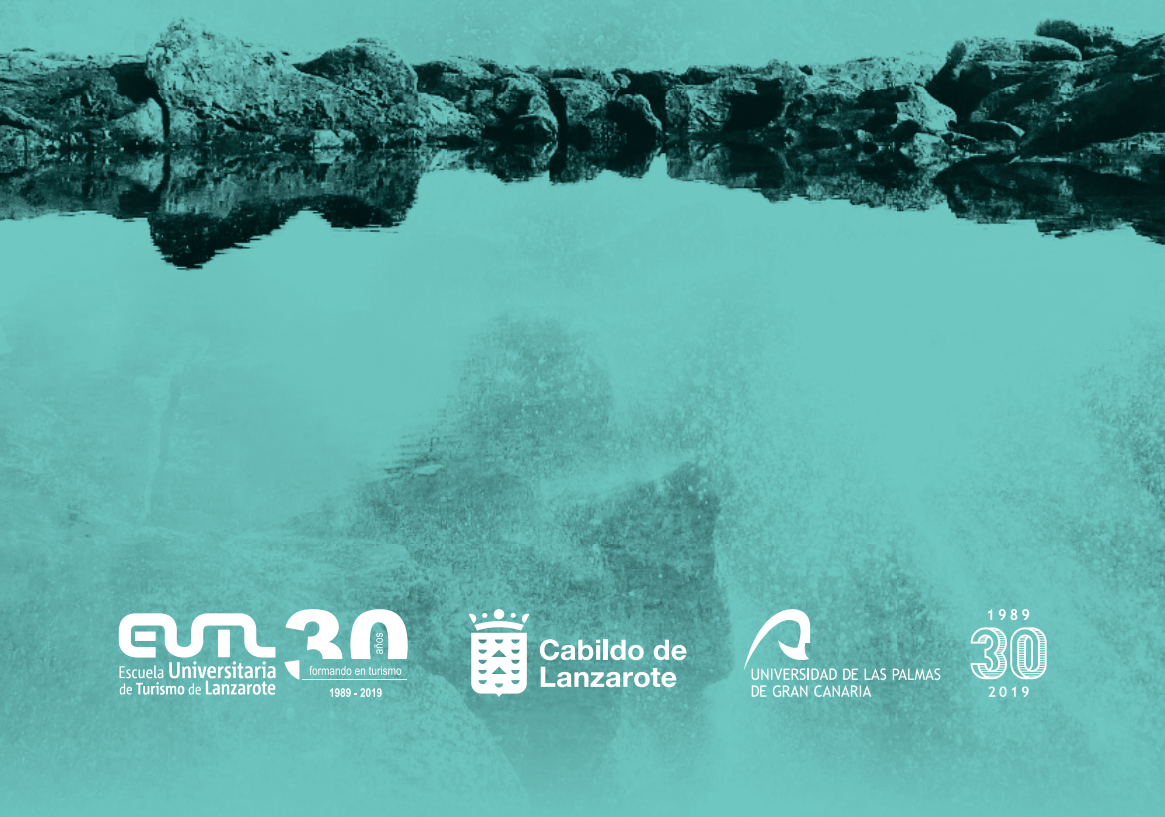


III International Conference







Health and Wellbeing in Sustainable Destinations

Indicators for Responsible Tourism Program | Lanzarote, December 16 - 17, 2019



Program

-
-
-  @healthtourismlanzarote
 -  @HealthTourismLz
 -  Health and Tourism Conference
 -  Health Tourism Lanzarote

International Conference on Health and Wellbeing in Sustainable Destinations
December 16-17, 2019 - Lanzarote (Canary Islands)
Conferencia Internacional en Salud y Bienestar en Destinos Sostenibles
16-17 Diciembre, 2019 - Lanzarote (Islas Canarias)

healthtourism.ulpgc.es
healthtourism@ulpgc.es

III International Conference
*Health and Wellbeing
in Sustainable Destinations:
Indicators for Responsible Tourism*

Program – Lanzarote, December 16-17, 2019


The Conference on Health and Wellbeing in Sustainable Destinations will be dedicated to the analysis and debate of indicators for the development of responsible tourism from a double perspective: health as a tourism product and health experiences of the local community of the destination. Two framework papers and two panels of experts will be organized with a varied representation of researchers, agents and professionals linked to both health, sustainability and responsible tourism. The discussion will include topics related to health and wellbeing as a tourism product; health and local community, governance, sustainable development, responsible tourism, host and guest congruency, and relation among health, culture and local heritage.

