

UNESCO CHAIR OF TOURISM AND SUSTAINABLE ECONOMIC DEVELOPMENT

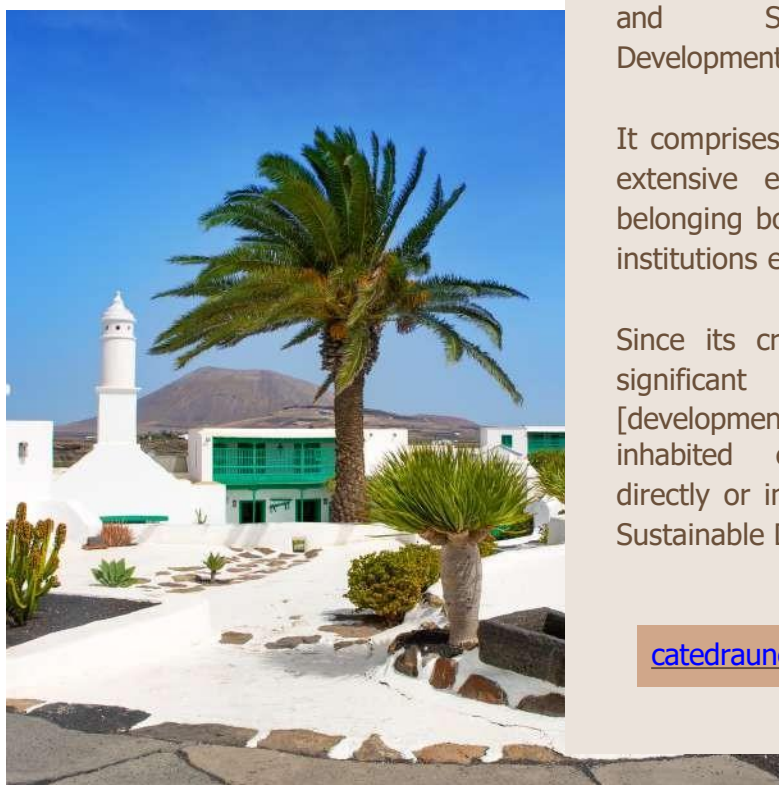
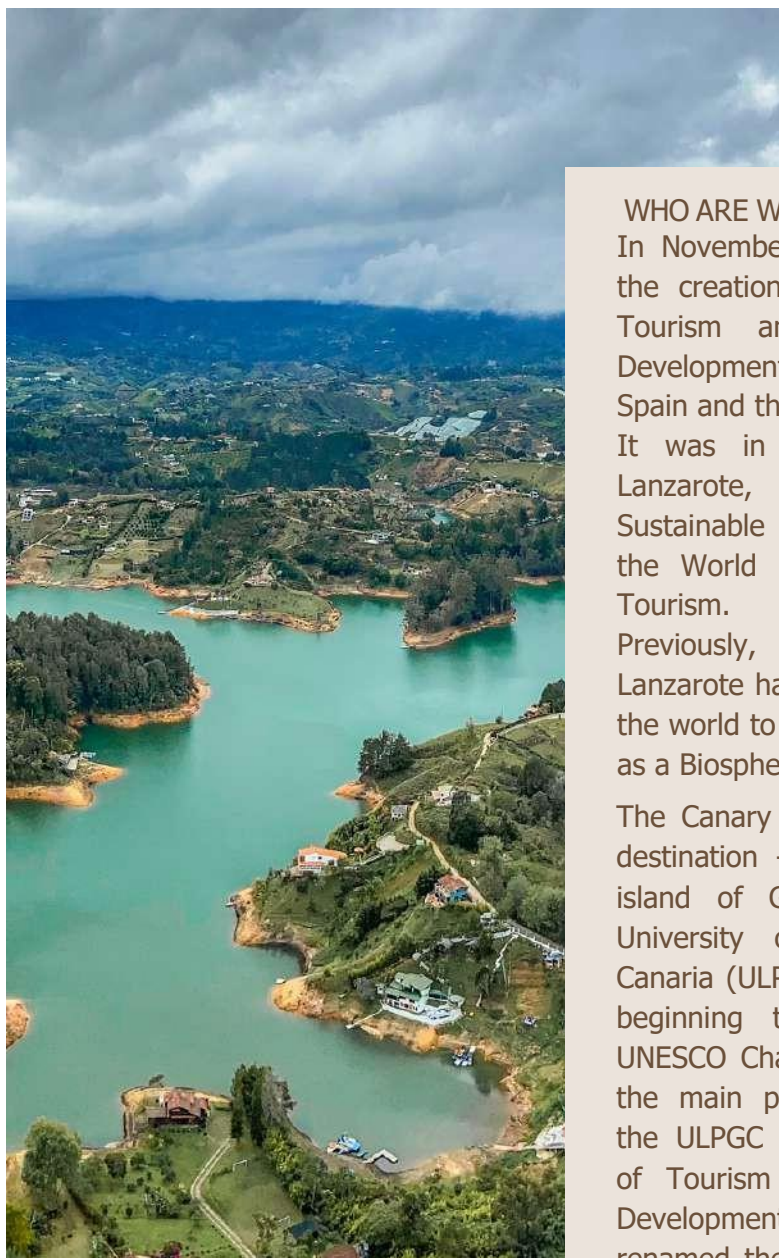


ULPGC
Universidad de
Las Palmas de
Gran Canaria

Cátedra UNESCO
de Turismo y Desarrollo
Económico Sostenible



ABOUT US



WHO ARE WE?

In November 2020, UNESCO approved the creation of the UNESCO Chair in Tourism and Sustainable Economic Development, the first of its kind in Spain and the tenth worldwide.

It was in 1995, on the island of Lanzarote, where the Charter for Sustainable Tourism was signed during the World Conference on Sustainable Tourism.

Previously, on October 7, 1993, Lanzarote had become the first island in the world to be designated in its entirety as a Biosphere Reserve.

The Canary Islands, as a world tourist destination - and more specifically the island of Gran Canaria through the University of Las Palmas de Gran Canaria (ULPGC) - have raised from the beginning the need to establish a UNESCO Chair where tourism would be the main protagonist. Thus, in 1991, the ULPGC created the UNESCO Chair of Tourism Planning and Sustainable Development; in 2020, it will be renamed the UNESCO Chair of Tourism and Sustainable Economic Development.

It comprises a group of academics with extensive experience in the subject, belonging both to the ULPGC and other institutions external to it.

Since its creation, it has managed a significant number of cooperative [development] projects on every inhabited continent, always either directly or indirectly linked to the UN's Sustainable Development Goals (SDGs).

catedraunescoturismo.ulpgc.es/en

OUR REASON TO BE



MISSION

To Promote and encourage sustainable development through tourism and an integrated system of research, training and documentation, facilitating collaboration between high-level, internationally-recognised researchers and educators from various institutions, countries and regions.



VISION

The UNESCO Chair is the international cooperation platform of the Institute of Tourism and Sustainable Economic Development of the ULPGC (TiDES Institute). The ULPGC is well-renowned for its excellence in the field of tourism research, ranking 31st in this area in the Shanghai Ranking of 2021. The Canary Islands are Europe's leading destination for tourist overnight stays and have acquired a wealth of significant knowledge and experience of tourism, to which the ULPGC has contributed greatly.



