations. It poses the following central question: to what extent do digital tourism tools contribute to improving the quality of life of residents, the environment, and the local economy, and under what conditions can they, conversely, worsen it through overtourism or digital exclusion?

Theoretically, the research draws on the Technology Acceptance Model (Davis, 1989), shared value theories (Porter & Kramer, 2011), and work on the platform economy as applied to tourism (Guttentag, 2015; Zervas et al., 2017). It also draws on recent literature on sustainable tourism and Smart Destinations, articulating the dimensions of economic efficiency, environmental impact, and social equity within an integrated analytical framework.

The empirical approach is based on a multi site study covering three contrasting types of Moroccan destinations: a mass beach destination (Agadir), a cultural heritage destination (Marrakech), and an emerging ecotourism destination (Merzouga/Drâa Tafilalet). It combines an analysis of visitor numbers and tourism revenue data for the period 2018–2024, a survey of local tourism operators on their digital practices, and a measurement of perceived effects on residential well-being using a standardized questionnaire. Environmental indicators (carbon footprint, water consumption, waste management) and economic indicators (revenue leakage rate, share of local actors in digital revenue) complete the analysis.

The expected contributions of this study are twofold. From an academic perspective, this project aims to address the lack of empirical research on the effects of digital tourism marketing on local communities in developing countries. Operationally, it will formulate concrete recommendations for Moroccan public decision makers and private operators to design an inclusive and locally rooted tourism digitalization strategy. This strategy will foster the digital skills development of local stakeholders, the redistribution of value streams generated by platforms, and the preservation of the identity and quality of life of host communities in the face of the digital transformations of tourism.

Abstract 24

Efectos socioeconómicos de la peatonalización de la calle 19 en el centro histórico de San Juan de Pasto (2023 2025)

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KEYWORDS: Turismo urbano, centro histórico, peatonalización, movilidad urbana.

ABSTRACT: Introducción. El centro histórico de Pasto, una de las ciudades más antiguas de Colombia, ha enfrentado problemáticas como la fuerte congestión vehicular, desorden urbano, deterioro arquitectónico colonial y contaminación ambiental. En respuesta, la Administración Municipal implementó el Proyecto Vital, que consiste en la peatonalización de la calle 19 en pleno centro de la ciudad. Este proyecto busca mitigar las falencias mencionadas, así como preservar el rico legado histórico de la ciudad, visible en su arquitectura colonial y sus emblemáticas iglesias, favoreciendo así el turismo urbano. Además, el proyecto contribuye al mejor desarrollo del Carnaval de Negros y Blancos, declarado Patrimonio Cultural Inmaterial de la Humanidad por la UNESCO, el cual se desarrolla en la calle en cuestión. En este contexto, resulta interesante analizar cómo intervenciones urbanas orientadas a la movilidad sostenible pueden contribuir simultáneamente al desarrollo turístico y al bienestar de los residentes en ciudades intermedias latinoamericanas.

Objetivo. Analizar los efectos de la peatonalización de la calle 19 en el Centro Histórico de San Juan de Pasto en la movilidad peatonal, el turismo y en la satisfacción socioeconómica de los usuarios tras su implementación. 2023 – 2025

Metodología. El enfoque de este trabajo es cualitativo y cuantitativo (mixto). Basado en la depuración, análisis e interpretación de información obtenida de fuentes primarias como encuestas y fuentes secundarias como informes institucionales. La población involucrada está conformada por peatones, comerciantes, conductores e instituciones gubernamentales.

Resultados principales. Este trabajo realiza una investigación profunda que expone las causas y efectos socioeconómicos del proyecto en cuestión. Sin dejar de lado otro tipo de efectos que pueden ser influyentes como la ecología y seguridad. Asimismo, permite comparar si los resultados positivos de la peatonalización presentes en ciudades europeas se replican en una ciudad intermedia de un país en desarrollo y con limitaciones en su infraestructura vial.

En el plano económico los comercios han ganado visibilidad, gracias a la mayor afluencia de peatones y turistas por la zona, lo que representa mayores ventas. La calle ha consolidado un carácter activo, donde conviven actividades económicas, expresiones culturales y una mayor cohesión social que favorece la vitalidad urbana. Sin embargo, algunos establecimientos han enfrentado dificultades de adaptación, principalmente relacionadas con el abastecimiento de mercancías.

En cuanto al ámbito social los usuarios perciben la calle como un espacio más accesible y seguro, lo que ha ampliado su uso por parte de distintos grupos sociales. No obstante, la redistribución del tráfico vehicular hacia calles adyacentes ha generado tensiones en el entorno urbano y desacuerdo con el proyecto por parte de los conductores, poniendo de relieve la importancia de articular la intervención con una gestión integral de la movilidad.

Conclusiones. Los hallazgos del estudio evidencian que la peatonalización de la calle 19, ha introducido cambios sustanciales en el centro histórico de Pasto. El tránsito peatonal ha favorecido el turismo, la conservación del entorno, prácticas culturales, deportivas y la interacción social. Pese a los desafíos identificados y que deben ser tratados, el proyecto ha logrado una mejor calidad de vida urbana para sus residentes.

Abstract 25

Improving the management of tourist flows through AI

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KEYWORDS: Artificial intelligence, tourist flows, overtourism, destination management, residents' well-being.

ABSTRACT: The growth of tourism has generated significant economic benefits for tourist destinations; however, it has also created challenges related to its effects on residents' quality of life. Currently, many tourist destinations face problems associated with congestion in public spaces, the saturation of specific tourist attractions, and increasing pressure on infrastructure. All of these issues have intensified the debate around what is known as overtourism, understood as the saturation of a tourist destination that receives a number of visitors greater than it can manage, exceeding its carrying capacity. In this context, artificial intelligence (AI) is emerging as a facilitating tool that can improve the management of tourist destinations through data analysis and optimized decision making.

In this regard, the literature increasingly highlights arguments linking the use of AI with improvements in destination management. However, a gap still exists between theoretical approaches and the identification of concrete applications that directly contribute to improving residents' well-being. Consequently, an important question arises as to the extent to which AI based tools can improve tourist flows in ways that reduce pressure on different areas and facilitate a more balanced distribution of tourists within a destination.

This article analyzes different ways in which AI can contribute to improving the well-being of residents in tourist destinations through the management of tourist flows. To this end, several AI applications are examined, with a focus on the following aspects:

- (1) The use of AI to predict peaks in tourism demand. Specifically, the ability of AI to analyze real time data from bookings, mobility, events, and weather conditions, among other sources, enables destination managers to anticipate congestion situations and adopt preventive measures before overcrowding problems arise in tourist spaces.
- (2) The use of AI to redirect tourist flows toward less congested areas or toward days and times with lower visitor demand, thereby reducing congestion, environmental degradation, and pressure on local infrastructure and resources.
- (3) The use of AI to influence the tourist's pre travel phase by promoting and creating social media content that highlights alternative points of interest instead of the most traditional attractions, thus preventing all visitors from concentrating in the same iconic locations.

To this end, this research is based on a literature review and an analysis of AI applications already deployed in tourist destinations.

Abstract 26

From pastoral practice to slow tourism experience: living heritage and rural well-being

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KEYWORDS: Human animal interaction, tourist attraction, qualitative analysis, Transhumance.

ABSTRACT: This study examines donkey transhumance in Troina (Southern Italy) as a form of intangible rural heritage rooted in the agro pastoral history of Mediterranean inner areas. Historically central to seasonal mobility, agricultural practices, and everyday life, donkey based transhumance has contributed to shaping mountain landscapes and sustaining local livelihoods. In the context of depopulation and socio economic transformation affecting many inner regions, this practice is currently being reactivated as a strategy for heritage safeguarding, trail development, and the strengthening of territorial resilience.

From 2019 the transhumance is inserted in the UNESCO Intangible Cultural Heritage List as “the seasonal droving of livestock along migratory routes in the Mediterranean and the Alps”, has also produced a significant shift in breeding practices and pastoral identities, reframing traditional pastoralism within a global heritage framework (Bindi, 2022).

Within this context, the Via della transumanza degli asini, a nearly 15 mile uphill journey completed over two days, retains a strong sense of authenticity, and has acquired symbolic significance as a community led reappropriation of land previously controlled by organised crime. Although not originally conceived as a tourism activity, the practice increasingly intersects with forms of slow, nature based tourism.

The analysis draws on mobility studies and nature based sustainable tourism within the broader framework of ecological transition, integrating social and cultural perspectives on human animal nature relations. Donkey transhumance is examined as a multifaceted practice linking slow mobility, cultural landscape maintenance, and the transmission of local knowledge, while also raising questions about how human animal relationships can be interpreted from the perspective of non human actors.

Empirical insights are derived from a qualitative research approach. The study combines documentary research with fieldwork conducted in the Nebrodi area. The fieldwork included site visits to farms, public grazing lands, and mountain shelters managed by the pastoral enterprise leading the initiative, as well as ten semi structured interviews with a group of residents, local experts, and visitors. In addition, the research draws on walking based methodologies, which geography scholars identify as particularly effective for exploring relationships between human actors and their environments (Evans, Jones, 2011).

The findings suggest that, although donkey transhumance is not primarily a tourism product, its contemporary reactivation fosters relational, experiential, and narrative forms of mobility that resonate with tourists’ growing desire to “taste the landscape” of the places they visit; also tourism research consistently points to local residents as a particularly important group, since they are the ones who most directly experience both the positive and the negative consequences of tourism development (Song et al., 2021). More broadly, the practice can support small scale, community led initiatives, contributing to residents’ well-being, the maintenance of cultural landscapes, and the social and economic resilience of inner areas. The case of Troina highlights how rural practices embedded in natureculture dynamics can indirectly stimulate sustainable tourism development while maintaining their cultural autonomy. In doing so, rural communities emerge not as passive recipients of global tourism dynamics but as active agents capable of redirecting them within broader processes of planetary and ecological change.

Abstract 27

Operationalizing regenerative wine tourism: the case of the Gran Canaria Wine Route

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KEYWORDS: Wine tourism, regenerative tourism, Gran Canaria Wine Route, socio ecological systems.

ABSTRACT: Wine tourism encompasses tourism activities based on wine culture, focused on the discovery and cultural and oenological enjoyment of vineyards, wine and the territories associated with them. Wine tourism activities have experienced significant development in both the so called “Old World” and “New World” wine regions, where art, innovation, authenticity and cultural heritage play a decisive role in the creation of wine tourism experiences.

In recent decades, the wine industry in the Canary Islands has undergone a resurgence, recognized for its ability to produce unique, high quality products. This revival builds on the historical legacy of the archipelago as a successful wine exporter in previous centuries and, in the present, on the preservation of distinctive grape varieties and unique cultivation techniques. These efforts have yielded significant results, including the establishment of the Gran Canaria Wine Route in 2021. This route is the only member of the Spanish Wine Routes product club of the Spanish Association of Wine Cities (ACEVIN) located outside mainland Spain.

Sustainability has become a key element in wine tourism development. More recently, however, the perceived exhaustion and loss of meaning of the concept of sustainable tourism has contributed to the emergence of new approaches such as regenerative tourism. This perspective goes beyond sustainable tourism by promoting the development of capacities within territories, local communities and visitors, fostering balanced interactions with the socio ecological systems with which they are interconnected. Regenerative tourism seeks to generate net positive benefits by supporting healthy living systems that can flourish and renew themselves over the long term. At present, however, the theoretical development of regenerative tourism still lacks a robust body of empirical evidence on how regenerative action is implemented in practice.

This study provides a practical analysis of the implementation of regenerative wine tourism on the island of Gran Canaria, using the Gran Canaria Wine Route as a case study. To operationalize this approach, a regenerative wine tourism matrix is developed based on the dimensions and indicators identified in the literature as relevant for its application in the wine tourism sector. The matrix is subsequently refined with the participation of local experts. The research methodology is qualitative and based on in depth interviews conducted with a sample of stakeholders involved in the Wine Route, grouped into several categories: wineries, restaurants and gastronomy establishments, accommodation providers, museums and interpretation centres, agritourism operators, guides and tour providers, participating municipalities and entities promoting the route. The results reveal notable progress in the integration of local suppliers, the valorization of local grape varieties and the creation of educational wine tourism experiences that strengthen cultural exchange between visitors and the local community. Furthermore, practices oriented towards soil care and biodiversity conservation are observed, contributing to greater territorial cohesion and environmental awareness.

Abstract 28

Estimation of the sustainable development potential of a thalassotherapy based strategy using mixed methods

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KEYWORDS: Lanzarote, tourism, strategy, thalassotherapy, potential.

ABSTRACT: Coasts and islands around the world have developed products and services related to the marine environment for the recovery and maintenance of health. In the Canary Islands, the origin of tourism and the current socio economic development are linked to the arrival of visitors since the late nineteenth century, seeking recovery, mainly from conditions associated with pollution during the Industrial Revolution and in later periods. From the 1960s onwards, with the arrival of visitors mainly from Northern European countries, the tourism model shifted from one based on climatotherapy to one focused on sun and beach elements. Since then, the management and exploitation of island natural resources, particularly marine and coastal resources, have in many cases reduced the well-being of the population and altered the balance of ecosystems. Island environments are very fragile, and damage has occurred, some of which may still be reversible.

The potential for sustainable development has been estimated for a strategy based on thalassotherapy and the responsible use of resources in coastal and island destinations, using a possible application model in Lanzarote, Canary Islands. Calculations were carried out using mixed methods to provide a preliminary estimate of the potential implementation of this strategy. Information was collected from experts and stakeholders (local, regional and national) through interviews structured around four questions. A deep discursive textual analysis was conducted, allowing coded segments to be transformed into variables and coefficients for quantification through an index, which can also be included in a system of linear equations for graphical interpretation. In addition, a second round of interviews with some of the experts and stakeholders was carried out to validate the potential applicability of the index and the system. Demand for thalassotherapy services is currently being analysed to estimate this potential. We are employing advanced mathematical methods. More observations and variables would allow estimation through a structural equation system.

Initial results show an estimated sustainable development potential of 64% for a strategy based on thalassotherapy and the responsible use of coastal and marine resources. Higher scores were obtained for questions related to the implementation of activities and additional considerations, 81% and 71%, respectively. Lower scores were estimated for questions concerning possibility and feasibility, and for the modelling of a centre, 55% in both cases. The second round of interviews used to test the index and the system of equations showed very favourable opinions. This research promotes an increase in the positive externalities and a reduction in the negative externalities of the current tourism industry in the Canary Islands, and potentially in other similar destinations, with the aim of increasing social and environmental benefits in island and coastal destinations.

Abstract 29

Tourists' use of public transportation in urban destinations: an experiential perspective of tourists

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KEYWORDS: Public transport, social practice theory, travel companion, urban destinations, tourism.

ABSTRACT: Public transport underpins sustainable urban tourism. However, previous tourism and transport related studies have mainly focused on infrastructure, travel mode choice, and emissions, rather than on tourists' lived experiences of unfamiliar public transport systems. To address this gap, this research aims to explore South Korean tourists' experiences of using public transport in the United Kingdom's urban destinations. It does this by combining social practice theory and motivation theories to provide evidence to inform how future policies and practices can better enable tourists to utilise public transport.

This study adopts a sequential exploratory mixed methods design, beginning with qualitative data collection followed by quantitative analysis. Qualitative data were gathered through 15 semi structured interviews, and quantitative data were collected via an online survey of 350 South Korean tourists who had experienced the United Kingdom's public transport system between 2022 and 2025.

Qualitative thematic analysis identified seven key drivers influencing tourists' public transport use: convenience and accessibility; service quality and passenger comfort; price of public transport; reliability and safety; sustainability and environment; familiarity with language and culture; and sensory and novelty factors. In contrast, five key barriers were identified: operational and systemic challenges, cleanliness and sanitation issues, crime and security, an unfamiliar public transport system, and negative public transport experiences. The results reveal differences in South Korean tourists' future intentions to use or avoid public transport in the United Kingdom. Furthermore, self efficacy in using public transport emerged as a critical psychological factor. In the quantitative phase, multiple regression analysis was employed. The results indicate that convenience and accessibility, price, reliability and safety, self efficacy, and prior knowledge significantly increased tourists' intention to use public transport, whereas systemic challenges and cleanliness issues reduced intentions. Cultural and linguistic familiarity, as well as sensory and novelty factors of public transport, were found to enhance tourists' self efficacy in using public transport; negative public transport experiences and environments diminished it.

Moderation analyses revealed that prior knowledge of public transport strengthened the relationship between pro environmental attitudes toward public transport use, as did familiarity with the language and culture. In other words, although sustainability related attitudes were widespread among participants, sustainability did not directly predict public transport usage intentions unless supported by sufficient prior knowledge, which emphasises a consistent attitude behaviour gap in sustainable tourism. The influence of travel companions was mixed. On the one hand, social interactions within the travel group reduced perceived barriers (such as concerns about the cleanliness of public transport) through fostering shared appraisal, companionship, and group problem solving. On the other hand, these interactions amplified perceived responsibility and caring burdens, thereby weakening the positive influence of service quality and passenger comfort.

