

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

## SMART TOURISM AND GREEN ECONOMY: CHALLENGES AHEAD

To implement the 2030 Agenda and meet the Sustainable Development Goals (SDGs), the European Commission promotes the Green Deal, which is part of the Strategy to Boost the Green Economy and the Circular Economy. The main aspects that limit the incorporation of circular actions are fundamentally, financing and profitability difficulties, bureaucratic and administrative limitations as well as training and technological capacity limitations; while new technologies are reshaping markets and, in particular, the tourism sector around the world. From the Sharing Economy to the Internet of Things, Autonomous Vehicles and Artificial Intelligence, this set of emerging innovations promises to create more opportunities for destinations and travelers around the world while aiming to seek greater environmental protection and social and economic well-being for the international community as a whole.

### 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  
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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. Francesc López Palomeque - University of Barcelona  
Dr. Pasquale Pazienza - 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

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Barcelona, 26<sup>th</sup> & 27<sup>th</sup> June 2024

Passeig de Gràcia, 66



Escola Universitària  
Formatic Barcelona

Centre Adscrit  
Universitat  
de Girona



# CONFERENCE PROGRAM

WEDNESDAY 26<sup>th</sup> June

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

**Mr. Jordi Garcia**, Academic Director, Escola Universitària Formatic Barcelona  
**Mr. Patrick Torrent**, Executive Director of the Catalan Tourist Board, Catalan Government  
**Mr. Josep Boyra**, Escola Universitària Formatic Barcelona Academic Deputy Director

**11:00 - 11:30. Opinions of European Managers on Challenges in Team Management in Multicultural Work Environment - Recommendations for Companies in the Tourism Sector** 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.

**11:30 - 12:00. Sustainable Tourism in Marine Reserves: The Case Study of the Tremiti Islands, Italy** by Ranieri, F; De Lucia, C.; Paziienza, P. Department of Economics, Management and Territory, University of Foggia, Italy.

**12:00 - 12:30. Blockchain and Sustainable Tourism: Revolutionizing Tourism Experience in the Green Economy Era** by Porcaro, A; Basile, G.; De Lucia, C.; Paziienza, P. Department of Economics, Management and Territory, University of Foggia, Italy.

**12:30 - 13:00. Development Policies to Enhance European Cultural and Environmental Assets. The Theoretical Framework of Green Economy and Smart Tourism** by Basile, G.; Porcaro, A; De Lucia, C.; Paziienza, P. Department of Economics, Management and Territory, University of Foggia, Italy.

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

**13:30 - 14:00. Communicating the Need for Preserving Tourism's Valuable Assets (Applied to the city of Barcelona)** by Pérez, L., Social Sciences and Tourism Department; Gallarde, I., Social Sciences and Tourism Department; members of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona.

**14:00 - 14:30. Tax Incentives for Companies for Environmental Sustainability in the Basque Country and Navarra** by Bru, J., Law and Business Department; member of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona.

**14:30 - 15:00. TTrends and Horizons of the Tourism Sector for 2024** by Guasch and Farrarons, T.; Communication and Public Relations Consultant and Information Theory Lecturer

**Refreshment Break and Networking**

# CONFERENCE PROGRAM

THURSDAY 27<sup>th</sup> June

**10:00 - 10:30. Monitoring of Main Socio-Economic Activities in the Marine Protected Area of Tremiti Islands (South of Italy)** by De Lucia, C.; Lopolito, A; Paziienza, P. Department of Economics, Management and Territory, University of Foggia, Italy.

**10:30 - 11:00. Analysis of Airport Strategies in Spain** by Barrera Perxés, J., Universitat de Girona and Sorribes, J., Law and Business Department; member of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona - Universitat de Girona.

**11:00 - 11:30. Research Using the Delphi Method to Validate the Wilson Pyramid as a Relationship Planning Tool with Different Types of Target Audiences** 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.

**11:30 - 12:00. Analysis of the Situation of Women in the Tourism Sector** by Alvado, A., Communication and Marketing Sciences Department, member of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona.

**12:30 - 13:00. Camping is in Fashion** by Lebrero, A., Collaborating Teacher at Escola Universitària Formatic Barcelona.

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

**13:30 - 14:00. Tourism Digitalization, the Path Towards the Empowerment of Women** by Eduardo Riesco, Law and Business Department; member of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona.

**14:00 - 14:30. Green Tourism in Georgia: Beyond Tbilisi** by Cristobal, S., Communication and Marketing Sciences Department; member of the Research Group for the Analysis and Planning of Tourism (GREPAT) of the Escola Universitària Formatic Barcelona.

**14:30 - 15:00. Circular Economy and Sustainable Tourism Management: Uncertainties and Challenges Ahead** by Schena, J., Communication and Marketing Sciences Department; Alvado, A., Communication and Marketing Sciences Department; Garcia, J., Social Sciences and Tourism Department; Sorribes, J., Law and Business Department; García-Lavernia, J., Communication and Marketing Sciences 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.

**15:00 - 15:30. Discussion and Closing Session: Smart Tourism and Green Economy: Challenges Ahead**