



PROGRAM

**8TH INTERNATIONAL SYMPOSIUM
FOR YOUNG RESEARCHERS IN
TOURISM**

TOURISM MUTATIONS
Evolution of tourism practices

**3-5 SEPTEMBER 2025
GIRONA, SPAIN**



Organizers



ÉQUIPE INTERDISCIPLINAIRE
DE RECHERCHES
SUR LE TOURISME UR 7337

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Wednesday, September 3

[Click to follow the symposium online September 3](#)

| | |
|---------------|---|
| 9:00 – 9:30 | REGISTRATION |
| 9:30 – 10:00 | WELCOME – Lluís Mundet; Maria Gravari-Barbas |
| 10:00 – 10:50 | Keynote lecture – Chairperson: Barbora Gulisova Co-Designing Regenerative Tourism Janne Liburd (University of Southern Denmark) |
| 10:50 – 11:30 | Session 1 – Mutations in territories and tourism dynamics Chairperson: Barbora Gulisova |
| 10:50 – 11:10 | The soundscape as a complementary element of the tourist experience. The case of Ouro Preto (Minas Gerais, Brazil) <u>Guilherme Ferreira Rodrigues</u> – Universitat de Girona |
| 11:10 – 11:30 | Políticas públicas y percepción de seguridad: La evolución de El Salvador como destino turístico (2017–2024) <u>Adriana Figueroa Cortez</u> – Universitat de Girona |
| 11:30 – 12:00 | COFFEE BREAK |
| 12:00 – 14:00 | Session 2 – Mutations in territories and tourism dynamics Chairperson: Luisa Díaz Botero |
| 12:00 – 12:20 | El paper de la mobilitat turística en la planificació territorial: El Camp de Tarragona <u>Sandra Paez Gil</u> – Universitat Rovira i Virgili |
| 12:20 – 12:40 | <u>Shifting Territories, Transforming Travelers: Regenerative Tourism through The Way of the Holy Grail</u> <u>Ana Mafé García; Fernando Molina; Yineth Natalia Castro Pons</u> – Comisión Científica Internacional de Estudios del Santo Grial, Instituto Seda España, Universitat de València |
| 12:40 – 13:00 | Appropriations patrimoniales et reconfigurations territoriales en zone rurale (le cas du Gers) <u>Elodie Rivière</u> – Château de Lavardens Laboratoire ITEM |
| 13:00 – 13:20 | Wine Tourism Narratives and the Reconfiguration of Territorial Identity in Cross-Border Regions: A Study in the Empordà North Region, Catalonia <u>Breno A.C. Menini</u> ; Jordana de Souza Cavalcante – Universitat de Girona, University of São Paulo |
| 13:20 – 13:50 | Tourism and Heritage in Transformation: The Cultural Landscape of the Old Tea Forests of Jingmai Mountain in Pu'er between Local Valorization and the Impact of the UNESCO Label <u>Jie Liu</u> – Université Paris 1 Panthéon-Sorbonne |

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| 14:00 – 15:30 | LUNCH BREAK <i>Included</i> |
| 15:30 – 16:30 | Session 3 – Technological mutations and innovations Chairperson: Ana Maria Candell |
| 15:30 – 15:50 | The power of digital menus in restaurant revenue management <u>Lourdes Bujalance-López</u> – Universidad Rey Juan Carlos |
| 15:50 – 16:10 | Digital Detachment: Virtual Tourism, Authenticity, and the Paradox of Being Away <u>Zhaoyuan Wang</u> – Universitat de Girona |
| 16:10 – 16:30 | Research on the Digital Transformation and Upgrading Strategies of Cultural Heritage Tourist Scenic Areas: A Case Study of the Longmen Grottoes <u>Dong Wang</u> – Universitat de Girona |
| 16:30 – 17:00 | BREAK |
| 17:00 – 18:00 | Session 4 – Mutations in research perspectives and methodologies in tourism Chairperson: Adriana Figueroa-Cortez |
| 17:00 – 17:20 | Smart tourism destinations as a pathway to resilience: Setting a research agenda <u>Oriol Gallardo</u> – Universitat Rovira i Virgili |
| 17:20 – 17:40 | Turismo transmedia. Análisis, evaluación y caracterización de experiencias transmedia para el diseño de nuevos espacios turísticos <u>Silvia Casellas Oriol</u> – Universitat Pompeu Fabra |
| 18:00 – 19:30 | Girona Tour |