By extending the concept of self efficacy to tourism related public transport use, this study integrates social practice theory and motivation theories to reconceptualise tourists' public transport experiences as socially embedded, psychologically mediated processes of uncertainty management. It provides empirical evidence showing how self efficacy and prior knowledge condition sustainable transport choices in unfamiliar urban destinations.

Abstract 30

Policy, sustainability, and the rise of short term rentals: evidence from tourist choices in the Canary Islands

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KEYWORDS: FShort-term rentals, accommodation choice, tourism regulation, overtourism, tourist behaviour, sustainability, Canary Islands.

ABSTRACT: Cities across the globe are suffering from overtourism, and its negative externalities many of which are associated to the proliferation of short time rentals (STRs) through sharing platforms, such as Airbnb. Tourism academics have focussed on the effect that these accommodations have on traditional hoteliers, and the response given by policymakers through regulations. Evidence shows how STRs compete with low end hoteliers negatively affecting revenue (RevPAR), and prices (ADR). This study aims to contribute to the ongoing debate whether STRs affect traditional accommodation options, but in a sun and beach destination as the Canary Islands. Additionally, we ask if accommodation election influences tourists behaviour on destination. Do STRs guests engage in a more active tourism? If so, how regulations implemented to reduce potential negative externalities associated to overtourism, and specifically, those targeting STRs affect tourists accommodation choices?

Using quarterly data from the Accommodation Survey obtained from the Canary Islands Statistical Office (ISTAC) for the year 2025 which contains information details from tourists stay in the islands, alongside socioeconomics. Through a discrete choice model tourists' accommodation elections are studied, and attitude towards active tourism is evaluated using an Active Tourism Index. For comparison and due to sample size observations include data from Tenerife, Gran Canaria, La Palma, Fuerteventura, and Lanzarote.

Overall fitness of the model is good; the independence of irrelevant alternatives (IIA) is tested by Hausman and Small Hsiao contrasts indicating that the IIA is met. Several coefficients significant at 1%.

Our main preliminary results suggest that for the Canary Islands those who prefer STRs over apartments, reference category, are either British or Nordics, they anticipate and plan their trip over 3 months before arrival, they prefer to stay in La Palma and Fuerteventura over the rest of options available and practice an active tourism.

Regulations impact on tourists' election choices is relevant. We consider a series of regulations for the Canary Islands like those proposed by other European destinations, such as minimum length stay, additional taxes on STRs, and group limitations. Results are mixed: STRs demand reduces when both accommodation and expenses in the islands rise and the group sizes shrink. However, minimum lengths of stay increase STRs demand while reducing that of hoteliers.

Competition between STRs and traditional accommodation in a major sun and beach destination depends on the Active Tourist Index. This is a valuable contribution to the ongoing debate on how STR impact on traditional hoteliers. To our knowledge, this is the first study to quantify how STR guests differ from hotel guests in their activity patterns using discrete choice models. Our research contributes to study the effect common regulations on STRs might affect tourists' election choices in a sun and beach destination.

Future research may be in line with the use of a larger database and the disaggregation of accommodation choices in more options. In the analysis all types of hotels are grouped into one category. Breaking these figures down by category would make it possible to assess the extent to which upmarket hotels might be offsetting the competition faced by budget hoteliers.

Abstract 31

Film tourism, authenticity and emotional attachment: implications for sustainable tourism development in Spain

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KEYWORDS: Film tourism, emotional attachment, authenticity, promoting destinations, sustainability.

ABSTRACT: Film tourism has become an increasingly relevant niche within contemporary cultural tourism, driven by the global expansion of audiovisual media and streaming platforms. Cinematic productions influence destination image formation and tourist motivations, transforming filming locations into places of symbolic and experiential value. Spain represents a particularly relevant context due to its cultural diversity, landscape variety and growing role as an international filming destination. Understanding the relationship between audiovisual representation and tourist behaviour is therefore essential to explore the potential of film tourism as a driver of sustainable tourism development.

Film tourism can be defined as travel motivated by places associated with films, television series or other audiovisual productions. This phenomenon goes beyond traditional destination promotion, as it is strongly influenced by emotional engagement and symbolic meaning. The narratives and images presented in audiovisual media shape tourists' expectations and stimulate the desire to experience these places in reality. Consequently, film tourism can be understood as a form of experiential tourism in which visitors seek meaningful and immersive experiences connected to cinematic narratives.

Authenticity plays a central role in this process. Tourists visiting cinematic destinations often seek experiences that allow them to connect the fictional representation of the place with its real environment. Authenticity may be perceived through the atmosphere of the destination, its cultural elements or the personal experiences lived by visitors. These experiences contribute to the creation of emotional connections between tourists and destinations, reinforcing the overall value of the visit.

Emotional attachment to place is another key factor explaining tourist behaviour in film tourism contexts. The relationship between audiovisual storytelling and real locations can generate strong emotional bonds, encouraging visitors to revisit destinations or recommend them to others. Emotional attachment therefore strengthens destination loyalty and contributes to the long term competitiveness of tourism destinations.

The conclusions presented in this study are based on empirical research conducted within the framework of a doctoral dissertation on film tourism in Spain. Data were collected through a structured questionnaire administered both in situ at cinematic locations and online. The data collection process took place between December 2020 and February 2022. A total of 590 were considered valid after data cleaning procedures. The analysis employed quantitative techniques commonly used in tourism research to examine relationships between key variables such as authenticity, motivation, emotional attachment and visitor loyalty. These methodological approaches allowed the identification of relevant patterns in tourists' perceptions and behaviours associated with cinematic destinations.

From a sustainability perspective, film tourism offers important opportunities for destination development. It can diversify tourism products, attract new visitor segments and enhance the visibility of lesser known locations. However, increasing tourist flows also requires responsible planning in order to avoid negative impacts such as overcrowding or cultural commodification. In this context, integrating film tourism into broader sustainable tourism strategies becomes essential. By promoting authentic experiences and strengthening emotional connections between visitors and destinations, film tourism can contribute to creating meaningful tourism experiences while supporting balanced and sustainable destination development.

Abstract 32

Community participation and Sustainable Development Goals: pathways for sustainable tourism in the Manubles Valley (Spain)

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KEYWORDS: Rural tourism, cultural heritage, ODS rural lab, territorial festival.

ABSTRACT: Rural territories across Europe face multiple socio-economic and demographic challenges, including depopulation, population ageing, and limited economic diversification. At the same time, these areas often possess valuable natural landscapes, cultural heritage, and local knowledge that can serve as important assets for sustainable tourism development. The Sustainable Development Goals (SDGs) provide an integrated framework for rethinking rural development strategies by linking environmental protection, social well-being, and economic opportunities. Tourism, when developed responsibly and grounded in local realities, can contribute to this transition by strengthening local economies while preserving cultural and natural resources. This paper presents the results of a participatory community diagnosis conducted in the Manubles Valley, a rural area in the province of Zaragoza, Spain. The valley comprises several small municipalities along the Manubles River and is characterized by ecologically valuable landscapes, traditional agricultural practices, and a strong local identity. Despite these assets, the territory faces structural challenges common to rural Spain, including population decline, limited employment opportunities beyond the primary sector, restricted access to services and infrastructure, and difficulties in maintaining local economic activity. This research was undertaken within the framework of the SDG Rural Lab, an initiative of the Chair of Solidarity and Global Citizenship (University of Zaragoza) and the Provincial Council of Zaragoza, designed to promote the local appropriation of the 2030 Agenda in rural and peri-urban contexts. The methodology combines participatory action research, citizen science, and community development, engaging residents, associations, municipalities, and other stakeholders in collectively analyzing their territory and identifying sustainability challenges. The first phase focused on community training and participatory workshops, introducing the SDGs and exploring their relevance at the local scale. Through facilitated discussions and collaborative activities, participants highlighted key territorial strengths, including strong social ties, active local associations, traditional festivities, agricultural practices, and the valley's natural landscapes. These elements were recognized as potential resources to enhance territorial development and regional visibility. The participatory diagnosis also revealed several challenges related to specific SDGs. Key issues included improving access to healthcare and social services for an ageing population, expanding educational opportunities, protecting the river ecosystem and ensuring sustainable water management, and diversifying employment for younger generations. Participants emphasized the need for better digital connectivity, improved infrastructure, and the promotion of sustainable production and consumption practices linked to local agriculture. Importantly, during these discussions, the community expressed a clear desire to strengthen the Manubles Fair. This fair was seen as a key platform to showcase local products, services, and cultural traditions, while encouraging community participation and supporting the local economy. By reinforcing the fair, residents hoped to highlight the valley's identity and traditions and develop tourism initiatives that benefit local populations while aligning with SDGs principles. The experience of the Manubles Valley demonstrates the value of participatory SDG-based assessments for identifying opportunities for sustainable tourism in rural areas. By actively involving local actors in analyzing challenges and resources, this approach strengthens community ownership of development processes and ensures that tourism initiatives contribute to broader sustainability objectives.

Abstract 33

Residents' well-being in coastal tourist destinations

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KEYWORDS: Well-being, coastal destinations, residents, quality of life, systematic review, thematic analysis.

ABSTRACT: Coastal tourist destinations face unique and intensifying pressures, from seasonal overcrowding and distortions in the housing and labour markets to environmental degradation and climate related risks, all of which directly affect residents' well-being. In this regard, a systematic review synthesising existing studies, mapping thematic patterns and gaps, and evaluating strengths and weaknesses is needed to clarify what is known about residents' well-being in coastal tourism settings and to guide more coherent future research and policy responses to promote sustainable destination development. To fill this gap, this study systematically reviews research on residents' well-being in coastal tourism settings. Employing a PRISMA guided search of Scopus, we identified 581 records and retained 45 eligible publications for in depth analysis.

Findings reveal four main themes with associated sub themes: (i) economic dependence, job quality and distribution of benefits; (ii) social, cultural and environmental quality; (iii) tourism intensity, seasonality and subjective well-being; and (iv) governance, participation and pathways to well-being oriented tourism. The economic dependence, job quality and distribution of benefits theme underscores tourism's role as a primary development pathway, especially in Small Island Developing States (SIDS), but highlights a "precarious prosperity" dynamic in which aggregate growth indicators (arrivals, tourism GDP, public spending) mask job precarity, seasonal employment, and unequal distribution of gains. These factors mediate residents' material and multidimensional well-being and contribute to housing affordability and price pressures that offset income benefits. The content of the social, cultural and environmental quality theme shows that in early or community based stages, tourism can strengthen social ties, cultural pride, and local amenities. In contrast, in saturated or mature contexts, it often leads to crowding, commodification, erosion of norms, and social fragmentation. Environmental related findings reveal coastal ecosystems as dual sources of well-being (blue space mental health, livelihoods, cultural identity) and as vulnerable assets subject to pollution, habitat loss, and carrying capacity limits; environmental degradation consistently correlates with lower reported quality of life. Furthermore, tourism intensity and seasonality produce a tourist paradox whereby life satisfaction and social cohesion often decline during peak seasons despite higher incomes, driven by crowding, noise, service strain and price inflation. The studies further disaggregate impacts across hedonic, cognitive and eudaimonic domains, showing that material gains do not automatically translate into deeper, purpose oriented well-being, which depends on fairness, time use, cultural continuity and environmental integrity.

Governance and participation emerge as pivotal moderators. Studies framed by Social Exchange Theory and participatory case research indicate that perceived fairness, relational quality and meaningful resident inclusion enhance support for tourism and buffer negative impacts. Conversely, top down growth models are linked to mistrust, exclusion and unresolved distributional and environmental externalities. Promising policy orientations, Cittàslow, community driven models, competitiveness metrics integrating eudaimonic indicators, and smart destination governance require attention to job quality, housing, environmental limits and institutional capacity.

This paper aims to inform academics, practitioners and policymakers seeking to reframe tourism success beyond visitor counts toward multidimensional measures of human flourishing in shoreline communities. This review's methodological contribution lies in combining thematic analysis with synthesis of key findings to produce empirically grounded propositions and actionable research priorities.

Abstract 34

Unpacking the growth effects of market and second home tourism: evidence from Spain

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KEYWORDS: Tourism, Second home, Market based tourism, Economic growth, Expenditure, CS ARDL.

ABSTRACT: This study analyzes the distinct contributions of market tourism and second home tourism to economic growth, overcoming one of the main limitations of the literature associated with the TLGH, which has traditionally analyzed tourism in an aggregated manner (Alcalá Ordóñez et al., 2024). This conventional approach tends to mask the causal and structural dynamics of demand profiles that, in practice, exhibit clearly differentiated macroeconomic and microeconomic behaviors (Pablo Romero & Molina, 2013; Attanasi et al., 2025).

Spain is selected as a relevant case study, being an economy where tourism exceeds 12% of GDP and where second homes absorb almost half of domestic tourists, surpassing 1 billion overnight stays annually. Specifically, a balanced panel of the 17 Spanish regions for the 2015–2024 period is employed, using quarterly tourism activity data. The analysis is structured around two main variables—tourism expenditure and regional GDP—and applies a Cross Sectional Auto Regressive Distributed Lag (CS ARDL) model, complemented by Dumitrescu and Hurlin panel Granger causality tests. This methodological strategy makes it possible to capture the strong seasonality inherent to the sector, the cross sectional dependence among Spanish regions, and the long term heterogeneity of the analyzed variables, thus overcoming some of the limitations present in previous studies (Segarra et al., 2025).

The results confirm the existence of a positive relationship and structural equilibrium between aggregated tourism and economic growth, evidencing that tourism expenditure exerts a quantitatively much higher impact than the mere volume of visitors. However, the main differential and innovative value of this work emerges when disaggregating the analysis by tourism typologies. While market tourism presents bidirectional causality (confirming the TLGH; Brida et al., 2016) and an immediate impact on GDP, acting as a cyclical and dynamic short term engine, the main contribution obtained—unprecedented in the scientific literature—is that, although second home tourism shows a unidirectional causal pattern (driven by GDP), it exerts a significantly greater long term structural influence than traditional market tourism (Boto García & Baños Pino, 2023).

These findings empirically evidence the existence of an economic duality and justify the need to design differentiated tourism policy strategies adapted to the predominant structure—market or second home—in each tourist destination. Consequently, in destinations with a high presence of second homes, policies should be oriented toward territorial sustainability, efficient urban planning, and greater integration of the visitor into the local commercial fabric; whereas in areas dominated by market tourism, strategies should focus on improving competitiveness, the quality of the hotel supply, and the deseasonalization of demand.

Abstract 35

How does spirituality influence sustainable consumption values in tourism contexts

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KEYWORDS: Well-being – spirituality – tourism – sustainable development.

ABSTRACT: In a context marked by environmental and social challenges, sustainable consumption has become a central pillar of responsible tourism, with particular attention given to residents' well-being and quality of life, which are considered key indicators of destination sustainability. At the same time, spirituality is emerging as a factor that may influence tourists' attitudes and consumption behaviors.

Spirituality is defined as "a reflexive and meaning oriented process through which individuals seek meaning, a sense of interconnectedness, and ethical coherence beyond everyday routines." (White, 2014). Distinct from institutional religiosity, it allows tourists to distance themselves from habitual consumption norms and reassess their values while traveling (Cheer & al., 2017; Rigneault et al., 2009). Understanding the deeper motivations that influence tourist behavior, therefore, becomes essential (Dwyer, 2020; Han, 2021). However, an important theoretical gap remains regarding the internal psychological and existential factors that encourage tourists to adopt sustainable consumption values (Dwyer, 2023).

This paper aims to explore the role of spirituality in the formation of sustainable consumption values among tourists. It examines how spiritual dimensions—such as meaning seeking, connection with nature, personal ethics, and collective awareness—can influence the adoption of responsible and sustainable tourism practices. Through a conceptual approach based on a review of literature in marketing, consumer behavior, and sustainable tourism, the study highlights spirituality as a key factor encouraging ethical, pro social, and pro environmental orientations in tourist behavior. It emphasizes the importance of internal value systems in shaping consumption choices, thereby moving beyond strictly regulatory approaches to sustainable development (Jamal & Camargo, 2014).

The relationship between spirituality and sustainable consumption is also aligned with Sustainable Development Goal 12, which aims to promote responsible consumption and production. Spiritual values may encourage more conscious and moderate consumption behaviors, thereby helping to reduce the negative impacts of mass tourism, such as resource overuse, cultural commodification, and social imbalances. By prioritizing the quality of experience rather than the quantity of consumption, tourists can contribute to preserving environmental, social, and cultural resources that are essential to the well-being of local communities (Gould & Saroja Subrahmanyam, 2012; Lim & al., 2024).

