



# 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

### 1st European Union Research Center

(Shangai 2021 ranking)

**More than 30 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,  
ONU, and BID, among  
others, in more than 40  
countries.

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



# THE IMPORTANCE OF TOURISM IN THE CANARY ISLANDS

**Population:  
2.2 million**

**Tourist:  
14,6 million**

**Economy  
activity: 35%**



# WHERE ARE WE?

Gran Canaria

## THE BEST CLIMATE IN THE WORLD

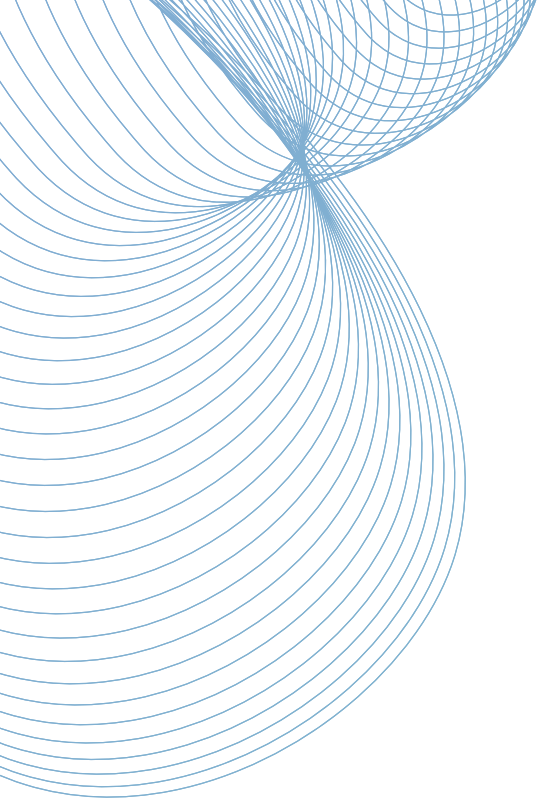
Supported by the Department of Climatology at the University of Syracuse (USA), comparing more than 600 regions throughout the world for more than 3 consecutive years

## TOP REGION FOR TOURISM IN EUROPE

According to the ranking prepared by Eurostats, the official statistics page for the European Commission, in their annual report for 2012, based on tourist traffic.

## THE MOST IMPORTANT NATURAL TOURIST CLUSTER IN EUROPEAN UNION

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



**Transport and Tourism**  
(Beatriz Erasmi Tovar de la Fe)



**Company and Tourism**  
(Victor I. Padrón Robaina)



**Entrepreneurship, Innovation and Tourism Digitization**  
(Santiago Melián González)



**Cooperation for Sustainable Development**  
(Matías M. González Hernández)



# **GROUPS AND DIVISIONS**



**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)



# FACTS AND FIGURES

THE TIDES INSTITUTE IS CURRENTLY THE UNESCO CHAIR FOR SUSTAINABLE AND ECONOMIC DEVELOPMENT IN WORLD TOURISM, WITH PROJECTS AND COLLABORATORS FROM 5 CONTINENTS



