

ULPGC | TIDES Instituto Universitario de Turismo y Desarrollo Económico Sostenible

WHO ARE WE



Educa Tides

1

PhD TEM
Tourism, Economics and Management

MSc (International) in Tourism and Sustainable Development

Pill Courses

Special Programs

Research Tides

2

2nd-ranked Tourism Research Centre in the European Union (Shanghai Ranking 2025)

More than 100 research projects

Gran Canaria SSTD (Spring Symposium on Tourism Development)

Research Seminars

Develop Tides

3

UNESCO Chair of Tourism and Sustainable Economic Development

Leading projects of cooperation and awareness for the European Union, AECID, UN, and IDB, among others, in more than 50 countries.

Transfer of results, collaborating with more than 1000 companies and institutions.

THE IMPORTANCE OF TOURISM IN THE CANARY ISLANDS



Population: 2,277,705

18.4 million tourists

37.7% of the Canarian GDP

WHERE ARE WE?



THE BEST CLIMATE IN THE WORLD

Endorsed by the Department of Climatology at Syracuse University (USA), based on a comparison of more than 600 regions. Since 1996, all studies have ranked Las Palmas de Gran Canaria among the world's top five cities for climate conditions that promote physical, mental and emotional well-being.

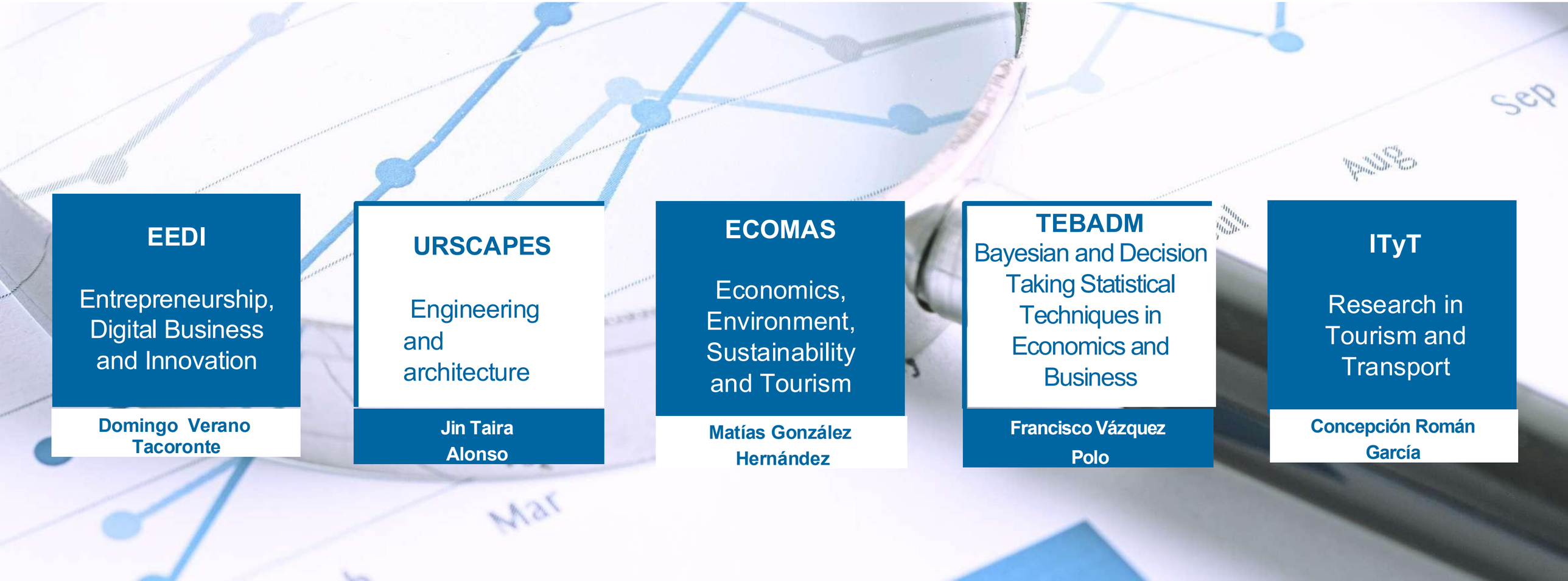
TOP REGION FOR TOURISM IN EUROPE

According to the ranking compiled by Eurostat, the European Commission's official statistical office, based on overnight stays by European and international tourists in tourist accommodation establishments.

THE MOST IMPORTANT NATURAL TOURIST CLUSTER IN EUROPEAN UNION

European Cluster Observatory in European Union (study of 2000 clusters in Europe).

RESEARCH GROUPS



EEDI

Entrepreneurship, Digital Business and Innovation

Domingo Verano Tacoronte

URSCAPES

Engineering and architecture

Jin Taira Alonso

ECOMAS

Economics, Environment, Sustainability and Tourism

Matías González Hernández

TEBADM

Bayesian and Decision Taking Statistical Techniques in Economics and Business

Francisco Vázquez Polo

ITyT

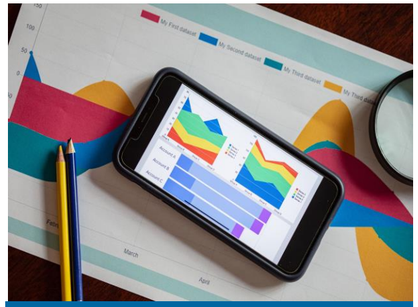
Research in Tourism and Transport

Concepción Román García

DIVISIONS



Transport and Tourism (Beatriz Erasmi Tovar de la Fe)



Entrepreneurship and Innovation (Domingo Verano Tacoronte)



Tourism Business and Management (Victor I. Padrón Robaina)



Cooperation for Sustainable Development (Matías González Hernández)



Tourism Marketing and Experience (Sergio Moreno Gil)



Territorial Tourism Strategy (Jin Javier Taira Alonso)



Training and Society (Javier de León Ledesma)



Tourist Product Design Laboratory (Carmelo J. León González)



Quantitative Methods and Statistical Analysis (Francisco J. Vázquez Polo)

EMOTURLAB

Through the application of neuromarketing techniques, the laboratory analyzes tourists' emotions, attention, and memory to understand their behavior, optimize product design, and improve communication.