The findings suggest that individuals with a stronger spiritual orientation are more likely to favor sustainable tourism practices. This research contributes to studies on consumer behavior in sustainable tourism by integrating spirituality as a determinant influencing consumption values and practices. It highlights the role of spirituality as an internal driver linking sustainability, tourism, and well-being, emphasizing that engagement in sustainable behaviors can emerge from internalized values and ethical awareness.

Abstract 36

Consumer preferences and optimal destinations for blind ticket products in European markets

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KEYWORDS: blind tickets, Canary Islands, destination choice, air travel, consumer preferences.

ABSTRACT: Choosing a holiday destination has become an increasingly complex decision for modern travellers, shaped by a combination of personal characteristics, perceived risks, travel conditions, and social influences. In response to this complexity, airlines and travel intermediaries have introduced innovative pricing mechanisms known as blind tickets or opaque products. These products allow, on the one hand, consumers to purchase cheap flight tickets or travel packages without knowing some characteristics of the trip, such as the destination. On the other hand, they are a profitable mechanism for airlines to deal with unsold tickets.

While the sale of blind tickets is widespread across several European companies, including airlines such as Eurowings and intermediaries like Waynabox, Drumwit, and Flykuba, empirical evidence on their optimal deployment remains limited. This paper contributes to filling this gap by identifying which routes involving the Canary Islands are most suitable for implementing blind ticket strategies taking into consideration both the preferences of tourists that visit the islands and the characteristics of these products.

The Canary Islands represent a particularly relevant context for studying blind tickets. The archipelago is one of Spain's leading tourist destinations and relies heavily on air transport due to its insular nature. With more than 15 million international arrivals in 2024, most originating from the United Kingdom, Germany, Ireland and the Netherlands, tourism plays a decisive role in the regional economy. In this context, blind tickets offer a potentially valuable tool, they help airlines reduce the waste associated with unsold seats while offering consumers more affordable opportunities to travel to destinations they might not otherwise consider.

To assess the suitability of the Canary Islands as part of blind ticket offers, this study combines supply data from Eurostat with detailed microdata from more than 87,000 British, Dutch, German and Irish tourists who travelled to Fuerteventura, Gran Canaria, Lanzarote and Tenerife between 2018 and 2023. Using a multinomial logit model, the analysis quantifies how individual attributes, trip characteristics and market conditions influence the probability that a traveller chooses each island. The estimated marginal effects reveal how variations in price, trip duration, group size, and flight availability affect the relative market shares of the islands.

The empirical findings suggest that Fuerteventura and Gran Canaria stand out as particularly suitable destinations for blind ticket products. Their market share increases when price reductions are applied, an essential feature of blind tickets given the uncertainty involved in the purchase. Additionally, these islands align well with the shorter trips commonly associated with blind ticket offers. If airlines opt to bundle flights and accommodation at promotional rates, both Gran Canaria and Fuerteventura would again experience the largest gains in market share. Meanwhile, Tenerife emerges as an attractive option when targeting small groups or when additional flight supply is introduced, as increased capacity translates into higher visitor numbers.

Overall, this study provides airlines and policymakers with a data informed framework to determine the most effective routes for blind ticket products in Europe. By combining behavioural insights with supply side considerations, the results highlight how blind tickets can enhance revenue management while supporting more efficient use of existing transport capacity. Future research could extend this analysis to other origin–destination pairs, provided that detailed consumer preference data become available.

Abstract 37

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

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KEYWORDS: Resident, well-being, Housing pressure, Tourism residential pressure, Canary Islands, Lanzarote.

ABSTRACT: In the Canary Islands, tourism is no longer debated only in terms of visitor numbers and economic performance. Public concern has shifted towards residents' well-being, pressure on housing, rising living costs, and job quality, especially in high intensity tourism islands such as Lanzarote. The key issue is not simply how intense tourism is, but when tourism residential pressure ceases to match residents' everyday experience.

This paper examines the gap between objective tourism residential pressure and resident perceptions of tourism's impacts on well-being, housing, and employment across the Canary Islands, with a specific focus on Lanzarote. We define legitimacy problems in mass tourism destinations as forms of territorial misalignment, that is, situations in which the intensity and spatial footprint of tourism no longer correspond to the balance of benefits and costs perceived by residents.

The analysis combines official survey data with administrative indicators. Resident perceptions are drawn from the 2024 Q2 ECOSOC module "Percepción del turismo en Canarias", which provides island level results on the overall balance of tourism and its perceived effects on housing costs, cost of living, and job quality. These items are synthesized into an Index of Perceived Discomfort (IMP), built from four standardized perception variables.

Objective tourism residential pressure is captured through an Index of Objective Pressure (IPO) based on official island level statistics. The index includes tourism intensity, accommodation places per 1,000 inhabitants, the relative weight of dwellings for tourist use within the housing stock, and the share of employment in tourism and hospitality; when available on a homogeneous basis, tourism equivalent population is also incorporated. Standardized indicators are averaged to obtain a comparable measure of structural pressure across islands.

The core analytical step is to compare IMP and IPO for each island and calculate the gap between them ($IMP - IPO$). A positive gap indicates higher resident discomfort than would be expected from objective pressure, suggesting a potential legitimacy deficit. Values close to zero indicate alignment, whereas negative values point to contexts where high objective pressure coexists with comparatively moderate discomfort. This allows us to derive a simple typology of islands and to position Lanzarote in relation to other major tourism islands such as Fuerteventura, Tenerife, and Gran Canaria.

To anchor the analysis territorially, the paper includes a brief municipal zoom on Lanzarote based on holiday rentals per 1,000 inhabitants, estimated human pressure, and a basic proxy of housing stress. This is not a second standalone study, but a compact illustration of where tourism residential pressure concentrates within the island.

The paper contributes by shifting attention from the magnitude of tourism to the gap between structural pressure and resident experience; by translating contextual alignment into a territorial lens that connects strategic management with destination governance and resident studies; and by offering a simple diagnostic framework for monitoring when tourism and housing pressure remain compatible with residents' quality of life.

Abstract 38

Living with tourism: how interaction and media exposure shape residents' stereotypes of tourists

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KEYWORDS: Tourist stereotypes, resident-tourist interaction, perceptions of tourist misbehavior, media exposure, resident survey.

ABSTRACT: Relations between residents and tourists have become an increasingly important issue in tourism research, especially in destinations experiencing overtourism. Previous research has shown that resident tourist relations are shaped not only by perceived costs and benefits of tourist development, but also by nature, quality, and frequency of host guest interactions, as well as by broader social and psychological processes (Bimonte & Punzo, 2016; Ward & Berno, 2011; Zhang et al., 2006; Šegota et al., 2024). While tourism can generate economic benefits and intercultural exchange, it may also produce tensions related to crowding, behavioural norms, and disruptions of everyday life. Positive interaction quality appears to foster social closeness and engagement, whereas stress, crowding, and negative mediated representations may reinforce discomfort, and negative judgements (Chen & Hsu, 2021, Tse & Tung, 2024; Woosnam et al., 2024; Sever, 2023). More recent studies further suggest that residents' perceptions of tourists are closely linked to stereotype formation (Tung et al., 2019). Stereotypes are not only outcomes of individual evaluations and personal experiences but may be also socially embedded responses shaped by local context and media exposure. The city of Split, as one of Croatia's leading urban coastal destinations, provides a particularly relevant case for examining the process of tourist stereotype formation. The city has experienced intensive tourism growth, making everyday interactions between residents and tourists both frequent and highly visible in social life. The analysis is based on a quantitative survey conducted among residents of Split in December 2025 using computer assisted web interviewing.

The sample included 322 residents, of whom 74% lived in Split for more than 20 years, and 48% lived in Zone 1, the part of the city with the highest tourism intensity. The key dependent variable was stereotype formation, operationalized through four stereotype dimensions: two positive (approachable and competent) and two negative (boastful and rude) and measured with 12 stereotype attributes (Tung et al., 2019). Independent variables included exposure to positive and negative media content about tourists (each measured by 6 items), personal exposure to tourist misbehaviour (measured by 11 items), annoyance caused by such behaviour (measured by 11 items), and the frequency and quality of interaction with tourists (measured by 7 items; Woosnam et al., 2024). All multi item variables were aggregated prior to analysis, and the suitability of their aggregation was confirmed through confirmatory factor analysis. Gender, age, tourism related income (whether or not residents receive income from tourism), length of residence in Split and proximity of residence to major tourist attractions were used as control variables. Linear regression models and dominance analysis were used to assess both statistical significance and relative importance of independent variables.

The results showed that the formation of positive stereotypes was most strongly associated with the quality of residents' personal interactions with tourists' experience, followed by their exposure to positive media contents about tourists. On the other hand, the formation of negative stereotypes followed a different pattern: the most important factor was exposure to negative media contents about tourists, followed by personal exposure to tourist misbehaviour. Overall, the findings suggest that positive stereotypes are shaped primary by the quality of direct interpersonal experience, whereas negative stereotypes are influenced most strongly by negative media content. These findings highlight the dual importance of contact and communication in shaping residents' perceptions of tourists. The study contributes to research on host guest relations by showing how everyday interactions and mediated narratives jointly shape social relations in urban destinations affected by overtourism.

Abstract 39

Tourist security in João Pessoa, Paraíba/Brazil: analysis of the initiatives of public security in the urban beaches of the destination

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KEYWORDS: Tourist security, João Pessoa, public security.

ABSTRACT: João Pessoa is a coast municipality and the capital of the state of Paraíba, located in the Northeast of Brazil. It is a destination recognized by the Ministry of Tourism in the category of tourist municipality as a result for its natural tourist attractions, as examples the beaches of Bessa, Manaíra, Tambaú and Cabo Branco, that are urbanized and concentrate several services such as boat trips, accommodation facilities, food and beverage equipment, among other services, and because it concentrates the biggest tourist flow of Paraíba totalizing 1.707.851 passengers who have disembarked at the Castro Pinto airport throughout the year of 2025, according to data of the Municipal Government. Besides its elements that have significant landscape value, the city also houses many cultural attractions such as colonial churches, museums, cultural events, historic quarter, among other attractions that draw domestic and international visitors, annually. In this sense, with a considerable tourist flow, measurements of protection to the tourist and stakeholders are adopted on the main urban beaches of the city, thereby, the goal of this study is to evaluate the initiatives of Tourist Security on the urban beaches of João Pessoa from the technical dimension of public security in the perspective of Tourist Security policies, in accordance with the results of the researches carried out by the Ministry of Tourism and the Department of Tourism from the Federal University of Rio Grande do Norte (UFRN) (Brasil, 2023).

During an on site visit in October 2025, strategic actions were identified in the field of public security on the urban beaches of João Pessoa, namely: Patrols by the Military Police, Civil Police, and Municipal Guard; police officers on All terrain vehicles (ATVs) and bicycles; availability of services from the Military Fire Department; lifeguards; Tourist Police Station; inspection through surveillance cameras with facial recognition technology throughout the coastline; existence of the app “João Pessoa in the palm of the hand” in which one of its tools is the campaign “Safe Summer” connecting people to the Civil Guard and to the Procon JP (Consumer Protection Agency); tourist information center; bike lane; designated time for pedestrian traffic only; and informational signs about prevention of possible drownings, highlighting the phone number 193 to call in case of emergency. In this way, the coastline of João Pessoa is implementing public security mechanisms aligned with tourism, as advocates Brasil (2023), therefore in this context, it fulfills its institutional function not only for tourists, but also for all of the people who live, work and visit the destination, providing thus. A safe environment to the purpose of carrying out tourist practices in the coastline of João Pessoa, considered as safe and conducive to work, leisure and sociocultural activities by residents and visitors.

Therefore, the results of this case study that discusses the main initiatives of local public authority of the coast destination of João Pessoa by means of successful experiences in the field of Tourist Security, may be replicated and/or perfected to other Brazilian realities regarding to the sun and beach tourist segment.

Abstract 40

From home to holiday: the role of health and sustainability lifestyles in shaping vacation preferences

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KEYWORDS: LOHAS, sustainable lifestyles, health-conscious consumers, vacation preferences, sustainable tourism, consumer behaviour, travel choices.

ABSTRACT: In the “Lifestyles of Health and Sustainability” (LOHAS) concept, a healthy lifestyle is combined with the concept of sustainable consumption. A growing proportion of consumers embraces this concept, and sustainability issues are becoming gradually more relevant in shaping consumers’ choices. Recent market research has shown that an increasing number of people have turned to a healthier and more sustainable lifestyle. Despite the increasing popularity of this lifestyle in recent years, very little work has been done to analyze this segment.

LOHAS can be defined as an environmentally responsible and socially aware lifestyle, characterized by a focus on wellness and well-being and by attention to personal health, as well as to the health of the community and the planet. LOHAS consumers are driven by environmental, health conscious, ethical, spiritual, emotional, and authentic values, as well as individualistic values. Although the LOHAS segment has received attention in broad consumer behavior research, there is a noticeable dearth of studies examining specific travel behaviors and preferences of LOHAS attributes. Empirical research that investigates LOHAS attributes that influence destination selection is lacking, leaving a gap in the literature that this work aims to address.

The study was conducted in Trentino Alto Adige, an ideal destination for tourists interested in a healthy and sustainable vacation — the leading Italian region in terms of sustainability, environmental management, quality of life, and green and active tourism. The first aim of this work is to investigate whether there is a significant preference for LOHAS attributes in a destination that is ideal for tourists seeking to experience a “LOHAS vacation.” The second objective is to assess whether tourists with high consideration of LOHAS related aspects in their everyday lives place high importance on health and sustainability attributes while on vacation. There is extensive literature examining the inconsistencies between sustainable behaviors observed at home and those observed while traveling; however, the degree to which this disconnection is relevant to LOHAS consumers has not been thoroughly investigated. Utilizing two discrete choice models, the study explores whether tourists who follow LOHAS practices in their daily lives consistently favor LOHAS attributes during vacations. Participants were asked to evaluate on a 5 point Likert scale their adherence to LOHAS features in their everyday life. The main part of the questionnaire consisted of a discrete choice experiment designed to elicit tourist preferences for future trips, combining attributes related to health and sustainable characteristics offered at the destination, including eco friendly accommodation, local food quality, organic food availability, sustainable transport, meditation and wellness centers, and environmental and cultural preservation.

The findings underscore the importance of integrating LOHAS practices into the destination’s priorities. However, they also reveal that a strong commitment to LOHAS habits in a home environment does not significantly increase the preference for LOHAS attributes in hypothetical vacation scenarios. The desirability of LOHAS attributes on vacation does not depend on the level of LOHAS ness. LOHAS habits significantly moderate the importance of only two attributes: eco friendly local transport and vacation costs — the only attributes that imply an active personal effort. In these cases, tourists practicing LOHAS habits in their daily lives have a lower sensitivity to price and are more committed to sacrificing mobility freedom, indicating that personal effort serves as a significant discriminator between LOHAS and non LOHAS consumers. This research broadens the understanding of sustainable behavior in the context of holidays versus home environments and extends existing research on the Lifestyle of Health and Sustainability.

Abstract 41

How 360° VR emotions shape real world tourism intentions: an S–O–R approach

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KEYWORDS: Virtual reality, 360° video, tourism emotions, behavioural intentions, destination marketing, presence, Stimulus–Organism–Response model.

ABSTRACT: Introduction. In tourism industry the information channels have been in transition during the past years. New technologies, such as 360 videos and VR, have opened new ways for travelers to get a realistic peek at their possible future destinations. VR experiences have a power to create a sensation of “really being there” and “really experience” events (Slater 2009). VR and 360 videos may not be widely used in tourism industry and destination marketing yet, but there lies a large amount of untapped potential. Little is still known about how emotions and experiences evoked in VR later become a desire to try the activity in real life.

Our research questions are:

1. How do the emotional experiences experienced while watching 360 videos affect the viewer’s desire to experience something similar in real life?
2. How do concrete elements that are typically used to create emotional experiences (in VR or similar) (e.g. camera height, presence of people) affect the watcher?

Theoretical framework. We use Stimulus–Organism–Response (S–O–R) framework, a psychological framework to find connections between the external stimuli (S), individual’s emotional state (O) and the behavioral consequence (R) model (Mehrabian & Russell 1974). We draw the findings on presence theory (Slater 2009), Gibson’s affordances (Gibson 2014), Pleasure Arousal Dominance model (Mehrabian & Russell 1974), restoration theory (Kaplan 1995), VR tourism outcomes, and cybersickness research (Yung, Khoo Lattimore & Potter 2021).

Method. Data was collected through VR testing sessions (n=35) in May 2025 involving international participants who experienced a multi scenario virtual nature environment. The study employed a mixed qualitative approach combining think aloud protocols and post experience surveys. The data were analyzed using a hybrid thematic analysis, integrating a deductive S–O–R framework with inductive coding to capture emergent themes.

