

V INTERNATIONAL CONFERENCE ON TOURISM DYNAMICS AND TRENDS

New frontiers in the tourism and hospitality industry

15-17 February 2023

La Orotava (Tenerife, Canary Islands)

Scientific Program

February 15th - Wednesday

TIME		LOCATION
09:00-09:30	REGISTRO	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA
09:30 - 10:30	OPENING CEREMONY 1. <u>Cristiana Oliveira</u> Rectora Universidad Europea de Canarias 2. <u>Biagio Simonetti</u> University of Sannio 3. <u>Francisco Linares Garcia</u> Alcalde de La Orotava	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA
10:30-11:00	KEYNOTE SPEAKER DESARROLLO DEL TALENTO Y DE LA INNOVACIÓN EN LA EDUCACIÓN SUPERIOR EN TURISMO EN LAS REGIONES ULTRAPERIFÉRICAS DE EUROPA <u>Prof. Dra. Cristiana Oliveira – Keynote Speaker</u> Rectora de la Universidad Europea de Canarias	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA
11:00-11:30	COFFEE BREAK	AYUNTAMIENTO DE LA OROTAVA
11:30-13:00	SESION 1: BEST PRACTICES IN TOURISM IN ISLANDS Chair: Prof. Juan Diego Lopez Arquillo 1. ID 3: Residents' perceptions of tourism impacts in the Azores Archipelago (Portugal): a cluster análisis • José Cadima Ribeiro- NIPE and School of Economics and Management- University of Minho	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA

	<ul style="list-style-type: none"> • Laurentina Vareiro - UNIAG and Polytechnic Institute of Cávado and Ave • Paula Remoaldo- Lab2PT and Institute of Social Sciences University of Minho • Isabel Cristina Monjardino- SREA-Regional Statistic Service of Azores <p>2. ID25: Puesta En Valor Del Conjunto Del Pescante De Hermigua</p> <ul style="list-style-type: none"> • Laura Hernández Chamorro – Universidad Europea <p>3. ID44: Diversity of heritage for geotourism in volcanic beaches in La Orotava Valley, Tenerife, Spain</p> <ul style="list-style-type: none"> • Javier Dóniz-Páez- Universidad de La Laguna, INVOLCAN • Leví García-Romero- Universidad de Las Palmas de Gran Canaria, Grupo de Geografía Física y Medio Ambiente, Instituto de Oceanografía y Cambio Global, IOGAG • Néstor Marrero-Rodríguez- Universidad de Las Palmas de Gran Canaria, Grupo de Geografía Física y Medio Ambiente, Instituto de Oceanografía y Cambio Global, IOGAG <p>4. ID51: Island marketing and Islandness</p> <ul style="list-style-type: none"> • Adalberto Dias de Carvalho- ISCET - Instituto Superior de Ciências Empresariais e do Turismo • Cristiana Oliveira- Universidad Europea de Canarias 	
15:00 – 16:00	<p>SESION 2: BRANDING AND IMAGING BUILDING Chair: Prof. María Cadenas</p> <p>5. ID:22: Analysis of social perception on the internet as a tool for tourism management of the cultural landscape. The case of risco caído and las montañas sagradas de Gran Canaria (Canary Islands, Spain).</p> <ul style="list-style-type: none"> • Elena María Pérez González - Universidad Europea • Isabel Durán Salado - Instituto Andaluz de Patrimonio Histórico • Silvia Fernández Cacho - Instituto Andaluz de Patrimonio Histórico <p>SESIÓN 3: CLIMATE EMERGENCY: ADAPTATION OF CITIES AND TOURIST ENVIRONMENTS</p> <p>6. ID26: Project of Rehabilitation and Energetic Transformation of Houses in Rural Environment for The Tourist Activity of Rural Lodging.</p>	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA

	<ul style="list-style-type: none"> • <i>Natalia Mármol Reyes – Universidad Europea de Canarias</i> <p>7. ID27: Recapturar El Toscal</p> <ul style="list-style-type: none"> • <i>Paulo Germán Ramos dos Santos Machado-</i> <p>8. ID36: Social success of museum through territorial cohesion. Management of the tourist product in cultural heritage.</p> <ul style="list-style-type: none"> • <i>Héctor Moreno</i> • <i>Agustín Santana Talavedra- Editor-in-Chief Pasos - Revista de Turismo y Patrimonio Cultural</i> • <i>Juan Manuel Parreño</i> 	
SESIÓN 4 y 4.1 WILL TAKE PLACE AT UNIVERSIDAD EUROPEA		
11:30 – 13:00	<p>SESION 4: COVID-19 IMPACT AND FUTURE OF RESILIENCE</p> <p>Chair: Prof. David Stendardi</p> <p>1. ID15: Resilient Tourism and Normative Alliance (SDG 17)</p> <ul style="list-style-type: none"> • <i>Mertens de Wilmars Frederic – Universidad Europea de Valencia</i> <p>2. ID39: The War and Tourism. Security issues and business opportunities in shadow of Russian war against Ukraine</p> <ul style="list-style-type: none"> • <i>Artur Ronald Kozlowski – WSB University</i> <p>3. ID40: Guests' behavior and emotions after covid: side-effects felt on hospitality revenue management</p> <ul style="list-style-type: none"> • <i>Bernardo Bastos- Universidade Europeia</i> • <i>Beatrix Pedro - Universidade Europeia</i> • <i>Jose Almeida – XLR8</i> • <i>Ricardo Isidoro - A Casa das Viagens</i> <p>4. ID47: Post-pandemic hangover and tourism explosion in the Valencian Community</p> <ul style="list-style-type: none"> • <i>Jose Arnau Dominguez - Universidad Europea de Valencia</i> • <i>Maria Sanchez de Mora- Universidad Europea de Valencia</i> • <i>Eva Piera Escriva- Universidad Europea de Valencia</i> 	UEC AULA 017

	<p>1. ID33: Relation between martial art experience and travel motivation: Focusing on Taekwondo tourism as a niche form of cultural tourism</p> <ul style="list-style-type: none"> • <i>Hyeon-Jin Lee- Universidad Europea de Valencia</i> <p>2. ID49: Geographical analysis of domestic tourism in Italy pre- and post-pandemic</p> <ul style="list-style-type: none"> • <i>Fabrizio Antolini – Universidad de Terano</i> • <i>Giorgio Alleva - Sapienza University of Rome</i> • <i>Francesco Giovanni Truglia – ISTAT, Rome</i> • <i>Francesca Petrei – ISTAT, Rome</i> 	
11:30 – 13:00	<p>SESION 4.1 : TOURISM AND SUSTAINABILITY Chair: Prof. Enrico Di Taranto</p> <p>1. ID54: Residents' perceptions towards the impacts on tourism development, evaluation and effects: the case of Naples city destination</p> <ul style="list-style-type: none"> • <i>Pasquale Sarnacchiaro - University of Naples Federico II</i> • <i>Giovanna Del Gaudio - University of Naples Federico II</i> • <i>Pasqualina Malafronte - University of Naples Federico II</i> • <i>Enrica Sepe - University of Naples Federico II</i> • <i>Vincenzo Acciarino - University of Naples Federico II</i> <p>1. ID55: A compositional study of hotels preferred by foreign tourists</p> <ul style="list-style-type: none"> • <i>Michele Gallo - Università di Napoli – L'Orientale</i>, • <i>Tullio Menini - Università di Napoli – L'Orientale</i> • <i>Violetta Simonacci - Università di Napoli – L'Orientale</i> • <i>Maria Gabriella Grassia - Università di Napoli – L'Orientale</i> <p>2. ID56: Destination image in the era of digital transformation and sustainability</p> <ul style="list-style-type: none"> • <i>Valentina Della Corte - University of Naples Federico II</i> • <i>Enrico Di Taranto - University of Naples Federico II</i> • <i>Pasquale Sarnacchiaro - University of Naples Federico II</i> • <i>Giovanna Del Gaudio - University of Naples Federico II</i> 	<p style="text-align: right;">UEC AULA 003</p>

	<p>5. ID59: Italian tourist expenses' determining factors: A machine learning approach.</p> <ul style="list-style-type: none"> • <i>Antolini Fabrizio- University of Teramo</i> • <i>Cesarini Samuele- University of Teramo</i> • <i>Simonetti Biagio -³University of Benevento</i> 	
16:00-17:00	<p>MEET THE EDITORS Prof. Dr. Han Woo Park YeungNam University, Republic of Korea <i>Editor-In-Chief International Journal of Methodology, Quality & Quantity - Springer</i></p>	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA
17:00-18:00	<p>MEET THE EDITORS Prof. Dr. Brandon Randolph-Seng Texas A&M University (USA) -(Online) <i>Editor-in-Chief Journal Management Decision – Emerald Publishing</i></p>	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA

16th february - Thursday

Time		Location
09:30 - 10:30	<p>MEET THE EDITORS Prof. Dr. José Cadima Ribeiro- University of Minho <i>Editor-in-Chief Revista Portuguesa de Estudos Regionais</i> Prof. Dr. Agustín Santana – Talavedra <i>Editor-in-Chief Pasos - Revista de Turismo y Patrimonio Cultural</i></p>	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA
10:30-11:00	COFFEE BREAK	AYUNTAMIENTO DE LA OROTAVA
11:30-13:00	<p>SESIÓN 5: ENTREPRENEURSHIP AND INNOVATION Chair: Prof. José Serrano</p> <p>1. ID17: Supporting investment decisions by analyzing customer opinions on the example of investments in the hotel sector in Poland in 2018-2020</p> <ul style="list-style-type: none"> • <i>Maciej Kozłowski- University of Lodz, Poland</i> • <i>Jerzy Korzeniewski - University of Lodz, Poland</i> <p>2. ID31: Minor cultural heritage: from the integration of teaching documentation as an extension of scientific knowledge applied to tourism.</p> <ul style="list-style-type: none"> • <i>Juan Diego López Arquillo – Universidad Europea de Canarias</i> • <i>Cristiana Pereira Teixeira de Oliveira – Universidad Europea de Canarias</i> 	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA

	<ul style="list-style-type: none"> • <i>Maria Cadenas Borges – Universidad Europea de Canarias</i> • <i>José Serrano González - – Universidad Europea de Canarias</i> <p>3. ID43: Startup ecosystems on Islands that have managed to transition their economy from dependence on tourism to building innovative startups hubs.</p> <ul style="list-style-type: none"> • <i>Eli David – StartupBlink</i> • <i>Omar Bahaya - StartupBlink</i> <p>4. ID46: Nuevas estrategias para la viña palmera. Acciones arquitectónicas en el paisaje vitícola en la isla de La Palma.</p> <ul style="list-style-type: none"> • <i>Paula Pino Pérez – Universidad Europea de Canarias</i> <p>5. ID37: Socio-economic attainment and waste: towards a causal relationship between contour parameters in coastal tourist áreas</p> <ul style="list-style-type: none"> • <i>Juan Diego López Arquillo – Universidad Europea de Canarias</i> • <i>Cristiana Pereira Teixeira de Oliveira – Universidad Europea de Canarias</i> • <i>Cosmin Gabriel Bolea – Universidad Europea de Canarias</i> • <i>José Serrano González – Universidad Europea de Canarias</i> 	
	SESIONS 6,7 Y 8 WILL TAKE PLACE UNIVERSIDAD EUROPEA	
11:30 – 13:00	<p>SESIÓN 6: ENVIRONMENT MANAGEMENT: REUSE, RECYCLE, REDUCE & SUSTAINABILITY</p> <p>Chair: Prof. Cosmin Bolea</p> <p>6. ID6: Exploring the Spatial Behavior of Environmental Quality in the NUTS-2 of Europe 2016 and 2020: the Effect of Tourism Activity and Human Capital</p> <ul style="list-style-type: none"> • <i>María de la Cruz del Río-Rama - Universidad de Vigo</i> • <i>Byron Quito- Universidad Nacional de Loja</i> • <i>José Álvarez-García – Universidad de Extremadura</i> • <i>Biagio Simonetti – Universidad de Sannio</i> 	UEC AULA 017

	<p>7. ID16: Environment and Energy in Tourism Sector: Exploratory Analysis and Evolution of Scientific Research</p> <ul style="list-style-type: none"> • María de la Cruz del Río-Rama - Universidad de Vigo • Amador Durán-Sánchez - Universidad de Extremadura • José Álvarez-García - Universidad de Extremadura • Cristiana Oliveira – Universidad Europea de Canarias <p>8. ID18: Are EU tourists willing to be more sustainable?</p> <ul style="list-style-type: none"> • Francesca Bassi - University of Padova • Juan Antonio Marmolejo – Universidad de Granada <p>9. ID29: Marine tourism and environmental conservation. The role of whale watching operators in the management and protection of cetaceans in Tenerife (Canary Islands).</p> <ul style="list-style-type: none"> • David Dominguez Gonzalez – Universidad de La Laguna • Raquel de la Cruz Modino - Universidad de La Laguna 	
11:00 - 12:00	<p>SESION 7: INNOVATION FOSTERING AND HIGHER EDUCATION</p> <p>Chair: Prof. Elena Perez</p> <p>1. ID35: Understanding the effect of climate change on accommodation services</p> <ul style="list-style-type: none"> • Luís Mota -Universidad Europea de Lisboa • Eduardo Leite – Universidad de Madeira • Vahid Ghasemi - Universidad Europea de Lisboa <p>2. ID38: From knowledge triangle to the innovation triangle: designing programmes for entrepreneurship in Europe's OR's .</p> <ul style="list-style-type: none"> • Juan Diego López Arquillo - Universidad Europea de Canarias • Cristiana Pereira Teixeira de Oliveira - Universidad Europea de Canarias • María Cadenas Borges - Universidad Europea de Canarias • José Serrano González - Universidad Europea de Canarias <p>3. ID21: Case study of strategies for the conversion of Intermediate Cities from a tourist product to an Urban and Cultural Attractor.</p>	<p>UEC AULA 016</p>