Eye tracking



Virtual reality



Physiological response



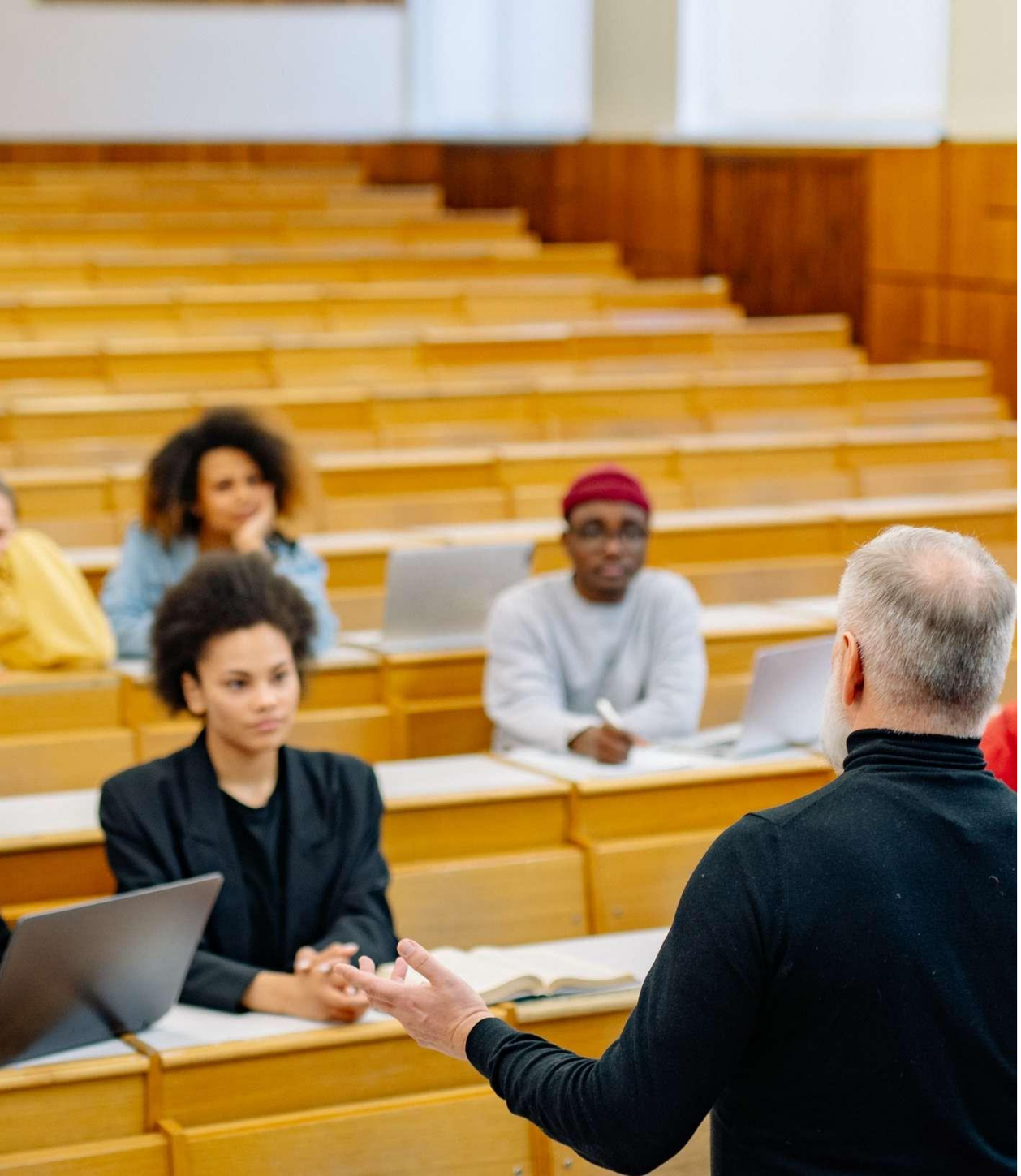
Content analysis



Augmented reality



Neural activity



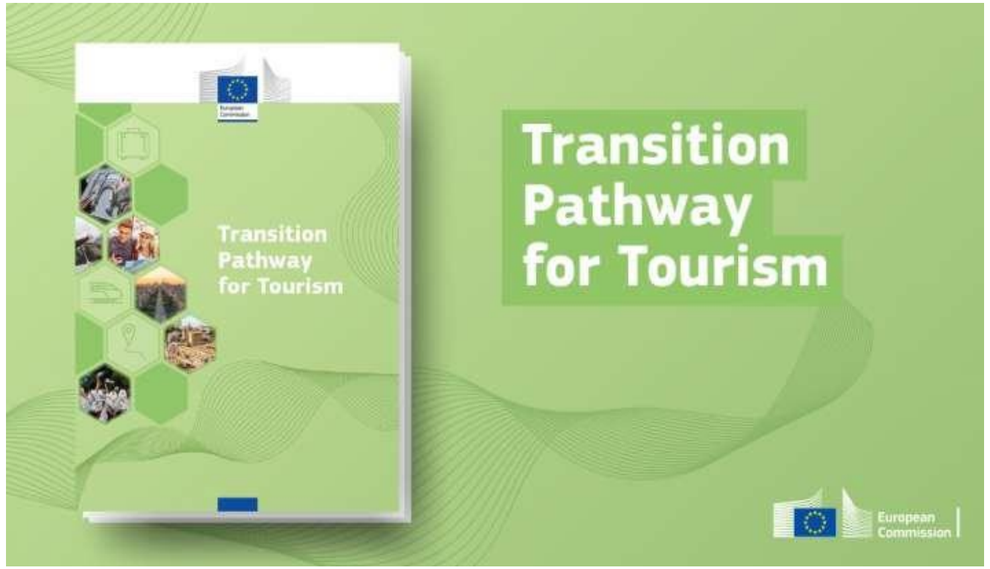
COOPERATION

UNESCO CHAIR FOR SUSTAINABLE AND ECONOMIC DEVELOPMENT , WITH PROJECTS AND COLLABORATORS ACROSS ALL 5 CONTINENTS

You can visit the chair's website at: link

ULPGC Universidad de Las Palmas de Gran Canaria | Cátedra UNESCO de Turismo y Desarrollo Económico Sostenible