**unesco**

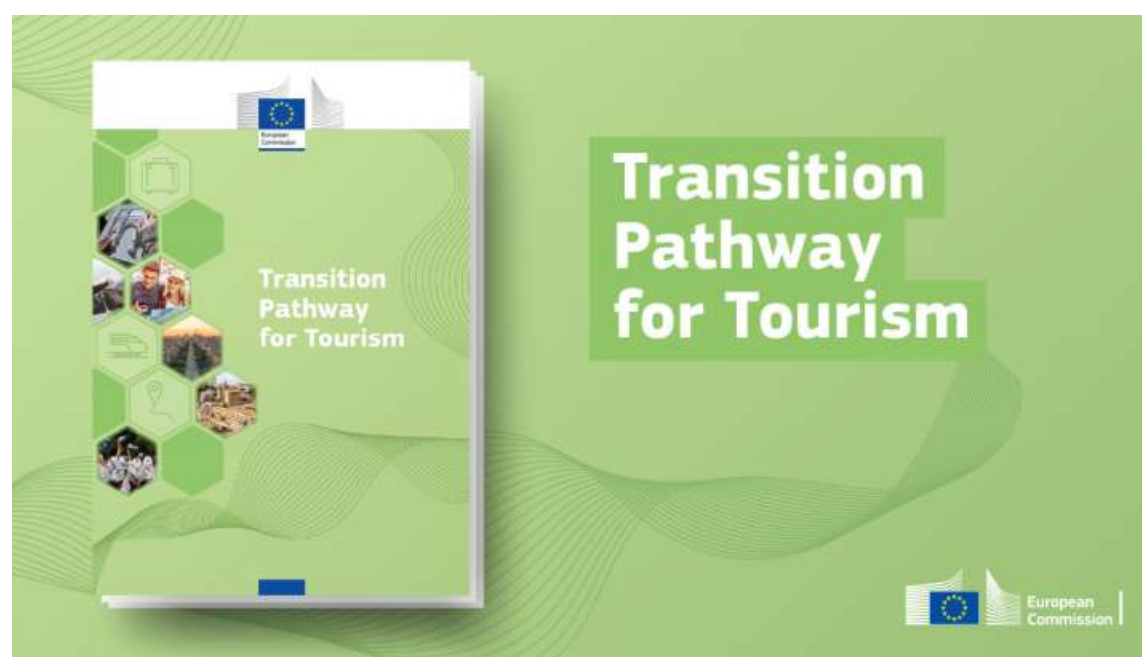
Cátedra



**ULPGC**

**TIDES**

Instituto Universitario de Turismo  
y Desarrollo Económico Sostenible



**Transition  
Pathway  
for Tourism**



**PACT FOR  
SKILLS** *Leader*

An initiative of the European Commission



**SHANGHAI  
RANKING**



**QS  
WORLD  
UNIVERSITY  
RANKINGS**

# FACTS AND FIGURES

**1ST CENTRE FOR SCIENTIFIC PRODUCTIVITY IN  
TOURISM AND HOSPITALITY IN THE EUROPEAN UNION  
(2021)**

**31ST IN THE QS WORLD UNIVERSITY RANKINGS IN THE  
EUROPEAN SCOPE IN HOSPITALITY & LEISURE  
MANAGEMENT (2023)**

**SIGNATORY MEMBERS OF THE PACTS FOR SKILLS  
(EUROPEAN COMMISSION) WITH COMMITMENTS IN  
TOURISM (2023)**

**SIGNATORY CENTRE OF COMMITMENTS OF THE  
TOURISM TRANSITION PATHWAY OF THE EUROPEAN  
COMMISSION (2023)**

**TECHNOLOGY CENTRE (2023) RECOGNISED CENTRE  
AS ADVANCED FOR INDUSTRY (ATI) TECHNOLOGY  
CENTRE (2023)**

# FACTS AND FIGURES



500 PRESENTATIONS IN  
CONFERENCES AND CONGRESSES  
THROUGHOUT THE WORLD

