DEFINITIVE PROGRAMME AND GENERAL INFORMATION

9th Biennial Conference

ITSA 2022

Gran Canaria

Corporate Entrepreneurship and Global Tourism Strategies after Covid-19

26th to 29th July 2022
GRAN CANARIA ISLAND / SPAIN
9th Biennnial ITSA & V Gran Canaria SSTD2022 Conference Information Brochure

Contacts:

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Invitation Letter from Prof. Teresa Aguiar: Conference Chair

The International Tourism Studies Association (ITSA) is a non-profit membership organization of leading scholars, researchers, and practitioners in tourism and related fields. ITSA’s mission to encourage interaction and cooperation between developed and developing countries closely links to this conference’s theme of Corporate Entrepreneurship and Global Tourism Strategies after Covid-19. More than ever, after this global pandemic, it is time to share new opportunities in tourism and, given the wide geographic nature of ITSA, I encourage all of you to participate in this conference, sharing your ideas about the future of tourism and the challenges in your own regions and communities.

The Association was founded in 2006 and has its headquarters office in Washington D. C., USA. ITSA is unique among international associations of tourism scholars and practitioners as it is the only such association with offices in the United Kingdom, United States, and China. ITSA stages biennial and themed conferences as well as the publication of its academic journal, The International Journal of Tourism Cities. Recent conference venues have included China, Indonesia, Malaysia, Italy, Australia, the United Kingdom and South Africa. ITSA’s activities are supported by Regional Vice-Presidents in the five Continents. Also, research domain leaders dedicate their time and talent to help ITSA grow to be a tourism ThinkTank and move tourism forward.

This conference covers a wide range of topics and it is a must attend for tourism professionals, academics, industry stakeholders and government organizations who wish to know more about new trends in the sector. The key themes of the 9th Biennial ITSA Conference in the City of Maspalomas in Gran Canaria island (Spain) are: Tourism and Sustainable Economic Development; Consumer behavior in Tourism and Hospitality; Economic perspectives on Tourism and Transport; Corporate Entrepreneurship in Tourism Business; Tourism Policy, Planning and Governance; Tourism Cities and Urban Tourism; Teaching and Learning in Tourism and Hospitality; The future of Tourism and Hospitality in the Artificial Intelligence (AI) Era, Tourism and Hospitality Trends and related themes and Innovative Tourism Destination Cases.

We hope you will join us and look forward to seeing you at The 9th Biennial International Tourism Studies Association Conference on the Atlantic Ocean, on the eternal Spring of the Canary Islands. We are looking forward to hosting you in Gran Canaria island.

¡Bienvenidos!! Greetings from the Conference Chair.

Teresa Aguiar, University of Las Palmas de Gran Canaria (Spain), Conference Chair
Invitation Letter from Prof. Ksenia Kirillova and Prof. Ciné van Zyl: ITSA Co-Presidents

Dear ITSA family and friends,

A very warm welcome to the 9th ITSA Biennial Conference in the sunny Gran Canaria! True to ITSA’s mission to bridge the gaps between emerging and developed economies, between experienced and inexperienced scholars, as well as between the academic and practitioner communities, ITSA2022 will bring together participants from five different continents!

We know that the two years since the last conference in Jakarta were anything but easy; yet this period have also presented an opportunity to reconsider life priorities and perspectives as well as the way we do tourism. ITSA2022 will be an event for us to share new research ideas and industry practices. Beyond, we hope that you will relish this occasion to celebrate scholarship, network, and enjoy the companionship of friends and colleagues in the ITSA global family.

As we exchange our ideas, be they forward looking, reflective, or outright provocative, and work together to address the forces that will shape the future of tourism, we will grow ITSA’s brand reputation for scholarship and help advance the successful careers of our ITSA family members.

We hope to see each and every one of you in Gran Canaria!

Dr. Ksenia Kirillova, Institut Paul Bocuse (France) ITSA Co-President
Dr. Ciné van Zyl, University of South Africa ITSA Co-President
Invitation Letter from Prof. Carmelo León: TIDES Institute

From the 26th to the 29th of July 2022, the 9th Biennial Conference of the International Tourism Studies Association (ITSA) will be held at the University of Las Palmas de Gran Canaria, together with the V Spring Symposium on Tourism Development (Gran Canaria SSTD 2022), organized by the University Institute of Tourism and Sustainable Economic Development, TiDES.

This joint academic event will be a meeting point to share new ideas and experiences on issues related to tourism, especially in these moments where the pandemic has taken a leading role. If there is an industry that has felt the ravages of Covid-19, it would be the tourism sector, with a significant impact in economic and social terms worldwide. In this process, excellence in academic work has to play a fundamental role, constituting this Conference an outstanding opportunity for the exchange of ideas leading to the advancement of tourism science.

