

## 10<sup>th</sup> INTERNATIONAL TOURISM CONFERENCE

### TOURISM PRIORITIES & CHALLENGES: RECOVERY & RESILIENCE

The 10th EUFB-UdG International Tourism Conference entitled TOURISM CHALLENGES AND PRIORITIES FOR RECOVERY AND RESILIENCE will be held in Barcelona the 27th & the 28th June 2023 within the framework of the research activities from GREPAT-EUFB (Research Group for Analysis and Planning of Tourism) affiliated to the University of Girona, Spain. The 10th EUFB-UdG International Tourism Conference is co-organized by the Ignatianum University in Kraków and the University of Foggia and will take place at Casa Marfà a Historicist Catalan House located at Passeig de Gràcia 66 of Barcelona. This year's thematic conference TOURISM CHALLENGES AND PRIORITIES FOR RECOVERY AND RESILIENCE aims to promote the exchange of research results on strengthening Communities and MSME as Tourism Transformation Agents.

### Organizing and Scientific Committee Members

Prof. Anna Alvado - Escola Universitària Formatic Barcelona  
Dra. Grażyna Bartkowiak - Vistula University, Poland  
Dra. Roberta Bogoni - Escola Universitària Formatic Barcelona  
Dr. Josep Boyra - Escola Universitària Formatic Barcelona  
Dr. Lukasz Burkiewicz - Jesuit University Ignatianum of Krakow, Poland  
Dr. José Antonio Donaire - University of Girona  
Dr. Joaquín García-Lavernia - Escola Universitària Formatic Barcelona  
Dra. M. Belén Gómez Martín - University of Barcelona  
Dr. Jaume Guia - University of Girona  
Dr. John Howells - University of Wales Trinity Saint David, United Kingdom  
Dra. Agnieszka Knap-Stefaniuk - Jesuit University Ignatianum of Krakow, Poland  
Dra. Caterina de Lucia - University of Foggia, Italy  
Dr. Joaquim Majó - University of Girona  
Dra. M. Pilar Marquès - University of Girona  
Dr. Francesc López Palomeque - University of Barcelona  
Dr. Pasquale Paziienza - University of Foggia, Italy  
Prof. Lola Pérez - Escola Universitària Formatic Barcelona  
Dra. M. Dolores Sánchez Aguilera - University of Barcelona  
Dra. Jucinara Schena - Escola Universitària Formatic Barcelona  
Dr. Joan Sorribes - Escola Universitària Formatic Barcelona



Passeig de Gràcia 66 & 71  
Tel. 93 215 88 66 - 93 215 68 00  
e-mail: formatic@formaticbarcelona.com  
www.formaticbarcelona.com

## 10<sup>th</sup> INTERNATIONAL TOURISM CONFERENCE

### TOURISM PRIORITIES & CHALLENGES: RECOVERY & RESILIENCE

Barcelona, 27<sup>th</sup> & 28<sup>th</sup> June 2023

Passeig de Gràcia, 66



Escola Universitària  
Formatic Barcelona

Centre Adscrit

Universitat  
de Girona



University of Wales  
Trinity Saint David



UNIVERSITÀ  
DI FOGGIA



Compromís Nacional  
per un Turisme  
Responsable



Generalitat de Catalunya  
Agència Catalana de Turisme

# CONFERENCE PROGRAM

TUESDAY 27<sup>th</sup> June

**10:30 - 11:00 - Reception and Delivery of the Documentation**  
**11:00 - 11:45. Welcome Remarks and Official Opening**

**Mr. Jordi Garcia**, Academic Director, Escola Universitària Formatic Barcelona  
**Ms. Pilar Marquès**, Delegate of the Rector for Attached Centers of the University of Girona  
**Mr. Patrick Torrent**, Executive Director of the Catalan Tourist Board, Catalan Government  
**Mr. Joaquim Majó**, Dean of the Faculty of Tourism of the University of Girona  
**Mr. Josep Boyra**, Escola Universitària Formatic Barcelona Academic Deputy Director