PROJECTS IN MORE THAN 50  
COUNTRIES





# TRAINING



**DOCTORATE IN TOURISM,  
ECONOMICS AND  
MANAGEMENT**

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**MSc (INTERNATIONAL) IN  
TOURISM AND SUSTAINABLE  
DEVELOPMENT**

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**COURSES**

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# DOCTORATE IN TOURISM, ECONOMICS AND MANAGEMENT

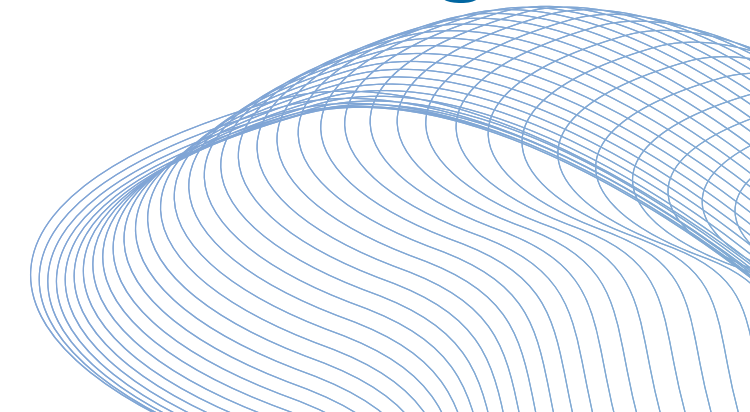
The Doctorate is the result of the collaboration between the University Institute of Sustainable Tourism and Economic Development (TIDES) and the Faculty of Economics, Business and Tourism (FEET) of the University of Las Palmas de Gran Canaria (ULPGC).





# **MSC (INTERNATIONAL) IN TOURISM AND SUSTAINABLE DEVELOPMENT**

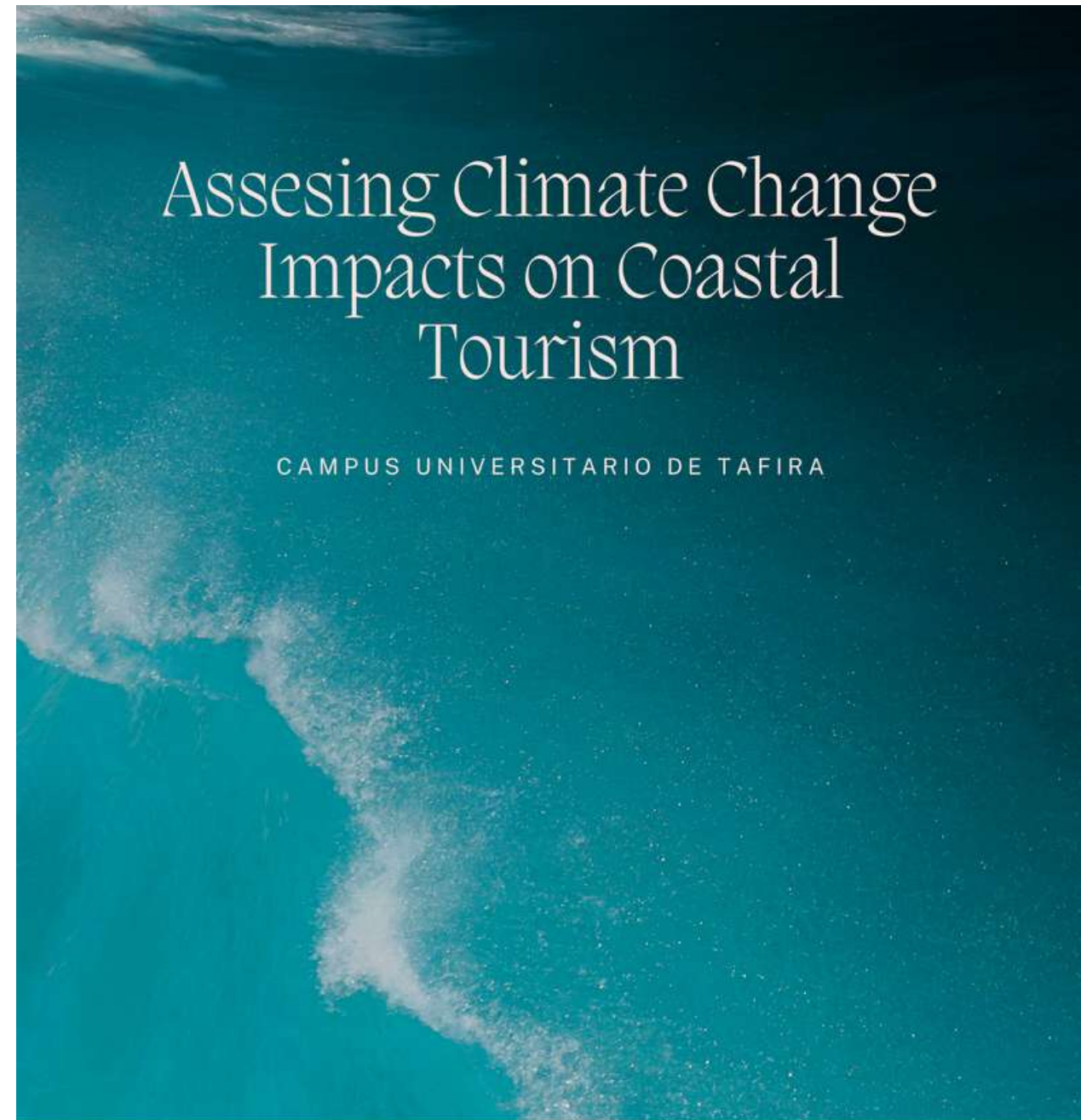
**In its bid for internationalisation, support with 40 previous editions in postgraduate studies has now been reinforced by this new Master's programme delivered in English.**