The Canary Islands have a prominent position as a successful and sustainable tourist destination since it is ranked as the leading tourist destination region in Europe in terms of overnight stays per year before the pandemic started, and has taken much care for the quality of its environmental features ever since its initial stages of tourism development. In addition, the TiDES Institute constitutes a leading centre in Spain, and Latin America for the excellence of research in tourism as its position in the international rankings attest, with more than one hundred scholars completely devoted to the enhancement of the quality of research in tourism and sustainability. Thus, the University of Las Palmas and the island of Gran Canaria host the ideal venue for the celebration of this joint event of collaboration between ITSA and the TiDES Institute.

The TiDES Institute and the ITSA have made a significant effort to make this Conference a reality. As Director of the Tides Institute, it is a great pleasure to receive and welcome you all. I hope you enjoy the event and our beautiful island of Gran Canaria so that when you return, you have a longstanding memory of all the fascinating things and experiences that happened.

Carmelo J. León, Institute of Tourism and Sustainable Economic Development (TiDES)
Event Information

The conference organizers are calling for extended abstracts, case studies, session proposals, poster presentations and oral presentations that are aligned with the core conference theme: “Corporate entrepreneurship and Global Tourism strategies after Covid-19”.

Topics to be covered at the conference include, but are not limited to, the following areas:

- **Tourism and Sustainable Economic Development**
- **Consumer Behaviour in Tourism and Hospitality**
- **Economic Perspectives on Tourism and Transport**
- **Corporate Entrepreneurship in Tourism Businesses**
- **Tourism Policy, Planning and Governance**
- **Tourism Cities and Urban Tourism**
- **Teaching and Learning in Tourism and Hospitality**
- **The Future of Tourism and Hospitality in the Artificial Intelligence (AI) Era**
- **Tourism and Hospitality Trends and Related Themes**
- **Innovative Tourism Destination Cases**
Submission Guidelines

We invite researchers to submit to the following research streams:

**Research Stand-Up Presentations.** Researchers should submit extended abstracts (1500 words maximum) to be considered for the conference. Abstracts will be peer reviewed for acceptance in the program. Once accepted, authors will be invited to submit full papers (4000-6000 words).

**Research in Progress – Poster Sessions.** Authors are invited to submit research in progress for inclusion in the poster sessions at the conference. Research in Progress submissions should be no longer than 800 words. These submissions will be peer-reviewed for acceptance in the conference as well.

**Deadline for Submissions: 28th February 2022.**

All abstracts and full papers need to be submitted online, through:

[https://docs.lib.purdue.edu/itsa/](https://docs.lib.purdue.edu/itsa/)

Templates and additional information for authors can be found on the submissions website.

All authors will be notified via e-mail regarding the acceptance of the paper when the review process is completed. Only accepted papers that have undergone a blind peer review process will be included in the Conference Proceedings (ISBN: 978-84-09-38635-2). Previous conference proceedings can be downloaded from:

At least one author of an accepted abstract/paper/poster, as listed in the Proceeding and Final Programme, must register and attend the conference. No substitute presenters for abstracts/ papers/posters will be allowed on any of the papers published in the Proceedings.

Full paper submissions will be considered for the Best Paper Awards, which are selected by the Scientific Committee for publication in the International Journal of Tourism Cities, ISSN-2056-5607, published by Emerald-group and ITSA:

https://www.emeraldgrouppublishing.com/journal/ijtc
Conference registration

Conference registration is online, through the following URL link:

Registration

Conference registration fees for in person and on-line modalities:

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<td>EARLY BIRD Presenter</td>
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<tr>
<td>EARLY BIRD Student</td>
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<td>EARLY BIRD Attendee</td>
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Conference fees include lunch meals during the Conference at Baobab Hotel on 26th and 28th July and at Expomeloneras Conference Center on 27th, the different guided tours, and “tapas” gastronomic experience for dinners on 26th and 27th July.
## ONLINE

<table>
<thead>
<tr>
<th>Role</th>
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<tbody>
<tr>
<td>Presenter</td>
<td>130€</td>
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<tr>
<td>Student</td>
<td>65€</td>
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<td>Attendee</td>
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## CLOSING GALA DINNER

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<th>Price</th>
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<tr>
<td>29th July</td>
<td>65€</td>
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<td>(in an Emblematic Hotel in the city centre)</td>
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Partnering Journals

