

UNESCO CHAIR/UNITWIN NETWORK PROGRESS REPORT FORM

Title of the Chair/Network:	UNESCO Chair on Tourism and Sustainable Economic Development
Host Institution:	University of Las Palmas de Gran Canaria, Spain
Date of establishment of Chair/Network: (mm, yyyy)	12/2020
Period of activity under report: (mm, yyyy - mm, yyyy)	01/01/2021 to 31/12/2022
Report established by: (name, position, email)	Dr. Carmelo J. León González, Director, carmelo.leon@ulpgc.es

To be returned by electronic mail to both: unitwin@unesco.org and i.nichanian@unesco.org
 Or by mail to UNESCO, Future of Learning and Innovation
 7, place Fontenoy – 75352 Paris 07 SP, France
 Fax: 33 (0)1 45 68 56 26/27/28

1. Executive Summary:

Major outcomes, results and impact of the Chair, including on national policies, in relation to its objectives as stated in Article 2 of the Chair Agreement (between the Institution and UNESCO)
 (Not exceeding 300 words)

The current UNESCO Chair in Tourism and Sustainable Economic Development of the University of Las Palmas de Gran Canaria (ULPGC), continues the work of the former UNESCO Chair in Tourism Planning and Sustainable Development, in operation since the creation of the Programme in May 1991. During this reported period, it was reinforced the commitment and effort of the university community, civil society organisations and the people involved, accordance with the values of UNESCO, to link global communities in the fields of education, science, culture and communication, with the sustainable development of tourism, which has a direct impact on the social and economic well-being of populations.

As will be explained below, this Chair has had special relevance for Spain and its area of influence, as tourism has had to rethink itself in this period, due to the difficult circumstances it has undergone due to the COVID-19 pandemic.

The University of Las Palmas de Gran Canaria has made great efforts to promote, analyse, cooperate and develop training activities that guarantee the sustainable development of tourism and decision-making, including the economic aspects involved, especially for territories that are heavily dependent on this activity. With this Chair, the ULPGC aims to transfer and put into practice the knowledge produced, cooperating with local communities in developing countries, to address an integral eco-endo-development of tourism activity, with a direct impact on the welfare of the target populations, strengthening their capacities and enhancing their culture and concern for the environment.

During this period, more than 24 projects and multiple training, dissemination and cooperation activities have been developed, as well as 140 scientific publications, which are described in the new updated website of the Chair: <https://catedraunescoturismo.ulpgc.es/en/>.

All the activity of the Chair has been aimed at meeting the Sustainable Development Goals of the 2030 Agenda, and all within the framework of the UNITWIN Program.

2) Activities:

Overview of activities undertaken by the Chair during the reporting period

a) Education/Training/Research (key education programmes and training delivered and research undertaken by the Chair during the reporting period, target group and geographical coverage)	
i) Education (leading to certificate)	<ul style="list-style-type: none"> - PhD program in Tourism, Economics and Management, integrated in the Doctoral School of the ULPGC (EDULPGC) https://www2.ulpgc.es/plan-estudio/6016 - Master's Degree in Tourism, Transport and Environmental Economics https://tides.ulpgc.es/en/master/ - Degree in Tourism, Faculty of Economics, Business and Tourism, ULPGC. https://www2.ulpgc.es/plan-estudio/4013 - Seminars: UNESCO Chair in Tourism Planning and Sustainable Development. https://tides.ulpgc.es/en/seminarios/ <p>A communication portal has been developed, where the main news and interviews are published in local, national and international press. http://tides.ulpgc.es/en/videos-canal/video-news.html</p>
ii) Training (short term)	<p>The ULPGC is offering various training programmes as its own short-term courses, which include subjects directly related to the Chair, such as the following:</p> <ul style="list-style-type: none"> - University Expert in Sustainability in the Tourism Sector - University Expert in Digital Competences - University Expert in Nature Education - University Expert in Cultural Management - University Expert in Governance and Citizen Participation - University Expert in Information and Documentation <p>Moreover, all the projects developed by the UNESCO Chair in Tourism and Sustainable Economic Development include dissemination activities, dissemination of results and training specific to the themes developed and the territories to which they are linked.</p>
iii) Research	<p>The following web page describes the projects carried out in 2021-2022 that have been developed and funded through national or international competitive calls: https://catedraunescoturismo.ulpgc.es/en/.</p> <p>The Chair is associated with the University Institute in Tourism and Sustainable Economic Development (TIDES) of the ULPGC (www.tides.es). TIDES has more than 120 professors and associated researchers from 5 research groups: Economy, Environment, Sustainability and Tourism (ECOMAS); Bayesian Statistical Techniques and Decision Making in Economics and Business (TEBADM); Research in Tourism and Transport (ITYT); Engineering and Architecture in Tourism (URSCAPES); and, Entrepreneurship, Digital Enterprise and Innovation (EEDI).</p>