# COURSES

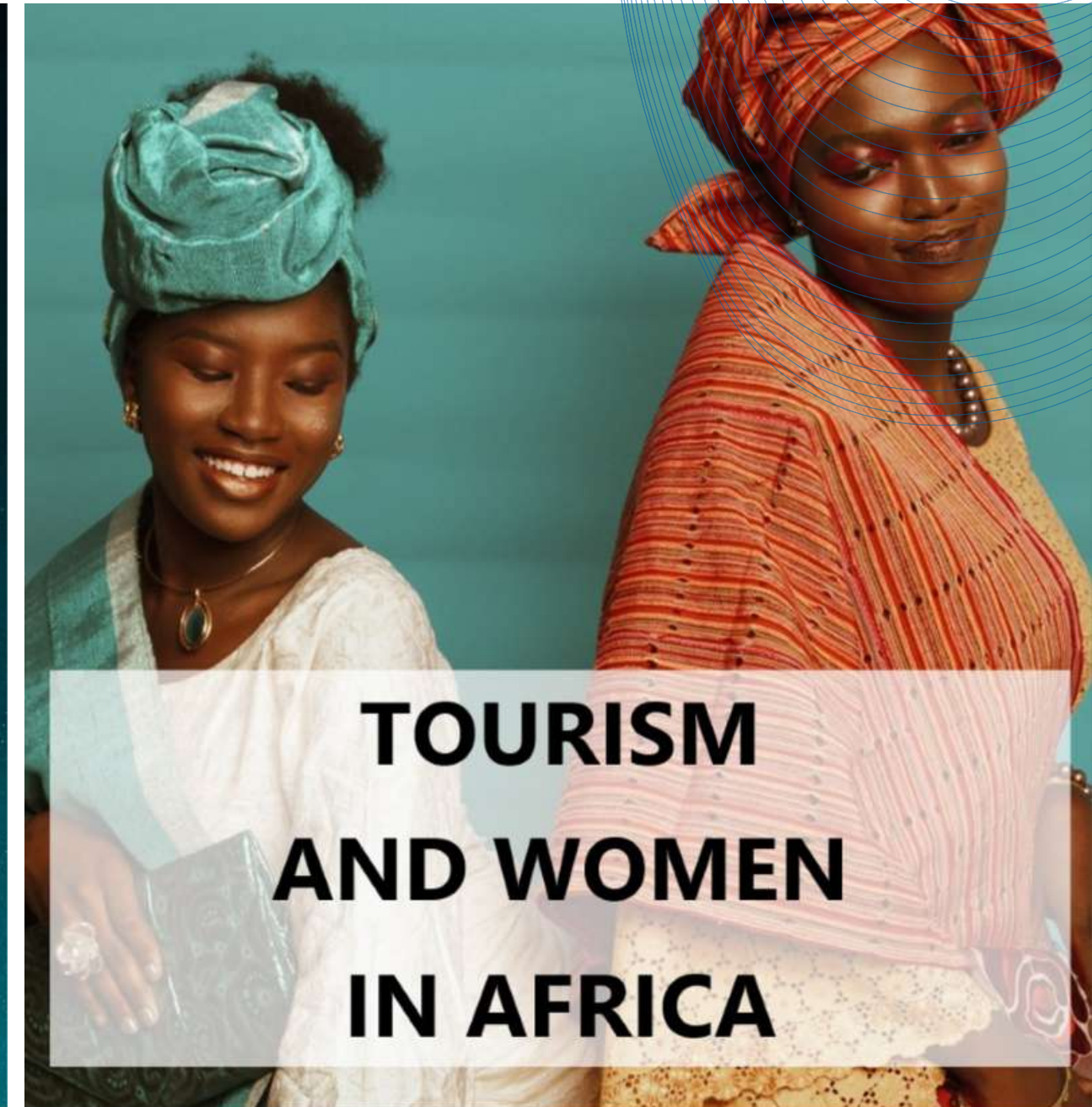


**Curso Encefalografía para la Investigación en Ciencias Sociales: fundamentos y aplicaciones**



**Assesing Climate Change  
Impacts on Coastal  
Tourism**

CAMPUS UNIVERSITARIO DE TAFIRA



**TOURISM  
AND WOMEN  
IN AFRICA**

# 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.



# RESEARCH GROUPS

**EEDI**  
Undertaking,  
Digital Business  
and Innovation

**URSCAPES**  
Engineering and  
architecture

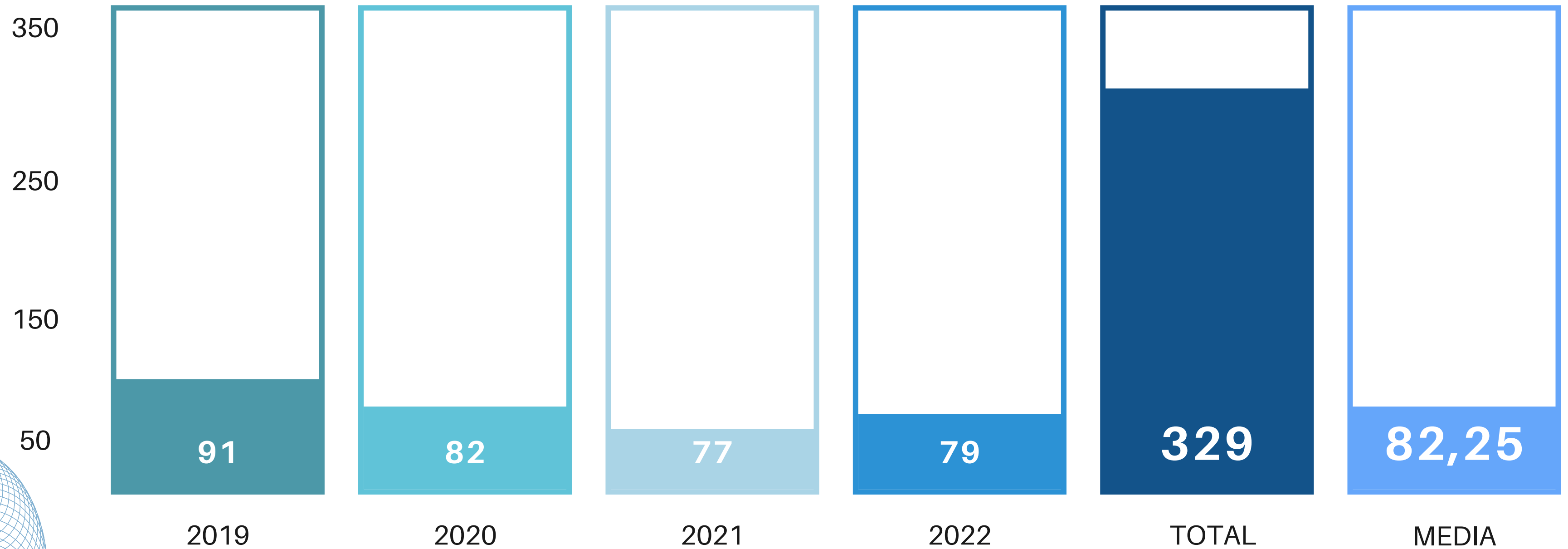
**ECOMAS**  
Economics,  
Environment,  
Sustainability and  
Tourism