There is an opportunity for selected full papers to be expanded to up to 8,000 words for publication in the International Journal of Tourism Cities - IJTC (ISSN-2056-5607) published by Emerald-group and ITSA. IJTC is listed on Scopus and the Emerging Sources Citation Index (ESCI). A peer-reviewed journal, the International Journal of Tourism Cities provides an international forum for the critical study of urban tourism and tourism cities. The journal aims to be inter-disciplinary in its appreciation of tourism cities and tourism in urban areas, and welcomes original, theoretically-informed articles from those involved in the planning, management or marketing of tourism in city destination or places adjoining urban areas.
Preliminary Programme

25

MONDAY 25th JULY 2022

16:00 - 18:00 PRE-REGISTRATION

(Baobab Hotel)

26

TUESDAY 26th JULY 2022

8:30 - 9:30 REGISTRATION

(Expomeloneras Conference Palace)

10:00 - 10:30 WELCOME TO ITSA 2022 on behalf of
• Mrs. María Reyes Maroto Illera, Minister of Industry, Commerce and Tourism of the Spanish Government
• Prof. Lluís Serra Majem, Rector of the University of Las Palmas de Gran Canaria
• Mr. Carlos Álamo, Tourism Councilor of the Cabildo Insular de Gran Canaria, Gran Canaria Tourism President
• Mrs. Concepción Narváez, Mayoress of the municipality of San Bartolomé de Tirajana
• Prof. Teresa Aguiar, Chair of the ITSA 2022 Conference
• Prof. Ksenia Kirillova and Prof. Ciné van Zyl, ITSA Co-Presidents
• PhD. Zoilo Alemán, Lopesan MICE Manager
• Prof. Carmelo J. León, Tides - SSTD 2022 Conference Director

(Sala Auditorium)

10:30 – 11:30 OPENING CEREMONY

11:30 - 12:30 KEYNOTE PRESENTATION. Big Data in Smart Tourism Design. Prof. Sangwon Park, Kyung Hee University, Korea. PROF. SANGWON PARK, Kyung Hee University, Korea

(Sala Auditorium)

12:30 - 12:45 COFFEE BREAK

12:45 - 14:20 PARALLEL SESSIONS FOR CONFERENCE PAPERS PRESENTATIONS

(Expomeloneras different rooms)

Click here to see the parallel session schedule

14:30 - 15:30 LUNCH AND NETWORK

(Baobab Hotel, besides the Conference Palace)

16:00 - 18:00 PARALLEL SESSIONS FOR CONFERENCE PAPERS PRESENTATIONS

(Expomeloneras different rooms)

Click here to see the parallel session schedule

18:30 – 21:00 CULTURAL TOUR

Guided visit to Tony Gallardo Park and the Tourism Interpretation Center of Maspalomas Lighthouse, ending with “tapas” gastronomic experience.
**WEDNESDAY 27th JULY 2022**

9:00 – 9:40 **REGISTRATION** and open space consultation  
(Expomeloneras Conference Palace)

09:45 – 11:00 **KEYNOTE PRESENTATION.** Adapting tourism industry business models to Post-COVID or to always-pandemic unpredictable events? **PROF. DENIS GARAND**, University of Laval in Quebec, Canada.  
(Sala Auditorium)

11:15 – 11:30 **COFFEE BREAK AND NETWORK TIME**

**11:30 – 13:30 PARALLEL SESSIONS**

For conference papers presentations  
(Expomeloneras different rooms)

**Click here to see the parallel session schedule**

14:00 – 15:00 **LUNCH AND NETWORK**  
(Expomeloneras Conference Palace)


16:40 – 17:00 **COFFEE SESSION – POSTER PRESENTATION**

- Monitoring the socio-economic impact of COVID-19 in the Maspalomas touristic area.  
  - **Carolina Peña Alonso**, University of Las Palmas de Gran Canaria, Spain  
- Aspects related to the post-pandemic rural cultural tourism in Romania Ioana.  
  - **Paula Armasar**, Transilvania University of Brașov, Romania  
- Guest Attitudes in the COVID Era: Does Socioeconomic Status Impact the Acceptance of Hotels’ Green Practices?.  
  - **Faranak Memarzadeh**, San Jose State University, USA  

(Sala Auditorium)

17:00 – 18:00 **PROFESSIONAL DEVELOPMENT WORKSHOP.** How to write a case study.

- **Prof. Jonathon Day**, Purdue University, USA.  
- **Prof. Teresa Aguiar**, University of Las Palmas de Gran Canaria, Spain.  
- **Prof. Denis Garand**, Laval University, Canada.  

(Sala Auditorium)

18:00 – 20:00 **CULTURAL TOUR**

Guided visit to **Arteara Necropolis** and the **Ethnographic Museum “Casa Los Yánez”**, ending with “tapas” gastronomic experience.