unesco Cátedra



PRODUCTION

RECOGNISED AS A TECHNOLOGY CENTRE BY THE EUROPEAN OBSERVATORY FOR INDUSTRIAL ECOSYSTEMS. LINK

RESEARCH CENTER SIGNATORY TO THE PACT FOR SKILLS (EUROPEAN COMMISSION) WITH COMMITMENTS IN TOURISM. LINK

RESEARCH CENTER THAT HAS SIGNED THE COMMITMENTS OF THE EUROPEAN COMMISSION'S TOURISM TRANSITION PATHWAY. LINK

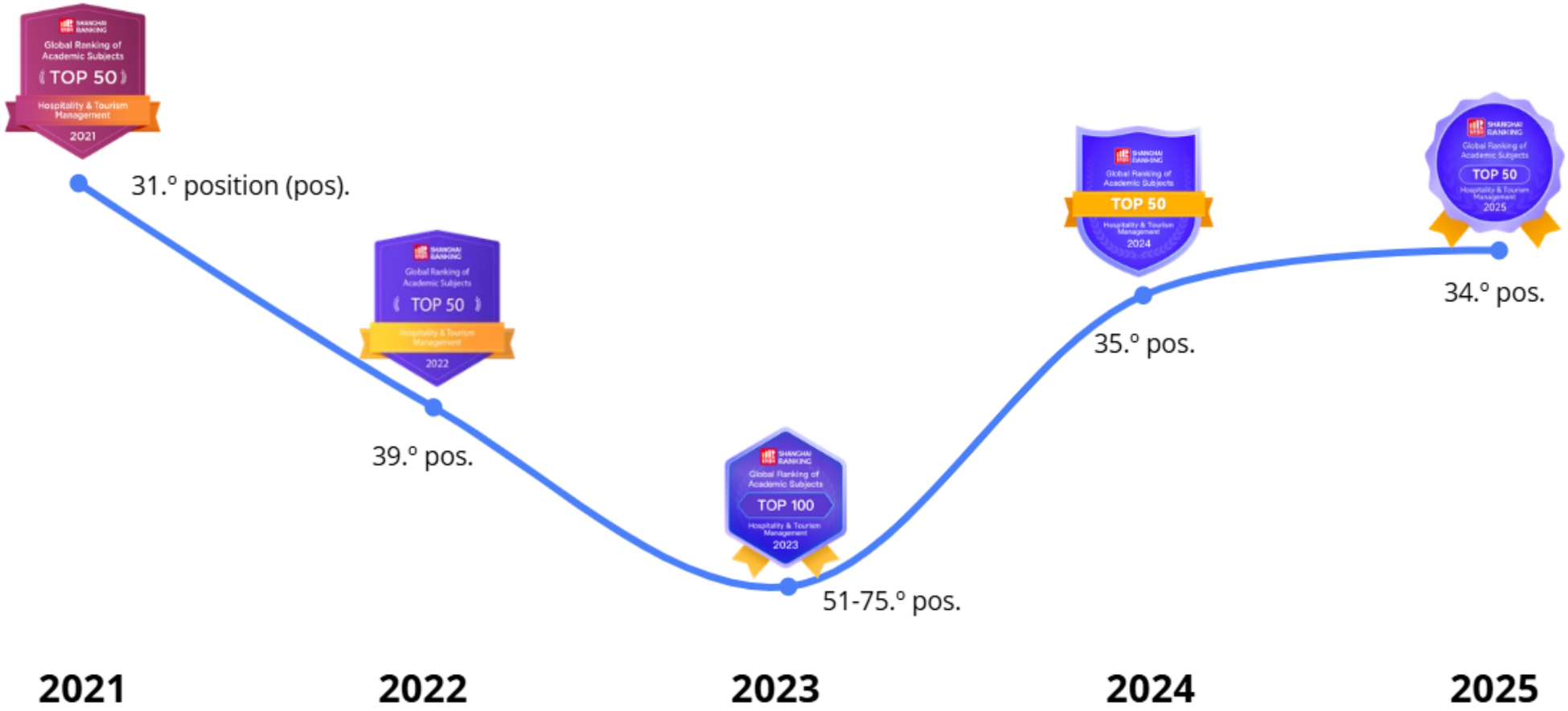
PACT FOR SKILLS Leader

An initiative of the European Commission

Employment, Social Affairs and Inclusion

PRODUCTION

As a benchmark for research in tourism and hospitality at ULPGC, TiDES is responsible for the institution's consistent presence –year after year– in the global TOP 50 for '*Hospitality Tourism Management*', according to the Global Ranking of Academic Subjects (GRAS).



PRODUCTION