	<ul style="list-style-type: none"> • <i>Pablo Miguel De Souza Sánchez- Universidad Europea de Canarias</i> • <i>Iballa Naranjo Henriquez- Universidad Europea de Canarias</i> 	
11:30 - 13:00	<p>SESION 8: SMART TECHNOLOGY: SMART TOURISM Chair: Prof. Jose Manuel Cabello</p> <ol style="list-style-type: none"> 1. ID4: Traveling light leads to traveling further: The usage of IoT and CSR to achieve resilience and sustainable development in the travel industry. The case of Meliá Hotels International and IAG <ul style="list-style-type: none"> • <i>Federico Soto – Universidad Europea de Madrid</i> • <i>Raquel Ureña - Universidad Europea de Madrid</i> • <i>Marina Mattera - IMC University of Applied Sciences</i> 2. ID23: Understanding emotions and attention in cultural events <ul style="list-style-type: none"> • <i>Mireya Yadranka Morgana Orellana – Universidad de Las Palmas de Gran Canaria</i> • <i>Sergio Moreno Gil – Universidad de Las Palmas de Gran Canaria</i> • <i>Patricia Picazo Peral – Universidad de Las Palmas de Gran Canaria</i> 3. ID28: Analyzing tourism reviews using Deep Learning to Predict Sentiments: Case Study in Tourism <ul style="list-style-type: none"> • <i>Piergiorgio Marigliano – University of Sannio</i> 4. ID41: How Digital Assets Will Transform Tourism Forever <ul style="list-style-type: none"> • <i>Ibon Escalada – Universidad Europea de Valencia</i> • <i>Eva Piera – Universidad Europea de Valencia</i> 5. ID58: The Process of Behavioral Intention to Museum Visits with Virtual Reality in Turkey after COVID-19. <ul style="list-style-type: none"> • <i>Biagio Simonetti (SISTUR Member)- University of Sannio</i> • <i>Faruk YÜKSEL (SISTUR Member)- University of Ordu</i> • <i>Üzeyir KEMENT- University of Ordu</i> • <i>Mehmet KABACIK- University of Ordu</i> • <i>Samet Can AKSU - University of Ordu</i> 6. ID45: eWoM as outcome of the customer experience on tourist services: a Generation Y study <ul style="list-style-type: none"> 1. <i>Cesáreo Reyes - Universidad Europea de Canarias</i> 	UEC AULA 002

15:30- 17:30	<p style="text-align: center;">KEY NOTE SPEAKER</p> <p style="text-align: center;"><u>Yaiza Castilla Herrera - Keynote Speaker</u></p> <p style="text-align: center;">LA IMPORTANCIA DE LAS TRANSFORMACIONES DIGITALES EN EL SECTOR TURISTICO</p> <p style="text-align: center;"><i>Consejera de Turismo, Industria y Comercio del Gobierno de Canarias</i></p> <p style="text-align: center;">SESIÓN DE CLAUSURA</p> <p style="text-align: center;">ENTREGA DE PREMIOS MEJOR PAPER CONGRESO</p> <p style="text-align: center;"><u>Francisco Linares Garcia</u> Alcalde de La Orotava</p> <p style="text-align: center;"><u>Yaiza Castilla Herrera</u> Consejera de Turismo, Industria y Comercio del Gobierno de Canarias</p> <p style="text-align: center;"><u>Cristiana Oliveira</u> Universidad Europea de Canarias</p>	SALÓN DE PLENOS AYUNTAMIENTO DE LA OROTAVA