Pick Up (from the Expomeloneras Conference Palace)
THURSDAY 28th JULY 2022

09:00 – 9:30 REGISTRATION and open space consultation
(Expomeloneras Conference Palace)

9:30 - 10:30 KEYNOTE PRESENTATION, Celebrating the Spirit of Hospitality. PROF. XINRAN LEHTO, Purdue University, USA
Chair: Teresa Aguilar, Conference President.

10:45 - 12:00 INDUSTRY PANEL SESSION
(Sala Auditorium)

12:00 - 12:15 COFFEE BREAK AND NETWORK

12:30 - 14:10 PARALLEL SESSIONS
For conference papers presentations
(Expomeloneras different rooms)

Click here to see the parallel session schedule

13:10 - 14:10 (PARALLEL online) PROFESSIONAL DEVELOPMENT WORKSHOP
Sustainable City Destinations.
Prof. Cristina Maxim (University of West London, UK).
(Sala Auditorium)

14:30 - 15:30 LUNCH AND NETWORK
(Baobab Hotel, besides the Conference Palace)

16:00 - 18:00 PROFESSIONAL DEVELOPMENT WORKSHOP
How can we collectively create a kinder academy, starting with early Career:
research expertise and challenges for early career researchers.
Prof. Wenjie Cai, University of Greenwich, London, UK.

Doing and developing new skills: big data approach.
Prof. Sangwon Park, Kyung Hee University, Korea.
(Sala Auditorium)

18:00 FREE TIME
Meloneras Boulevard and Maspalomas beach walking
FRIDAY 29th JULY 2022

17:30 – 20:30  CULTURAL TOUR

Pick Up (from the Expomeloneras Conference Palace to Las Palmas city center)
Guided visit to Vegueta (the historic city center of Las Palmas de Gran Canaria)

20:30  CLOSURE SESSION AND BEST PAPER AWARDS DURING GALA DINNER

On behalf of H.E. Mr. Augusto Hidalgo, Mayor of the city of Las Palmas de Gran Canaria

Reina Isabel Hotel

Pick Up (after Gala dinner, to Expomeloneras Conference Palace)

SATURDAY 30th JULY 2022

SOUL EXPERIENCE

Free and optional soul festival in San Agustín beach
Professional Development Workshop

On Friday 29th of July, we will have our Professional Development Workshop!! This event intends to bring people together and support tourism researchers to form partnerships. The following parallel workshops would take place:

1. Doing and developing new skills: big data approach
   Prof. Sangwon Park (Kyung Hee University)

2. How can we collectively create a kinder academy, starting with early Career: research expertise and challenges for early Career Researchers
   Prof. Wenjie Cai (University of Greenwich)

3. Sustainable City Destinations
   Prof. Cristina Maxim (University of West London)

4. How to write a case study
   Profs. Jonathon Day (Purdue University), Teresa Aguiar (University of Las Palmas de Gran Canaria) & Denis Garand (University of Laval)

During the Gala dinner, Best Paper Awards will be given.
Invited Speakers

Alastair Morrison
Greenwich University, UK

Alastair M. Morrison, Ph.D. is a Research Professor at the University of Greenwich in London, UK and a Distinguished Professor Emeritus at Purdue University, USA specializing in the area of tourism and hospitality management and marketing. Prof. Morrison is one of the original founders of the International Tourism Studies Association (ITSA) and has served as its President for four years. He has published 300 academic articles and conference proceedings. He is the author of six books, World Tourism Cities (Routledge, 2022); Marketing and Managing Tourism Destinations, 2nd edition (Routledge, 2019); The Tourism System, 8th edition, (Kendall/Hunt Publishing Company, 2018); Global Marketing of China Tourism (China Architectural & Building Press, 2012); Hospitality and Travel Marketing, 4th edition (Delmar Publishers, Inc., 2010); and Tourism: Bridges across Continents (McGraw-Hill Australia, 1998. He is the Co-Editor-in-Chief of the International Journal of Tourism Cities.

In addition to having lived and worked in five different countries, Professor Morrison has had a wide variety of experience in the global tourism industry. Most recently he has conducted training programs and provided marketing and development advice for Australia, Bahrain, Cabo Verde, Cambodia, China, Ghana, Greece, Honduras, Hong Kong, India, Indonesia, Italy, Jamaica, Macau, Malaysia, Mexico, Mongolia, New Zealand, Palestine, Philippines, Poland, Portugal, Qatar, Russia, Saudi Arabia, Scotland, Singapore, Slovenia, South Africa, Sri Lanka, Thailand, Trinidad & Tobago, and Vietnam.