OBJECTIVES

In line with UNESCO's priorities, its strategic programmes, and SDGs, the general objectives are:

1. Transfer of knowledge about sustainable development in tourism, generated at the University of Las Palmas de Gran Canaria, to developing countries and their environments.
2. Cooperate in the comprehensive development of tourism in developing countries.
3. Influence the well-being of local populations.
4. Strengthen their social and economic capabilities.
5. Highlight the value of these cultures and encourage respect for the environment and surroundings.
6. Strengthen cooperation, inter-university links and knowledge exchange.
7. Promote a more sustainable form of tourism.

WE BET ON QUALITY TRAINING



Promoting tourism training
programmes and
sustainable economic
development, including
ecotourism management

Organising local and
international conferences

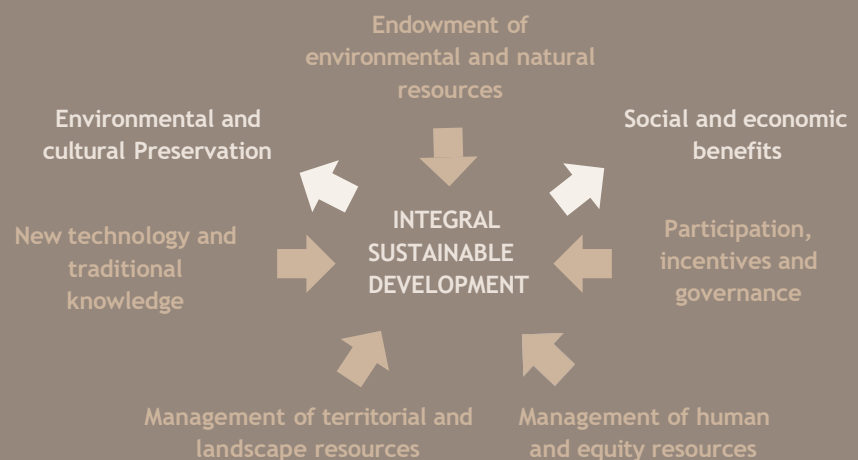
OBJECTIVES OF SUSTAINABLE TOURISM DEVELOPMENT

The Sustainable Development Goals (SDGs) were created in 2015 by the Member States of the United Nations as part of Agenda 2030.

The 17 agreed upon objectives aim to achieve, within a period of 15 years - a period that will end in 2030 - the development of societies that respect the biophysical limits of the planet.



Due to current problems (inequality, poverty, destruction of the natural environment, etc.), the need to adopt a sustainable development model for the various economic and social activities that creates new and positive synergies for both the natural environment and for societies, increasing social well-being and establishing a series of limits to growth is recognised. These ideas emerged in 1972 in the publication "The Limits to Growth: Report to the Club of Rome on the Predicament of Humanity."



NEW STRATEGY

MANAGEMENT AND CAPACITY CREATION

New training programmes, guidelines with UNITWIN, and inter-university cooperation.



SUSTAINABILITY

Synergies with the SDGs, MAB and World Heritage programmes.



KNOWLEDGE TRANSFER

Network of UNESCO chairs in TYDS.



OPERATION IN THE FORM OF ACTIVE NETWORKS

All ULPGC research resources (human and material) in the area of tourism and sustainability are directly or indirectly linked, and are activated depending on projects, needs and opportunities, as well as counting on resources in various countries that also can be activated.



ORGANIZATION



DR. CARMELO J. LEÓN
GONZÁLEZ *DIRECTOR*



DR. EUGENIO DÍAZ
FARIÑA
SECRETARY



DR. MATÍAS GONZÁLEZ
HERNÁNDEZ
*CO-DIRECTOR OF
COOPERATION*



DRA. YEN E. LAM
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DR. JAVIER DE LEÓN *CO-
DIRECTOR OF
INTERNATIONALIZATION AND
ACADEMIC NETWORKS*



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SCIENTIFIC AND
KNOWLEDGE
TRANSFER*



DR. DANIEL CELIS
SOSA
*CO-DIRECTOR OF
TRAINING*

PROYECTS

1. CLIMATE CHANGE AND THE CIRCULAR ECONOMY
2. ECOTOURISM AND PROTECTED NATURAL SPACES
3. EDUCATION ON SUSTAINABLE TOURISM
4. LANDSCAPING AND LAND
5. MANAGEMENT MARINE AND NAUTICAL SUSTAINABILITY





1.

CLIMATE
CHANGE
AND THE
CIRCULAR
ECONOMY

CLIMATE CHANGE AND THE CIRCULAR ECONOMY



MAC-CLIMA IS A PROJECT WHICH AIMS TO
GENERATE A METEOROLOGICAL AND
OCEAN OBSERVATION SYSTEM, USING
SUCH TOOL TO PROMOTE RESILIENCE
AND ADAPTATION TO CLIMATE CHANGE



MACCLIMA

MAC-Clima is a project that aims to generate a meteorological and ocean observation system, using this tool to promote resilience and adaptation to climate change.



CLIMATE CHANGE AND THE CIRCULAR ECONOMY



CLIMAR - STRENGTHENING RESEARCH,
INNOVATION AND KNOWLEDGE
TRANSFER ON CLIMATE CHANGE &
TOURISM IN HIGHER EDUCATION
INSTITUTIONS IN LATIN AMERICA



This project began in 2023 and its main objective is to promote research, innovation, the transfer of knowledge, and continuous professional development in a transversal way, contributing to the adaptation of tourist activities to climate change and the mitigation of the impacts of tourism in climate change.



CLIMATE CHANGE AND THE CIRCULAR ECONOMY

CLIMATE IMPACTS AND DECARBONIZATION PATHWAYS ON THE ISLANDS OF THE EUROPEAN UNION; IMPROVING THE SOCIO-ECONOMIC ASSESSMENT FOR EUROPE, BEYOND 2050

Objective 1. Carry out simulations on the evolution of 17 hazards with a potential direct impact on tourism activities, aquaculture, productivity in renewable energy and maritime transport on 12 European island case studies

Objective 2. Carry out a risk and vulnerability analysis for the blue economy on the islands, using impact chains and multi-criteria analysis methodologies with local experts and actors.

Objective 3. Estimate the direct economic impacts of these dangers, as well as the implications for the rest of the island economies up to 2100, using computable general equilibrium models.



[SOCLIMPACT - DOWNSCALING CLIMATE IMPACTS AND DECARBONISATION PATHWAYS IN EU ISLANDS, AND ENHANCING SOCIOECONOMIC AND NON-MARKET EVALUATION OF CLIMATE CHANGE FOR EUROPE, FOR 2050 AND BEYOND](#)



Objective 4. Build a shared vision with experts, public actors, and top representatives of the sectors on each island on the adaptation trajectories that seem most suitable to adapt to the changes.

The project has been developed based on 12 case studies (Cyprus – Malta – Crete – Sardinia – Sicily – Corsica – Azores – Madeira – Balearic Islands – Canary Islands – Martinique – Guadeloupe) and proposes the islands as ideal settings to deepen the analysis of the impact chains of climate change in the maritime transport, fishing, aquaculture, and maritime tourism sectors.