Findings. The results show that emotional experiences in 360° VR strongly shaped intentions to try the activities in real life. Calm and restoration—evoked by smooth motion, natural audio, and reflective water scenes—consistently increased willingness to try, aligning with highpleasure, moderatearousal states. Awe also supported willingness to try in real life, but only when viewers perceived safety through visible companions.

Nervousness, imbalance, or motion instability reduced intention by disrupting presence and creating avoidance responses. Strong presence amplified emotional effects: when participants felt genuinely “there,” calm, courage, or excitement more directly translated into motivation. Social presence further strengthened reallife confidence by providing a sense of guidance and safety.

Discussion. This study provides insight on how 360° design shapes experience, and how emotional reactions in VR become motivational drivers—whether calm supports approach, awe inspires effort, or nervousness deters intention. The findings offer actionable guidance: align camera posture with the body, stabilize motion, enrich natural audio, keep companions visible, and avoid lateral sway to minimize sickness. These insights help destinations create VR previews that foster presence, positive emotion, and realworld participation.

Abstract 42

A non parametric study of regional hospitality efficiency in Spain

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KEYWORDS: Hospitality efficiency, hotel industry, non-parametric analysis, neural networks, stochastic frontier analysis, regional efficiency, Spain.

ABSTRACT: For any economic sector achieving maximum efficiency levels is key to compete in international markets. Moreover, it is even more important regarding the tourism industry in tourism led countries like Spain which faces competition from new tourism emerging markets.

Our study aims to evaluate efficiency of the hotel industry across Spanish provinces. To do so we implement a non parametric method, through a machine learning algorithm, to determine an overall efficiency level for Spanish hospitality. This technique uses a neural network to identify the efficient frontier.

To ensure comparability and robustness of results we, additionally, use a classic stochastic frontier model (SFA) using the Battese and Coelli (1992) model to estimate a national efficiency frontier. This approach allows to compare both estimations, while the non parametric approach captures complex, non linear relationships, better than classical methods giving a more flexible approximation to the efficient frontier without imposing a rigid formula. On the other hand, as the SFA assumes a smooth mathematical through a functional from which it bonds to economic theory increasing interpretability.

To implement this methodology at country level, data on capital stock in the hospitality sector and employment in accommodation services retrieved from the Valencian Institute of Economic Research (IVIE) while data on regional GDP at province level is obtained from the Spanish National Statistics Office (INE). Data on visitors and total nights spent at province level is retrieved from INE. Preliminary results show a high degree of heterogeneity from the SFA in productive efficiency across Spanish provinces, with some provinces operating near to the national frontier while others show significant levels of inefficiency, operating distantly to the national frontier. From the non parametric analysis is obtained a more refined set of results. Combined, these methods provide a robust and deep understanding of efficiency patterns across the Spanish accommodation sector.

The study makes a unique contribution to tourism economics by being the first to jointly estimate and compare general efficiency levels using both parametric and non parametric techniques. Important policy implications can be drawn from preliminary findings that affect national and regional tourism policies, resource allocation, and competitive strategies. The study allows to highlight where productivity gains are more attainable and where constraints may limit performance.

Future research might include shifting the stochastic frontier models from a Battese and Coelli (1992) to a Battese and Coelli (1995) that not just calculates the efficient frontier but explains the factors driving the inefficiency. Including new accommodation services such as short time rentals might be a valuable incorporation to accurately obtain the national stochastic frontier and allow a more real life comparison of the total accommodation supply across Spanish provinces. Additionally, using data from SABI a model can be derived to calculate the relative distance of each Spanish province to its maximum theoretical output at hotelier level, thus calculating hotel efficiency at Spanish provinces level.

Abstract 43

When subjective wellbeing meets sustainable tourism: a multicriteria behavioural analysis of Sciacca citizens' attitudes

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KEYWORDS: Attitudes toward tourism, subjective well-being, energy sustainability, fuzzy hybrid TOPSIS, Italy.

ABSTRACT: This study aims to analyse the relationship between subjective well-being (SWB) and citizens' attitudes towards sustainable tourism (ATST) in Sciacca (Italy), examining the influence of socioeconomic factors, perceptions related to energy sustainability, and economic and institutional satisfaction on both latent variables. The analysis is based on primary data collected through a dedicated survey conducted in 2025 on a random sample of residents in the city of Sciacca. Specifically, the survey was conducted in November and December, using a mixed method: face to face and online questionnaires, to ensure greater citizen participation.

The final sample consists of 324 respondents, mostly men and women. The educational level of the sample is found to be quite high, while the other socio economic characteristics are heterogeneous in terms of age, employment status, income and political orientation. The final area of investigation of the questionnaire concerns the SWB and ATST, collected through a set of items used to which the respondents responded based on a five point Likert ordinal scale. While SWB is measured through dimensions related to life satisfaction and other emotional aspects, ATST concerns perceptions of the benefits and costs of tourism, including social, cultural, and environmental aspects. Methodologically, the Fuzzy Hybrid TOPSIS was used to construct synthetic indices of SWB and ATST. Subsequently, individuals are classified into four groups through the Apostle Model, based on the combination of their levels of well-being and attitudes towards tourism. This classification allows us to identify different profiles within the local population. The results show that economic and job satisfaction are key determinants of SWB, while positive perceptions of energy sustainability and support for renewable energy policies play a crucial role in shaping ATST.

Furthermore, the analysis highlights that several socio economic variables, such as age, employment status, income, and political orientation, also prove to be equally significant. To date, the literature has extensively addressed the attitudes of tourist destination residents toward tourism, considering both its impacts and its effects on their quality of life. However, it has not analysed the potential link between ATST and SWB, in a little explored and lacking empirical evidence, such as that of Sicily. This work fills this gap by offering some relevant policy implications to local stakeholders engaged in promoting sustainable tourism in small scale territorial contexts, as well as for policy makers interested in improving the subjective well-being of the resident population.

Abstract 44

Artificial intelligence in the service sector: effects of workplace AI use on employee well-being

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KEYWORDS: Artificial intelligence, service sector, workplace, satisfaction, well-being.

ABSTRACT: The rapid diffusion of artificial intelligence (AI) and digital technologies is transforming the nature of work, particularly in the service sector, where tasks such as scheduling, monitoring and customer interaction are increasingly automated. This transformation has generated growing academic interest in the consequences of workplace digitalization, not only for productivity and organizational efficiency, but also for employees' well-being. From this perspective, AI can be understood as a structural force reshaping work organization, managerial control and everyday job experiences, with potentially ambivalent effects on workers' quality of life. On the one hand, the adoption of AI may reduce repetitive tasks, improve coordination and support more efficient service delivery; on the other hand, it may intensify performance monitoring, increase perceived work pressure, and reduce employee autonomy. Against this background, the present study examines the relationship between workplace AI use and subjective well-being among employees in the service sector.

The analysis is based on Eurobarometer 101.4 (2024) and focuses on respondents employed in service related activities, including retail trade, accommodation, transportation, food services and similar occupations. The survey includes individuals aged 15 years and over across all EU Member States using probability based sampling and harmonised data collection procedures. The full dataset contains 18,706 observations. For the purposes of this study, the sample is restricted to respondents who are currently employed (either as employees or self employed) and working specifically in service sector activities. After applying these restrictions and excluding observations with missing values or non responses on key variables, the final analytical sample consists of approximately 4,000 individuals.

Using a covariance based structural equation modeling (CB SEM), the study investigates whether the growing use of AI in workplace practices is associated with broader evaluations of life satisfaction and daily well-being. By focusing on the service sector, the paper addresses a particularly relevant empirical setting in which technological change is rapidly altering labor processes and worker experiences. The study contributes to the literature by linking digital transformation to subjective well-being and by highlighting that the effects of AI at work should be assessed not only in terms of economic performance, but also in terms of their implications for the human experience of work and life more broadly.

Abstract 45

Compete or complement? Environmental spillovers in South American tourism demand

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KEYWORDS: Gravity model, tourism demand, spatial spillovers, environmental similarity, South America, protected areas, CO2 emissions, two-stage residual decomposition.

ABSTRACT: Do South American tourism destinations compete or complement each other in the eyes of international tourists? This paper addresses that question by estimating a two stage structural gravity model of bilateral tourism flows from eight world macro regions to ten South American destinations over 2012–2022. The first stage regresses log arrivals on destination tourism productivity, GDP per capita, and lagged inbound expenditure — controlling for unobserved heterogeneity through Mundlak correlated random effects — and extracts the residual variation unexplained by economic observables. The second stage models the spatial structure of those residuals using a weight matrix defined by environmental similarity among destinations: two countries are treated as neighbours in proportion to the similarity of their CO2 emissions per capita and protected natural area coverage.

Results reveal two opposing spatial mechanisms operating simultaneously. Destinations whose environmentally similar neighbours emit more CO2 attract significantly more tourists than their economic characteristics predict ($-14.11, p < 0.001$), indicating substitution within the low emission niche. Conversely, destinations whose neighbours have more protected natural areas also attract more tourists ($+0.62, p < 0.01$), indicating complementarity within the high conservation cluster. Both effects disappear under geographic contiguity weights, confirming that spatial dependence is driven by environmental similarity rather than physical proximity.

Residual analysis reveals substantial heterogeneity in unobservable destination attractiveness. Uruguay shows the largest positive residual ($+3.86$ log points), consistent with intra regional Argentine demand, while Colombia presents the largest negative residual (-1.94 log points), reflecting a persistent reputational lag from the historical conflict period that depresses arrivals well below the level predicted by its current economic fundamentals.

These findings carry direct implications for regional tourism policy. The substitution effect for CO2 implies that environmental improvements generate competitive gains within the regional peer group, creating zero sum dynamics that may discourage coordinated sustainability investments. The complementarity effect for protected areas implies the opposite: conservation investment generates positive demand externalities for environmentally similar neighbours, providing an economic rationale for coordinated regional conservation strategies that expand the total size of the nature based tourism market rather than merely redistributing demand within it. The co existence of both mechanisms within the same regional market — competition on the emissions dimension, complementarity on the conservation dimension — identifies a structural tension in the design of sustainable tourism policy in South America that single country approaches systematically fail to capture.

The paper contributes to the international tourism literature in three dimensions. Methodologically, it introduces environmental similarity as the relevant neighbourhood structure for spatial gravity models of tourism demand, replacing the geographic proximity assumption standard in the spatial econometrics' literature. Empirically, it provides the first quantification of environmental spillover mechanisms in South American tourism using a two stage residual decomposition that separates economic fundamentals from spatial environmental dynamics. For policy, it identifies the conditions under which sustainability investments generate regional externalities versus competitive reallocation, with direct implications for marketing segmentation, destination positioning, and the design of coordinated conservation based tourism strategies in biodiversity rich developing regions.

Abstract 46

Behind the gender wage gap in tourism: evidence from an endogenous switching analysis

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KEYWORDS: Gender wage gap, Discriminatory component, Endogeneous Switching Regression, Temporal evolution, Tourism.

ABSTRACT: State of the Art: In recent decades, major international organisations have promoted quality employment and non discrimination, particularly for vulnerable groups such as women and young people, as reflected in frameworks like the SDGs and the EU Gender Equality Strategy 2020–2025. These issues are especially relevant in Spain's dual labour market, which disproportionately affects women through low wages, job insecurity, and social exclusion. This is particularly evident in tourism, a sector where women face more disadvantaged conditions. Against this backdrop, this research analyses the evolution of the determinants of the gender wage gap in tourism across two contrasting periods marked by the COVID 19 pandemic and the 2021 Labour Reform, both of which significantly transformed the labour market.

Motivation and Objective: The tourism sector is characterized by low quality employment, with high levels of temporary and part time work and low wages. In this context, the 2021 Labour Reform and the COVID 19 pandemic have introduced significant changes in employment conditions and occupational structures. These transformations motivate this research, which aims to analyse their impact on employment and wage dynamics in tourism compared to other sectors, with a particular focus on the gender wage gap and its discriminatory component.

Methodology and Data: A comparative temporal analysis is carried out using data from the Structure of Earnings Survey for 2018 and 2022 (the most recent available). An alternative approach would be to estimate separate wage equations for each period to capture differences in the estimated coefficients. However, this method could be affected by dual selection bias. First, there is the composition effect, as the configuration of the employed population and the labour market may differ significantly between the two periods. Second, the occupational structure of tourism workers relative to other sectors may be self selected based on both observable and unobservable factors. To address these issues, the study proposes an Endogenous Switching Regression model, which allows for the estimation of distinct wage equations for workers in each period, conditional on the endogenous nature of the observation period, while controlling for occupational selection bias specific to the tourism sector.

Preliminary Findings: Preliminary descriptive results reveal an increasing concentration of women in low paid positions. The analysis of the gender wage gap across the wage distribution shows notable sectoral differences: in hospitality, large gaps persist at the top of the distribution, while some improvement is observed in low wage positions, possibly linked to minimum wage policies. In contrast, in the rest of the economy, the gap narrows substantially among high earners by 2022, despite a stronger initial impact at the lower end. Decomposition results indicate that the discriminatory (unexplained) component dominates and has grown over time, accounting for nearly 90% of the total gap in 2022. Although the role of temporary contracts in explaining discrimination has significantly declined, structural factors remain key drivers, particularly occupational segregation and education. Additionally, age emerges as a new source of discrimination.

Abstract 47

Visitors' sustainable behaviour, expenditure and satisfaction: implications for residents' well-being in Praia da Barra and Costa Nova

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KEYWORDS: Sustainable behaviour, tourist expenditure, visitor satisfaction, coastal tourism, trip related characteristics.

ABSTRACT: In coastal destinations, tourism performance depends not only on how visitors evaluate their experience (Dodds & Holmes, 2019) but also on how they behave, what they spend, and how these factors affect host communities. Indeed, tourist expenditure constitutes a central component of the economic value generated in coastal areas (Yang et al., 2021). However, sustainable and responsible behaviour is also essential to the long term competitiveness of coastal destinations (Liu et al., 2022). Analysing these elements together is essential to understanding tourism's real effects on destinations, especially because destination assessment should treat human well-being as the goal of sustainable tourism development (Dwyer, 2023). Against this background, this study examines sustainable behaviour, tourist expenditure, and visitor satisfaction, as well as the role of socio demographic and trip related characteristics in shaping these dimensions. It therefore seeks to understand how these factors jointly influence the broader effects of coastal tourism and what potential implications they may have for residents' well-being based on existing literature.

A quantitative approach was adopted using survey data collected between June and September of 2025 in Praia da Barra and Costa Nova, Aveiro, Portugal. The questionnaire includes sociodemographic variables, as well as groups of variables related to sustainable behaviour in coastal regions (e.g., environmentally responsible practices), expenditure patterns (e.g., accommodation; food and beverage; transportation) and satisfaction at the destination. Descriptive statistical analysis was conducted to characterise the visitors' profile and identify general patterns. Additionally, the Mann Whitney U test was applied to examine if there are differences between Portuguese and International visitors regarding their sustainable behaviour, expenditure levels, and satisfaction. This nonparametric test was selected because the variables were not normally distributed and because the comparison involved two independent groups.

A total of 449 valid responses during the selected period. More than 50% of respondents were Portuguese visitors. Preliminary results suggest that visitors report high levels of satisfaction with the destination and demonstrate considerable engagement in sustainable behaviours. Expenditure patterns indicate a substantial contribution of tourism, particularly through spending on food and local businesses. The Mann Whitney U test revealed statistically significant differences ($p < 0.05$) between Portuguese and International visitors in satisfaction and expenditure variables. No statistically significant differences in sustainable behaviour were found between the visitor groups ($p > 0.05$).

From a theoretical perspective, the paper contributes by integrating sustainable behaviour, tourist expenditure, and visitor satisfaction, showing that the performance of coastal destinations should be assessed not only through economic or experiential indicators, but also through their implications for residents' well-being. Second, it contributes empirically by providing evidence from a Portuguese coastal context, clarifying how these dimensions interact, and showing that socio demographic factors help explain differences in visitor profiles and outcomes. Third, it contributes practically by offering a useful basis for destination managers and local authorities to develop more balanced strategies that align visitor experience, local economic value, sustainability objectives, and community well-being.

Abstract 48

Regenerative tourism and residents' well-being: a territorial and relational approach to local value co creation

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KEYWORDS: Regenerative tourism, residents' well-being, territorial development, co creation, participatory governance.

ABSTRACT: The growing recognition of tourism's externalities on host communities has led to an increasing focus on residents' well-being as a central dimension of tourism development. Within this context, regenerative tourism has emerged as a conceptual evolution beyond sustainability, emphasizing the restoration and enhancement of socio ecological systems rather than merely reducing negative impacts (Dredge, 2022; Bellato et al., 2023). However, despite its conceptual appeal, the articulation between regenerative tourism and residents' well-being remains insufficiently theorized (Regalado Pezua et al. 2026).