MORE THAN 500 PRESENTATIONS IN CONFERENCES AND CONGRESSES

PROJECTS IN MORE THAN 50 COUNTRIES



TRAINING

DOCTORATE IN TOURISM, ECONOMICS AND MANAGEMENT

MSc (INTERNATIONAL) IN TOURISM AND SUSTAINABLE DEVELOPMENT

OTHER COURSES







MSC (INTERNATIONAL) IN TOURISM AND SUSTAINABLE DEVELOPMENT

A strong commitment to internationalisation, demonstrated by 40 editions of international postgraduate programmes, is further reinforced by the launch of a new official Master's programme taught in English.

DOCTORATE IN TOURISM, ECONOMICS AND MANAGEMENT

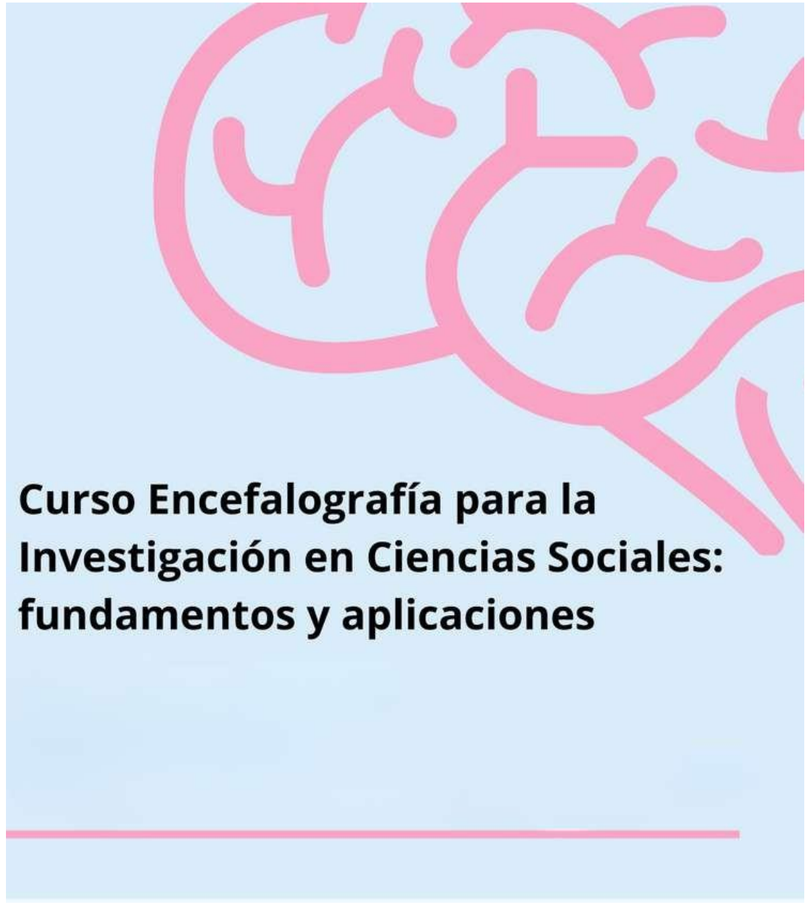
The Doctorate is the result of the collaboration between the University Institute of Sustainable Tourism and Economic Development (TiDES) and the Faculty of Economics, Business and Tourism (FEET) of the University of Las Palmas de Gran Canaria (ULPGC).