CLIMATE CHANGE AND THE CIRCULAR ECONOMY



CLIMATE RISK - STRATEGIES AND TECHNOLOGICAL SOLUTIONS FOR ADAPTATION TO CLIMATE CHANGE AND RISK PREVENTION IN COUNTRIES OF THE GREAT NEIGHBORHOOD



ESTRATEGIAS Y SOLUCIONES TECNOLÓGICAS PARA LA ADAPTACIÓN AL CAMBIO CLIMÁTICO Y LA PREVENCIÓN Y GESTIÓN DE RIESGOS EN PAÍSES DE LA GRAN VECINDAD
STRATÉGIES ET SOLUTIONS TECHNOLOGIQUES POUR L'ADAPTATION AU CHANGEMENT CLIMATIQUE ET LA PRÉVENTION ET LA GESTION DE RISQUES DANS DES PAYS DU GRAND VOISINAGE

Objective 1. Develop systems and tools, including software, connectivity and coordination protocols, training tools, and standards that facilitate governments' own response capacity in the event of natural disasters.

Objective 2. Develop technological solutions for the supply of energy and water in emergency situations caused by natural disasters.

Objective 3. Develop studies of architecture and territorial planning for resilience based on natural risks.

CLIMATE CHANGE AND THE CIRCULAR ECONOMY



[MICROCLI-MAC - TECHNOLOGY
AND SMART MICROCLIMATE
MANAGEMENT FOR ADAPTATION
TO A CHANGING CLIMATE IN THE
MACARONESIAN MACRO-REGION](#)



MICROCLI-MAC

Technology and Smart Microclimate Management for Adaptation to a Changing Climate in the Macaronesian Macro-Region and Third African Countries is a project co-financed by the European Union – European Regional Development Fund (ERDF) – INTERREG MAC 2021–2027 Programme. Its objective is to improve the management of extreme weather and health alerts in response to the diverse meteorological conditions in the Canary Islands, Madeira, the Azores, Cape Verde, São Tomé and Príncipe, Senegal, and Ghana.



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CLIMATE CHANGE AND THE CIRCULAR ECONOMY



DEVELOPMENT OF A MODEL TO EXPLAIN
AND IMPROVE CONSUMER REACTIONS TO
CLIMATE CHANGE MEASURES



Design by Freepik



Design by Freepik

The project aims to develop a model that helps understand how consumers perceive and react to the policies and measures implemented to combat climate change. Based on this analysis, the goal is to identify strategies that enhance the acceptance and effectiveness of these measures, promoting more sustainable and environmentally responsible behaviors.

CLIMATE CHANGE AND THE CIRCULAR ECONOMY



Design by Freepik

ISLAND ECONOMY
NETWORK (RECIS):
MULTIDISCIPLINARY
DEVELOPMENT OF THE CIRCULAR
ECONOMY IN ISLANDS.
APPLICATION EXAMPLES IN
COFFEE GROUNDS AND
AQUAPONIC PRODUCTION

Design by Freepik



The Island Circular Economy Network (RED RECIS) promotes the multidisciplinary development of the circular economy in island environments, with the goal of positioning the Canary Islands as a "Green Archipelago." The project includes practical applications such as the valorization of coffee grounds and the implementation of aquaponic production systems.



recis
Red de Economía Circular en Islas

CLIMATE CHANGE AND THE CIRCULAR ECONOMY



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JUST CLIMATE
TRANSITION: ECONOMIC
EVALUATION OF SOCIAL
PREFERENCES USING DISCRETE
CHOICE MODELS WITH
APPLICATIONS TO ENERGY AND
TOURISM



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The project aims to assess social preferences regarding policies and measures related to the climate transition, using discrete choice models. It focuses on key sectors such as energy and tourism, with the goal of identifying strategies that promote sustainable decision-making, thereby contributing to a fair and efficient climate transition.



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CLIMATE CHANGE AND THE CIRCULAR ECONOMY



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UTILIZATION OF
PSEUDOSTEMS AND RESIDUAL
RACHIS FROM BANANA
CULTIVATION IN THE CANARY
ISLANDS FOR THE PRODUCTION OF
NATURAL FIBERS AND OTHER BY-
PRODUCTS: INDUSTRIAL
IMPLEMENTATION ANALYSIS AND
MARKET STUDY.



Design by Freepik

The project seeks to apply the concepts of sustainability and profitability to banana farming in the Canary Islands, reducing waste through its revalorization in new value chains. It focuses on the utilization of pseudostems and rachis to produce natural fibers and other by-products, generating environmental benefits and promoting a more efficient and sustainable agricultural model.

CLIMATE CHANGE AND THE CIRCULAR ECONOMY



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[ECONOMICS OF CLIMATE
TRANSITION AND CIRCULAR
ECONOMY IN TOURISM: SOCIAL
CAPITAL AND EMOTIONS](#)



Design by Freepik

The project analyzes the interaction between climate transition, circular economy, and tourism, focusing on the role of social capital and the emotions of the stakeholders involved. Its aim is to understand how these factors influence the adoption of sustainable practices in the tourism sector and to develop strategies that promote more responsible tourism aligned with environmental and social sustainability.

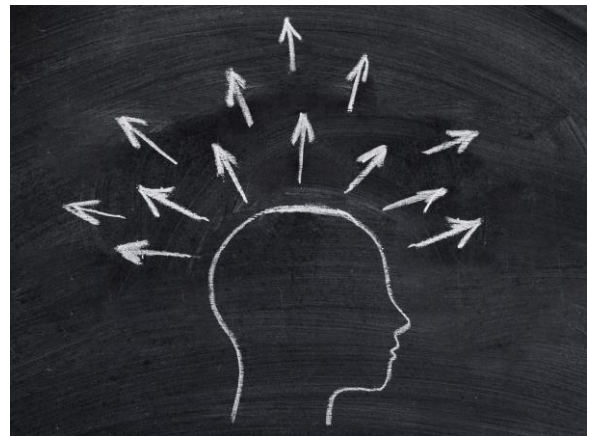


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CLIMATE CHANGE AND THE CIRCULAR ECONOMY



MODELING CONSUMER
DECISIONS AND ECONOMIC VALUE
IN THE FACE OF CLIMATE CHANGE
AND THE CIRCULAR ECONOMY:
PERCEPTION, KNOWLEDGE, AND
EMOTIONS



Design by Freepik

The project aims to analyze how consumers make decisions regarding policies and measures related to climate change and the circular economy. It examines factors such as individuals' perception, knowledge, and emotions in order to better understand their behavior and estimate the economic value of their decisions, thereby contributing to the design of more effective and sustainable strategies.

CLIMATE CHANGE AND THE CIRCULAR ECONOMY

The adverse effects of Climate Change as a consequence of the increase in ocean temperature and the greater frequency and intensity of extreme weather events mean that coastal communities in general, and fishing communities in particular, are among the first to see their livelihoods threatened.

This project was born in anticipation of and to respond to the effects of Climate Change suffered by the coastal and fishing communities of the Canary Islands, Mauritania, and Senegal.



[RES COAST - TOOLS
INFRASTRUCTURE PLANNING AND
RISK MANAGEMENT FOR THE
DEVELOPMENT OF COASTAL
ECONOMIES RESILIENT TO CLIMATE
CHANGE IN WESTERN AFRICA
\(MAC2/3.5B/314\)](#)



To this end, this initiative seeks a common management model that minimises the vulnerability of these population centres affected by Climate Change through the development of a prediction and territorial planning tool, as well as the installation and management of energy and water supply systems, easily scalable so as to be replicated in other coastal population settlements in West Africa and the Canary Islands, as well as in other places around the world with similar conditions.

CLIMATE CHANGE AND THE CIRCULAR ECONOMY



ISLANDAP ADVANCED R+D+i
TOWARDS AQUAPONIC
DEVELOPMENT IN THE UP ISLANDS
AND THE CIRCULAR ECONOMY.
INTERREGIONAL FORWARD
CHALLENGES



Objective 1. Strengthen R&D&I capabilities in sustainable production of aquaponic systems.