This paper proposes a conceptual framework that bridges this gap by adopting a territorial and relational perspective on regenerative tourism. Building on prior research in territorial development, event tourism, and stakeholder integration, it positions residents not as passive stakeholders but as active agents in processes of value co creation and territorial regeneration.

The analysis is grounded in an integrative literature review drawing from tourism studies, human geography, and service dominant logic (Font et al. 2021). Three analytical dimensions structure the framework. First, the territorial dimension highlights the embeddedness of tourism within localized socio spatial configurations, emphasizing place based resources and identity (Hall & Williams, 2019). Second, the organizational dimension focuses on governance mechanisms, particularly participatory and inclusive models that enable coordination among stakeholders (Husamoglu et al. 2025). Third, the relational dimension examines the interactions between residents, tourists, and local ecosystems, aligning with recent work on co creation and experience ecosystems (Bellato et al. 2023).

Within this framework, regenerative tourism is conceptualized as a dynamic process of territorial regeneration that mobilizes both tangible and intangible resources while reinforcing social cohesion and local agency. Residents' well-being is therefore understood as multidimensional, encompassing economic, social, cultural, and emotional components (Uysal et al., 2016). This perspective is consistent with a shift from impact based approaches toward process oriented understandings of tourism development.

The proposed framework directly addresses the conference theme "Tourism and Residents' Well being" by emphasizing the centrality of local communities in shaping tourism trajectories. It contributes to several key topics identified in the call, including participatory governance, social cohesion, sustainable development, and resident centered tourism planning. By foregrounding the role of local knowledge and community engagement, the paper also aligns with contemporary debates on inclusive and responsible tourism models.

Methodologically, the paper adopts a theoretical and synthetic approach, relying on existing academic contributions and previously developed conceptual work on regenerative tourism and territorial anchoring. The objective is not to test hypotheses but to clarify conceptual relationships and provide a transferable analytical framework.

The contribution of this paper is twofold. First, it advances the theoretical understanding of regenerative tourism by explicitly linking it to residents' well-being through a territorial lens. Second, it offers an operationalizable framework that can inform destination management strategies aiming to reconcile tourism development with community well-being.

Ultimately, the paper argues that regenerative tourism represents a paradigm shift in which residents' well-being is no longer a secondary outcome but a foundational principle of tourism development.

Abstract 49

Challenges, trends, and future scenarios in sustainable tourism destinations: associated communication policies

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KEYWORDS: Sustainability dimensions, qualitative Delphi technique, experts, scenario planning, sustainability communication.

ABSTRACT: The economic, geopolitical and climatic situation on a global scale has reached levels of great uncertainty, which, transferred to tourist activity and to the destinations themselves, requires the precise definition of strategies and actions that allow them to face the future in the short and medium term.

In particular, the growing importance of active and responsible policies in the face of climate change and sustainability, require destinations to make extraordinary efforts in terms of communication of these policies, which contribute to improving international positioning and recognition as areas committed to the sustainability.

In this research, through the qualitative Delphi technique, the aim is to propose the most probable future scenarios that the interaction of different variables of the concept of sustainability can promote. The experts, grouped into different professional profiles, must agree on their opinions toward those scenarios that the evolution of the sustainability of the planet is throwing. The selection of experts was carried out under rigorous criteria, taking into account different professional and academic fields, and including individuals from public or private institutions of recognized prestige. The methodology to be implemented required consulting the aforementioned experts in two rounds, aiming to achieve consensus and to confirm the results after participants became aware of the responses of the others. The number of experts was 76 and 66 in the first and second rounds, respectively, and are divided into these categories: Economists – Financial Institutions and Organizations, Tourism Industry Stakeholders, Public Officials and Technical Staff within Public Administration Consulting Firms, Research Institutes, and Private Sector Associations , Academic Scholars and Researchers.

The proposed scenarios are divided into different dimensions of sustainability communication, whether social, economic, or environmental. Regarding the latter, for example, it addresses regenerative communication, gamification, and experiential environmental education. Regarding scenarios related to the communication of social sustainability, aspects such as the use of narratives of social cohesion and resilience, as well as local voices or inclusive storytelling, are addressed. Finally, the scenarios related to the communication of economic sustainability address aspects such as destination profitability versus social justice, as well as how tourist spending impacts the prosperity of the local community. Additionally, the link between tourist spending and the promotion of social, inclusive, or solidarity based projects that support the most vulnerable people are taken into consideration in the research. The paper also includes an analysis of concepts such as the triple dimension of sustainability, sustainability transitions in tourism, and the sustainability impact–probability matrix, all of which are related to the subject of the study and the empirical development carried out through consultation with experts.

Finally, this study contributes to the field of tourism sustainability by applying scenario planning and foresight methods to island destinations, an often vulnerable and underrepresented context. By incorporating expert based insights across economic, environmental, and social dimensions, it uncovers key trajectories and risks shaping the future of sustainable tourism. Furthermore, the paper emphasizes the strategic relevance of scenarios not only for planning but also for communicating sustainability in a more coherent and stakeholder aligned way, offering practical implications for policymakers, destination managers, and tourism marketers.

Abstract 50

Analysis of factors influencing environmentally responsible tourism behaviour

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KEYWORDS: Self efficacy, unsustainable behaviour intention, sustainable behaviour, climate change scepticism, psychological distance, carbon footprint.

ABSTRACT: Recognising the reality of climate change and encouraging environmentally responsible actions to address it are key challenges involving governments, businesses, and society as a whole. While prior research has largely concentrated on identifying the determinants of climate change scepticism, limited attention has been given to its behavioural consequences. As a result, there remains a gap in understanding how climate related beliefs shape individual actions, particularly in tourism contexts. This study aims to analyse the factors that drive pro environmental behaviour among visitors to a tourist destination. Drawing on the Theory of Planned Behaviour and Construal Level Theory, this research proposes an integrated structural model that captures the interplay between climate change scepticism, perceived self efficacy, and intentions toward unsustainable behaviour. These relationships are examined within the specific framework of tourism related carbon emissions.

The empirical analysis is based on data from 656 Spanish travellers. The proposed model shows strong explanatory power in predicting behaviours aimed at reducing CO2 emissions. Results indicate that individuals who perceive greater personal control over the environmental impact of their trips, and who exhibit lower tendencies toward unsustainable practices, are more likely to engage in actions that reduce transport related emissions. Furthermore, perceiving climate change as a distant or uncertain phenomenon is associated with lower perceived behavioural control and a higher propensity toward unsustainable behaviour at the destination.

This study contributes to the literature by providing empirical evidence of the links between climate change scepticism and both sustainable and unsustainable tourist behaviour. In doing so, it advances our understanding of how climate change perceptions, self efficacy beliefs, and behavioural intentions interact to influence efforts to minimise tourism related carbon footprints.

Abstract 51

Tourism environment trade offs? A by production efficiency framework for Latin America

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KEYWORDS: Tourism efficiency, environmental efficiency, by-production framework, CO₂ emissions, stochastic frontier analysis, sustainable tourism, Latin America.

ABSTRACT: Tourism is widely regarded as a cornerstone of socioeconomic development, yet the relationship between tourism expansion and environmental conservation remains one of the most contested questions in sustainable development economics. A growing body of evidence suggests that maximising tourist arrivals and preserving natural capital may impose genuine trade offs at the destination level, while an alternative strand argues that efficient environmental management strengthens long run tourism competitiveness. Existing approaches rely predominantly on single frontier efficiency measures or composite indicators, and systematically neglect differences in competitive positioning, capacity utilisation, and institutional governance across destination types.

This paper proposes a dual stochastic frontier framework grounded in the by production approach, which models tourist arrivals and CO₂ emissions as jointly determined outputs of the same underlying production process — a desirable output to be maximised and an undesirable output to be minimised — rather than treating them as independent outcomes. Formally, we estimate two separate but structurally linked stochastic frontier models: a tourism arrival frontier, which identifies the gap between each country's observed inbound flows and the potential frontier consistent with its natural capital endowment, tourism infrastructure, and environmental policy; and an emissions performance frontier, which decomposes observed CO₂ intensity into a systematic inefficiency component attributable to governance and institutional factors and a stochastic noise component. To address the non linearity in the relationship between natural endowments and frontier potential, the tourism frontier is initialised using an XGBoost based prediction of maximum potential arrivals, which is then used to construct a consistent starting point for the stochastic frontier decomposition. This two step procedure ensures that the stochastic frontier captures genuine managerial and institutional inefficiency rather than non linearity in the production technology.

The two frontier estimates yield independent efficiency scores — a tourism efficiency index (TE_arrivals) and an environmental efficiency index (TE_environment) — which together constitute a multidimensional diagnostic of sustainable tourism development. We construct a 2x2 typology that classifies Latin American destinations according to their relative performance along both dimensions: high efficiency destinations in both dimensions (the sustainable tourism model); high tourism efficiency combined with low environmental efficiency (intensive tourism with ecological pressure); high environmental efficiency combined with underperforming tourism arrivals (underutilised economic potential); and low efficiency on both dimensions (structural governance and institutional capacity deficits). This classification provides a differentiated policy diagnostic that goes beyond aggregate sustainability rankings by identifying the specific binding constraints faced by each destination type. Finally, we evaluate the empirical existence of a tourism environment trade off by analysing the correlation structure between the two efficiency indices and estimating dynamic panel models that track whether destinations achieving simultaneous high efficiency in both dimensions maintain that position over time, or whether growth pressures eventually erode environmental performance. The results carry direct implications for regional tourism governance, including the design of differentiated policy interventions for destinations at different positions in the efficiency typology and the identification of the institutional conditions under which sustainable and intensive development paths diverge.

Abstract 52

Contribution of territorial marketing to the attractiveness of tourist destinations: the case of the Guelmim Oued Noun Region

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KEYWORDS: Territorial marketing, tourism attractiveness, territorial development, Guelmim Oued Noun region.

ABSTRACT: This study aims to examine the contribution of territorial marketing to enhancing the attractiveness of tourist destinations. To this end, a literature review was conducted to clarify the conceptual links between territorial marketing and tourism attractiveness. Subsequently, an empirical analysis was carried out to assess the impact of territorial marketing on tourism attractiveness, while highlighting its role in the dynamics of territorial development.

The methodological framework is based on the use of a Structural Equation Modeling (SEM) approach, applied using SmartPLS.V.3 software. The study relies on a sample of stakeholders operating in the Guelmim Oued Noun region, with the aim of identifying potential relationships between the territorial marketing practices implemented in this region and the level of tourism attractiveness generated.

Thus, this research seeks to address the following issue: what role does territorial marketing play in the development of the attractiveness of tourist destinations, particularly in the specific context of the Guelmim Oued Noun region? The results derived from the SEM modeling reveal the existence of a positive and significant relationship between territorial marketing and tourism attractiveness. They also show that the adoption of effective territorial marketing practices constitutes a key lever for strengthening destination attractiveness, promoting tourism development, and supporting the economic prosperity of the Guelmim Oued Noun region.

Abstract 53

Human resources management practices: drivers of value co-creation in the tourism sector

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KEYWORDS: Service dominant logic, frontline employees, employee engagement, service experience.

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Value co-creation (VCC) has established itself as a central focus in tourism and hospitality research, especially from the perspective of Service-Dominant Logic (SDL). In this context, human resources play a crucial role in facilitating interactions among employees, customers, and other stakeholders involved in service delivery. However, the existing literature presents a fragmented view of how human resource management (HRM) practices contribute to these processes.

Therefore, the objective of this study is to analyse the role of HRM practices in facilitating VCC in the tourism sector. The main theoretical approaches and HRM practices, as well as the roles and mechanisms through which employees and organisations contribute to the creation of shared value, were examined. To achieve this objective, a literature review was conducted based on the Web of Science database. The search was carried out using keywords related to the subject under investigation, and applying inclusion criteria based on thematic relevance, publication in peer-reviewed journals, and relevance to the tourism sector. Following the filtering process, a set of 16 studies published between 2016 and 2025 was selected and analysed. Most of the contributions were published in journals indexed in the Journal Citation Reports, mainly in the first quartile (Q1) of the Hospitality, Leisure, Sport & Tourism and Management categories, although some studies in the second quartile (Q2) were also identified. Among the most represented journals are the Journal of Hospitality and Tourism Management, Tourism Management, Annals of Tourism Research, and others. In methodological terms, the studies reviewed include both empirical research (quantitative and qualitative) and conceptual studies and literature reviews. The results show that HRM practices contribute to the VCC through multiple mechanisms.

Firstly, the literature highlights the role of employees' interpersonal skills and behaviour in customer interactions, such as the friendliness and non-verbal communication of frontline staff. These factors help to create emotional connections and encourage tourists to engage actively. Secondly, various studies highlight the importance of organisational practices aimed at staff engagement, such as internal communication, training, workplace culture management, and citizenship behaviour, which improve customer experience and the co-creation of brand value. Likewise, organisational factors such as reward systems and institutional support strengthen employee well-being and resilience, encouraging their involvement in collaborative service processes. Finally, recent literature highlights the growing impact of emerging technologies, such as the metaverse and generative artificial intelligence, which open new opportunities for interaction among actors but also pose challenges related to staff training and change management. Furthermore, it also highlights the need for further empirical and longitudinal research, as well as a broader study of this issue in different segments of the tourism sector and in increasingly digitalised environments.

Abstract 54

The sports tourism ecosystem as a lever for territorial tourist attractiveness: the case of the Dakhla Oued Eddahab Region

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KEYWORDS: Territorial attractiveness, sports tourism, place branding, local governance, Dakhla Oued Eddahab.

ABSTRACT: This article explores the role of the sports tourism ecosystem in enhancing the tourist attractiveness of the Dakhla Oued Eddahab region in southern Morocco. Adopting an exploratory qualitative approach, the study is based on semi structured interviews conducted with key territorial stakeholders. The collected data were analyzed using both inter thematic and intra thematic analysis supported by NVivo 12 software.

The findings identify five major dimensions through which sports tourism contributes to territorial performance: (1) increased international visibility generated by sporting events, (2) the valorization of natural capital, (3) the growing involvement of young local entrepreneurs, (4) governance and accessibility related challenges, and (5) emerging environmental pressures. Based on these results, a theoretical model is proposed to demonstrate how these dimensions interact to foster an integrated and sustainable form of territorial attractiveness.

The study highlights the key conditions required for implementing an effective territorial strategy centered on tourism innovation, co constructed place branding, and environmental regulation. It also emphasizes the importance of strengthening collaborative governance mechanisms, providing structured support for local entrepreneurship, and institutionalizing a shared territorial attractiveness strategy. Finally, the research recommends further comparative and quantitative investigations to test and refine the proposed model in other regions with strong sports and environmental potential.

Abstract 55

What defines a good virtual sommelier according to the consumer

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KEYWORDS: AI, virtual sommelier, customer satisfaction, tourist experience, wine tourism.

ABSTRACT: The growth of AI based tools has been so rapid that they are no longer considered a competitive advantage but a requirement for staying in the market (Jain et al., 2024). In the wine industry, most applications of AI have focused on production processes, including vineyard pest detection (Atwal et al., 2021), fermentation monitoring (Cao, 2025), and machine learning techniques for sensory evaluation (Motoki et al., 2025). Although virtual sommeliers and recommendation systems have also been introduced (Velasco et al., 2024), they have attracted comparatively little academic attention despite the importance of understanding how interaction with intelligent agents influences consumer behaviour (Gursoy, 2025; Jain et al., 2024). Moreover, these systems are typically designed to support purchasing decisions rather than to enhance the consumption experience itself.

The Stereotype Content Model (SCM) suggests that social perception is primarily driven by perceived competence and warmth (Cuddy et al., 2008; Fiske et al., 2007). While the original framework emphasizes the primacy of warmth in influencing affective and behavioural responses, more recent research on AI points in a different direction. Hu et al. (2021) found that competence is a stronger predictor of continued use of intelligent assistants, a result later confirmed by Kim and Hur (2024) in the context of online shopping chatbots. In hospitality settings, Wang et al. (2025) observed that customers are more sensitive to differences in warmth than in competence when comparing robots and humans. Meanwhile, Xu et al. (2026) showed that both dimensions play a mediating role in satisfaction with generative AI interactions. Furthermore, consumers tend to view AI recommendations as more competent for tangible goods, whereas human recommendations are preferred for experiential products (Jin & Zhang, 2025). Examining these dimensions within the wine context offers the opportunity to study them in a real consumption setting. To this end, participants in this study ($n = 264$) were recruited at the Casa del Vino, a well known tourist attraction. After interacting with a chatbot and tasting the wine it recommended, participants completed a survey measuring perceived warmth, perceived competence, customer satisfaction, and intention to use the virtual sommelier in the future. The analysis was conducted using PLS SEM within the S O R framework (Ghazali et al., 2025; Mehrabian & Russell, 1974).