Prof. Morrison received several teaching awards and honors at Purdue University. He is a Founding Member of the Purdue University Teaching Academy and his name has been entered in Purdue’s Book of Great Teachers. His College chose him twice as its nominee for The Purdue University Outstanding Undergraduate Teaching Award. He was selected as one of the winners of Purdue University’s Charles B. Murphy Award for Outstanding Undergraduate Teaching, Purdue University’s most prestigious award for undergraduate teaching.
Professor Xinran Lehto is a professor of Hospitality and Tourism Management at Purdue University. She is an associate editor of Journal of Hospitality and Tourism Research and serves on the editorial board of Tourism Management and six other international academic journals. Professor Lehto is also member of International Tourism Studies Association (ITSA). In that capacity, she has the role to promote the mission of bridging the gaps between developed and developing economies, and between experienced and inexperienced scholar via the use of tourism research, education, and practice.

Dr. Lehto's expertise area is destination experience design, management, and marketing. Her research addresses how destinations can effectively plan and market experience-based vacation products to various traveler segments. Dr. Lehto is a prolific scholar. She has published more than 140 academic research papers, with numerous in leading journals such as Annals of Tourism Research, Tourism Management, Journal of Travel Research, and International Journal of Hospitality Management.

Dr. Lehto was an assistant professor at Colorado State University before joining the Purdue faculty. Prior to her academic appointments, she was a practitioner in the travel and tourism industry. She worked as a marketing and planning executive for Chan Brothers Travel (Singapore) and as a marketing officer for China National Tourism Administration. Dr. Lehto believes that the wellbeing of travelers and communities is the starting point for all tourism marketing and planning strategies. She considers wellness-centered tourism design.
Professor Sangwon Park is a Professor in the College of Hotel and Tourism Management at Kyung Hee University, Republic of Korea and Visiting Professor at the School of Hotel and Tourism Management at the The Hong Kong Polytechnic University. Professor Park has taught at the University of Surrey in the UK from 2011 to 2017, and has served as Deputy Head of Hospitality Management. Professor Park has awarded PhD Degree from the Temple University, USA (Business Administration) and received Master Degree in Hotel & Restaurant Management with Statistics minor from the University of Missouri - Columbia, USA.

His primary research interests include information technology in tourism and hospitality, tourism big data/AI, and digital marketing. Professor Park currently serves as Managing Editor of Tourism Management, Associate Editor of Annals of Tourism Research and Editorial Board Member of Journal of Travel Research. Professor Park has received a number of awards. He has been recognized as Emerging Scholar of Distinction at the International Academy of the Study of Tourism and awarded several best paper awards at ENTER 2013, 2014, 2016, and 2017.
Entrepreneurship, Small Business Management & International Strategy Professor at Université Laval (Québec City), Dr. Garand research interests include HRM in SMEs (highly-qualified personnel), cross-campus entrepreneurship education, entrepreneurial vision, intent and strategies (differentiation, growth, internationalization, mergers & acquisitions). He has created and implemented the Entrepreneurial Profile at Laval U., giving undergraduates enrolled in 40 programs the opportunity to develop their entrepreneurial competences and realistic project before they graduate. Until 2015, he has led an applied study aiming (1) to raise awareness and promote entrepreneurship among life / health sciences academics, graduate students and fellows; (2) to support their socio-economic benefits grant applications and implementation; (3) to coach them towards potential commercialization of their discoveries. Boosting Entrepreneurial Skills & Training: BEST in genomics! promotes a national implementation of a more intra- and entrepreneurial mindset and culture among scientists from a wide diversity of sectors. More recently, he has been involved in Entrepreneurship Education projects and courses. Since 2019, he is supervising cohorts of 35-40 international students, completing their Global Business MBA in English at U. Laval. Besides, for 30 years, he has been very close and fully aware of the challenges, opportunities and local / international strategies of the hospitality industry, owning a B&B for a decade and supervising graduate students in this field.
Industry Pannel

Astrid van Wijk
Sales & Marketing Director of Seaside Hotels

Pablo Llinares
Gran Canaria Tourism Manager

Nicolás Villalobos
CEO of beCordial Hotels & Resorts

Zoilo Alemán
MICE Lopesan Hotel Management

Katieen Van den Bosch
Manager of RK Hotels

Manuel Florido
Vice President of CIT and of Skal International of Gran Canaria

Teresa Aguiar
ITSA 2022 Conference Chair
The International Tourism Studies Association (ITSA) is unique among international associations of tourism scholars and practitioners. It is the only such association with offices in the UK and China and has the mission to encourage interaction and cooperation between members in developing and developed countries.