**TEBADM**  
Bayesian and  
Decision Taking  
Statistical  
Techniques in  
Economics and  
Business

**ITyT**  
Research in  
Tourism and  
Transport

# SCIENTIFIC PRODUCTIVITY

Total manuscript publications 2019/2022

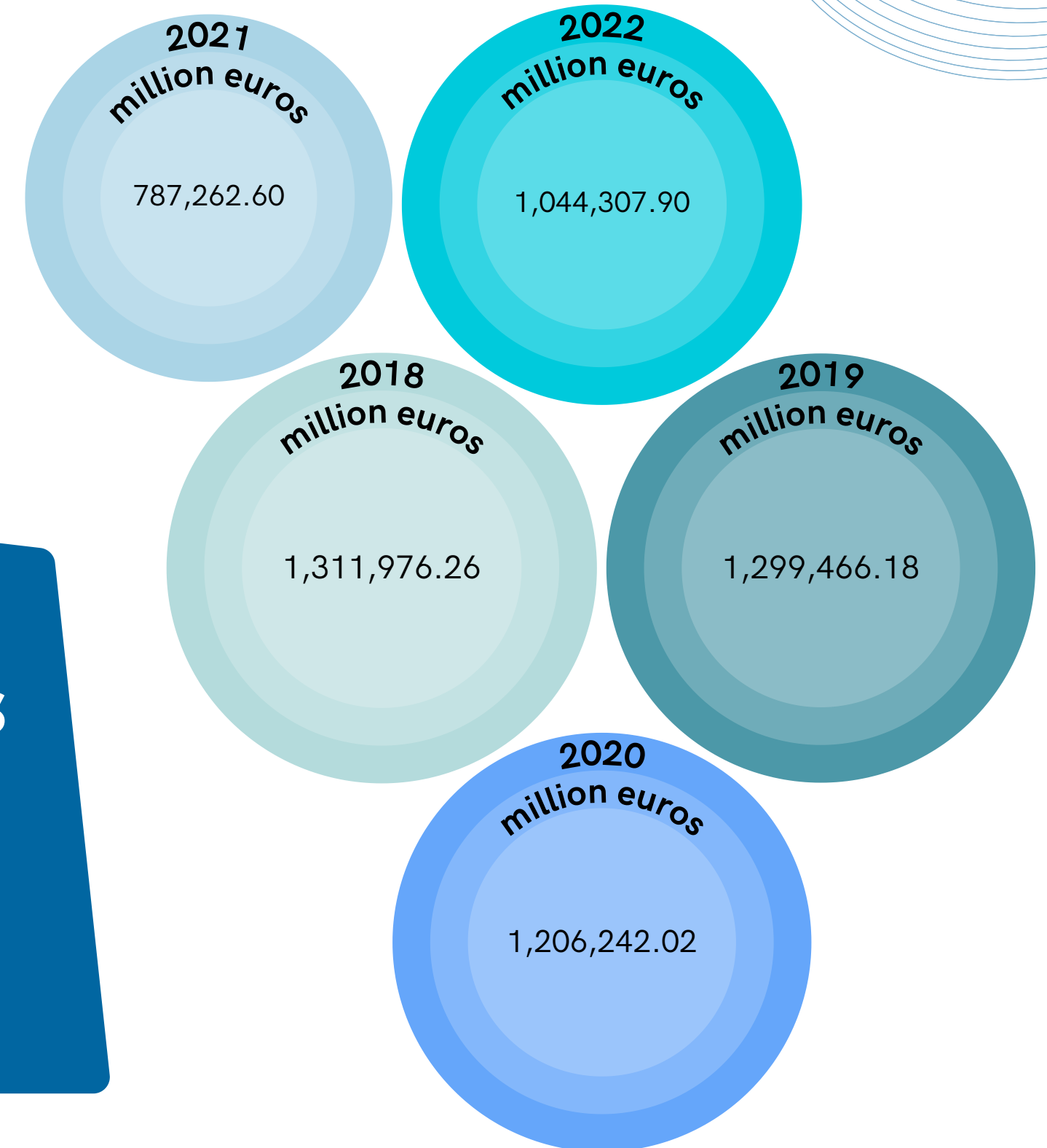


# SCIENTIFIC PRODUCTIVITY

Total projects and agreements 2018/2022

**Total average number of projects  
and agreements in the last 5 years  
1.129.850,99€.**

**\*Source: Universidad de Las Palmas de Gran Canaria**





# SEMINARS



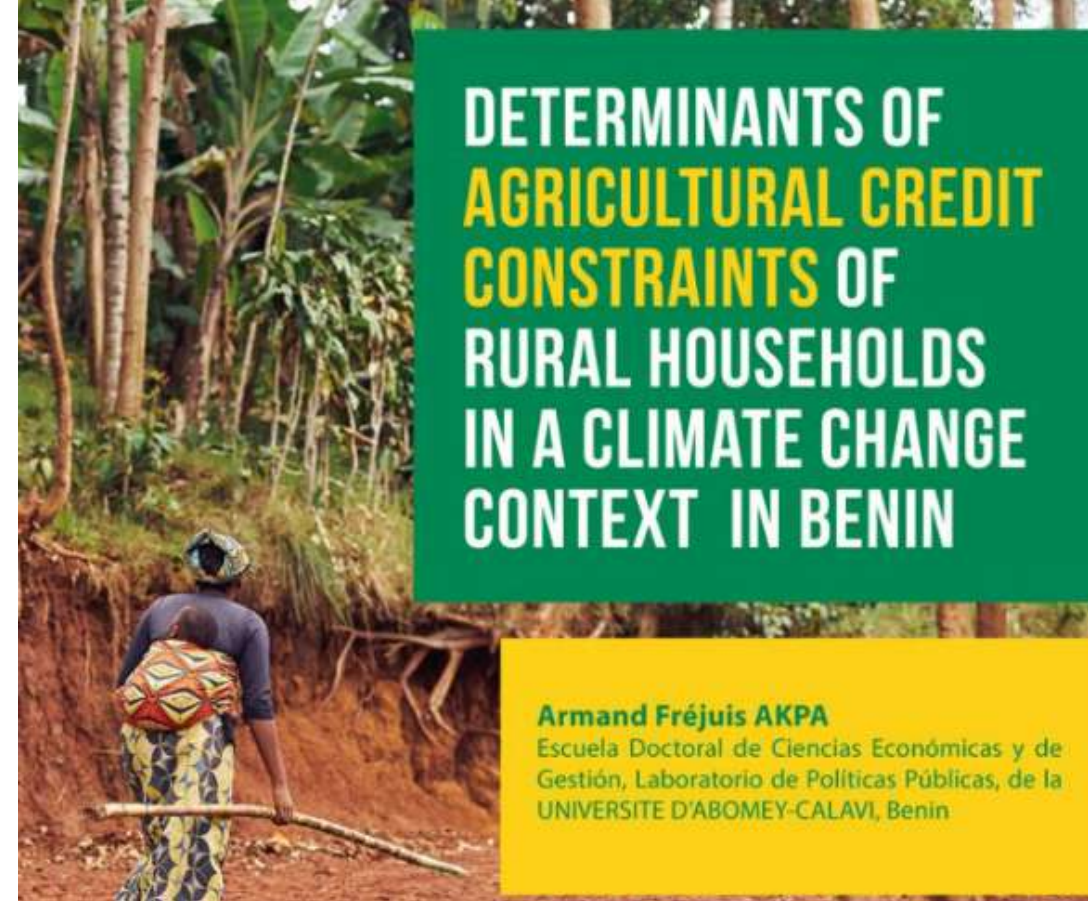
**Dr. Michael Ben-Eli**  
The Sustainability Laboratory