The findings show that perceived competence is the strongest driver of satisfaction ($\beta = 0.715$), followed by warmth ($\beta = 0.209$), together explaining 74.4% of the variance ($R^2 = 0.744$). This pattern is consistent with prior AI research, but contrasts with the SCM's traditional emphasis on warmth in human interactions. For future usage intention, all three factors are significant predictors: satisfaction ($\beta = 0.371$), competence ($\beta = 0.289$), and warmth ($\beta = 0.140$), accounting for 54.2% of the variance ($R^2 = 0.542$).

From a theoretical perspective, this study contributes to the literature on consumer behavior toward AI in experiential contexts and in real consumption environments, as opposed to the hypothetical scenario designs predominant in prior research (Kim and Hur, 2024; Wang et al., 2025; Xu et al., 2026). From a practical standpoint, the findings suggest that specialized recommendation systems should prioritize accuracy and depth of knowledge over perceived friendliness, although both dimensions are relevant for maximizing customer satisfaction. Future research could compare these findings with advice provided by a human sommelier.

Abstract 56

Leveraging influencers' communication style for persuasive tourism: an NLP machine learning approach

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KEYWORDS: Influencer Marketing, Tourism, Destination Management Organizations, Natural Language Processing, Machine Learning.

ABSTRACT: Influencer marketing has emerged as one of the fastest growing digital communication strategies across multiple sectors, with particular relevance in the tourism industry. Growing scholarly attention has been paid to the linguistic features that characterise influencer communication and explain its persuasive effectiveness. However, the lack of knowledge about which linguistic structures are more persuasive when analyzing both written and spoken social media content represents a significant research gap that limits the depth and scope of linguistic analysis in this field. This study addresses that gap by presenting the design and development of an original methodology for analyzing digital content created by tourism influencers on Instagram, combining Natural Language Processing (NLP) techniques with Machine Learning (ML) models.

The methodological core of this study lies in the construction of a novel dataset that integrates two complementary textual sources: the written captions accompanying each publication and the automated transcriptions of spoken content in Instagram reels. For the latter, a custom Python script was developed in Google Colab, enabling the automated processing of video and audio and their conversion into structured text ready for computational analysis. This approach addresses a recurring limitation in the existing literature, which has predominantly focused on written captions while overlooking the oral dimension of influencer communication. Given that video formats such as reels rely heavily on spoken language as the primary vehicle of the message, the simultaneous analysis and comparison of both textual sources represents a meaningful contribution to the field.

The sample consists of 25 international English speaking influencers specialising in travel and tourism content, selected through a systematic protocol that draws on recognised industry sources such as Forbes and Condé Nast Travel and applies criteria including gender parity and transparency of engagement metrics. Additionally, thematic specialisation was verified through keyword analysis and cross referenced against specialised industry directories, ensuring that the selected profiles were consistently categorised within the travel and tourism niche. The analytical pipeline starts with bigram analysis to identify recurring linguistic expressions. Then, LIWC and VADER are used to extract psychological, semantic, and affective dimensions from the texts. These are used as predictors in supervised machine learning models with engagement metrics as dependent variables.

For destination management organisations and tourism promotion bodies, the systematic identification of linguistic patterns that drive audience engagement can provide an evidence based foundation for designing more strategic and effective digital communication campaigns. This is particularly relevant for territories such as the Canary Islands, where tourism is a primary driver of economic activity and social well-being, and where data driven communication strategies could play a meaningful role in supporting the destination's sustainable development.

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Abstract 57

Dynamic vulnerability factors in insular tourism destinations under multi hazard scenarios: a systemic approach from the Canary Islands

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KEYWORDS: Dynamic vulnerability, island tourism destinations, multi-hazard scenarios, systemic approach, destination resilience, tourism crises, Canary Islands.

ABSTRACT: Tourism destinations in island contexts are highly exposed to disruptions, yet their vulnerability cannot be fully explained by pre existing structural conditions alone. While previous research has identified structural factors that predispose destinations to disaster impacts, such as remoteness, infrastructure constraints, economic dependency on tourism, seasonality, and image sensitivity to risk (Becken et al., 2014; Calgaro et al., 2013; Aznar Crespo et al., 2020), vulnerability has largely been treated as a static property of destinations — a set of pre existing conditions to be assessed prior to a hazard event (Becken & Hughey, 2013; Moreno & Becken, 2009). How vulnerability is dynamically produced, amplified, and reconfigured through interactions between subsystems, market responses, and governance decisions as a crisis unfolds and recovery proceeds remains largely unexplored.

This paper develops a systemic approach to Dynamic Vulnerability (DV) in island tourism destinations, conceptualising vulnerability as an emergent outcome of interactions between hazards, infrastructures, market responses and governance decisions. Building on the MYRIAD EU multi hazard and multi risk framework (Hochrainer Stigler et al., 2022 and 2026) the study analyses multi hazard contexts — including volcanic eruptions, storms and drought calima wildfire scenarios — to identify recurrent mechanisms through which vulnerability is generated, amplified and redistributed across the destination system. Using impact chains as the core analytical tool, the analysis traces how direct impacts, infrastructure disruptions and disaster risk management (DRM) actions interact to produce cascading effects across subsystems.

The framework is empirically grounded in the 2021 Tajogaite eruption on La Palma (Canary Islands, Spain), an 86 day compound event that disrupted a low redundancy, highly interconnected tourism system. Comparative analysis of impact chains across destination subsystems identifies four Dynamic Vulnerability Factors (DVF): (1) constraint dynamics, where simultaneous disruptions to road networks, airport operations, accommodation capacity, and utility services compressed the system's adaptive margins even in areas not directly exposed to lava; (2) cascading and feedback dynamics, where demand collapse propagated to SME closures, labour instability, and reduced utility revenues, amplifying fragility through interdependencies rather than isolated sectoral failure; (3) behavioural and market dynamics, where risk averse responses by tour operators — including island wide evacuations, route cancellations, and booking suspensions — transformed a geographically bounded hazard into a destination scale demand shock; and (4) governance dynamics, where DRM interventions stabilised immediate activity but simultaneously redirected demand toward domestic markets and generated new spatial pressures as displaced resident relocation and renewed visitor flows converged on municipalities with limited infrastructure capacity.

Extending these findings to storm and drought scenarios shows that the same DVF categories are activated through different pathways and in distinct configurations within the same systemic architecture. The results demonstrate that vulnerability in tourism destinations emerges from system structure and endogenous responses rather than from hazard intensity alone. By advancing a dynamic and systemic understanding of vulnerability, this paper contributes to bridging disaster risk science and tourism studies and supports the design of risk governance strategies that address cascading effects and long term system reconfiguration.

Abstract 58

Monitoring Platform for Barra and Costa Nova: a society centred approach to tourism sustainability

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KEYWORDS: Tourism, sustainability, monitoring, impacts, ESG.

ABSTRACT: Tourism destinations need monitoring systems that go beyond reporting economic performance. They must also capture how tourism affects local communities, residents' well-being, and broader social value. However, existing frameworks often rely on fragmented indicators, limited local adaptation, and weak integration into decision making.

This study develops a locally grounded monitoring platform within the ATT3 Project, focused on Barra and Costa Nova, in Ílhavo (Portugal). The aim is to create a decision support system capable of measuring the multidimensional effects of tourism and informing destination management from a society centred perspective.

The study is guided by the view that residents' well-being should be a central objective of tourism policy. In this context, tourism social value includes broader community benefits such as social cohesion, cultural preservation, and collective quality of life. The framework also draws on ESG (Environmental, Social, and Governance) principles to support responsible, transparent, and sustainability oriented governance.

Methodologically, the research followed a multi stage process. First, relevant indicators were identified through a review of the literature and existing monitoring frameworks. Second, the framework was aligned with the 11 mandatory dimensions of the INSTO (International Network of Sustainable Tourism Observatories) model. Third, a participatory validation process involving experts and stakeholders assessed the relevance, feasibility, and interpretability of the indicators, while also ensuring that the system remained operationally manageable.

Following validation, a digital platform was developed to host and display the selected indicators. Secondary data indicators were incorporated primarily through APIs whenever possible, enabling more efficient, automated updates. The platform was designed to visualise and download indicators from multiple data sources, using an LLM based structure that adapts to different file formats. In addition, it integrates real time environmental sensors and a tourism demand forecasting layer, further reinforcing its role as a practical decision making tool.

The resulting system combines the 11 INSTO dimensions with additional locally adapted indicators that capture tourism effects on the destination, businesses, and community. The main contribution of the study is the development of a dynamic and adaptable monitoring platform that moves beyond static reporting and supports more informed, inclusive, and responsive tourism governance. In doing so, it offers a replicable model for aligning tourism monitoring with residents' well-being, social value, and sustainability goals.

Abstract 59

Emotional geography and symbolic recognition in gastronomic tourism: evidence from online restaurant reviews in the Canary Islands

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KEYWORDS: Gastronomic tourism, emotional geography, online restaurant reviews, user-generated content, emotional analysis, Michelin and Repsol recognition, Canary Islands.

ABSTRACT: Online restaurant reviews are usually interpreted as simple indicators of customer satisfaction, yet they also encode emotional reactions, symbolic expectations, and destination specific meanings. This study examines how gastronomic experiences are evaluated across the Canary Islands and how institutional distinctions such as Repsol and Michelin shape both emotional language and user ratings. The analysis is based on a large corpus of TripAdvisor restaurant reviews and combines non parametric statistical tests with ordered response modelling.

The results reveal clear and statistically significant inter island differences. Ratings vary substantially across islands, with Tenerife and Fuerteventura tending to receive lower evaluations, while La Palma, La Gomera, and El Hierro obtain more favourable assessments. Emotional valence also differs significantly, with La Gomera and La Palma associated with more positive emotional tone, whereas Fuerteventura shows lower valence levels. Dominance, understood as the degree of empowerment or emotional control expressed in review language, displays the strongest territorial variation of all affective dimensions analysed. Tenerife records the lowest dominance scores, while La Palma, El Hierro, and La Gomera present the highest values. These findings suggest that gastronomic experience is not evaluated uniformly within the archipelago, but is instead shaped by the social, symbolic, and experiential context of each island.

The analysis of gastronomic recognitions adds a second layer of explanation. Repsol categories show highly significant differences in rating, valence, arousal, and dominance, indicating that this recognition system is associated with a marked emotional stratification of the dining experience. Michelin categories also produce significant differences in rating, arousal, and dominance, but not in valence. This suggests that Michelin distinctions intensify the symbolic or experiential salience of the meal without necessarily making the emotional tone of reviews more positive. Importantly, binary comparisons between restaurants with and without Repsol or Michelin recognition do not yield significant differences in valence, which indicates that the level or category of recognition matters more than its mere presence.

To examine how these dimensions jointly affect customer satisfaction, an ordered probit model was estimated using TripAdvisor rating as the dependent variable. The model shows that higher arousal and higher dominance are associated with a lower probability of assigning higher ratings, while valence is not significant. Michelin distinctions are also negatively associated with higher ratings, suggesting that prestigious recognitions may activate stricter evaluative standards and greater consumer scrutiny. Tenerife remains the only island with a significant negative contextual effect once emotional and symbolic variables are controlled for.

Overall, the study shows that online gastronomic evaluations reflect more than perceived service quality. They also capture emotional intensity, symbolic expectations, and territorial differentiation. The findings contribute to current debates on gastronomic tourism, destination branding, and the interpretation of user generated content, while offering practical implications for restaurant positioning and tourism management in mature island destinations.

Abstract 60

Social sustainability of tourism: perspectives from sustainable tourism observatories

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KEYWORDS: Social sustainability, tourism, observatories, indicators.

ABSTRACT: Tourist destinations are experiencing changes with high social impacts, which could be affecting the quality of sustainable tourism development. The social sustainability of tourism is a major challenge for the management of tourist destinations. Furthermore, tourist destinations are implementing institutions to observe and monitor the evolution of tourism from the perspective of sustainability. The objective of this research is to analyze how Sustainable Tourism Observatories are addressing and reflecting in their indicators the objective of social sustainability of tourism in different tourist destinations.

The purpose is to evaluate how the challenge of social sustainability of tourism is being addressed, from the perspective of sustainable tourism observatories. Specifically, the dimensions, categories, levels of analysis, and indicators used in the social measurement of tourism by the 40 observatories currently registered in the INSTO network (International Network of Sustainable Tourism Observatories of the World Tourism Organization) are identified, according to the territorial typology they represent. Subsequently, the conceptual definition of the social framework of sustainable tourism in force for each observatory is carried out.

Using a qualitative research approach, the methodology employs, on the one hand, the content analysis of relevant documents and reports from which the primary data for measuring social sustainability recorded in the annual reports published by the observatories are collected. Additionally, data sources from the observatories' online platforms are considered. On the other hand, a literature review is carried out to identify patterns of social sustainability of tourism, which are then applied to each observatory with the purpose of refining its socio-structural profile, dimensions, categories and indicators of social sustainability of tourism, corresponding to each tourist destination analyzed. Finally, the monitoring frameworks for social sustainability of tourism of the observatories are generated.

The monitoring frameworks for social sustainability in tourism can provide the elements to formulate an integrated solution to social sustainability problems in tourism management. The implementation of systemic social measurement mechanisms would allow for the early detection of problems and the optimization of solutions to the social impacts of tourism, as well as the improvement in the proposal and development of public social policies that are realistic and agile at the source related to tourism, and with the support of local authorities.

All sustainable tourism observatories include the management of social sustainability, and generally, they present a comparative structure that includes official indicators; additionally, structures with non-official indicators can be found that contemplate dimensions that are in line with local problems.

Abstract 61

Territorial tourism sustainability: a scoping review

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KEYWORDS: Sustainability, tourism, territorial, key factors.

ABSTRACT: Several studies have been conducted on sustainability, but most have focused on environmental aspects, especially at the urban level, such as environmental quality (Javanbakht et al., 2021; Stossel et al., 2015), air pollution (Silva et al., 2012), carbon emissions, and renewable resources (Ameen, Mourshed, and Li, 2015; Mohsin et al., 2019). Some research has integrated socioeconomic indicators (Malah and Bahi, 2022; Santana et al., 2018), among others.

In contrast, few studies have addressed sustainability assessment at the national level, including urban and rural areas (Bonnet et al., 2021; Yi et al., 2019). This is mainly due to insufficient data and information on territorial sustainability to adequately characterize the different environmental and socioeconomic indicators. Furthermore, sustainability is a heterogeneous component, and its assessment requires a broad dataset (Malah et al., 2023).

Boggia et al. (2018) and Paolotti et al. (2019) point out that evaluating territorial sustainability performance is now a fundamental concern for national governments and international organizations, as it is considered the normative concept for defining policies and strategies at the global and local levels. For their part, Alvarez-Verdugo et al. (2025) emphasize that the significant heterogeneity of tourism observed in established urban destinations, emerging rural enclaves, and highly seasonal coastal areas, among others, requires adapting tourism governance to this diversity of situations existing in Spain. Consequently, policies cannot be uniform, and they recommend developing sustainable tourism plans and strategies differentiated by territory, taking into account the particularities of each destination in terms of population size, carrying capacity, level of development, and sociocultural values.

The objective of this research is to determine the key characteristics or factors of territorial tourism sustainability, in order to understand and establish its current state, ground the theoretical and methodological frameworks, understand its implications for the development of sustainable tourism, and its impact on strategic decisions. This review will be enriched with a bibliometric analysis, so that another approach to its current conceptual and methodological framework and practical implications for tourism can be obtained.

The exploratory review was conducted using the Updated Methodological Guidance for the Conduct of Scoping Reviews (Peters et al., 2020) with data from Scopus. Gray literature obtained from Google Scholar was also considered. For the bibliometric analysis, a query was made to the Web of Science database in March 2026. In both cases, inclusion and exclusion criteria were applied, and duplicate articles were removed. It should be noted that the R-Studio software was used for the bibliometric analysis to detect emerging trends and identify patterns of collaboration among researchers, as well as to identify knowledge gaps. The data analysis addresses metrics related to publication and citations. It will cover three main aspects: co-citation analysis, bibliographic coupling, and co-word analysis. Finally, a more detailed analysis will be based on the key factors of both approaches.

Abstract 62

Understanding Chinese tourism in the Canary Islands through online reviews: an exploratory textual analysis

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KEYWORDS: Chinese tourism, Canary Islands, online reviews, user generated content, text analysis.

ABSTRACT: The diversification of international tourism demand has become a strategic priority for mature island destinations seeking to reduce market concentration and attract high value visitors. In this context, the Chinese outbound market is gaining increasing relevance for the Canary Islands due to its sustained growth potential, rising purchasing power, and expanding interest in long haul travel. Despite this strategic importance, the perceptions, evaluative patterns, and experiential priorities of Chinese tourists in the archipelago remain underexplored. This study addresses that gap through an exploratory textual analysis of approximately 1,000 online reviews written by Chinese visitors, with the aim of identifying the main themes, value judgments, and experience dimensions that structure their narratives.