Thursday, September 4

[Click to follow the symposium online on September 4](#)

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|---------------|--|
| 9:30 – 10:20 | Keynote lecture – Chairperson: Maria Angélica Álvarez <i>Beyond heritage and tourism : what do mutations in practices and places reveal about heritage tourism today?</i> Maria Gravari-Barbas (Université Paris 1 Panthéon-Sorbonne) |
| 10:20 – 11:30 | Session 5 – Mutations and tourism sustainability Chairperson: María Angélica Álvarez |
| 10:20 – 10:40 | Circular Economy in Barcelona's Cultural Tourism: Analysis of Challenges and Strategies <u>Maria Armiñana</u> ; Esther Martínez-García; Maria Dolors Celma – Universitat de Girona, TecnoCampus of Mataró-UPF |
| 10:40 – 11:00 | La infraestructura verde como respuesta a los nuevos desafíos del turismo urbano: Análisis de su integración en Guayaquil, Ecuador <u>Rafael Arce-Bastidas</u> – Universidad Complutense de Madrid |
| 11:00 – 11:20 | Towards Sustainable and Balanced Tourism Recommendations: A Multi-Criteria Approach <u>Monir Yahya Salmony</u> ; Antonio Moreno Ribas; Aïda Valls – Universitat Rovira i Virgili |
| 11:30 – 12:00 | COFFEE BREAK |
| 12:00 – 13:30 | Session 6 – Mutations and tourism sustainability Chairperson: <i>To be confirmed</i> |
| 12:00 – 12:20 | Latmos As Contested Duration: Time, Heritage and Sustainability <u>Hanife Nurbahar Kurtlu</u> – Çanakkale Motorway and Bridge Construction, Investment and Operation Inc |
| 12:20 – 12:40 | Educational Tourism and Sustainable Development in UNESCO Global Geoparks: Comparative Perspectives from Iran and Spain <u>Parvin Yari</u> ; Oscar Saladié Borraz; Inmaculada Diaz-Soria – Universitat Rovira i Virgili, Universitat Autònoma de Barcelona |
| 12:40 – 13:00 | Tourists as Actors: Immersive Heritage, Cosplay Performance, and the Semi-Colonial Reimagination of Tianjin's Concession Spaces <u>Chensi Shen</u> – Université Paris 1 Panthéon-Sorbonne |
| 13:00 – 13:20 | Digital Deals in Crisis: Business Model Innovation in the Tourism Internet Distribution System <u>Miha Bratec</u> – University of Primorska |

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| 13:30 – 15:30 | LUNCH BREAK <i>Included</i> |
| 15:30 – 17:30 | Session 7 – Mutations in work and tourism professions Chairperson: François Jeandillou |
| 15:30 – 15:50 | Forecasting the Tourism Skillscape: A Computational Analysis of Evolving Competencies <u>Eddy Soria Leyva</u> ; Aïda Valls Mateu; Ana Beatriz Hernández-Lara – Universitat Rovira i Virgili |
| 15:50 – 16:10 | Tourism Students and Entrepreneurship in the AI Era: A Contextual Extension of Shapero’s EEM <u>Tadej Rogelja</u> – University of Primorska |
| 16:10 – 16:30 | Transformative Insights and Evolving Roles of Women Managers in Tourism Industry <u>Parastoo Moghaddam</u> – University of Girona |
| 16:50 – 17:10 | Les accompagnateurs en montagne et les gestionnaires d’espaces protégés, des rapports entre collaborations et tensions <u>Agathe Robert-Kerivel</u> – Université Savoie Mont Blanc |
| 17:10 – 17:30 | Mangily, Station Balnéaire En Mutation: entre développement touristique et recompositions socio-économiques dans le sud-ouest Malgache <u>Sylvie Christine Varellas</u> – Université de Toliara |