ITSA implements various activities to achieve its objectives. It provides a forum for exchange of research ideas and sound research practices in tourism studies among scholars worldwide. ITSA has a particular focus on emerging economy countries; and also is very active in the People’s Republic of China. ITSA communicates important research findings through a variety of channels for the benefit of tourism scholars and practitioners.
The **University Institute of Tourism and Sustainable Economic Development (TIDES)**, belongs to the University of Las Palmas de Gran Canaria (ULPGC). TiDES is a research institute that aims to develop outstanding tourism research, generating and circulating scientific knowledge, and integrating itself into international tourism networks of excellence. In addition, it provides education, training and raises awareness to improve the development of tourism. It also applies the knowledge generated to promote the improvement of economic, social and environmental tourism development in tourist destinations.

Thanks to the research work of the TIDES Institute, the data of the prestigious ranking of Shanghai (ARWU) confirms the outstanding role of the ULPGC, occupying first position in the European Union in research on Hospitality & Tourism Management and placing it among the 31 best centres in the world in the field of Tourism.
The Host Island and the Host Municipality

Also known as the “tiny continent”, Gran Canaria stands out for its contrasting landscapes. You can enjoy its wonderful beaches surrounded by the magnificent dune fields in the south, or its small beautiful and wild beaches of dark sand and cosy natural pools in the north, which will allow you to experience nature in its purest state.

However, Gran Canaria is much more than the sun and beach. You can crown the grandiose cliffs of the northwest of the island, covered by canary pine forests, whose greenery stands out in the dark volcanic substrate. It also houses wild landscapes of great beauty, such as the one that extends in the heart of the island dominated by the Roque Nublo, an imposing volcanic building with impressive views of the island and even the neighbouring islands.

An enviable climate blesses Gran Canaria, an eternal spring that invites you to live its rich nature and landscape diversity, its charming marine and inland towns, its traditions, culture and history intensely. Also, the modernity of tourist and urban centres such as Las Palmas de Gran Canaria. The cosmopolitan and lively capital houses one of the most precious jewels of the island that always surprises the visitor. It also holds one of the best urban beaches in Europe, Las Canteras, located in the heart of the capital.

Would you like to meet your host island?

Official Gran Canaria Tourist Website
San Bartolomé de Tirajana is the largest municipality on the island, and the town has transformed from an inhospitable landscape into one of Europe’s most unique tourist destinations while still managing to maintain its authentic roots. Basking in the constant sunshine, pleasant temperatures, wonderful beaches, and the beauty of its mountain peaks is the biggest tourist destination on the island: Maspalomas Costa Canaria.

Along the coastline, there are two of the best beaches in the Canary Islands, Playa del Inglés and Maspalomas, with almost 6 kilometres of fine and white sand. This makes Maspalomas a must-visit spot on Gran Canaria. In Maspalomas, it is also ubicated the Maspalomas Lighthouse, a symbolic item of architectural heritage, opened in 1889. During your visit, you can relax, practice sports, find adventure, enjoy its culture, gastronomy, local festivals and international carnival, all alongside the clear blue sea, the dune fields and the mountains.

Are you prepared to enjoy yourself at your host municipality?
The Conference Host

University of Las Palmas de Gran Canaria (ULPGC)

The University of Las Palmas de Gran Canaria (ULPGC), founded in 1989, is an institution of higher education and research with recognized prestige within and outside its frontiers. Based on the principles of equality, accessibility, and sustainability, the University has the mission and commitment of ensuring the quality of teaching, research, and services it offers to society. Competent, cultured, responsible, and supportive people.

The ULPGC holds six campuses, three of which are located in Las Palmas de Gran Canaria (Gran Canaria) and the other two in the islands of Lanzarote and Fuerteventura. The ULPGC has more than 1,500 professors who carry out important research-activity, grouped into 115 research groups - some of which are of international reference -.

The ULPGC has positioned itself as one of the leading Spanish universities, owing to its dedication and research development in the tourism sector, the use and implementation of new technologies in the marine and maritime research with local society and its high scientific productivity, among others. In 2010, the ULPGC was considered an International Excellence Campus in the field of marine-sea technology. In response, the University created the Science and Technology Park (PCT), which stimulates the transfer of R & D & I results to society by increasing research and technology-based companies.

ITSA Conference is framed in the Maspalomas Summer University, a summer campus yearly organized by the ULPGC, in collaboration with other local institutions and companies. The Maspalomas Summer University bets for innovation, the promotion of knowledge and the international projection of Maspalomas, recognized as an international tourist destination.
The Conference Venue: Expomeloneras

The Expomeloneras Conference and Exhibition Centre, located in Meloneras with a surface area of 14,000 m², offers the opportunity to hold conferences, conventions, exhibitions, concerts, sporting events, fashion shows and meetings of any kind. The Centre is one of the most modern in the world, equipped with pioneering technology, with the most advanced video conference systems, simultaneous translation, interactive participation, computer accreditation and digital screens and sound systems.