Methodologically, the study adopts a user generated content approach and combines two complementary textual analysis techniques: Descending Hierarchical Classification (DHC) and Latent Dirichlet Allocation (LDA). DHC is used to identify major lexical classes and discursive groupings emerging from the corpus, while LDA is employed to uncover latent thematic structures across reviews. This dual strategy allows the analysis to capture both the interpretive organization of discourse and the probabilistic distribution of topics, offering a richer bottom up understanding of how Chinese tourists narrate and evaluate their experiences in the Canary Islands. This perspective is particularly valuable for an emerging market whose preferences may differ from those of the more established European source markets historically dominant in the destination.

Preliminary findings suggest that Chinese tourists' reviews combine practical and experiential dimensions in distinctive ways. Their narratives appear to place strong emphasis on comfort, hospitality, accessibility, service responsiveness, and the overall organization of the travel experience, while also incorporating destination specific evaluations related to scenery, climate, local attractions, and the perceived uniqueness of the islands. At the same time, the discourse reflects the importance of trust, convenience, and value for money in shaping overall assessments, pointing to the joint role of functional quality and symbolic destination appeal. These patterns indicate that Chinese tourists do not evaluate the Canary Islands exclusively through the lens of leisure consumption, but through a broader experiential framework in which service efficiency, clarity, and reassurance interact with destination attractiveness.

The study contributes to the literature in three ways. First, it extends research on tourism related user generated content by focusing on a market segment that remains comparatively neglected in European island tourism studies. Second, it provides an empirical basis for understanding how Chinese tourists frame and assess their experiences in a destination traditionally oriented towards Western demand. Third, it offers practical implications for destination managers and tourism businesses seeking to adapt communication, service design, and product positioning to the expectations of a growing high spending market.

Overall, this exploratory analysis highlights the value of combining DHC and LDA to detect emergent visitor priorities from online reviews. For the Canary Islands, understanding the discourse of Chinese tourists is relevant not only for improving current visitor satisfaction, but also for designing more culturally responsive strategies capable of strengthening the destination's competitiveness in Asian outbound tourism.

Abstract 63

The role of territorial actors in the adaptation of territorial intelligence for tourism attractiveness: the case of the Guelmim Oued Noun Region

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KEYWORDS: Territorial intelligence, tourist attractiveness, territorial stakeholders, territorial governance, territorial marketing, regional development, Guelmim Oued Noun region.

ABSTRACT: In a context marked by increasing competition among tourist destinations, territorial intelligence has emerged as a strategic lever for strengthening territorial tourist attractiveness. It relies on the coordinated mobilization of local stakeholders, the valorization of territorial resources, and the production of knowledge that supports collective decision making processes. From this perspective, this paper examines the role of territorial stakeholders in adapting territorial intelligence processes to enhance the tourist attractiveness of the Guelmim Oued Noun region.

The main objective of this research is to identify the mechanisms through which institutional, economic, and associative actors contribute to structuring a territorial dynamic capable of supporting regional tourism competitiveness. The study adopts an exploratory qualitative approach based on the analysis of interactions among local stakeholders, strategies for the valorization of territorial resources, and coordination initiatives implemented within the region.

The findings highlight that territorial intelligence constitutes a collective action framework that contributes to improving tourism governance, strengthening the coherence of public policies, and fostering the co construction of innovative territorial projects. They also emphasize the important role played by local stakeholders in producing, sharing, and exploiting strategic information, thereby contributing to the development of sustainable and differentiated tourist attractiveness. However, several challenges remain, particularly regarding institutional coordination, the mobilization of qualified human resources, and the structuring of territorial support mechanisms.

This research underscores the need to strengthen collaborative governance mechanisms, promote a culture of cooperation among territorial stakeholders, and further integrate territorial intelligence tools into regional tourism development strategies. It also opens perspectives for the development of territorial attractiveness models adapted to emerging regions with strong tourism potential, such as the Guelmim Oued Noun region.

Abstract 64

Beyond bed counts: how tourist spending patterns reveal the hidden waste footprint of tourism

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KEYWORDS: Tourism waste, tourist expenditure, sustainable tourism, waste management, island destinations.

ABSTRACT: Tourism destinations face a fundamental measurement challenge: isolating waste generated by tourism from that generated by residents, particularly when both are integrated into municipal waste systems. Most tourism waste studies rely on tourist arrivals or overnight stays as proxies for tourism intensity, treating all tourists as homogeneous waste generators. This approach overlooks a crucial reality: waste is generated not by tourists simply being present, but by what they consume. This study addresses three research questions: Does disaggregating tourist expenditure by spending category improve waste generation estimates compared to conventional overnight based measures? Which categories of tourist spending are most waste intensive? Do hotel and apartment tourists differ in their waste generation patterns when controlling for expenditure composition?

We analyze a balanced monthly panel of four principal tourist municipalities in Tenerife (Spain) from January 2009 to September 2022, excluding the March 2020–May 2021 COVID disruption period based on structural change tests. We estimate four model specifications using within fixed effects panel regression with Driscoll Kraay standard errors. Models 1a and 1b represent the conventional approach using total overnight stays and overnight stays disaggregated by accommodation type respectively. Models 2a and 2b introduce a share augmented expenditure specification that decomposes total tourist expenditure into scale (total spending level) and composition (budget allocation across accommodation, restaurants, supermarkets, and other services). This specification allows us to identify whether waste generation responds primarily to how much tourists spend or to where they spend it—a distinction crucial for policy design.

The share augmented expenditure models demonstrate substantially better explanatory power than overnight based models. More importantly, expenditure based measures reveal heterogeneity that overnight based measures obscure. When measured by overnight stays, apartment tourists appear to generate 2.35 kg of mixed waste per overnight versus 0.40 kg for hotel tourists—a nearly 6:1 ratio. However, when measured by expenditure, this gap narrows dramatically to 2.3:1 (1.46 kg per euro versus 0.63 kg). The difference arises because apartment tourists spend fewer nights per trip but consume more intensively while present; the overnight based measure confounds occupancy patterns with consumption intensity. The elasticity estimates reveal dramatic variation in waste intensity across spending categories. Accommodation services show the highest waste intensity (elasticity 0.35), followed by supermarket purchases (0.32). Restaurant expenditure generates relatively less waste per euro spent (0.22), and expenditure in other services shows the lowest intensity (0.11). These findings challenge conventional assumptions: supermarket purchases, often promoted as sustainable alternatives to dining out, generate waste nearly as intensively as accommodation services.

This study demonstrates that expenditure based measures capture consumption heterogeneity more accurately than volume based measures, provides the first empirical ranking of tourism spending categories by waste intensity, and supports evidence based reform of municipal waste fees. For destination managers, the central message is actionable. Tourism waste reduction does not require reducing tourist arrivals or expenditure. Instead, it requires targeting the most waste intensive consumption categories with specific interventions—improved food waste prevention in accommodations, better packaging standards for retail and supermarkets, enhanced waste sorting in apartment complexes—while shifting tourism marketing toward experiences that generate economic value with lower waste intensity.

Abstract 65

Sustainability governance at World Heritage Sites: from institutional discourse to digital footprint data analytics

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KEYWORDS: Sustainability Gobernance, World Heritage Sites, Digital Footprint, Big Data Analytics, Institutional Discourse.

ABSTRACT: The rapid digitalisation of the tourism ecosystem has reshaped the mechanisms by which destinations are validated, shifting the focus away from linear growth metrics—such as the number of overnight stays or visitor numbers—towards a multidimensional understanding of cultural sustainability. In this scenario, digital footprints left on review platforms act as indicators of the social construction of value, offering a real time metric on the perception of heritage. Sustainable governance requires the integration of data intelligence to mitigate overcrowding, tailor the official narrative to reflect what tourists care about and protect the site’s authenticity.

In this context, World Heritage Sites (WHS) represent a particularly relevant case: they embody an officially recognised universal value, but their relationship with sustainability increasingly depends on how visitors and residents interpret and narrate their experiences in digital spaces. Sustainability communication has become central to tourism governance, especially in urban destinations. However, studies analyzing sustainability communication through destination websites show that official narratives often emphasize presence and dispersion of sustainability dimensions without necessarily reflecting how these messages are interpreted by visitors (Marchi et al., 2023).

This study builds on these debates and shifts the focus from measuring mobility to digital narratives. Drawing on a large dataset of TripAdvisor reviews collected from four UNESCO World Heritage sites in the Community of Madrid, we examine how visitors construct, reinforce or challenge the sustainability communication of these heritage sites through their digital footprint. By integrating dictionary based text mining and rating based evaluation, this research aims to explore their relationship with the dimensions of sustainability and perceived cultural value.

From a methodological perspective, the dataset consists of TripAdvisor reviews extracted via web scraping from four UNESCO World Heritage sites located in Madrid (TripAdvisor attraction pages [POIs] within the UNESCO context). The Excel file provided includes the text of the reviews, ratings, timestamps and additional metadata (up to February 2026). Based on 9,403 TripAdvisor reviews associated with four UNESCO World Heritage sites in the Community of Madrid, a study was conducted combining descriptive statistics and keyword based content analysis.

These results are consistent with the sustainability attitude–behavior gap documented in hospitality eWOM research (D’Acunto et al., 2025), which shows that even generations characterized as environmentally conscious do not necessarily express sustainability concerns in online review behavior. The extremely marginal presence of sustainability language in this dataset suggests that, although sustainability is central to policy discourse and destination branding (Marchi et al., 2023). In other words, while sustainability considerations may play a role in travel decision making processes, they rarely become a salient dimension of post visit narrative construction. This divergence reinforces the conceptual gap between institutional sustainability framing and visitor perceived experiential value.

Abstract 66

Not one size fits all: resident segmentation and the estimation of social carrying capacity in overtourism destinations

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KEYWORDS: Social carrying capacity, residents' well-being, subjective life satisfaction, overtourism, panel data, heterogeneous effects, Garda Trentino.

ABSTRACT: The concept of social carrying capacity — the maximum level of tourism intensity a destination can accommodate before negatively affecting the quality of life of its residents — has become increasingly relevant in the context of overtourism. While existing approaches tend to estimate a single aggregate threshold for the entire resident population, this study argues that carrying capacity is a group dependent construct, shaped by residents' baseline tolerance toward tourism pressure. Heterogeneous response patterns may therefore co exist within the same destination, making community wide thresholds methodologically problematic.

The study is conducted in Garda Trentino (Trentino Alto Adige, Italy), a high visitation destination where tourists substantially outnumber the resident population during peak season, and follows the empirical framework proposed by Tokarchuk et al. (2021) by estimating the relationship between tourism intensity and residents' life satisfaction using a purpose built panel survey. Specifically, a pilot panel survey was conducted over six waves during the summer season of 2024, covering the municipalities of Riva del Garda and Arco. A total of 114 residents completed all six waves, providing a balanced panel for econometric analysis. In each wave, respondents reported their life satisfaction relative to the tourism pressure they experienced during the preceding week.

Drawing on the theoretical foundations of resident attitude research (Doxey, 1975; Deery & Jago, 2012; Nunkoo, 2015) and the empirical framework proposed by Tokarchuk et al. (2021), we estimate fixed effects panel models with quadratic and linear terms of tourism intensity. Before observing satisfaction outcomes, residents were classified according to their baseline level of perceived disturbance — operationalised as agreement with the statement “My quality of life has worsened because of the excessive presence of tourists” on a 1–10 scale. Residents scoring 1–3 (low disturbance, high tolerance) are classified as “Tourism Tolerant” (n = 71), while those scoring 4 or above are classified as “Tourism Sensitive” (n = 43).

Results from the full sample model reveal a statistically significant average negative effect of tourism intensity on residents' life satisfaction. However, this aggregate finding masks substantial heterogeneity across resident groups. For tourism tolerant residents, we identify a statistically significant inverted U shaped relationship between tourism intensity and life satisfaction, with both the linear (positive) and quadratic (negative) coefficients significant and consistent with a carrying capacity threshold. This finding implies that, for this segment, tourism initially enhances well-being but reduces it beyond an identifiable optimal level of visitation. For tourism sensitive residents, in contrast, the relationship is monotonically negative: any increase in tourism intensity is associated with lower life satisfaction, irrespective of its magnitude, suggesting that the acceptable threshold for this group of residents has already been exceeded.

These findings contribute to the literature in two key respects. First, they demonstrate that social carrying capacity cannot be meaningfully summarised as a single community wide threshold. Second, they validate an ex ante attitudinal measure — baseline disturbance perception — as a theoretically grounded and practically accessible tool for segmenting resident populations prior to analysis. This approach provides destination managers with actionable insights for differentiated tourism governance strategies.

Abstract 67

Beyond “too many tourists”: distinguishing day visitors and overnight tourists in resident well-being

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KEYWORDS: Day visitors, overnight tourists, resident well-being, life satisfaction, overtourism, tourism intensity, mobile phone data, compositional analysis, Garda Trentino, non linear effects.

ABSTRACT: Tourism intensive destinations increasingly face tensions between economic dependence on visitor flows and residents' quality of life. Public debate often frames these tensions as a problem of “too many tourists,” typically measured through aggregate indicators such as overnight stays. However, such measures implicitly treat all visitors as homogeneous and overlook the compositional structure of tourism flows. In particular, same day visitors, despite their growing relevance in debates over overtourism, remain largely absent from official statistics and empirical analyses.

This study challenges the aggregate view of tourism intensity by adopting a compositional perspective that distinguishes between overnight and day visitors. Building on the literature on resident well-being and overtourism, the paper argues that different visitor typologies may exert distinct pressures on everyday life. While overnight tourism is embedded in local economic and accommodation systems, day visitors tend to be more temporally concentrated and spatially clustered, potentially generating short term disruption dynamics such as congestion, crowding, and interference with daily routines.

Empirically, the study combines two novel data sources within the same temporal window. First, individual level survey data were collected from 897 residents across thirteen municipalities in Garda Trentino (Italy), measuring week specific life satisfaction immediately after a high intensity tourism period. Second, anonymized and aggregated mobile phone data were used to construct objective measures of tourism intensity, distinguishing overnight visitors per resident and day visitors per resident at the municipal level. This integration allows for a direct link between objectively measured exposure and subjective well-being.

The analysis employs OLS and ordered probit models with municipality clustered standard errors, including quadratic specifications to test for non linear relationships. The results reveal a clear asymmetry between visitor typologies. Overnight visitor intensity shows no statistically significant association with residents' life satisfaction. In contrast, day visitors exhibit a robust non linear relationship: increases in day visitation are associated with lower life satisfaction at low to moderate levels of exposure, while the marginal negative effect attenuates at higher levels — consistent with short term disruption dynamics rather than long term structural effects. This pattern may reflect adaptation or infrastructural absorption mechanisms in already highly exposed contexts.

The study contributes to the literature in three ways. First, it shifts the focus from aggregate tourism volume to the composition of visitor flows, highlighting the analytical importance of distinguishing visitor typologies. Second, it integrates high resolution mobility data with temporally aligned well-being measures, bridging a gap between tourism flow measurement and social impact analysis. Third, it challenges the dominance of overnight based indicators in both research and policy.

From a managerial perspective, the results suggest that undifferentiated strategies aimed at reducing “tourists” may be misaligned with residents' lived experiences. Governance approaches should prioritize the management of day based visitation and short term congestion dynamics, emphasizing that who is present in space — and when — matters as much as how many visitors a destination records.

Abstract 68

Carbon Pricing in Aviation: Economic Analysis and Implications for Sustainable Tourism and the Well-being of Populations in Morocco

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KEYWORDS: Carbon pricing, EU ETS, CORSIA, aviation, sustainable tourism, population well-being, Morocco, climate justice.

ABSTRACT: The international aviation sector is simultaneously a driver of global economic development and a growing source of greenhouse gas emissions. Faced with this dual imperative, two market-based instruments coexist: The European Union Emissions Trading System (EU ETS), applied to aviation since 2012, and the global CORSIA mechanism of the International Civil Aviation Organisation (ICAO), in force since 2021. While these instruments aim to correct the environmental externalities of air transport according to the polluter-pays principle, their repercussions on tourism-dependent economies reliant on air connectivity remain insufficiently analysed in the literature.

This article proposes an integrated economic analysis of these mechanisms, applied to the case of Morocco. Drawing on externality theories (Pigou, Coase), tourism economics and multi-dimensional well-being theory (Sen), it reconstructs the causal chain linking the aviation carbon market to changes in tourist demand and, in fine, to the well-being of local populations. Morocco represents a particularly instructive case study: according to the High Commission for Planning (HCP, 2024), tourism contributes approximately 7.3% of national GDP, and international arrivals depend on air transport for more than 80% of flows, primarily from the European Union, a zone directly subject to the EU ETS.