Objective 2. Creation of a work network in sustainable development, circular economy, and aquaponics.

Objective 3. Competitive improvements in aquaponic production on ultra-peripheral islands.

Objective 4. Revaluation of bio-resources, biotechnology, the circular economy and education.

A tropical beach scene with several palm trees leaning over a white sandy shore. The turquoise ocean meets a clear blue sky with light clouds. The text is overlaid on this background.

2.

ECOTOURISM
AND
PROTECTED
NATURAL
SPACES

ECOTOURISM AND PROTECTED NATURAL SPACES

This project aims to enhance the Master's degree "ENVIRONMENTAL MANAGEMENT WITH EMPHASIS ON COASTAL AREAS" that the Jorge Tadeo Lozano University, Caribbean Section taught in 2011.

At the same time, it was intended to be the reference for the teaching, starting in 2012, of a double Master's degree between the University of Las Palmas de Gran Canaria (Spain) and the Jorge Tadeo Lozano University itself.



ENVIRONMENTAL MANAGEMENT OF COASTAL AREAS IN COLOMBIA



The main purpose of the Master's Degree is to comprehensively train professionals who can understand, conceptualise, interpret, and reflect on the different environmental problems faced by coastal zones and assume the management of the various environmental management instruments necessary for tackling specific situations with a sense of human and social responsibility.

This is achieved by strengthening competencies and skills that allow strategic decisions to be made in environmental administration for the sustainable development of coastal zones, with emphasis on the use, conservation, or preservation of natural resources.

ECOTOURISM AND PROTECTED NATURAL SPACES

The objective is to highlight the natural and cultural heritage of coastal zones and of protected areas in the Canary Islands, Azores, Cape Verde, Mauritania, and Senegal, through the promotion of ecotourism activities.



[ECOTOUR - VALUATION OF
NATURAL RESOURCES IN
PROTECTED COASTAL AREAS AS
AN ECOTOURISM ATTRACTION -
MAC/4.6C/054](#)



This initiative, led by the regional government of Gran Canaria, will work to achieve the expected results around three main axes, which include the study of the heritage of the selected protected coastal areas in order to analyse their weaknesses, strengths, and competencies with a view to possible development of sustainable and environmentally friendly tourist activities, the improvement of the conditions and services of these areas as a claim for the development of ecotourism activities and, finally, the promotion - properly speaking - of ecotourism as a sustainable tourism alternative that highlights the natural and cultural heritage existing in our territories.

ECOTOURISM AND PROTECTED NATURAL SPACES

IDENTIFICATION AND
IMPROVEMENT OF AN
ECOTOURISM CIRCUIT IN THE
CANTONS ZAMORA, CENTINELA
DEL CÓNDOR, YANTZAZA AND
YACUAMBI IN THE PROVINCE OF
ZAMORA CHINCHIPE



RESEARCH AND TRANSFER FOR
TOURIST GUIDANCE TO
MUNICIPALITIES OF THE
DEPARTMENT OF BOYACÁ, LA
GUAJIRA AND CUDINAMARCA



COMMUNITY ECOTOURISM FOR
THE HUMAN DEVELOPMENT OF
RURAL COMMUNITIES IN THE
SAINT LOUIS REGION (SENEGAL)



ECOTOURISM AND PROTECTED NATURAL SPACES



ACTION PLAN AS A MANAGEMENT STRATEGY FOR THE WASTELANDS OF THE NUESTRA SEÑORA DEL ROSARIO ARCHIPELAGO AND SAN BERNARDO, COLOMBIA



The Action Plan for the Sustainable Administration of the Wastelands of the Nuestra Señora del Rosario and San Bernardo Archipelagos brings together the knowledge generated by this project to provide solutions to the most pressing social and environmental problems of the Caribbean region and its coastal area.

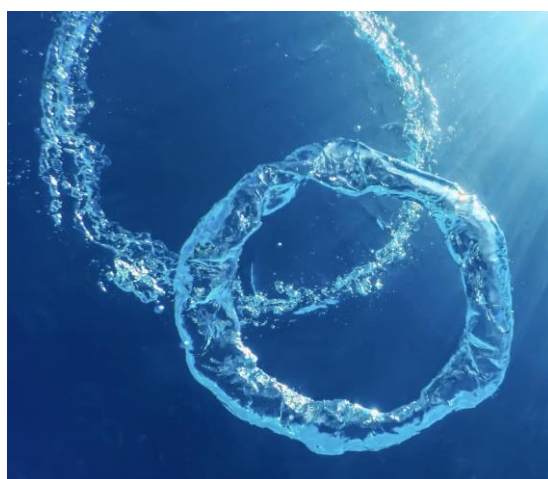


ECOTOURISM AND PROTECTED NATURAL SPACES

Design by Freepik



[INNOVABLU - PROVIDING A
NEW PERSPECTIVE ON THE
DEVELOPMENT OF A SUSTAINABLE
BLUE ECONOMY IN THE ADRIAN
REGION](#)



Design by Freepik

The main objective of the INNOVABLU project, co-financed by the European Union – European Regional Development Fund (ERDF) – INTERREG MAC 2021–2027 Programme, is to provide a new perspective on the development of a sustainable blue economy in the ADRIAN region by fostering and integrating two strategically positioned innovation communities: the BlueAIR innovation community and the innovation community organized around the Innovamare Cross-Border Digital Innovation Hub.

A scenic view of a coastal town, likely Dubrovnik, with a hillside of houses and a harbor filled with boats. The water is a vibrant turquoise color. The text '3.' is overlaid in a large, brown, serif font in the top left corner.

3.

EDUCATION
ON
SUSTAINABLE
TOURISM

EDUCATION ON SUSTAINABLE TOURISM

The project is undertaking a complete communication campaign, which has the support of more than 40 key institutions and companies, and which seeks to bring tourism research and innovation closer to society as a whole. Increasing their scientific culture in tourism, and raising awareness of the importance of tourism research, its positive effects, and the well-being generating role of tourism when it is developed with the application of scientifically based criteria, combating the so-called "tourismphobia."

The project also seeks to attract and capture talent (schoolchildren), awakening the scientific vocation towards research in tourism, raising awareness among tourism companies of the importance of supporting tourism research as an engine for improving their own activities.

Spain is a leading country in tourism research, and yet, society has limited scientific knowledge of this area, which is the country's main industry. In this way, it will contribute to promoting the image of Spain as a country of science and innovation, with the support of various media outlets.

The core of the proposal is based on paradoxes as a tool to bring science, innovation and the knowledge generated from everyday life closer together.

CONCIENTUR: TOURISM WITH SCIENCE



This rhetorical figure will facilitate the simple understanding of research concepts, while generating curiosity and interest on the part of society in general. Among the actions proposed are:

- The creation of 20 short videos about tourism science and a video using virtual reality.
- Development of two school competitions.
- The launch of a campaign to promote scientific experiments related to tourism in public.
- A final exhibition presenting the results of the project.

EDUCATION ON SUSTAINABLE TOURISM

We have integrated 'neurotourism' content into different training programmes, providing additional value to them.

For example, in the last year: «TOURISM AND WOMEN IN AFRICA» offered by the UNESCO Chair of Tourism and Sustainable Economic Development, the TIDES Institute, and the Emotur Laboratory, with the collaboration of the United Nations Development Programme, and sponsored by the Women for Africa Foundation and the General Directorate of Economic Affairs with Africa of the Government of the Canary Islands.