 **Organizer:**

**Escuela Universitaria de Turismo de Lanzarote (EUTL)
Universidad de las Palmas de Gran Canaria (ULPGC)**

 **Venue:**

Arrecife Gran Hotel & SPA
Parque Islas Canarias, s/n - 35500 Arrecife (Lanzarote)
www.aghotelspa.com

 **Information and registration:** *Free (limited seating). Registration on the web:*

www.healthtourism.ulpgc.es
healthtourism@ulpgc.es



Credit recognition: 1 ECTS

Honorary Committee

Excmo. Sr. D. Ángel Victor Torres Pérez, Presidente del Gobierno de Canarias

Ilma. Sra. Dña. María Dolores Corujo Berriel, Presidenta del Cabildo de Lanzarote

Excma. Sra. Dña. Yaiza Castilla Herrera, Consejería de Turismo, Gobierno de Canarias

Ilma. Sra. Dña. Concepción Gil Páez, Dirección General de Salud Pública,
Gobierno de Canarias

Sr. D. Rafael Robaina Romero, Rector Magnífico de la Universidad de
Las Palmas de Gran Canaria

Sra. Dña. Eva Crespo Fontes, Directora de la Escuela Universitaria de
Turismo de Lanzarote

Chair

Dr. Heredina Fernández Betancort, Escuela Universitaria de Turismo de
Lanzarote / ULPGC

Scientific Committee

Dr. María José Álvarez Comino, Universidad Pontificia de Salamanca, Spain

Dr. José Álvarez-García, Universidad de Extremadura, Spain

Dr. Gemma Cànoves Valiente, Universitat Autònoma de Barcelona, Spain

Dr. Heredina Fernández Betancort, Escuela Universitaria de Turismo de Lanzarote
/ Universidad de Las Palmas de Gran Canaria, Spain

Dr. José Antonio Fraiz Brea, Universidad de Vigo, Spain

Dr. Juliana Guzmán Flores, Universidad de Guadalajara, Mexico

Dr. Pedro R. Gil-Montes, Universidad de Valencia, Spain

Dr. Jafar Jafari, Universidad de Wisconsin-Stout, USA

Dr. Metin Kozak, Dokuz Eylül University, Turkey

Dr. Carmelo J. León González, Universidad de Las Palmas de Gran Canaria / TIDES
– Instituto Universitario de Turismo y Desarrollo Económico Sostenible, Spain

Dr. Nieves Losada Sánchez, Universidade de Tras-os-Montes e Alto Douro, Portugal

Dr. J. Rosa Marrero Rodríguez, Universidad de La Laguna, Spain

Dr. F. Xavier Medina, Universitat Oberta de Catalunya, Spain

Dr. László Puczko, Health Tourism Worldwide, Hungary

Dr. Juan Ignacio Pulido, Universidad de Jaén, Spain

Dr. María de la Cruz del Río-Rama, Universidad de Vigo, Spain

Dr. Ángeles Rubio Gil, Universidad Rey Juan Carlos, Spain

Dr. Agustín Santana Talavera, Universidad de La Laguna, Spain

Dr. Melanie K. Smith, Budapest Metropolitan University, Hungary

Dr. Eugenia Wickens, Northern University of Malasya, Malasya

Sunday,

December 15th: Welcome reception

10:00 - 20:00 "Healthy Tour"
Pre-conference activities (limited seating, registration required)

Monday,

December 16th: Simultaneous translation

09:00 - 09:30 Opening session:
Authorities intervention

09:30 - 10:30 Conference: "A Nice Place to Live is a Nice Place to Visit Satisfaction of Tourists vis-à-vis Wellbeing of Residents"