Sesión 1  
**27**  
Abril

**WHAT DOES SUSTAINABILITY REALLY MEAN?**

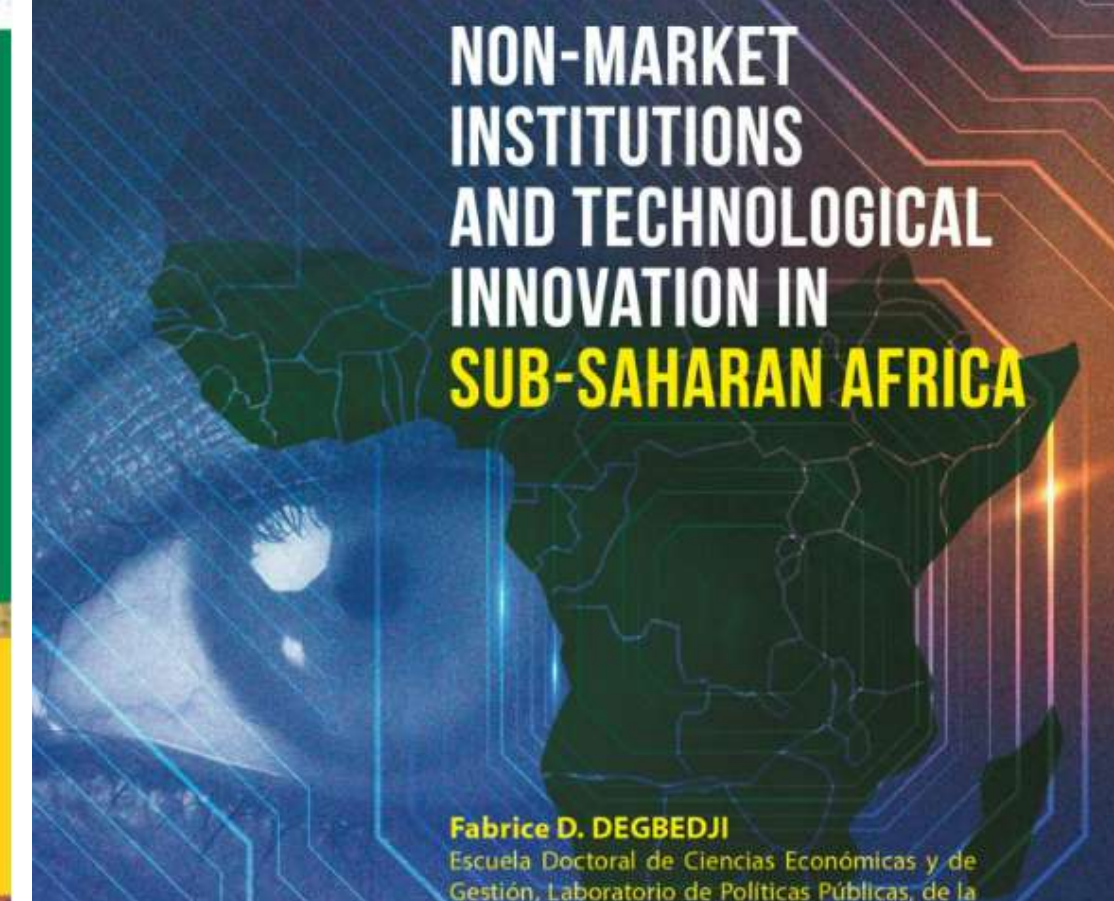
Sesión 2  
**29**  
Abril

**SUSTAINABILITY DEFINITION PRINCIPLES AND A CASE**



**DETERMINANTS OF AGRICULTURAL CREDIT CONSTRAINTS OF RURAL HOUSEHOLDS IN A CLIMATE CHANGE CONTEXT IN BENIN**

**Armand Fréjuis AKPA**  
Escuela Doctoral de Ciencias Económicas y de Gestión, Laboratorio de Políticas Públicas, de la UNIVERSITE D'ABOMEY-CALAVI, Benin



**NON-MARKET INSTITUTIONS AND TECHNOLOGICAL INNOVATION IN SUB-SAHARAN AFRICA**

**Fabrice D. DEGBEDJI**  
Escuela Doctoral de Ciencias Económicas y de Gestión, Laboratorio de Políticas Públicas, de la



ULPGC  
Instituto Universitario de Turismo y Desarrollo Económico Sostenible

Tides

La transición hacia un nuevo modelo socio-ecológico exigida por la crisis climática y ambiental, la aceleración del cambio tecnológico y el crecimiento de las desigualdades, plantea para Canarias un reto que va más allá de la descarbonización de los procesos de producción, distribución y consumo, la adaptación al cambio climático y la digitalización; exige cambios profundos, estructurales, en la capacidad de innovar de todos los sectores, en la organización y funcionamiento de las empresas, en los modelos de gobernanza y de colaboración público privada, en el sistema educativo y en la ordenación y gestión del territorio, entre otros. Algunos de estos aspectos serán abordados por los ponentes de este ciclo.

**Transición energética y transición socioeconómica en Canarias**  
RETOS Y OPORTUNIDADES

Viernes  
**21 de enero**  
de 2022  
a las **12:00**

Por **Roque Calero Pérez**  
Catedrático de la ULPGC y director de 3IDS Ingeniería

En el Aula de Master del Instituto TIDES.  
Facultad de Economía, Empresa y Turismo,  
Edificio Antiguo, 1ª Planta