COURSE: "TOURISM AND WOMEN IN AFRICA"



The objective of this course was to empower women in Africa and improve their capabilities for the development of sustainable tourism. Since the #COVID-19 health crisis, training plans have been urgently needed to transform tourism in Africa.

Thus, among the modules of experience design, digitalisation, and sustainability, the latest developments in neuro-marketing and the analysis techniques to be used and their practical application were presented.

EDUCATION ON SUSTAINABLE TOURISM



The main objective of the Euro-Emotur project is to encourage the adoption of digitalisation and innovation on the part of the tourism SMEs through transnational cooperation and the development of capacity.

This would permit the generation of an ecosystem and a centre of digital innovation, as well as facilitating market competitiveness through digitalisation.

[EURO-EMOTOUR: THE JOURNEY
TOWARDS DIGITALISATION; THINKING
DIGITAL TOURISM THROUGH
NEUROMARKETING AND EMOTIONS](#)



The EURO-EMOTUR project represents an opportunity to change the game in the European tourism industry through the transition towards digitalisation, connecting SMEs with people (tourists and their emotions) and knowledge (labs) via digital technologies.

More concretely, it would initially give direct support to 60 SMEs from 3 pilot regions (Canary Islands-Spain, Venice-Italy and Lapland/Helsinki-Finland) to later expand it to reach 100 tourism SMEs from 20 countries, and ultimately the entire European ecosystem.



EDUCATION ON SUSTAINABLE TOURISM



DESIGNING THE FUTURE OF TOURISM IN ASIA PACIFIC



The main objective of the project is to develop new recovery and intervention strategies for the tourism sector in Central Asia that would allow the tourism offer there to be reconsidered in the context of a post-COVID-19 reality, while integrating the concepts of sustainable tourism into the way of life of the most vulnerable segments of society.



EDUCATION ON SUSTAINABLE TOURISM



[MATCHES - TOWARD THE
MODERNIZATION OF HIGHER
EDUCATION INSTITUTIONS IN
UZBEKISTAN- REF. 544573-TEMPUS-1-
2013- 1BG-TEMPUS-JPHES](#)

The project aims to modernise the higher education system in Uzbekistan by promoting the cooperation of key actors from the 'Knowledge Triangle' (universities, business sector and local authorities) for the establishment of long-term partnerships.

The project focuses on the establishment of Regional Knowledge Platforms as an institutionalised and operational framework for all actors and brings together 13 partners, of which 6 are universities (3 from the UZ and 3 from the EU), a technology park, 5 companies, and business support organisations (4 from the UZ and 1 from the EU) and a representative of a national public authority: the Committee for the Coordination of the Development of Science and Technology under the Council of Ministers of the European Union.

Consulta Europa contributes its experience in supporting universities in the design of their knowledge transfer strategies and in the development of international research and innovation projects.

EDUCATION ON SUSTAINABLE TOURISM



**TRAINING FOR PROFESSIONAL
IMPROVEMENT IN PLANNING AND
MANAGEMENT OF SUSTAINABLE
TOURISM DEVELOPMENTS IN RURAL
ENVIRONMENTS AND PROTECTED
INHABITED AREAS IN VENEZUELA**



**INTERUNIVERSITY COOPERATION IN THE
MANAGEMENT OF SUSTAINABLE TOURISM
BETWEEN CAPE VERDE, MAURITANIA,
SENEGAL AND THE CANARY ISLANDS**

EDUCATION ON SUSTAINABLE TOURISM



The PONCHO consortium is made up of 4 universities in the European Union (EU) from 4 different European Union (EU) countries (Spain, France, Portugal and Poland) and 21 universities from 8 Latin American (LA) countries (Argentina, Bolivia, Brazil, Colombia, Ecuador, Paraguay, Peru and Uruguay).

The specificity and innovative aspects of the PONCHO Consortium is that it is mainly composed of small universities, geographically located in peripheral areas, and with little or no experience with European Union and Capacity Development projects (Alpha projects) for Latin American partners.

However, several regional institutions that have consolidated experience in the execution of European Projects have been included in the Consortium.



[INTERNATIONALISATION OF PERIPHERAL
LATIN AMERICAN UNIVERSITIES THROUGH
SUSTAINABLE INTEGRATION AND
INCLUSIVE IMPLEMENTATION OF THE
OFFICE OF INTERNATIONAL RELATIONS
\(PONCHO\)](#)



The participation of these Higher Education Institutions (HEIs) in the Consortium is highly valued in order to encourage the exchange of good practices from the most experienced partners to the less experienced ones, both for an EU-LA cooperation approach and for LA-LA cooperation.

All partners will participate in all activities and in the coordination of each work package (WP), which will be shared between a coordinator and a joint coordinating institution (EU+LA coordination team or LA+LA coordination team) according to the experience of the partners.

At least one HEI from each partner country will participate in the coordination or joint coordination of the project in order to empower these institutions in the execution of the structural parts of international projects (preparation, status reports, quality planning, dissemination, and exploitation).

EDUCATION ON SUSTAINABLE TOURISM

The Euro-African Network of Excellence for Innovation and Entrepreneurship (INSTART) aims to improve the knowledge triangle by promoting an effective culture of innovation in higher education and launching innovative modes of partnership and interaction between universities, companies, and society in order to improve the socioeconomic environment throughout the Southern Mediterranean Region (MED).

The Consortium is comprised of 4 Universities, and a Science and Technology Park from EU countries - Spain, Portugal, Italy, and Poland - and 12 Universities from Algeria, Egypt, Libya, Morocco, and Tunisia with the support of social partners such as the Chambers of Commerce, Clusters, Networks and Associations from these MED countries.

It is important to make the universities' activities more visible and accessible to businesses and other stakeholders and to contribute to economic growth by combining their collective knowledge and skills.

The INSTART project develops innovative mechanisms to promote University Excellence in Innovation and Entrepreneurship and to increase University-Business cooperation across the Mediterranean.

To catch up in knowledge production, INSTART will implement the Transversal Training Accelerator Programme with

[INSTART - EURO-AFRICAN
NETWORK FOR EXCELLENCE IN
ENTREPRENEURSHIP AND
INNOVATION.](#)



innovative learning tools designed for different target groups (teachers, technicians, graduates, postgraduates, etc.), focusing on new skills in Innovation and Entrepreneurship with a transversal impact in disciplines of interest to the Region (such as Agriculture, Economics, Education, and Engineering).

In order to improve capabilities and create and reinforce Innovation structures in MED Universities, the project will develop a training programme that will include a visitation period in Europe, and thus initiate a system of transfer of best practices for long-term cooperation between MED-EU Universities.

The INSTART project is designed to encourage Mediterranean Higher Education Institutions to become a benchmark for innovation and entrepreneurship in the labour market and society as a whole.

EDUCATION ON SUSTAINABLE TOURISM

The ARROW Project – “Improving Research and Innovation Skills in Mongolian Universities”, with an approved budget of €551,140.00, aims to contribute to the promotion and strengthening of scientific writing capacity and the visibility of results in Mongolian Universities belonging to the Consortium.

The ARROW project will be implemented by a consortium of 4 European higher education institutions (1 Portuguese, 1 Polish, and 2 Spanish) and 11 Mongolian partners.

ARROW will provide the consortium of Mongolian universities with the right tools to increase visibility and scientific production rates in terms of better scientific manuscripts and patents.