The theoretical and documentary findings of this article suggest that a fundamental trade-off opposes environmental sustainability to Moroccan tourism competitiveness, and that the absence of carbon revenue redistribution mechanisms toward southern recipient economies constitutes the major gap in existing instruments.

Abstract 69

New business models in tour operations based on digital transformation: the case of TUI Group

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KEYWORDS: Tour operators, digital transformation, business models, vertical integration, corporate intrapreneurship, tourism ecosystem, TUI Group.

ABSTRACT: Objective. This study aims to analyse how digitalisation and vertical integration have contributed to the transformation of business models in the tour operating industry, using the TUI Group as a representative case. In a context characterised by technological disruption, changing customer expectations and increasing competition from digital platforms, traditional tour operators have been forced to redefine their role within the tourism ecosystem. The paper seeks to understand how a large, established tourism corporation can adapt its strategy through corporate intrapreneurship, digital transformation and the development of an integrated business model. Particular attention is given to TUI's evolution from a traditional intermediary into a fully integrated and increasingly digital tourism ecosystem, as well as to its role in shaping tourism flows in Europe and key destinations such as the Canary Islands.

Methodology. The research adopts a qualitative case study approach, focusing on the longitudinal analysis of TUI's strategic transformation. The case is based on secondary data, including corporate reports, industry statistics, institutional sources and academic literature on tourism management, digital transformation and business ecosystems. The analysis is structured into several dimensions: (1) the historical evolution of TUI, (2) the configuration of its integrated business model, (3) the role of intrapreneurship in driving organisational change, (4) the implementation of digital technologies and unified management systems, (5) the strategic importance of sustainability and human resources, and (6) the company's response to the COVID 19 crisis. The case study methodology allows for an in depth exploration of complex organisational processes and provides a contextualised understanding of how strategic decisions unfold over time.

Results and Contributions. The findings show that digitalisation and vertical integration are not independent processes but mutually reinforcing elements in the transformation of tour operating business models. TUI's strategy demonstrates how control over key components of the value chain—such as airlines, hotels, cruises and destination experiences—combined with digital capabilities (CRM systems, data analytics and unified platforms), enables the company to coordinate operations, personalise services and enhance customer experience. The study also highlights the role of corporate intrapreneurship as a continuous process manifested through mergers, acquisitions, organisational restructuring and the development of new business units.

Furthermore, the analysis reveals that TUI acts as an orchestrator within a broader tourism ecosystem, influencing the interactions between multiple stakeholders, including destinations, suppliers and digital platforms. The COVID 19 crisis is identified as a critical stress test that accelerated digital transformation and reinforced the importance of organisational resilience and adaptive capabilities. From a strategic perspective, the case raises important questions regarding the future of tour operating. While vertical integration provides control, coordination and value capture, it also introduces complexity and potential rigidity in a rapidly evolving digital environment. At the same time, sustainability emerges as both an opportunity and a constraint, requiring companies to balance growth with environmental and social responsibility. Overall, this study contributes to the literature on tourism management and business model innovation by providing empirical insights into how large tourism corporations can reconfigure their strategies in response to digital disruption, global competition and evolving market conditions.

Abstract 70

Relationship between circular and digital growth: evidence from small nautical tourism firms in Atlantic Outermost Regions

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KEYWORDS: Nautical tourism, enterprise, digital marketing, circular economy.

ABSTRACT: There is a wide range of studies on the relationship between digitalisation and sustainability performance of tourism enterprises. The relationship has been analysed in both directions. In one hand, how digital activities can be catalyst of sustainable development and boost green practices and responsible consumption. In the other hand, studies showing that a greater commitment to sustainability drives digital growth and transformation. However, there is little evidence on the relationship between digitalisation and circular economy in tourism. Becoming a circular business is a vector of sustainability, and a multi-stage process that spans multiple management areas and organizational capitals (human, social, built and natural capital), requiring coordinated progress across operations, resources, capabilities, and strategic decision-making.

This paper seeks to analyse the relationship between digitalisation and circular growth in tourism businesses. More specifically we focus on how digital marketing (social media, SEO/SEM, CRM tools, etc.), can influence the progress toward becoming a circular business. The reverse effect is also analysed. That is, how the progress to becoming a circular business may boost digital activities of tourism firms.

Data consisted of self reported information of 101 small medium enterprises. All the enterprises are nautical tourism firms operating in the Atlantic Region (Azores, Madeira, Canary Islands and Martinique). An online questionnaire was adapted from the incircle self assessment tool of circularity for hotels and destinations. It consisted of questions related to the business' management of a wide range of resources, materials, providers, clients, staff. Questions allow to understand in which stage is the company in the progress of becoming circular: i) stage 1. concern, ii) stage 2. proactivity and iii) stage circular. Other questions related to the digital activities. The sample was divided on two segments of nautical tourism firms according to the importance and scope of their digital activities. The first group, Digital Laggards (the majority) are firms with minimal or non-existent adoption of digital tools, limited online presence, and poor internal communication systems. The second group, Pre Digital firms, includes enterprises with consistent use of internal and external digital communication tools, social media activity, SEM/SEO strategies, but with no specific staff for the activity.

The first analysis (binary logistic regression) reveals that companies in the earliest stage of circular growth (stage 1) have higher probability of becoming more digital than those in the Stage 2. Proactivity and Stage.circular. In the second analysis (linear regression), we found that enterprises with a more intensive and extensive digital activity (pre digital firms) show higher performance in relation to Stage 1. Concerned and Stage 2. Proactivity.

Results confirm that there is a bi directional positive relationship between digital and circular growth, but digitalisation does not affect all stages of progress towards circularity equally. Firms that are more digital declare better performance in stages 1 and 2 and vice versa. In summary, during the process to becoming a circular business in the nautical environment, the initial stages are the ideal moments to promote and boost digital growth. Digital and circular growth cannot be seen as parallel processes but interconnected one with mutual benefits for circular growth. Policymakers should promote/support digital transformation of businesses in the earlier stages of their engagement with circular economy, since it may lead to a positive externality like the amplification and speed up of activities in both directions.

Abstract 71

Between sea and desert horizons: rethinking fishing tourism and well-being in Dakhla Oued Eddahab, Morocco through marketing

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KEYWORDS: Fishing tourism, destination marketing, resident well-being, Dakhla, sustainable tourism.

ABSTRACT: Dakhla sits at the edge of the Sahara, on a narrow peninsula that juts into the Atlantic. The wind never really stops. Kitesurfers discovered it years ago, and since then the town has been slowly reinventing itself as a destination though not always on its own terms. What gets less attention, and what drew us to this research, is fishing. Dakhla's waters are among the richest on the West African coast: octopus, sea bass, corvina, sardines by the ton. For the local population, fishing is not a tourist attraction. It is a livelihood, passed down across generations, woven into how people eat, trade, and relate to the ocean. The question we kept coming back to was a simple one: can fishing tourism be developed in a way that benefits the people who fish, or does it just become another product packaged for outsiders?

We approach this through a marketing lens, which may sound odd given that marketing in tourism is often associated with selling destinations rather than protecting them. But that is partly the point. If the way Dakhla's fishing heritage gets marketed shapes who visits, what they expect, and how much money stays in the community, then marketing is not a neutral tool it is a governance question. And in a place like Dakhla, where tourism infrastructure is still being built and where local voices are not always the loudest in the room, how the destination gets framed matters enormously for resident well-being.

The aim of this study is to examine how marketing strategies around fishing tourism in Dakhla can be rethought to better serve local communities. We are particularly interested in the gap between the image of Dakhla that circulates in travel media adventure, wilderness, luxury camps—and the lived reality of the fishermen, market vendors, and families whose daily routines are being reshaped by the tourism economy. Understanding that gap, we believe, is where marketing scholarship can be useful rather than just descriptive. The research follows a qualitative design. We conducted fieldwork in Dakhla over several visits, spending time at the port, in the fish market, and with tourism operators who organize fishing excursions. Data collection relied on semi structured interviews with fishermen, cooperative leaders, tourism entrepreneurs, and local officials, alongside documentary analysis of regional development plans and tourism promotion materials. We also spent time simply watching how tourists interact with the port area, how fishing guides pitch their services, what happens when a group of sport fishermen arrives at a dock that is also a working harbor. These observations shaped our reading of the data as much as the formal interviews did.

Early findings paint a complicated picture. On the one hand, fishing tourism has created new income streams for some families and cooperatives. A few fishermen have managed to double as guides, earning more in a morning with tourists than in a week of regular catch. That part is real. On the other hand, the marketing narrative around Dakhla tends to erase the everyday fishing community in favor of a more polished, adventure oriented image. The result is a tourism product that sometimes sits awkwardly next to the lives it claims to celebrate. Whether better marketing more locally grounded, more participatory could shift that dynamic is what this paper tries to work through. We are not there yet with a definitive answer, but the patterns emerging from the fieldwork suggest it is at least worth exploring seriously. If there is a takeaway at this stage, it is that marketing fishing tourism in Dakhla cannot be separated from questions of resident well-being, territorial identity, and who gets to define what the destination means. Treating marketing as a downstream activity something that happens after the product is design, misses the point entirely. In Dakhla, the framing is the product. And the people who should have the most say in that framing are, for now, the ones with the least influence over it.

Abstract 72

Implementation of an automated system for tourism intelligence in Lanzarote

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KEYWORDS: Report automation, tourism intelligence, visitor profile, tourism indicators, data management.

ABSTRACT: This paper presents an enhanced methodology for automating the generation of tourism intelligence outputs for Lanzarote using the R programming language. The initial system was designed to produce a comprehensive dashboard of tourism indicators by integrating multiple official data sources, including FRONTUR, EGT, and EAT. Building on this framework, a new set of automated reports has been developed, including a visitor profile analysis based on EGT microdata and a summary report of key tourism indicators.

The workflow is based on the automated extraction of data from official sources, followed by structured data processing and direct integration into Quarto (.qmd) documents for reproducible report generation. In particular, the use of microdata enables a more detailed characterization of tourists, complementing the aggregate indicators provided by the dashboard. This approach ensures consistency, scalability, and timely updates of tourism information.

The paper details the system architecture, the data pipeline, and the generation of the different outputs, highlighting their usefulness for monitoring tourism dynamics and supporting evidence based decision making. Finally, the advantages and challenges of implementing such an automated framework are discussed in the context of destination management.

Abstract 73

Residents perceptions of tourism benefits in Las Palmas de Gran Canaria city: the perspective from local hotel employees

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KEYWORDS: Residents Perceptions, Hotels Employees, Cognitive Dissonance Theory, Tourism Development, Gran Canaria.

ABSTRACT: Tourism has experienced continuous growth over recent decades and has become a key driver of economic development in many destinations. While its positive contributions such as job creation and increased prosperity are widely acknowledged, tourism development is also associated with a range of negative impacts on local populations, including rising living costs and housing shortages. These challenges are often linked to processes of overtourism, which in recent years have contributed to growing social tensions, including protests and the emergence of so called “tourismphobia” in highly visited destinations. As a result, residents’ perceptions of tourism have been extensively examined within academic literature. To provide a more differentiated perspective, the present study focuses specifically on hotel employees in Gran Canaria, a mature mass tourism destination. By examining individuals who are directly employed within the tourism sector, the study aims to generate deeper insights into the perceptions of residents whose livelihoods are closely tied to tourism activities. In addition, the research applies Cognitive Dissonance Theory to explore whether employees experience psychological dissonance as a result of simultaneously benefiting from and being affected by the negative consequences of tourism development.

The empirical data was collected through a structured survey administered to hotel employees working in 3*–5* stars hotels in the municipality of Las Palmas de Gran Canaria. Selecting employees from 3*–5* hotels ensures that respondents are engaged in a segment of tourism that is highly visible, economically significant, and closely linked to urban tourism development. Therefore, their perceptions provide valuable insights into how tourism is experienced and evaluated by residents who are deeply embedded within the sector. The questionnaire comprised approximately 15 questions addressing perceived benefits and drawbacks of tourism, as well as indicators designed to capture potential experiences of cognitive dissonance. In addition to the overarching research question, several specific hypotheses are tested.

It is assumed that hotel employees perceive direct personal and financial benefits from tourism in Las Palmas de Gran Canaria. At the same time, due to their high level of involvement in the sector, they are expected to be particularly aware of tourism related challenges, which may lead to experiences of cognitive dissonance. To cope with this dissonance, it is hypothesized that employees predominantly attribute responsibility for negative outcomes to inadequate government management rather than to tourism itself.

Abstract 74

Stress, ennui et excitation : exploration qualitative de leur influence sur l'achat impulsif en transit

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KEYWORDS: Impulse buying, situational variables, emotions, stress, boredom, excitement, airport.

ABSTRACT: This study examines the influence of stress, boredom, and excitement on impulse buying in an airport transit context. It aims to understand how these emotional states, shaped by specific situational factors, influence passengers' unplanned purchasing behavior. The airport environment provides a particularly relevant setting, characterized by time constraints, prolonged waiting periods, and exposure to highly stimulating retail spaces.

Adopting an exploratory qualitative approach, this research is based on 15 semi structured interviews conducted with travelers who recently experienced airport transit. Participants were selected to ensure a diversity of profiles (age, travel purpose, and frequency of travel). The collected data were analyzed using thematic analysis, allowing the identification of key emotional and behavioral patterns associated with impulse buying.

The findings reveal that boredom is a major driver of impulse buying, as passengers seek to fill waiting time through consumption related activities. Excitement, particularly linked to the travel experience, also encourages purchases driven by pleasure and immediate gratification. In contrast, stress shows a more nuanced effect: when moderate, it may lead to impulse buying as a form of emotional compensation; however, high levels of stress tend to inhibit such behavior, as individuals focus more on logistical constraints.

These results provide a deeper understanding of the emotional mechanisms underlying impulse buying in airport settings. From a theoretical perspective, this study contributes to the literature by incorporating an emotional interpretation of situational variables. From a managerial standpoint, it highlights the importance of designing retail environments that capture passengers' attention and stimulate positive emotions, particularly in duty free areas.

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Fostering regenerative sustainability leadership through transformative tourism: evidence from the global sustainability fellowship programme

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KEYWORDS: Transformative tourism, sustainability leadership, regenerative tourism, education for sustainability, systems thinking.

ABSTRACT: Background. The urgent need for leadership capable of driving systemic sustainability transitions has intensified in the wake of compounding crises, such as climate change, biodiversity loss, and post disaster community rebuilding. Although transformative tourism has increasingly been discussed as a context for personal development and value change, there is still limited empirical research on educational travel programmes explicitly designed to foster sustainability leadership. This paper addresses that gap by examining the Global Sustainability Fellowship (GSF) Programme held in La Palma, Canary Islands, in 2023. The programme was developed to support young professionals in becoming leaders for regenerative sustainability following the island's volcanic eruption in 2021 and the social and economic impacts of the COVID 19 pandemic.

Objective and Research Question. The central research question of the study is to what extent transformative tourism experiences can foster leadership for regenerative sustainability among young professionals. It examines how participation in the GSF programme influenced participants across the cognitive, affective, and behavioural dimensions associated with sustainability leadership, including systems thinking competence, self efficacy, sense of responsibility, empathy, and motivation to act.

Theoretical Framework. The research draws on literature from transformative tourism, regenerative sustainability, and sustainability leadership. Within this framework, educational tourism experiences are understood as a setting that can stimulate processes of personal and professional transformation linked to sustainability leadership. A regenerative understanding of sustainability is adopted, which moves beyond harm minimisation toward the active restoration of ecological, social, and cultural systems.

Methodology. A qualitative content analysis of 17 semi structured interviews conducted with the international fellows before and after the three week on site phase of the programme was carried out. The interviews explored participants' evolving perceptions of La Palma, emotional responses, changes in understanding of sustainability, professional and personal learning processes, and intentions for future action.

Preliminary Results. Preliminary findings indicate that participants experienced meaningful self reported changes across cognitive, affective, and behavioural dimensions. Cognitively, participants reported deeper systems thinking capabilities and a more holistic understanding of sustainability. Regarding the affective dimension, encounters with local communities affected by the volcanic eruption, together with intensive intercultural collaboration, often prompted strong emotional responses and deeper reflection. These experiences appear to have strengthened participants' sense of responsibility, empathy, and confidence in their own capacity to contribute to change. Several participants reported shifts in professional orientation and described concrete intentions for future community engagement.

Significance. The study suggests that transformative tourism can support the development of sustainability leadership. The case study demonstrates how educational tourism can align visitor transformation with host community interests. This was reflected in a participatory approach involving local stakeholders, fostering place attachment, and immersing fellows in post crisis social and ecological realities. This points toward a regenerative tourism model building long term community capacity. Therefore, the study offers practical insights for destination managers, policymakers, and programme designers, interested in designing educational tourism experiences to support regeneration, community well-being, and sustainability capacity in vulnerable island territories.



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