📍 Plaza de las Convenciones s/n, 35100, Meloneras
📞 +34 928128000
👀 www.expomeloneras.com/en/
Accommodation Options

Please, remember that accommodation will be at your own expense.

During the Conference, daily transfers (leave and return) from the hotel to Expomeloneras Conference Center will be only free from the below-listed hotels. Please note that if you want to go somewhere else, transfers will be on your own account. Specific scheduled will be available at the hotels.

When booking your Conference trip, please use the following code to ensure you receive the discount rate: #ITSA2022

- **BAOBAB** - Hotel Lopesan and Resorts
- **COSTA MELONERAS** - Lopesan Hotel and Resorts
- **VILLA DEL CONDE** - Lopesan Hotel and Resorts
- **KUMARA SERENOÁ** - Lopesan Hotel and Resorts
- **CORDIAL GREEN** Golf Hotel
- **CORDIAL SANDY** Golf Hotel
- **PALM BEACH** – Seaside Hotel
- **SANTA MÓNICA** Suites Hotel
Free included Tours for ITSA 2022 participants

During the 2022 ITSA Conference, we want to combine hard work with free daily visits to natural and cultural hotspots around the island of Gran Canaria. A varied selection of tours through the host island will be available for the participants, attendees and partners who want to enjoy a distended time during the conference week.

Tony Gallardo Park

The Tony Gallardo Park, a harmonious meeting project between Man and Nature, is a botanical garden that extends over an area of nine hectares. It is part of the Maspalomas Sand Dunes Special Nature Reserve, both sharing the landscape, botanical, fauna and geological values.

The Park gives the visitant an opportunity to get to know in a direct and relaxed way the environmental values of the Maspalomas Oasis and its palm-tree grove. It also holds a wide representation of tarajales, a saltwater-adapted species of flowering plant. In addition to the scenic beauty of the site, Tony Gallardo Park is a huge plateau to enjoy the extraordinary nature of Gran Canaria.
Arteara Necropolis

On the right-hand edge of the Fataga ravine, in the vicinity of the Arteara district, there is Arteara Necropolis, a major aboriginal cemetery (dating back to the 4th century B.C.). Over 800 tumuli burials have been identified.

Built from dry stone, it comprises a cist or box made from flagstones into which the body was deposited, and once covered, it was buried beneath piles of rocks. The uncovered skeletal remains did not make it possible to determine what the funeral rites were, but it was possible to tell from the woven palm leaves and reeds used as the shroud. The Mediterranean and Cro-Magnon typology of the individuals also assisted with this, along with their sturdiness and remarkable stature.

The importance of this archaeological site justified the creation of an interpretation centre, where the most significant cultural remains of ancient Canarians are collected.
Ethnographic Museum “Casa Los Yánez”

This detached house is an example of domestic rural architecture on the Canary Islands in the 19th century. Los Yánez’s family settled in the town of Tunte, having come from the Town of Teror in around 1867. The family took control of the Town hall and the parish of Tunte, marking a historic moment for the town.

The Ethnographic Museum of Casa Yánez is a building with two floors, facing three streets and a central patio around which the rest of the rooms are arranged, with prominent wooden coffered on the ceilings. The large living room in the upper part of the house is worth noting, a clear example and representation of the family’s wealth and power. Decorated with luxury furniture and family portraits, the house has unique rooms such as a doctor’s office and the “oil and vinegar” shop, very common foodstuffs selling of the time, which also served as a meeting place for men who came to drink “pizcos” of rum and “play the game”.

Vegueta (The historic centre of Las Palmas de Gran Canaria)

Stately, meanwhile simple, Vegueta is the historic centre of the capital of Gran Canaria. It is a live enclave of colonial architecture and the city’s history as a link between the shores of the Atlantic.

Strolling around Vegueta is to find many surprises. The courtyards of the houses, the old churches, the solemnity of the last of the great Spanish cathedrals and the palaces coexist with intense cultural life and a lively gastronomic and leisure offer.

The Plaza de Santa Ana is the central axis of the original city. Considerable open space that fulfils the role of a great public square and houses, at each end, the two fundamental social powers: the civil and the religious. Notably, the Cathedral of Santa Ana was the last of the great Spanish cathedrals and is also an example of that change of era.