ARROW - IMPROVING RESEARCH
AND INNOVATION AT
MONGOLIAN UNIVERSITIES.



Mongolian researchers will learn to improve the quality of their scientific productions and, without a doubt, the great heritage of ARROW will be the “mentor-scientists” platform, where prestigious scientists from all over the world will altruistically help to improve the manuscripts of scientists from developing countries.

To achieve the aforementioned objectives, the following will be developed:

- An online course on scientific databases.
- A course on Scientific English.
- An online course on plagiarism and self-plagiarism.
- Writing skills workshop.
- Patent Seminars.
- An applied statistics course.
- Creation of the scientist-mentor website.

EDUCATION ON SUSTAINABLE TOURISM



AMENET - THE EUROPEAN UNION
AND MEDITERRANEAN AND
AFRICAN INTEGRATION IN THE
GLOBAL ERA.



AMENET, "the integration of the European Union, the Mediterranean and Africa in the global era", is a Jean Monnet network, co-financed by the Erasmus+ Programme of the European Union, to promote studies on the regional integration of Africa, the Mediterranean and Europe. The AMENET network consists of 14 universities from 11 countries, led by the Autonomous University of Madrid (Spain).

This ambitious project includes research, teaching and knowledge dissemination actions, with special attention given to young researchers.



EDUCATION ON SUSTAINABLE TOURISM



Design by Freepik

CONTRACT BETWEEN
EUROPEA DE FORMACIÓN Y
CONSULTORÍA AND THE
UNIVERSITY OF LAS PALMAS DE
GRAN CANARIA FOR THE
PREPARATION OF MANUALS AND
TECHNICAL SCRIPTS FOR THE
CREATION AND LAUNCH OF A
RESTAURANT BUSINESS

Design by Freepik



This project aimed to train interested parties in knowledge related to entrepreneurship in the hospitality sector, with a specific focus on the field of restaurant management.



4.

**LANDSCAPING
AND
TERRITORIAL
MANAGEMENT**

LANDSCAPING AND TERRITORIAL MANAGEMENT

This project was given an award at the XIII Spanish Biennial of Architecture and Urbanism and at the Dubai International Award, being recognised for Good Practices by the United Nations on its Human Settlements Programme website.

It will allow us to take a definitive step to energise and activate a potential market niche in the Souss Massa Drâa Region.

The project proposes two types of sustainable rural buildings that will become “interpretation and training centres” in Tagmoute and Bizoursane. These will be used to activate the green tourism offer, promoting the training of its inhabitants so that they themselves can carry out part of the work and can serve as disseminators of knowledge to other populations in the region.

The project includes the writing of a Practical Manual that explains, step-by-step, the execution of the TAKATONA prototype, in an exhaustive description course by course.

The execution of both prototypes propose a typology of ‘earth architecture’, replicating the style of the traditional house with an open patio facing south, and arranging the rooms around it in a northwards orientation.

TAKATONA III - IMPROVEMENT OF HOUSING AND EQUIPMENT SUPPLY IN RURAL SETTLEMENTS OF THE SOUSS MASSA DRAA REGION



The prototype is raised through an ingenious system of regular adobe pieces and reeds to configure the main volume. A second skin of ‘bahareque’ wraps the Takatona prototype with a variable perforation pattern based on the different orientations of its facades in order to improve the energy efficiency performance of the prototype.

The patio is enclosed by a wooden lattice, by which the solar and photovoltaic panel systems are supported, which are incorporated into the set of bioclimatic features of the TAKATONA prototype.

LANDSCAPING AND TERRITORIAL MANAGEMENT



TAKATONA II - INTERREGIONAL
PROGRAMME FOR TECHNICAL
ASSISTANCE AND PROMOTION OF
RENEWABLE ENERGY, IMPROVEMENT
OF RURAL HABITATS, PROVISION OF
URBAN EQUIPMENT AND
INTRODUCTION OF RENEWABLES



Proyecto Takatona II

Proyecto galardonado con el Premio Especial Aquae Islas 2014 en reconocimiento de su contribución a la mejora del medio ambiente en los entornos rurales de África, bajo financiación POCTEFEX.

Area: Renewable Energies

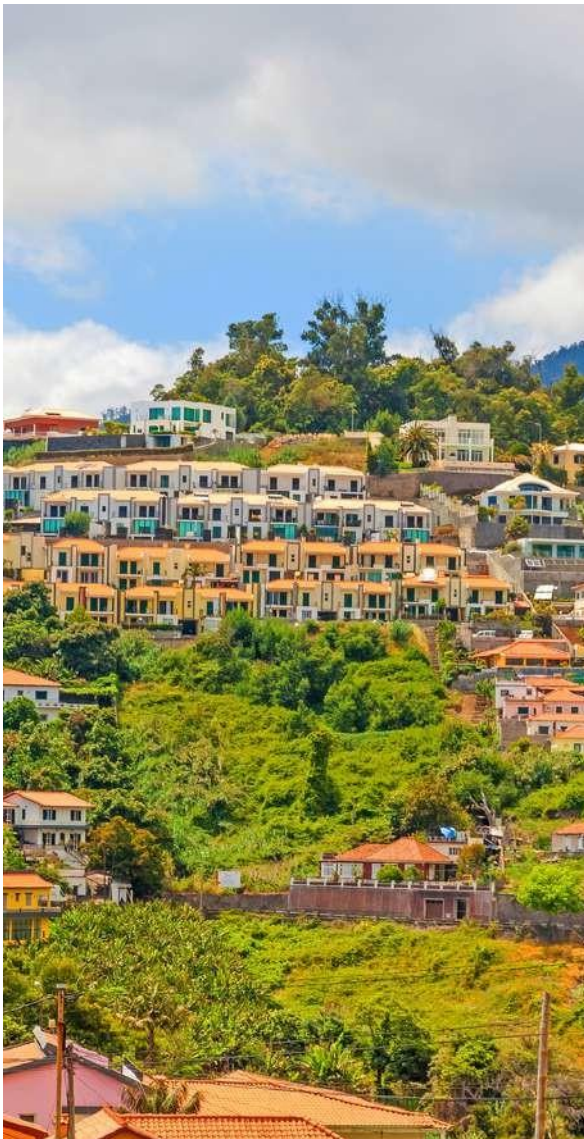
Project awarded the 2014 Aquae Islas Special Prize in recognition of its contribution to improving the environment in rural environments in Africa, under POCTEFEX financing.



LANDSCAPING AND TERRITORIAL MANAGEMENT

General Objective

The objective of the project is to conceive a comprehensive vision for the strategic planning of sustainable tourism on Fogo Island in Cape Verde, on which a coordinated plan of action to build an identity-based and coherent sensory experience for the tourist can be based.



**EFFOGO - MASTER PLAN FOR
SUSTAINABLE TOURISM.
FINANCING ENTITY: FEDER, ITC/
GOVERNMENT OF CANARY
ISLANDS**



Strategies

The project develops its objectives in line with the following strategic axes for Sustainable Tourism in Fogo:

AXIS 01- A SUSTAINABLE FRAMEWORK FOR TOURISM MARKET SEGMENTS

AXIS 02- LANDSCAPE STRUCTURE AS A TOURIST RESOURCE

AXIS 03- SUSTAINABLE MOBILITY SYSTEMS IN THE CONTEXT OF TOURISM

AXIS 04- TOURIST CENTRES AS MODELS OF SUSTAINABLE SYNERGIES.