b) Conferences/Meetings

(key conferences and meetings organized by the Chair or to which its Chairholder contributed)

i) Key conferences and workshops hosted by the Chair

- Man and Biosphere (MaB) programme 50th anniversary outreach days, 4 to 8 October, 2021, University Auditorium ULPGC: https://tides.ulpgc.es/wp-content/uploads/2021/09/50-ANIVERSARIO-MaB_UNESCO.-V4.pdf

ii) Other conferences/organizational activities undertaken by the Chairholder

- UNWTO International Network of Sustainable Tourism Observatories (INSTO), October 2022
- 9th Biennial ITSA & V Gran Canaria SSTD2022 Conference: <https://itsaconference2022.ulpgc.es>, July 2022.

iii) A selection of conference presentations by the Chairholder and other colleagues

Presentations of the UNESCO Chair in Tourism and Sustainable Economic Development in the period 2020-22:

- CLIMAR Project meeting in Barcelona, OBREAL Global and ULPGC, December 2022
- Universities and Government present a report on tourism sustainability, December 2022
- Conference Transitions towards sustainable tourism, November 2022
- International Congress on Nautical Sport Sustainability, October 2022
- Inno-Reset 2022 International Seminar, October 2022
- XIV Edition Agora of Human Rights: "Climate Change and Just Transition", December 2021
- International Conference on Marketing and Technologies #ICMarkTech'21, December 2021
- IX Maspalomas Tourism Forum: "The Recovery of the Tourism Sector", December 2021
- XXI Science and Innovation Week "Virtual Museums", November 2021
- Cycle of conferences on Active Tourism and Territory, May 2021
- The Professional Association of Tourism Professionals of the Canary Islands (COPTURISMO) together with the UNESCO Chair of Tourism and Sustainable Economic Development carried out the COPTURISMO Annual Conference on October 25, 2022 on "Advances and Opportunities of Tourism in the Canary Islands" with experts from Bolivia, Chile, Ghana, Uruguay and Spain in Sustainable Tourism and Tourism economy and taxation.

c) Interuniversity Exchanges/Partnerships

(principal exchanges/partnerships between the Chair and other institutions including UNESCO Chairs/UNITWIN Networks)

- Participacion in the 30th Anniversary of the UNITWIN/UNESCO Chairs Programme: "Transforming Knowledge for a Just and Sustainable Future", 3-4 November 2022, Paris.
- Virtual participation of the UNESCO World Conference on Cultural Policies and Sustainable Development - MONDIACULT 2022, september 2022, Mexico
- Participation in the Congress of the UNITWIN Network on Tourism, Culture and Development, Slovenia, May 2022 <https://unitwin2022.turistica.si/en/topics/>
- Participation in the UNESCO World Conference on Higher Education (WHEC2022) Barcelona, May 2022, <https://www.whec2022.org/>

Through the mobility programmes for the training of students and teachers, as well as projects developed by the Chair, exchanges have been carried out with many countries of the five Continents.

