

Emotional Health & Wellbeing in Sustainable Destinations

Lanzarote 2022
5_7 MAY

IVth International
Conference

Tourism in Therapy

 Salud y Turismo
Health & Tourism



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Emotional Health and Wellbeing in Sustainable Destinations

Tourism in therapy

Lanzarote 2022 | 5 - 7 May

The post-Covid conference on health and wellbeing in sustainable destinations will be dedicated to the analysis and discussion of indicators for the development of responsible tourism from a two-pronged analysis: on the one hand, emotional health as a tourist product and, on the other hand, the experience and economy of the mental health of the destination's local community.

Three keynote speeches and panel discussions will be organised with a varied representation of researchers, agents and professionals linked to health, sustainability and responsible tourism. In addition, there will be two workshops dedicated to health and enogastronomy and cultural heritage. At the same time, there will be a space for the presentation of free papers based on research or experiences of good practices related to the topic of the conference. A number of papers will be selected from the presentations to be published in international scientific journals.

Topics to be addressed include (but are not limited to): Emotional health and well-being as a tourism product / Mental health and the local community / Governance and sustainable development / Responsible tourism / Guest and host congruence / Health, culture, heritage / Social dimension of tourism.

Key dates for the submission of papers: (*)

■ 15 April 2022	Submission of proposals
■ 22 April 2022	Confirmation of acceptance
■ 29 April 2022	Submission of abstracts and papers
■ 6 June 2022	Sending of final text for publication

(*) Check the style guide on the PASOS website: http://ojsull.webs.ull.es/index.php/Revista/style_guide

Information: www.healthtourism.ulpgc.es | healthtourism@ulpgc.es

Organised by: Lanzarote University School of Tourism, EUTL/ULPGC, Lanzarote City Council, and Lanzarote Tourism.

Registration: Free of charge (limited seating). Registration on the conference website (*).

Venue: Arrecife Gran Hotel & Spa, Lanzarote.



Emotional Health & Wellbeing in Sustainable Destinations Tourism in Therapy

Thursday, 5 May

16:00 - 17:30 h. Pre-conference activity
(in English, registration required):

Seminar for PhD students and researchers on publications and lines of research, with the participation of leading international researchers in health and tourism.

18:00 - 19:00 h. Welcome Reception
Arrecife Gran Hotel & SPA

19:00 - 20:00 h. Guided tour of the
historic centre and marina of Arrecife.

Friday, 6 May

08:30 - 09:00 h. Reception of participants

09:00 - 09:30 h. Opening

- Ms. Sra. María Dolores Corujo, President of the Cabildo de Lanzarote.
- Ms. Yaiza Castilla, Regional Ministry of Tourism of the Government of the Canary Islands.
- Mr. D. Lluís Serra, Rector of the University of Las Palmas de Gran Canaria.
- Ms. Dña. Eva Crespo, Director of the University School of Tourism of Lanzarote.

Presents the IVth International Conference
Dra. Heredina Fernández-Betancort
Lanzarote University School of Tourism

09:30 - 10:00 h. Lecture I: *Cultivating Health & Wellbeing in Lanzarote to Allure Tourists as Repeaters.*

- Jafar Jafari, Doctor Honoris Causa of the ULPGC. University of Wisconsin-Stout.

10:00 - 11:30 h. Panel discussion I: *Touristic promotion of emotional health.*

- Ángeles Rubio Gil, Universidad Rey Juan Carlos.
- Héctor Fernández, Managing Director of SPEL.
- José Juan Lorenzo, Manager of Promotur, Canary Islands Government.
- Myriam Barros, Las Kellys Lanzarote Association.

Moderated by: María José Álvarez, Salus Infirorum - Univ. Pontificia de Salamanca.

11:30 - 12:00 h. Break

12:00 - 12:30 h. Lecture II: *Sustainable tourism development: Restoring the wellbeing of Hosts and Guests.*

- Michael Di Giovine, West Chester University of Pennsylvania

12:30 - 14:00 h. Panel discussion II: *Economics of emotional health.*

- Beatriz González López-Valcarcel, ULPGC
 - Juan Ignacio Pulido, University of Jaén
 - Juan Manuel Santana Pérez, ULPGC
 - Heredina Fernández Betancort, EUTL
- Moderated by:** Pedro Calero, EUTL

14:00 - 15:30 h. Lunch

15:30 - 16:00 h. Lecture III: *Creating a healthy tourist product Km.0*

- Agustín Santana Talavera, University of La Laguna (ULL)

16:00 - 17:30 h. Panel discussion III: *Research and promotion of healthy local products: "A mixed assessment"*

- F. Xavier Medina, Unesco Chair on Food, Culture and Development, UOC (online)
 - Juan Betancort Coll, Promotion and Economic Development, City Council of Lanzarote
 - Ernesto Guerra Murciano, Meliá Hotels International, Lanzarote
 - José A. González (Pepe Solea), Aula Cultural Ciencia & Gastronomía, ULPGC
- Moderated by:** Eduardo Parra, University of La Laguna

17:30 - 18:00 h. Break

Parallel sessions:

• WORKSHOPS:

18:00 - 19:00 h. Workshop I: *Researching proximity products: "From seeds to emotions"*.

- Eva Parga-Dans y Pablo Alonso-González, Institute of Natural Products and Agrobiology, Spanish National Research Council (IPNA-CSIC). Local producers.

19:00 - 19:45 h. Workshop II: *Emotional education and dissemination of healthy local heritage.*

- Jennifer Godoy Pérez, Casa de Colón

• SCIENTIFIC PAPERS:

18:00 - 19:00 h. Scientific papers: *Economics of emotional health in tourism.*

Moderated by: Rita Carballo, EUTL

19:00 - 19:45 h. Scientific Papers: *Tourism promotion of emotional health.*

Moderated by: María de la Paz Llorente, Canary Medical Key.





19:45 - 20:00 h. Closing

Saturday, 7 May

Healthy Tour La Geria / Healthy Tour La Geria. Registration required, limited places.

Next programme update: 8 April

(*) Certificate, Recognition: 1 ECTS credit

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