Another nerve centre of the neighbourhood is the Plaza del Pilar Nuevo - a must-see photo - behind the Cathedral. Here are some of the most imposing mansions in the area; such as those that are part of the Casa de Colón, the former palace of the island’s governor, today converted into a more than an interesting museum about the role of the Canary Islands in the discovery and colonization of the Americas.
Airport and Ground Transport

Gran Canaria Airport
Gran Canaria Airport is the international -and unique- airport of the island of Gran Canaria. The airport is located at a distance of 18 km from the capital of the island, Las Palmas de Gran Canaria, and 35 km from the tourist centers in the south of the island, such as the host conference site, Maspalomas. Gran Canaria Airport has a constant flow of passengers throughout the year, with peaks in the summer and winter seasons.

Bus
Upon arrival at Gran Canaria International Airport, delegates can travel on a direct bus to Maspalomas. The bus stop is located in front of the Departure Terminal. Once you leave the baggage hall, you have to go up one floor and follow information panels.

The cost of the journey is 4.05€, and the journey length is about 40 minutes. You can pay the ticket directly at the bus (accepted cash and credit card).

Please, ensure that there are buses available at the hour you arrive at Gran Canaria Airport. Please, consult the bus schedule at the following link:

Bus Line 66 (direct line)
**Taxi**

The taxi is the alternative transport delegates can take from Gran Canaria Airport to Maspalomas. Official taxis are metered and easily identifiable on the ground floor at Arrival Terminal. For your safety, we recommend you decline offers from drivers outside the official taxi stop.

The cost of the journey is around 40-60€, and the journey length is about 25 minutes. Taxis accept cash and credit card.

Please, if you want to book a taxi in advance, please go to the following link:

[Taxi Information](#)

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**Car Rental**

If you prefer, you can also rent a car. Most of the international car rental companies operates in Gran Canaria Airport, such as Cicar (Canary Car Rental Company), TopCar, AutoReisen, GoldCar-InterRent, Avis, Hertz, Europcar and Sixt.

It is quite straightforward to arrive at Maspalomas from the airport. You have to take the GC-1 road in the south-eastern direction for approximately 30 km. Then, please, follow the signals or your GPS to arrive at your specific hotel easily.

The cost of a car per day is around 30€. Please, click on the following link for further car hire companies’ information:

[Car Hire Information](#)
General Information of Gran Canaria

Travel documents:
A valid national identity document or passport if you are from within the European Union; otherwise, consult the embassy or consulate of your country of origin.

Electricity:
The local electrical current is 220 volts. Electrical devices from the USA, Ireland or UK require a transformer or, if applicable, an adaptor.

Clothing and weather conditions:
We suggest beachwear and comfortable, cotton clothing. Remember Gran Canaria is immerse in the eternal spring. Anyway, do not forget to pack a jumper or a jacket for the evenings or if you’re excepting to visit higher altitude areas.

Please feel free to update yourself on the temperatures and forecasts on the following link:

Weather in Maspalomas

Island Host Currency and Banks information:

The official currency is the EURO (€)

San Bartolomé de Tirajana, your municipality host, has a wide range of bank branches and ATMs available 24/7. Bank opening hours are 8:30 to 14:00 from Monday to Friday. The majority of shops and establishments accept several types of credit cards.
Safety and Security:
The Autonomous Community of the Canary Islands has a Comprehensive Safety Plan, which coordinates all departments with responsibilities in the field of public safety to keep the islands on the archipelago safe and peaceful.

Medical assistance:
The Maspalomas health services are among the best in Spain in terms of medical attention and health, with quality and service levels equal to the European average, thanks to its network of hospitals and public and private healthcare institutions, as well as its emergency services (ambulances, police, firefighters).

If you are a citizen of the European Union, you have the right to public medical assistance and free hospital treatment during your holidays at public health centres. To this, in your country of origin, you must request a European Health Insurance Card. If you do not have one of these, you must pay the medical fees upfront and request reimbursement for them when you return to your home country. Other countries with the same free services as European citizens include Switzerland, Norway, Iceland, Liechtenstein, Andorra, Brazil, Chile, Ecuador, Paraguay and Peru. Health services must be paid for in all other cases if it is not covered by insurance.

Telephones of interest:
Local Police attention to the Citizen: +34 928 723 429
Civil protection: +34 928 773 800
Emergencies: 112 / +34 928 280 848
Maspalomas ambulance service: +34 928 765 426

Gran Canaria Airport: + 34 928 579 000
Buses GLOBAL: + 34 928 765 332
Taxi Drivers’ Cooperative of San Agustín – Maspalomas: + 34 902 192 019 / + 34 928 154 777
We look forward to welcoming you to Gran Canaria