d) Publications/Multimedia Materials (major publications and teaching/learning materials)			
<i>Please tick relevant fields of output and indicate volume of output:</i>	Books	[tick] <input checked="" type="checkbox"/>	[no.] 1
	Books (edited)	<input checked="" type="checkbox"/>	1
	Books (chapters)	<input checked="" type="checkbox"/>	4
	Monographs	<input checked="" type="checkbox"/>	Several
	Research Reports	<input checked="" type="checkbox"/>	Several
	Journal Articles (refereed)	<input checked="" type="checkbox"/>	140
	Conference Proceedings	<input checked="" type="checkbox"/>	Several
	Occasional Papers	<input checked="" type="checkbox"/>	Several
	Teaching/Learning Materials	<input checked="" type="checkbox"/>	Several
	Multimedia Materials (CD-ROM)	<input type="checkbox"/>	
	Multimedia Materials (Video)	<input checked="" type="checkbox"/>	1
	Multimedia Materials (Other)	<input checked="" type="checkbox"/>	9
<i>Give details of major publications and materials including full citations.</i>			
i) Theses			
<p>(1) Analysis of the potential and economic impact of shark-diving tourism in the Macaronesian archipelagos. (2) Analysis of the influence of resources and dynamic capabilities on the performance of vocational training centres in hospitality and tourism. (3) Social network analysis in tourism for improving marketing strategies. Understanding tourists' behaviour through their customer Journey. (4) Whale-Watching tourism in the nautical sector: consumer behaviour and firm prospects towards sustainability.</p>			
ii) Publications			
<p>In 2021-22, a total of 140 publications have been produced by researchers associated to the UNESCO Chair in Tourism and Sustainable Economic Development, in a wide range of disciplines. See at: https://tides.ulpgc.es/en/publicaciones/ The last 10 have been:</p>			
1. Cantillo, J., Martín, J. C., & Román, C. (2022). Visualization Analysis of Seabream and Seabass Aquaculture Research using CiteSpace. <i>Aquaculture Research</i> , 53(1), 136-160.			
2. González-Mantilla, P. G., Gallagher, A. J., León, C. J., & Vianna, G. M. (2022). Economic Impact and Conservation Potential of Shark-Diving Tourism in the Azores Islands. <i>Marine Policy</i> , 135, 104869.			
3. Lam-González, Y. E., García, C., Hernández, M. M. G., & León, C. J. (2022). Benefit Transfer of Climate Change Adaptation Policies in Island Tourist Destinations. <i>Tourism Management</i> , 90, 104471.			
4. Bulchand-Gidumal, J. (2022). Post-COVID-19 Recovery of Island Tourism Using a Smart Tourism Destination Framework. <i>Journal of Destination Marketing & Management</i> , 23, 100689.			
5. Chica, M., Hernández, J. M., & Perc, M. (2022). Sustainability in Tourism Determined by an Asymmetric Game with Mobility. <i>Journal of Cleaner Production</i> , 355, 131662.			
6. Fernández-Hernández, C., Araña, J. E., de León, J., & León, C. J. (2022). Tourists' Preferences for Stargazing Land Resources. <i>Land</i> , 11(2), 198.			
7. Negrín Hernández, M., Bermúdez-Tamayo, C., Alguacil, J., Cantarero, D., Casino, G., Santillán, A., ... & Álvarez-Dardet, C. (2022). Proteger el planeta para proteger la salud. <i>Gaceta Sanitaria</i> , 36, 101-105.			
8. Ezzaouia, I., & Bulchand-Gidumal, J. (2022). The Impact of Information Technology Adoption on Hotel Performance: Evidence from a Developing Country. <i>Journal of Quality Assurance in Hospitality & Tourism</i> , 1-23.			
9. Voltes-Dorta, A., & Martín, J. C. (2022). The measurement of accessibility and connectivity in air transport networks. In <i>The Air Transportation Industry</i> (pp. 295-314).			
10. Vrontisi, Z., Charalampidis, I., Lehr, U., Meyer, M., Paroussos, L., Lutz, C., ... & León, C. J. (2022). Macroeconomic Impacts of Climate Change on the Blue Economy Sectors of Southern European Islands. <i>Climatic Change</i> , 170(3), 1-21			

e) Cooperation with UNESCO Headquarters, Field Offices

This UNESCO Chair in Tourism and Sustainable Economic Development of the ULPGC, has received the support of the Spanish National Commission for Cooperation with UNESCO www.unesco.es (Ms. Victoria de la Serna, and Ms. Belén Llera, Secretary General) and the support of the Secretary of State for Tourism (MINCOTUR) of the Government of Spain (Ms. Isabel Oliver). Other UNITWIN Networks and UNESCO Chairs have been contacted and cooperated such as: UNESCO Chair in Cultural Heritage and Sustainable Tourism, (Ms Sara Beatriz Guardia); UNESCO Chair in ICT for the development and promotion of sustainable tourism in World Heritage Sites (Prof. Lorenzo Cantoni); UNESCO Chair in Conservation and Ecotourism of Riverine and Deltaic Ecosystems, East Macedonian and Thracian Institute of Technology, (Dr. George Zaimes); UNESCO Chair in Cultural Tourism (Mrs. Carmen María Ramos de Balcarce); UNESCO Chairholder of Sustainable Tourism in UNESCO Designated Sites Sun Yat-sen University, China (Mrs. Chaozhi ZHANG); and UNESCO Chair Culture, Tourisme, Développement (Madame Maria GRAVARI-BARBAS). At UNESCO level this Chair has participated in the 30th Anniversary of the UNITWIN; MONDIACULT and WHEC 2022.