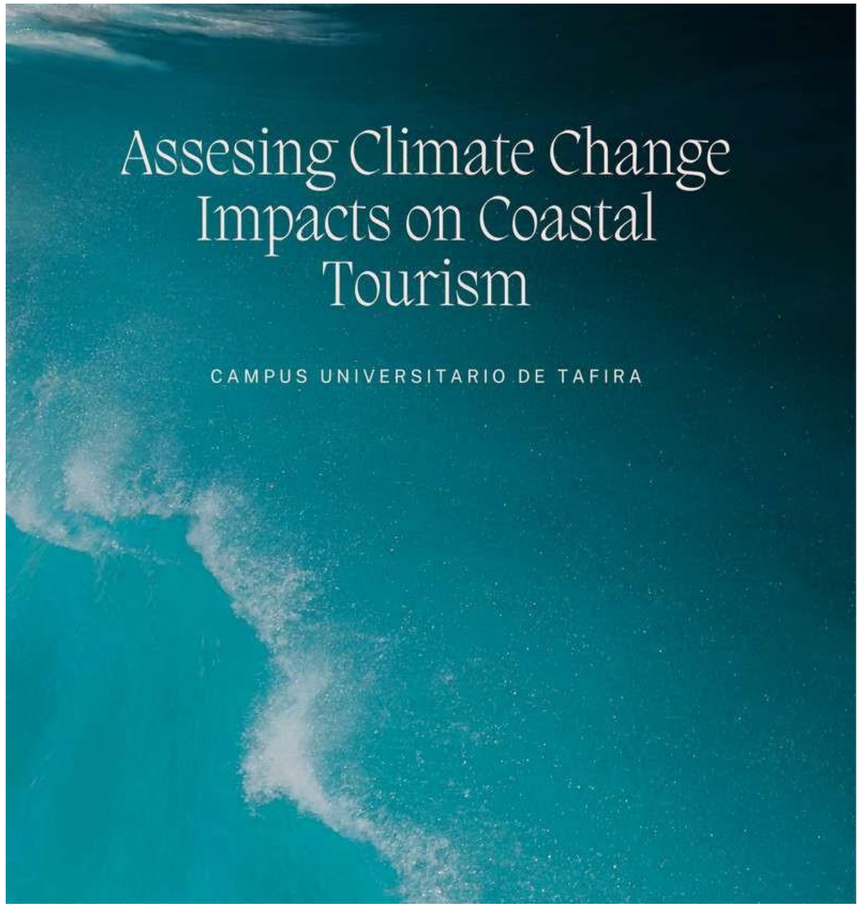


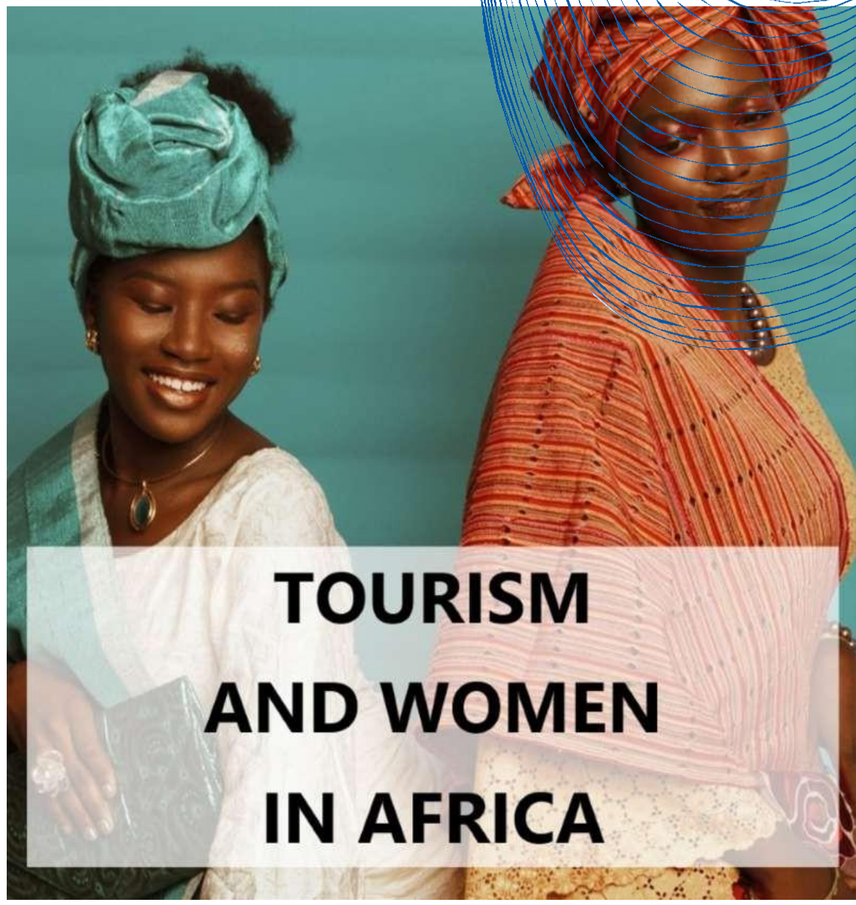




OTHER COURSES





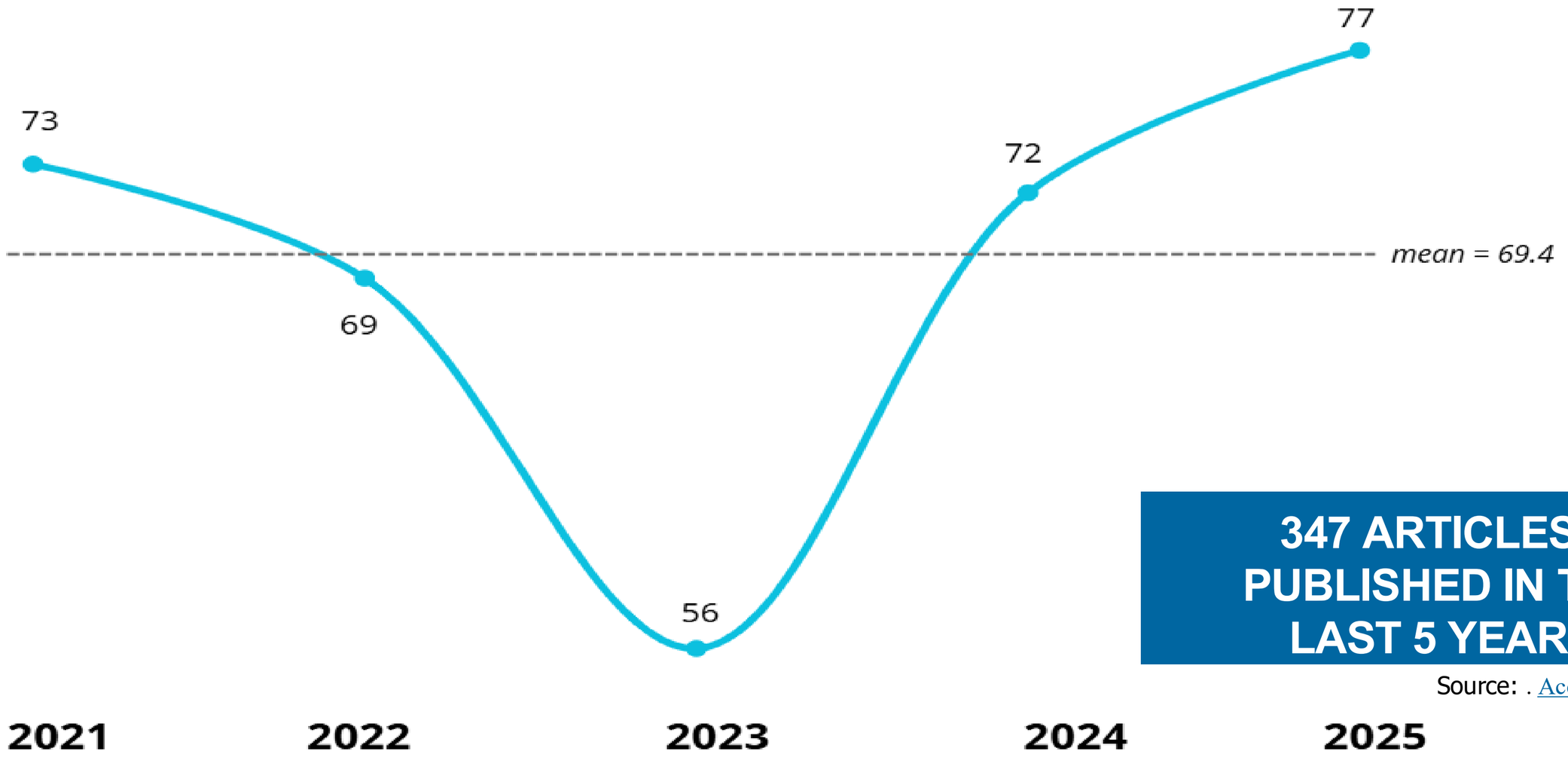


RESEARCH

We do quality research, which is why we are a centre of excellence in the area of research in Sustainable Tourism and Economic Development.