AXIS 05- PILOT MODELS OF TOURIST TYPOLOGIES

AXIS 06- SUSTAINABILITY APPLIED TO TYPOLOGICAL MODELS

LANDSCAPING AND TERRITORIAL MANAGEMENT

The EFFICIENCY project is designed to create an innovative support and dissemination solution for energy efficiency as a means to reduce dependence of fossil fuels in the industrial, hospitality and domestic sectors of the Canary Islands, Senegal, Cabo Verde and Mauritania.

This pilot project could become an essential reference point for the development of a rational and optimised energy policy, thus improving the competitiveness of industrial and hotel facilities by enhancing the management and decision systems for energy resources utilised by entrepreneurs.

In terms of innovation, the project will facilitate the implementation of computer tools for analysing critical points in energy use, promoting intervention to improve consumption.



**EFFICIENCY PROGRAMME - PILOT
PROJECT FOR THE GENERIC
TERRITORIAL STRATEGIC
IMPLEMENTATION OF
SUSTAINABLE TOURIST CENTRES IN
CAPE VERDE**

efficiency

**La Eficiencia Energética
para un crecimiento sostenible**

The project will also include a set of activities to disseminate the principles of energy rationalisation, as well as a series of studies on the introduction of renewable energies in the tourism and industrial sector.

The project is structured to cover the entire geographical scope of this initiative.

Partners from the four reference regions will participate, their involvement implying the shared management and generic volume of the tasks defined by the project.

The background of the slide is a photograph of a coastal town. In the foreground, a white rope with dark spots is coiled on a boat's deck. The middle ground shows a harbor with several sailboats and a few small boats. In the background, a hillside is covered with houses and buildings, some with red roofs. The sky is clear and blue.

5.

**MARINE AND
NAUTICAL
SUSTAINABILITY**

MARINE AND NAUTICAL SUSTAINABILITY



INTERREGIONAL AND
MULTIDISCIPLINARY
MACARONESIAN KNOWLEDGE
AND TECHNOLOGY TRANSFER



Monitor and protect cetaceans and the marine environment, and analyse the associated tourist activity so it can be managed sustainably.

Objective 1. Analyse the socioeconomic impact of whale watching as a tourist activity and promote its growth and sustainable development.

Objective 2. Create spaces for the exchange of ideas, knowledge transfer and reinforcement of capacities that will allow the MARCET Network to be consolidated and formalised.

MARINE AND NAUTICAL SUSTAINABILITY



MARCET II “PROMOTION OF WHALE AND
CETACEAN WATCHING AS AN
ECOTOURISM ACTIVITY AND MODEL OF
SUSTAINABLE ECONOMIC DEVELOPMENT
THROUGH THE PROTECTION AND
CONSERVATION OF THESE SPECIES AND
ACKNOWLEDGEMENT OF THEIR VALUE AS
PERT OF THE NATURAL HERITAGE OF
MACARONESIA”



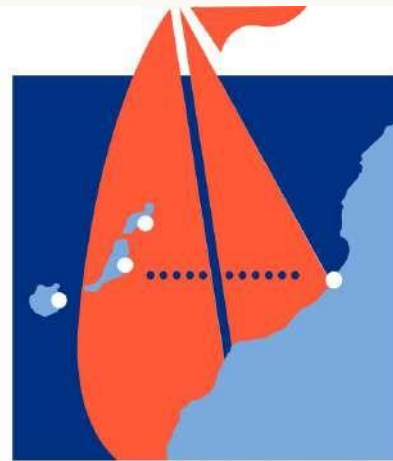
Thanks to the tool provided by the already established MARCET Network, the harmonisation of work protocols and their integration from a multidisciplinary approach, and the knowledge acquired about the current situation within the part of the tourism sector associated with whale watching in the region, this new initiative designed to protect and conserve the cetacean populations of Macaronesia was born.

The MARCET II Project, aims to valorise whale watching as a model of sustainable economic development in the Macaronesian archipelagos (Azores, Madeira, Canary Islands and Cape Verde), thus promoting the ecotourism market niche that this activity represents, and, at the same time, establishing sustainability criteria applied to the resident cetacean species that serve as a tourist attraction.

MARINE AND NAUTICAL SUSTAINABILITY



NAUCAMNET - INTEGRATED
SUSTAINABILITY OF NAUTICAL
COOPERATION BETWEEN THE
CANARY ISLANDS AND THE
SOUSS MASSA DRAA REGION



NAUCAMNET
CANARIAS - MARRUECOS

The general objective of the NAUCAMNET project has been to promote economic, social and cultural activities linked to nautical sports tourism in the area between the ports of Agadir and the Canary Islands.

During the project, technical capacity development activities were carried out for sailing instructors and university students, along with other action such as the creation of an online platform for the joint promotion of sports marinas and the design of nautical experiences by entrepreneurs from both regions.

MARINE AND NAUTICAL SUSTAINABILITY



NAUTICOM - NAUTICAL COOPERATION
NETWORK IN MACARONESIA
PROMOTION OF INTERNATIONAL-
ISATION, TOURISM COMPETITIVENESS
AND BLUE GROWTH IN THE MAC
MACROREGION.



NAUTICOM

Red Náutica de Cooperación en la Macaronesia

The objective of NAUTICOM is to promote strategic alliances between marinas and companies dedicated to nautical activities in the MAC Macroregion of the Atlantic, and to increase their capabilities and readiness for business cooperation and eco-innovation.

This has been made possible through the establishment of a supra-regional MAC NETWORK, which has enabled the creation of joint value.

MARINE AND NAUTICAL SUSTAINABILITY



Design by Freepik



[CONTROL OF MARINE DISCHARGES GENERATED BY CONTAINER LOSS](#)

Design by Freepik



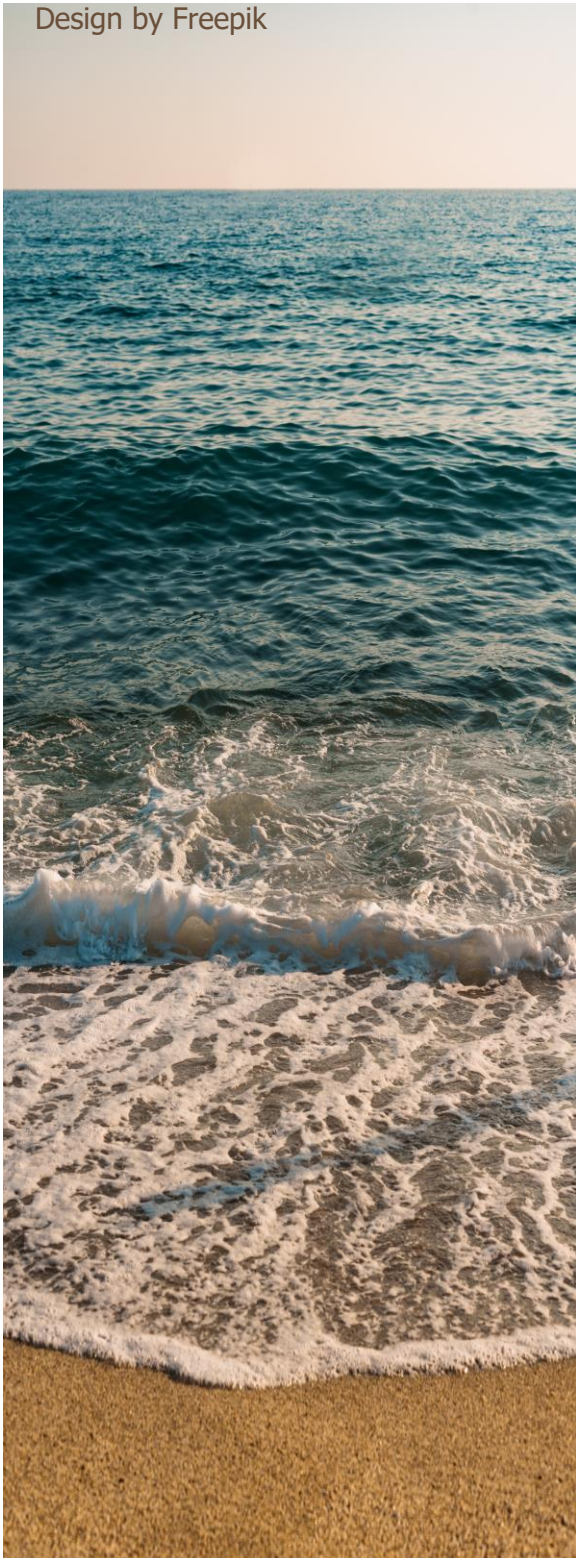
This project aims to identify the associated environmental risks, develop monitoring and mitigation strategies, and propose measures to reduce the impact of these discharges on marine ecosystems, contributing to the protection and sustainability of the ocean environment.