Dr. Jafar Jafari, University of Wisconsin-Stout (USA)

10:30 - 11:00 Coffee break

11:00 - 13:00 Panel Discussion I: People and Wellbeing in Responsible Tourism Organizations

Participants:

Dr. Sergio Moreno Gil, Consejería de Turismo, Gobierno de Canarias

D. José Guillermo Díaz Montañés, ARTIEM y Thinktur.

Dr. Santiago Melián González, TIDES / Universidad de Las Palmas de Gran Canaria

D. Javier Suarez,

PY Hotels & Resort and GEHOCAN

D. Benigno López Martín, Instituto Canario de Seguridad Laboral, Gobierno de Canarias

Moderator: *Dr. Heredina Fernández Betancort, E. Universitaria de Turismo de Lanzarote*

13:00 - 14:00 Debate about SDG in Responsible Tourism
Health, Gastronomy and Local Heritage for the Sustainability of Tourism

Dr. F. Xavier Medina, UNESCO Chair on Food, Culture and Development, UOC

Dr. László Puczko, Founder de Health Tourism Worldwide, Hungary

Session Chair: *D. Ángel Vázquez, Turismo, Economía, Agricultura, Ganadería & Pesca, Cabildo de Lanzarote*

14:00 - 16:00 Lunch

16:00 - 17:00 Conference: "Eco-Wellness Concepts in Tourism"

Dr. Melanie K. Smith, Budapest Metropolitan University

17:00 - 19:00 Panel Discussion II: Tourism Experience with the Health Product

Participants:

D. Carlos Abella Picazo, Clúster Español de Turismo de Salud-Spaincares

Dr. José Antonio Fraiz Brea, Universidad de Vigo

Dña. Mónica Fuentes Ferrer, Turismo de Tenerife

D. Héctor Fernández Manchado, Turismo Lanzarote

D. Antonio Á. Moreno González, TIDES / Universidad de Las Palmas de Gran Canaria

D. Pablo de la Joya Escobar, PROEXCA, Gobierno de Canarias

Moderator: *Dña. M. Paz Llorente Sánchez, Canary Medical Key*

Tuesday,
December 17th:
Parallel Sessions (*)

Workshops:

Room I (Session in English)

09:00 - 10:30 Taller I: "Re-Position Seaside Destinations as Wellness Destinations"

Dr. Melanie K. Smith, Budapest Metropolitan University

Room II (Session in English)

09:00 - 10:30 Taller II: "Health Destinations Development and Competitiveness"

Dr. László Puczko, Fundador, Health Tourism Worldwide, Hungary

Room III (Session in Spanish)

09:00 - 10:30 Taller III: "Turismo 'Rosquilla': creando valor y bienestar 'seguro y justo'"

Orla de Díez and Myriam Barros, Tagoro / TIDES -ULPGC & Asociación las Kellys

10:30-11:00 Coffee break



Session in English

11:00 - 12:00 / Group 1: Room I



12:00 - 13:00 / Group 1: Room I



Session in Spanish

11:00 - 12:00 / Group 2: Room II



12:00 - 13:00 / Group 2: Room II

Presentations Sessions (*)

11:00 - 13:00 Scientific Communications and Good Practice Experiences in Sustainable Destinations with Touristic Health Products

(*) Schedule is subject to change. You will be notified of any changes.

11:00 - 12:00 - Group 1: Room I
(Session in English)

1. *Health and Horticulture: The Role of Botanic Gardens in Bridging the Gap between Tourists, Health and the Natural World.* **Richard W. Benfield**, Central Connecticut State University, USA

2. *Holistic Tourism and its Potential for Personal Development.* **Joana Lopes, Zélia Breda y Emese Panyik**. University of Aveiro, Portuguese Catholic University, Portugal Research Unit on Governance, Competitiveness and Public Policies, Portugal

3. *Impacts of Cycling Motivations on Participants' Wellbeing.* **Emel Yalçın**, Independent Researcher, Turkey & Medet Yolal Anadolu University, Turquia