SCIENTIFIC PRODUCTIVITY



347 ARTICLES PUBLISHED IN THE LAST 5 YEARS

Source: . AccedaCRIS

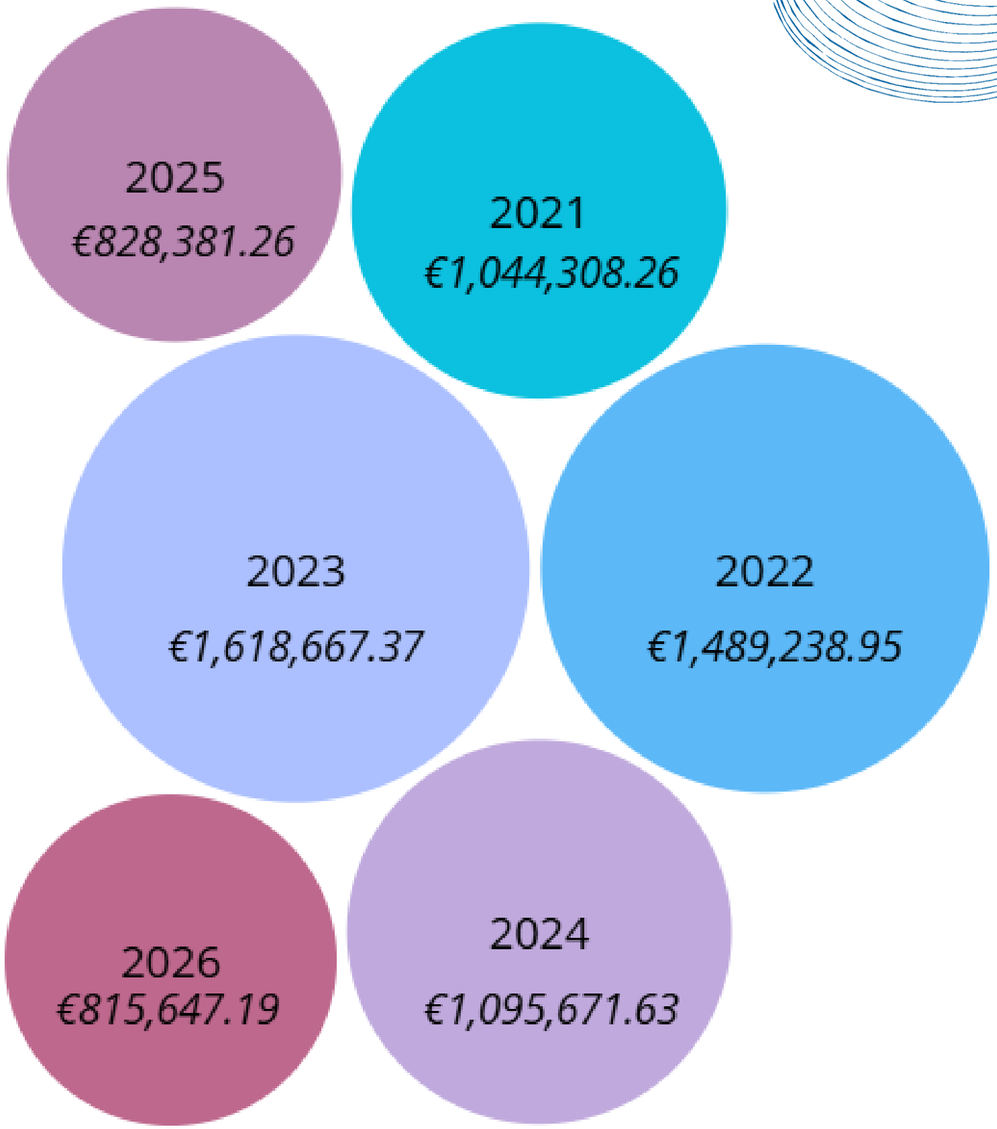
TRANSFERENCE

Total projects and agreements 2021–2026

Total funding obtained

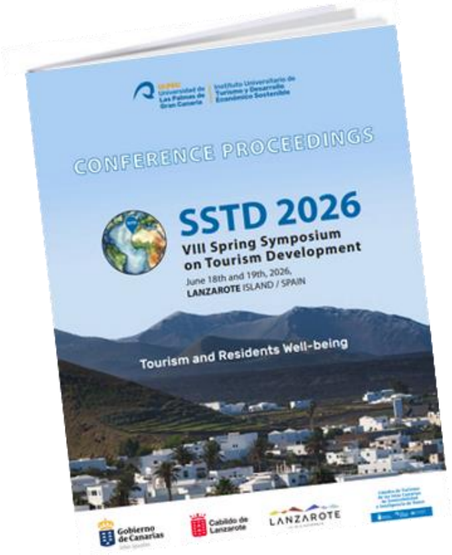
€6,891,914.66

*Source: AccedaCRIS



SSTD CONFERENCE

The SSTD "Spring Symposium on Tourism Development" is an International Conference organized by TiDES since 2016. An event where academics, students and tourism professionals share their ongoing projects and results, meet distinguished keynote speakers from diverse fields and universities worldwide, exchange with an industry panel, and build collaborative networks.







Call For Papers SSTD 2027 coming soon in the website



SEMINARS

















We hold numerous seminars each year
We disseminate the results in videos and publications

ULPGC
Universidad de Las Palmas de Gran Canaria

Cátedra UNESCO de Turismo y Desarrollo Económico Sostenible

unesco Cátedra

DEVELOPMENT COOPERATION



PROJECTS ON THE FIVE CONTINENTS

NETWORK OF UNESCO AND UNIVERSITY CHAIRS FOR LATIN AMERICA ON TOURISM AND PEACE (RED/TUPAZ)

OBJECTIVES

- Economic and social welfare
- Preservation of natural, social, cultural, and historic values
- Participation and implication in planning and growth phases
- **SUSTAINABLE TOURISM AND ECONOMIC DEVELOPMENT**





SOME OF THE PROJECTS



CLIMATE CHANGE AND THE CIRCULAR ECONOMY

SOCLIMPACT - Reduction of impacts and decarbonization pathways in EU islands, along with the improvement of the socioeconomic and non-market assessment of climate change, with a projection towards 2050.

MAC CLIMA - Institutional-scientific and social impulse in the area of cooperation against climate change.

CLIMATE RISK - Strategies and technological solutions for climate change adaptation and risk prevention in neighboring countries.

MICROCLI-MAC - Technology applied to the smart management of microclimates for adaptation to a changing climate in the Macaronesian Macro-Region and Third Countries.

ECOTOURISM AND NATURAL PROTECTED SPACES

ECOTOUR - Valuation of natural resources in protected coastal areas as an ecotourism attraction.

INTEGRAL PARTICIPATORY ACTION PLAN - As a management strategy for the baldíos for the archipelago of Nuestra Señora del Rosario and San Bernardo, Colombia.

SUSTAINABLE DEVELOPMENT IN THE SALOUM, DELTA - Community participation, improving accessibility, sustainable management of natural resources, training for entrepreneurs, and production and marketing of ecotourism products (Senegal)

INTEGRATED ECOS-SUSTAINABILITY OF SOLIDARITY ECONOMY ENTERPRISES AND ORGANISATIONS.



SOME OF THE PROJECTS

SOME OF THE PROJECTS

EDUCATION FOR SUSTAINABLE TOURISM

PONCHO - Internationalisation of peripheral Latin American universities through sustainable integration and inclusive implementation of the International Relations Office.

TWINNED BY STARS - Transform the Outermost Regions (ORs) of the European Union into benchmarks for maritime ecotourism by promoting the diversification of the recreational nautical offering in the Canary Islands, Azores, Madeira, and Martinique, through an open innovation process involving companies and local stakeholders.

TURISMO CON-CIENCIA- Bringing tourism science and innovation closer to citizens, bridging the gap between the scientific community and society as a whole.