Design by Freepik



MARINE AND NAUTICAL SUSTAINABILITY

Design by Freepik



**TWINNEDBYSTARS - INCREASING
THE COMPETITIVENESS OF THE
MARITIME TOURISM SECTOR IN
REMOTE TERRITORIES OF THE
EUROPEAN UNION.**



TWINNED
By Stars

The project aims to increase the competitiveness of the maritime tourism sector in remote territories of the European Union. Twinned by Stars focuses on four areas: strengthening existing alliances, fostering business cooperation, building capacities, and facilitating co-creation spaces for the joint design of marine ecotourism products in the regions of the Canary Islands, Madeira, the Azores, and Martinique.

NETWORK OF
CHAIRS AND
UNIVERSITIES
FOR LATIN
AMERICA ON
TOURISM AND
4. PEACE
(RED / TUPAZ)



MEMBERS

7 UNESCO Chairs :



UNESCO Chair in Tourism and Sustainable Economic Development



UNESCO Chair in Marine and Coastal Sustainability



UNESCO Chair in Human Rights and Democracy



UNESCO Chair in Cultural Tourism – Universidad Nacional de Tres de Febrero



UNESCO Chair in Conflict Resolution



UNESCO Chair in Peace, Solidarity and Intercultural Dialogue



UNESCO Chair in Conservation and Ecotourism of Riverine and Deltaic Ecosystems

14 Universities in Latin America :



Universidad de Cartagena y Universidad Nacional de Colombia



Universidad Tecnológica de El Salvador y Universidad Dr. Andrés Bello



Universidad de Mar del Plata, Universidad de Cuyo



Universidad Autónoma de Chiriquí



Universidad Autónoma del Estado de Quintana Roo



Universidad San Ignacio de Loyola



Universidad Estatal a Distancia



Universidad Mayor, Real y Pontificia de San Francisco Xavier de Chuquisaca



Fundación Instituto Profesional DUOC UC de Chile



Pontificia Universidad Católica del Ecuador



Universidad Nacional Autónoma de Honduras

5 Universities in Europa :



Università di Bologna



University College Cork



Universidad de Jaén



Universidad de Alicante



Universidad de La Laguna



Cátedra de Turismo CajaCanarias-Ashotel

TUPAZ NETWORK

In a world marked by the complexity of global challenges, collaboration among universities emerges as an essential tool for generating integrated and sustainable solutions. In this context, the Network of UNESCO Chairs and Universities for Latin America on Tourism and Peace (RED/TUPAZ) was established as a multidisciplinary and transnational academic platform aimed at fostering knowledge, dialogue, training, and action on fundamental issues such as tourism, peace, climate action, social conflicts, the environment, Afro-descendant and Indigenous communities, intercultural dialogue, gender, digitalization, and society.

Its goal is to create a positive impact on local and global communities by promoting mutual understanding, peace, and sustainability in a world where the boundaries between local and global challenges are increasingly blurred.

With a priority focus on Latin America, RED/TUPAZ recognizes the region's cultural richness and diversity, as well as the specific challenges it faces, ranging from inequality to climate change.



FOCUS AREAS

The TUPAZ Network organizes its academic and institutional work around five main pillars that promote dialogue between tourism, peace, sustainability, and human development..

GENDER EQUITY AND SOCIAL INCLUSION

TOURISM AND PEACE

DIGITALIZATION AND INNOVATION FOR SUSTAINABILITY

GOVERNANCE AND POLICIES FOR PEACEFUL TOURISM

SUSTAINABLE TOURISM AND CLIMATE ACTION

**PEACE, CONFLICT RESOLUTION, HUMAN RIGHTS, AND
INTERCULTURAL DIALOGUE**

MISION

CHAIRS AND UNIVERSITIES FOR LATIN AMERICA ON TOURISM AND PEACE

The mission of RED/TUPAZ is to establish itself as an academic and research platform of excellence, as well as a training space that fosters interuniversity collaboration, promotes peace and sustainability, and contributes to the development of innovative solutions to global challenges. The Network aims to inspire researchers, students, communities, and decision-makers to work together in building a fairer and more equitable future, particularly in Latin America, where its actions can generate significant transformations.

This commitment is reflected in:

1. Promote sustainable and responsible tourism through research and projects that foster a balance between economic development, environmental protection, and respect for local cultures.

2. Promote peace and conflict resolution by encouraging intercultural understanding, dialogue, and cooperation among communities and nations, with an emphasis on Latin American contexts.

3. Contribute to climate action by designing strategies and policies that address climate change and its effects, particularly in vulnerable regions of Latin America.

4. Advance gender equity and social inclusion by integrating a gender and diversity perspective into all activities and projects.

5. Leverage digitalization to facilitate access to knowledge, international collaboration, and innovation in research and teaching methodologies.

6. Foster academic and professional training by offering programs, workshops, and courses on topics related to sustainable tourism, conflict resolution, climate action, gender equity, social inclusion, and digitalization.

7. Promote inclusion and respect for the rights of Afro-descendant and Indigenous communities, recognizing their cultural, social, and environmental contributions.



WEBSITE

WE DEVELOP PROJECTS ALIGNED WITH THE SDGS

such as inclusion, gender, social justice, sustainable cities and communities, equity, protection of marine and terrestrial ecosystems

UNESCO Chair in Tourism and Sustainable Economic Development

[Through our website you can access a huge amount of information generated by the Chair.](#)

[On our platform we offer content on more than 78 projects in 25 countries in Latin America, Africa and Asia, in addition to updated news about our participation in different congresses, conferences, seminars and other meetings of the scientific community in the field of tourism and sustainable economic development.](#)

MORE THAN 78 PROJECTS IN 25 COUNTRIES IN LATIN AMERICA, AFRICA, AND ASIA:

More than 74 projects in 25 countries in Latin America, Africa, and Asia: Algeria, Argentina, Bolivia, Brazil, Cape Verde, Chile, Colombia, Costa Rica, Cuba, Ecuador, Egypt, Guatemala, Guinea-Bissau, Libya, Morocco, Mauritania, Mexico, Mongolia, Paraguay, Peru, Senegal, Tunisia, Uruguay, Uzbekistan and Venezuela.



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Cátedra UNESCO
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