f) Other

(any other activities to report)

- In the present period, awards and distinctions have been received by the University of Las Palmas de Gran Canaria and the Cabildo de Gran Canaria to researchers participating in the Chair for their research and contribution to science and culture. See at: <https://tides.ulpgc.es/en/grupo-ecomas-recibio-el-reconocimiento-a-la-produccion-cientifica/> <https://tides.ulpgc.es/en/entrega-de-honores-y-distinciones-2021-del-cabildo-de-gran-canaria/>
- Mrs. Tatiana David Negre, who participates in the Chair, has been awarded the Extraordinary Doctoral Thesis Prize 2021/2022 granted by the University of Las Palmas de Gran Canaria in the branch of Social and Legal Sciences for her thesis entitled "Social network analysis in tourism for improving marketing strategies. Understanding tourists' behaviour through their Customer Journey", directed by Dr. Sergio Moreno Gil and Dr. Juan M. Hernández. This thesis has also been awarded other national and international prizes and has had a high impact in the media. <https://tides.ulpgc.es/en/investigadora-del-tides-recibe-el-premio-extraordinario-de-tesis-doctoral-2020-2021/>
- Also Mrs. Chaitanya Suárez Roja, who participates in this Chair, received the second Research Prize at the International Tourism Fair (Fitur), with the work presented, entitled "Is there a new ecological tourist? A study on the preferences of the demand for sustainable development in whale watching tourism", in co-authorship with doctors and professors Matías M. González Hernández and Carmelo J. León González. <https://marcet-mac.eu/wordpress/?p=658>
- In 2021 SERGESTUR has recognised the 150 most influential professionals in the tourism sector in Spain, based on their contributions, proven experience, successes and professional achievements, among which are members and collaborators of the Chair, Mr. Zoilo Alemán, Mr. Jacques Bulchand, Mr. Pablo Llinares, Mr. Sergio Moreno and Mr. Eduardo Williams. <https://tecnohotelnews.com/wp-content/uploads/2021/05/Los-150-mas-Influyentes-del-sector-turistico-en-Espana.pdf>

3. Future Plans and Development Prospects:

Outline of action plan for the next biennium and short/medium and long-term development prospects. Please do not hesitate to refer to difficulties that the Chair has experienced
(Not exceeding 300 words)

In 2023, it is expected to be able to reach agreements with multiple organisations with which the Chair has been working, in order to continue implementing common initiatives in the field of economic and sustainable development of tourism, through ongoing projects. It is also expected to contribute, through research, to the knowledge necessary for decision-making at all levels: business, administrative, governmental and international.

The recent nomination to form part of the Global Sustainable Tourism Observatories (INSTO) of the World Tourism Organisation will produce the necessary synergies to give greater visibility to the Chair and consolidate its role in the generation of useful and updated information for society.

The Chair has been the main beneficiary of the CLIMAR project "Strengthening of research, innovation and knowledge transfer on climate change and tourism in higher education Institutions in Latin America", financed by the Erasmus+ program of the European Union for the period 2023-2025. This project has been the only one granted by the European Union under the Green Deal modality.

In addition, in 2023-24 the Chair hopes to consolidate a Sustainable Development and Regenerative Tourism Network attached to the UNITWIN Networks program, for which it has obtained multiple supports in this present period, in addition to having the CLIMAR project.

It is expected to continue with the regulated training activities (bachelor's, master's and doctoral degrees), as well as those activities of the Chair and ULPGC aimed at the sustainable development of tourism, in order to maintain the fourth position as a research centre in scientific productivity in tourism in Europe; second worldwide, shared with other institutions, in scientific productivity in marketing and destination management; fourth worldwide in scientific productivity in research on image and brand; and first in Latin America in scientific productivity in hospitality.