Instituto Universitario de Turismo y Desarrollo Económico Sostenible

Tides

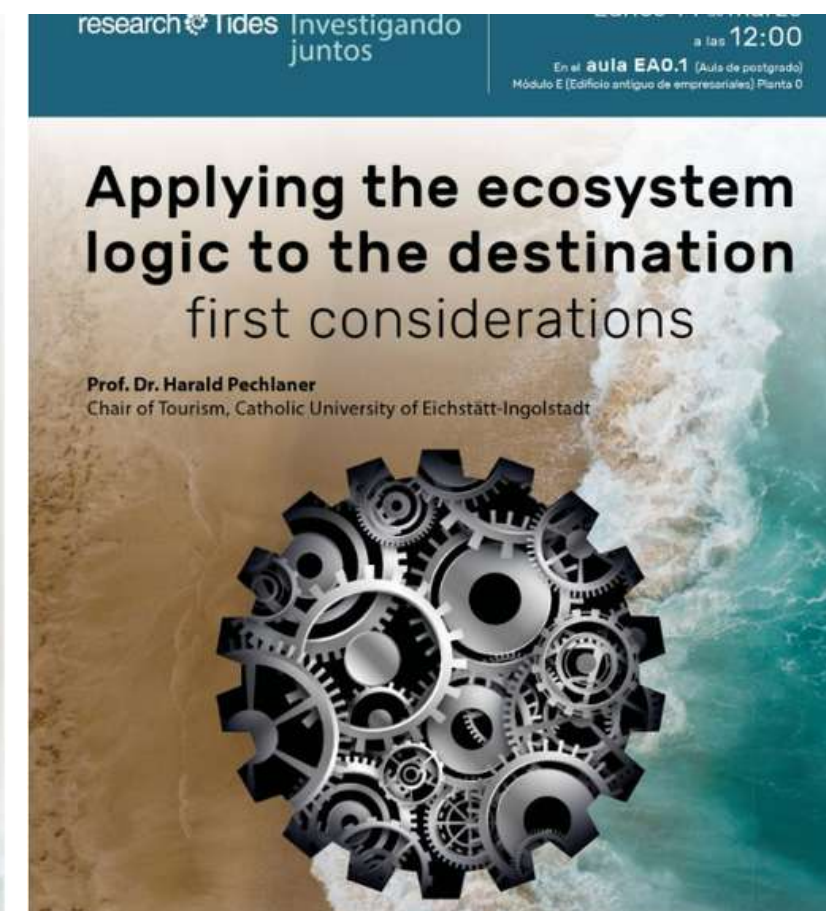
La transición hacia un nuevo modelo socio-ecológico exigida por la crisis climática y ambiental, la aceleración del cambio tecnológico y el crecimiento de las desigualdades, plantea para Canarias un reto que va más allá de la descarbonización de los procesos de producción, distribución y consumo, la adaptación al cambio climático y la digitalización; exige cambios profundos, estructurales, en la capacidad de innovar de todos los sectores, en la organización y funcionamiento de las empresas, en los modelos de gobernanza y de colaboración público privada, en el sistema educativo y en la ordenación y gestión del territorio, entre otros. Algunos de estos aspectos serán abordados por los ponentes de este ciclo.

**¿De qué hablamos cuando hablamos de TRANSICIÓN ENERGÉTICA?**

Viernes  
**28 de enero**  
de 2022  
a las **12:00**

Por **Julieta Schallenberg Rodríguez**

En el Aula de Master del Instituto TIDES.  
Facultad de Economía, Empresa y Turismo,  
Edificio Antiguo, 1ª Planta




research@Tides Investigando juntos

a las **12:00**  
En el aula EA0.1 (Aula de postgrado)  
Módulo E (Edificio antiguo de empresariales) Planta 0

**Applying the ecosystem logic to the destination**  
first considerations

Prof. Dr. Harald Pechlaner  
Chair of Tourism, Catholic University of Eichstätt-Ingolstadt





ULPGC  
Instituto Universitario de Turismo y Desarrollo Económico Sostenible

Tides

La transición hacia un nuevo modelo socio-ecológico exigida por la crisis climática y ambiental, la aceleración del cambio tecnológico y el crecimiento de las desigualdades, plantea para Canarias un reto que va más allá de la descarbonización de los procesos de producción, distribución y consumo, la adaptación al cambio climático y la digitalización; exige cambios profundos, estructurales, en la capacidad de innovar de todos los sectores, en la organización y funcionamiento de las empresas, en los modelos de gobernanza y de colaboración público privada, en el sistema educativo y en la ordenación y gestión del territorio, entre otros. Algunos de estos aspectos serán abordados por los ponentes de este ciclo.

**Las comunidades energéticas ciudadanas en la transición energética de Canarias**

Viernes  
**4 de febrero**  
de 2022  
a las **12:00**

Por **Ricardo Guerrero Lemus**

En el Aula de Master del Instituto TIDES.  
Facultad de Economía, Empresa y Turismo,  
Edificio Antiguo, 1ª Planta

We hold numerous seminars each year

We disseminate the results in videos and publications



# DEVELOPMENT

**PROJECTS ON THE 5  
CONTINENTS**

# 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-** Downscaling impacts and decarbonisation pathways for EU islands, and enhancing socioeconomic and non-market evaluation of climate change for Europe, for 2050 and beyond.

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

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

**CLIMA RISK** - Strategies and technological solutions for adaptation to climate change and risk prevention in neighborhood 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 ECO-SUSTAINABILITY OF SOLIDARITY ECONOMY ENTERPRISES AND ORGANISATIONS.**



**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** - It aims to transform Europe's outermost regions into internationally recognised maritime ecotourism destinations. In doing so, it focuses on the outermost areas of the European Union, including the Canary Islands, Madeira, the Azores in the Atlantic and Martinique in the Caribbean.