**11:45 -12:00 - Refreshment Break and Networking**

**12:00 - 12:30. Trends and Events for Future Tourism** by Severino, F. (1), (7); Rosário, J. (2), (6); Costa, T. (3), (6); Madeira, R.N. (4), (5); Calisto, M.L. (1), (6); Machado, A.T. (2), (6); Belo, M. (1), (6); Santos, Z.R. (2); Nunes, S. (3), (8); Ramos, C. (9), (10); Montargil, F. (2).  
(1) Estoril Higher Institute for Tourism and Hotel Studies (ESHTE), (2) School of Communication and Media Studies - Politécnico de Lisboa (IPL), (3) School of Business Administration - Instituto Politécnico de Setúbal (IPS), (4) Sustain. RD, Escola Superior de Tecnologia de Setúbal, Instituto Politécnico de Setúbal, (5) NOVALINCS, NOVA School of Science & Technology, NOVA University of Lisbon, (6) Centre for Tourism Research, Development, and Innovation (CiTUR), (7) ISG | Business & Economics School, (8) NOVA MATH - Center for Mathematics and Applications, (9) School for Management, Hospitality and Tourism (ESGHT) - University of the Algarve, (10) Research Centre for Tourism, Sustainability, and Well-Being (CinTurs) - University of the Algarve.

**12:30 -13:00. Strategic Planning of Tourist Destinations: An Instrument to Mitigate Climate Change** by Cors Iglesias, M.; Gómez Martín, M.B.; Armesto López, X.A. Department of Geography, University of Barcelona.

**13:00 - 13:30. Human Capital in the Tourism Sector: Human Resource Management in Tourism Companies** by Knap-Stefaniuk A., Institute of Political and Administrative Sciences, Faculty of Education, Department of Law, Management and Economics, Jesuit University Ignatianum in Krakow, Poland.

**13:30 - 14:00. Refreshment Break and Networking**

**14:00 - 14:30. The Role of Cultural and Environmental Goods and Geo-Referencing Systems in the Process of Territorial Socio-Economic Development** by Basile, G.; De Lucia, C.; Paziienza, P. Department of Economics, Management and Territory, University of Foggia, Italy.

**14:30 - 15:00. Evaluation of the Tourism Carrying Capacity: The Case Study of the Tremiti Islands** by Ranieri, F.; Grilli, L.; De Lucia, C.; Paziienza, P. Department of Economics, Management and Territory, University of Foggia, Italy.

**15:00 - 15:30. Discussion Session: Tourism Challenges and Priorities for Recovery and Resilience**

**Refreshment Break and Networking**

# CONFERENCE PROGRAM

WEDNESDAY 28<sup>th</sup> June

**10:00 - 10:30. Information and Communications Technologies (ICT) and Touristic Offer in Inland and Marginal Areas: An Analysis of the Gargano Agritourism Sector** by Porcaro, A.; Basile, G.; De Lucia, C.; Paziienza, P. Department of Economics, Management and Territory, University of Foggia, Italy

**10:30 - 11:00. Do Eco-Innovation, Economic Complexity, and Environmental Quality Effect on Tourism Demand? An Empirical Analysis** by Shabir, M.; Paziienza, P.; De Lucia, C. Department of Economics, Management and Territory, University of Foggia, Italy.

**11:00 - 11:30. Policy Mix Definition to Facilitate Sustainable Transition in Marginalized Rural Areas: A Swot-Sor Approach to the Case of Tourism in North Apulia** by Esengulova, N.; Lopolito, A. Department of Humanities, Literature, Cultural Heritage, Education Sciences, University of Foggia, Italy.

**11:30 -12:00. Refreshment Break and Networking**

**12:00 - 12:30. Mimetic Communication as a Tool for Success for the Tourism Sector** by Guasch Farrarons, T. Information Theory, Communication and Public Relations Consultant.

**12:30 - 13:00. Possibilities of the Tourism Sector in the Context of Environmental Impact. The sustainability Tool** by García-Lavernia, J., Communication and Marketing Sciences Department, member of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona.

**13:00 - 13:30. Effective Communication Strategies for Sustainability** by Huerta A.M., Communication and Marketing Sciences Department, member of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona.

**13:30 -14:00. Refreshment Break and Networking**

**14:00 - 14:30. Tourism and Sustainable Development: Scope and Challenges of the 2030 Agenda** by Alvado, A., Communication and Marketing Sciences Department; Garcia, J., Social Sciences and Tourism Department; Sorribes, J., Law and Business Department; Boyra, J., Social Sciences and Tourism Department; members of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona.

**14:30 - 15:00. Approximation of Innovation, Sustainability in a Tourist Destination. The Case of Santiago de Cali, Colombia** by Diaz Chaparro A.; Quiñones D., Faculty of Tourism and Hotel Business Administration. University Externado of Colombia.

**15:00 - 15:30. Discussion and Closing Session: Tourism Challenges and Priorities for Recovery and Resilience**

**Refreshment Break and Networking**