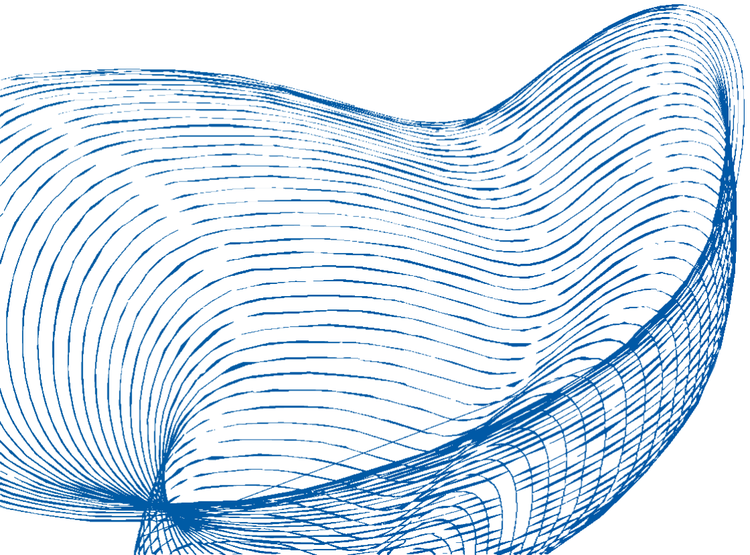


THE TRANSFORMING POWER OF EMOTIONS AND NEUROTOURISM

SOME OF THE PROJECTS

EUROEMOTUR - The main objective is to boost the adoption of digitalisation and innovation by tourism SMEs through transnational cooperation and capacity building.

NEUROMARKETING AS A TOOL FOR IMPROVING LOYALTY







SOME OF THE PROJECTS

MARINE AND NAUTICAL SUSTAINABILITY

MARCET - Macaronesian network for interregional and multidisciplinary knowledge and technology transfer.

MARCET II - Promotion of the ecotourism activity of whale watching as a sustainable economic development model through the protection and conservation of these species and the recognition of their value as part of the natural heritage of Macaronesia.

NAUCAMNET - Integrated sustainability of Nautical Cooperation between the Canary Islands and the Souss Massa Draa region,

INNOVABLUE- Sustainable digital growth of blue tourism in Atlantic territories.



SOME OF THE PROJECTS

LANDSCAPING AND LAND MANAGEMENT

TAKATONA Ⅲ - Improving housing and facilities in rural settlements in the Souss Massa Draa region.

TAKATONAII - Interregional program for technical assistance and promotion of renewable energy and improvement of rural habitat, provision of urban equipment, and introduction of renewable energy.

AWA - It proposes the revitalization of over 40,000 m² of the Guiniguada ravine through the creation of pedestrian areas, green spaces, and sustainable mobility solutions, integrating the historic neighborhoods Triana and Vegueta.

Mauritius

STRATEGIC PARTNERSHIPS

CLIMAR – Strengthening research, innovation, and knowledge transfer on climate change and tourism in higher education institutions in Latin America.

GREEN TOUR – Green skills for Sustainable Tourism.

SMART HE – Sustainable Mauritius and resilient transformation of higher education.

SOME OF THE PROJECTS



NETWORK OF UNESCO CHAIRS AND UNIVERSITIES FOR LATIN AMERICA ON TOURISM AND PEACE (RED/TUPAZ)

RED TUPAZ

Red de Cátedras UNESCO y Universidades para América Latina sobre Turismo y Paz

This network, jointly coordinated by the UNESCO Chair in Tourism and Sustainable Economic Development and the University of Cartagena (Colombia), serves as a bridge of knowledge connecting universities and UNESCO Chairs from Latin America and Europe, with the goal of generating a positive impact on both local and global communities.

Its creation responds to the need to promote mutual understanding, peace, and sustainability in a world where the boundaries between local and global challenges are increasingly blurred.

With a special focus on Latin America, this Network recognizes the region’s cultural richness and diversity, as well as the specific challenges it faces — from inequality to climate change.

MEMBERS (RED/TUPAZ)

7 UNESCO Chairs:

- UNESCO Chair in Tourism and Sustainable Economic Development.
- UNESCO Chair in Marine and Coastal Sustainability.
- UNESCO Chair in Human Rights and Democracy.
- UNESCO Chair of Cultural Tourism at the National University of Tres de Febrero
- UNESCO Chair in Conflict Resolution.
- UNESCO Chair in Peace, Solidarity and Intercultural Dialogue.
- UNESCO Chair on Conservation and Ecotourism of Riparian and Deltaic Ecosystems

14 Universities in Latin America:

- Universidad de Cartagena y Universidad Nacional de Colombia
- Universidad Tecnológica de El Salvador y Universidad Dr. Andrés Bello
- Universidad de Mar del Plata, Universidad de Cuyo
- Universidad Autónoma de Chiriquí
- Universidad Autónoma del Estado de Quintana Roo
- Universidad San Ignacio de Loyola
- Universidad Estatal a Distancia
- Universidad Mayor, Real y Pontificia de San Francisco Xavier de Chuquisaca
- Fundación Instituto Profesional DUOC UC de Chile
- Pontificia Universidad Católica del Ecuador
- Universidad Nacional Autónoma de Honduras

5 Universities en Europe:

- Università di Bologna
- University College Cork
- Universidad de Jaén
- Universidad de Alicante
- Universidad de La Laguna
- Cátedra de Turismo CajaCanarias-Ashotel

ULPGC | TIDES Instituto Universitario de Turismo y Desarrollo Económico Sostenible

ULPGC Universidad de Las Palmas de Gran Canaria | Cátedra UNESCO de Turismo y Desarrollo Económico Sostenible

unesco Cátedra

www.tides.ulpgc.es

tides@ulpgc.es