# SOME OF THE PROJECTS

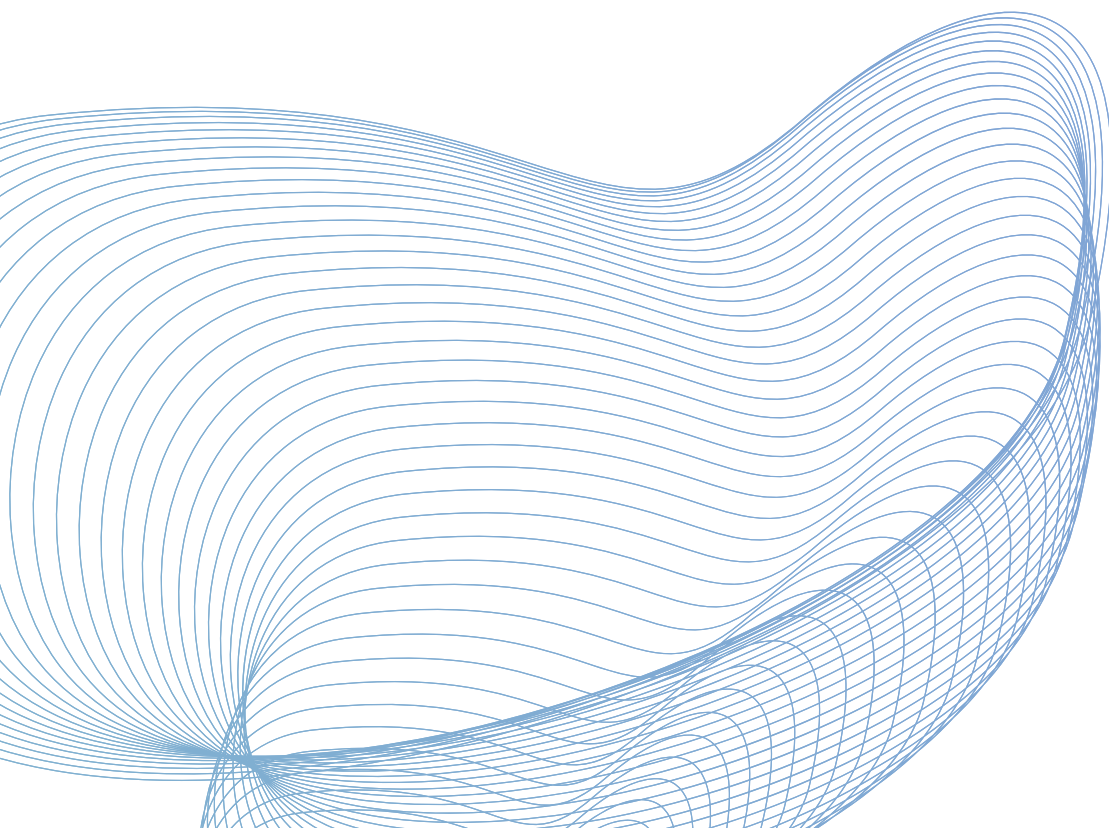


## THE TRANSFORMING POWER OF EMOTIONS AND NEUROTOURISM

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

**DESIGNING THE FUTURE OF TOURISM IN ASIA AND PACIFIC.**

# SOME OF THE PROJECTS



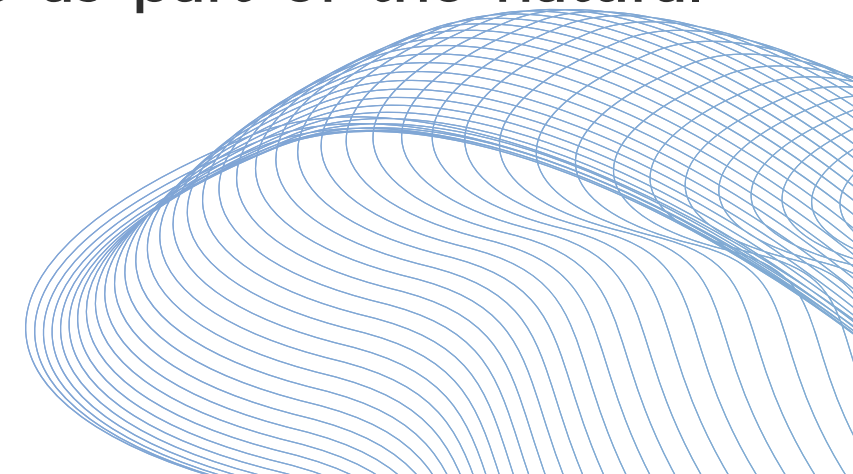


# SOME OF THE PROJECTS

## 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.





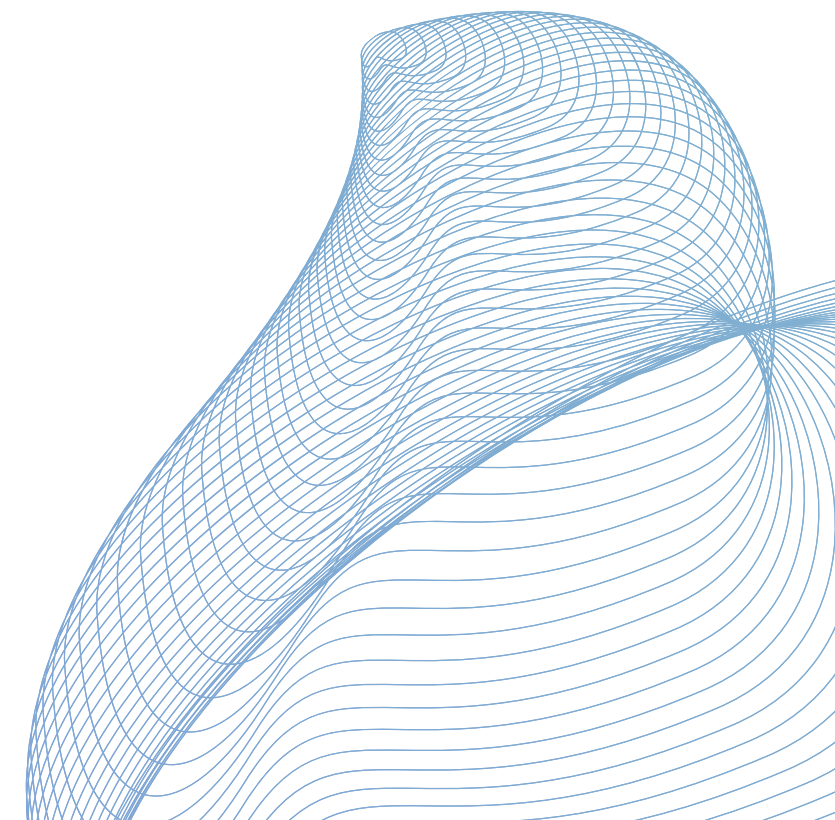


# SOME OF THE PROJECTS

## LANDSCAPING AND LAND MANAGEMENT

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

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



 **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**

[tides@ulpgc.es](mailto:tides@ulpgc.es)