Session Chair: *Enrique Torres Bernier*, Universidad de Málaga

12:00 - 13:00 - Group 1: Room I
(Session in English)

4. *Exploring Tourists' Perceptions of Health and Destinations. The case of La Palma (Canary Islands).* **Antonio A. Moreno González, Carmelo J.**

León González, Carlos Fernández Hernández, Universidad de Las Palmas de Gran Canaria / TIDES- Instituto Universitario de Turismo & Desarrollo Económico Sostenible, Spain

5. *Sustainable Resilience Destinations for Health and Jobs: the case of Lanzarote*. **Heredina Fernández-Betancort**, Escuela Universitaria de Turismo de Lanzarote & **Agustín Santana-Talavera**, Universidad de La Laguna, Spain

6. *Resident Well-being and Behaviours under on-going Terror. Threats*. **Ning (Chris) Chen**, University of Canterbury, New Zealand, **Rohail Ashraf**, King Abdulaziz University, Saudi Arabia

7. *Raising Awareness of Sustainable Tourism in small-scale Cities. The case of Braga*. **Emese Panyik** Catholic University of Portugal; & **Zélia Breda** University of Aveiro, Governance, Competitiveness and Public Policies Research Unit, Portugal

8. *Health and Wine: revealing the Properties of Vino de Tea (Pine Wine), a Unique Gastronomic Product from La Palma (Canary Islands)* **Pablo Alonso González**, Institute of Heritage Sciences, National Spanish Research Council (Incipit-Csic) **Eva Parga-Dans**, University of A Coruña (Spain)

Session Chair: *F. Xavier Medina*, Universitat Oberta de Catalunya

11:00-12:00 - Group 2: Room II
(Session in Spanish)

1. *La intermediación en la experiencia con el turismo médico y de salud*. **M. Paz Llorente**, Canary Key Consulting, España.

2. *Andorra: destino de turismo de salud*. **Judit Hidalgo y Gemma Arribas**, Actua Invest in Andorra, Andorra.

3. *Experiencia del turismo médico en Barcelona*. **Mariángeles Tapia Soler**, Institut IMOR (Grupo Atrys), España.

4. *Datos sobre el turismo de salud en Lanzarote*. **Noelia Castellano Guillén**, Escuela Universitaria de Turismo de Lanzarote, España.

Session Chair: *María José Álvarez Comino*, Salus Infirmorum - Universidad Pontificia de Salamanca.

12:00 - 13:00 - Group 2: Room II
(Session in Spanish)

1. *El turismo del mar como base para el desarrollo local sostenible*. **Enrique Torres Bernier**, Universidad de Málaga, España.

2. *Aproximación a la Definición de Turismo Saludable*. **Oscar Amador y Ana María Gomáriz**, Escuela Universitaria de Turismo de Lanzarote / Universidad de las Palmas de Gran Canaria, España.

3. *Miedo Social: inseguridad y malestar en los destinos turísticos*. **Marcello Tomé**, Universidade Federal Fluminense, Brasil.

Chair: *Eduardo Parra López*, Universidad de La Laguna.

13:00 - 14:00 Closing Address
Presentation of Conclusions of the Conference

Organizing Committee:

Eva Crespo Fontes, Director of Escuela Universitaria de Turismo de Lanzarote

Heredina Fernández Betancort, PhD., Teacher of Escuela Universitaria de Turismo de Lanzarote

Noelia Ramón Pérez, Teacher of Escuela Universitaria de Turismo de Lanzarote

Organizing Collaboration:

Ana María Gomariz Rodrigo, Collaboration Fellow, Escuela Universitaria de Turismo de Lanzarote

Organizers:



Partners:



Asociación Española de Expertos Científicos en Turismo



UNIVERSIDAD PONTIFICIA DE SALAMANCA



TurismoLanzarote



Centros de Arte, Cultura y Turismo
Cabildo de Lanzarote



www.healthtourism.ulpgc.es
healthtourism@ulpgc.es

@healthtourismlanzarote
@HealthTourismLz
Health and Tourism Conference
Health Tourism Lanzarote