Appendix:

1) Human Resources during the reporting period

The UNESCO Chair in Tourism and Sustainable Economic Development from ULPGC involves 120 academics from different disciplines, as well as a large number of prestigious researchers and collaborators from the world's leading centres of reference in sustainable tourism. Through the ULPGC, more than 50 agreements have been signed with all kinds of organisations for the development of specific activities, serving as a think-tank and bridge between the academic world, civil society, local communities and policy makers.

The University of Las Palmas de Gran Canaria is a new Spanish public university with a great international projection. Forty percent of its enrolment are foreign students, mainly from Latin America and Europe, which is a fundamental asset in relation to the objectives pursued by the Chair, highlighting the use of new technologies and research related to tourism as the main driver of the Canarian and Spanish economy. It has international mobility programmes with a close involvement with society and high scientific productivity.

The ULPGC Research Professors and Collaborators of the UNESCO Chair in Tourism and Sustainable Economic Development belong to 5 research groups covering disciplines such as: Economics, Environment, Sustainability and Tourism, Transport Statistics, Spatial Planning, Business Management, Urban Design, Entrepreneurship and Innovation.

Its functional structure includes an executive committee of 10 representatives, chaired by the Chair Director.

Mr. Carmelo Javier León González, Director
 Mr. Eugenio Díaz Fariña, Executive Secretary
 Mr. Javier de León Ledesma, Co-Director
 Mr. Matías M. González Hernández, Co-Director Cooperation
 Mrs. Yen E. Lam González, Co-Director Research
 Mr. Daniel Francisco Celis Sosa, Co-Director Training
 Mr. Sergio Moreno Gil, Co-Director of Institutional Relations
 Mrs. Arminda Almeida Santana, CUTDES Associate
 Mrs. Chaitanya Rojas Suárez, CUTDES Associate
 Mrs. Yen E. Lam González, CUTDES Associate
 Mrs. Patricia Picaso Peral, CUTDES Associate

The Chair also has several interns or research fellows who, on an honorary or paid basis for the projects, carry out various support tasks, including communications, design and production of dissemination materials, web updating, etc.

2) Financial Resources during the reporting period			
<i>Please tick sources of financial contribution and specify the amount in U.S. dollars</i>		[tick]	Amount (\$)
	Host Institution	<input checked="" type="checkbox"/>	759.204,00
	Partner Institution	<input type="checkbox"/>	
	Government Body	<input checked="" type="checkbox"/>	45.000,00
	Other Public Institution/Body (incl. Research Councils)	<input checked="" type="checkbox"/>	projects allocation
	UNESCO	<input type="checkbox"/>	
	Other UN Agency	<input checked="" type="checkbox"/>	projects allocation
	IGO	<input checked="" type="checkbox"/>	projects allocation
	NGO	<input type="checkbox"/>	
	Industry	<input checked="" type="checkbox"/>	projects allocation
Other Private	<input checked="" type="checkbox"/>	projects allocation	
<i>Give details of financial contributions, material resources and space.</i>			
<p>The breakdown of activities in the 2021-2022 period considers currently funded projects and budgetary allocations and in-kind services. Future projects will seek appropriate funding according to national and international competitive calls in each period. Figures are expressed in Euro, as this is the official currency in the territory of implementation.</p> <p>The main chapters and activities funded include:</p> <p>A) Cooperation-Research: projects funded through national or international competitive calls.</p> <p>B) Training activities (741.204 Euros):</p> <ul style="list-style-type: none"> - PhD program in Tourism, Economics and Management (383.292 Euros) Currently 90 students studying from more than 15 countries http://doctoradoteg.ulpgc.es/ - Master in Tourism, Transport and Environmental Economics (221.400 Euros) Master's degree in English. Annual Capacity: 30 students VII Edition 2021-22, from 12 countries http://tides.ulpgc.es/formacion/master.html - Professional Courses (45.252 Euros) <ul style="list-style-type: none"> (1) Provide practical tools for the development of tasks related to sustainable tourism. (2) Develop skills for the labour market. Semestral http://tides.ulpgc.es/formacion/cursos.html - CUTDES Specialized seminars (Monthly) (91.260 Euros) http://tides.ulpgc.es/investigacion/seminarios-de-investigacion.html <p>C) Institutional relations and dissemination (63.000 Euros)</p> <p>In the period 2021-2022, 24 research and cooperation projects were developed (ongoing in the current period), whose total funding from public institutions, UN agencies (UNEP), International Organisations and the private sector reached 10 million Euros.</p>			

End of the Form