Friday, September 5

[Click to follow the symposium online](#) on September 5

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|---------------|--|
| 9:10 – 10:00 | Keynote lecture – Chairperson: Lluís Mundet i Cerdan Narrating the Unpleasant: Ugliness as a Resource in Tourism Discourse Konstantina Zerva (Universitat de Girona) |
| 10:00 – 11:20 | Session 8 – Mutations in tourism practices and representations Chairperson: Lluís Mundet i Cerdan |
| 10:00 – 10:20 | Ciclo evolutivo del overtourism en el contexto del Covid-19. El impacto de una crisis sanitaria global desde la mirada del turista <u>Citlalli Cordero Cuevas</u> – Universidad de Málaga |
| 10:20 – 10:40 | De la Terre Sainte à un imaginaire pluriel : mutations du « regard touristique » européen sur le Proche-Orient (XIXe–XXIe siècles) <u>François Jeandillou</u> – Université Paris 1 Panthéon–Sorbonne |
| 10:40 – 11:00 | The development of archaeological tourism in the Haute–Maurienne valley as a potential response to the challenges of tourism transition <u>Yoann Collange</u> – Nantes University |
| 11:00 – 11:20 | La negociación de restricciones de ocio y la indefensión aprendida aplicadas a las experiencias de turistas con necesidades alimentarias específicas <u>Carla Coloniese</u> – Universitat de Girona |
| 11:20 – 11:50 | COFFEE BREAK |
| 11:50 – 13:40 | Session 9 – Mutations in tourism practices and representations Chairperson: Luisa Díaz Botero |
| 11:50 – 12:10 | Surveilled Holidays: An Ethnographic Inquiry into Tourist Stays Designed to Support Precariously Homed People in Alternative Spaces <u>Louka Herse</u> – University of Bordeaux–Montaigne |
| 12:10 – 12:30 | Rural tourist accommodation and the challenge of new tourist expectations: a resilience perspective <u>Oussama Errami</u> – Ibn Zohr University |
| 12:30 – 12:50 | Instagram’s role in shaping tourists’ imagery and experiences: a case study of voluntourism <u>Marta Salvador–Almela</u> ; Estela Marine–Roig; Jordi Arcos–Pumarola – CETT Barcelona School of Tourism, Hospitality and Gastronomy; University of Lleida |
| 12:50 – 13:10 | Cultural tourism in universities: insights on the role of social media and film–induced imaginaries <u>Inês Almeida</u> ; Luís Silveira; Mónica Brito – University of Coimbra |
| 13:10 – 13:30 | The impact of user–generated content on tourism at heritage sites: Video analytics of TikTok UGC and the perception of Generation Z <u>Stephanie Zuley Bohorquez Duran</u> – University of Lleida |
| 13:30 – 15:00 | LUNCH BREAK <i>Included</i> |
| 15:00 – 20:00 | Field Trip Figueres |

KEYNOTE SPEAKERS



Janne Liburd (University of Southern Denmark)

Prof. Dr. Janne Liburd is Professor of Tourism and Director of the Centre for Tourism, Innovation and Culture at the University of Southern Denmark. She has developed the field of tourism co-design, and is an expert in sustainability, collaboration, protected areas, and tourism higher education. Janne served as Chairman of the Board, the UNESCO World Heritage Wadden Sea National Park in Denmark (2015–2023). October 1, 2025 she will be Distinguished Serra Hünter Professor at the University of Girona.

Maria Gravari-Barbas (Université Paris 1 – Panthéon-Sorbonne)

Dr. Maria Gravari-Barbas has a degree in Architecture and Urban Design (University of Athens, 1985) and a PhD in Geography and Planning (Paris IV – Sorbonne, 1991). She was Fellow at the Urban Program of Johns Hopkins University, Baltimore, USA (1990). She is the Director of the EIREST, a multidisciplinary research team dedicated to tourism studies, with main focus on cultural heritage, development, and urban-tourism evolutions. Since 2009 she is the director of the UNESCO Chair of Paris 1 Panthéon-Sorbonne University and the coordinator of the UNITWIN network 'Tourism, Culture, Development'. From 2008 to 2017 she was the director of the Institute for Research and High Studies on Tourism (Institut de Recherches et d'Etudes Supérieures du Tourisme, IREST) of Paris 1 Panthéon-Sorbonne University. Her published works include: A research Agenda for Heritage Tourism, Elgar (2020), Le patrimoine mondial, Mise en tourisme, mise en images, L'Harmattan (2020), Lieux ordinaires, avant et après le tourisme, PUCA (2018), Tourism and Gentrification in Contemporary Metropolises. International Perspectives, Routledge (2017), World Heritage Sites and Tourism. Global and Local Relations, Routledge (2017).



Konstantina Zerva (Universitat de Girona)

Dr. Konstantina Zerva is a Professor of Marketing and Market Investigation at the University of Girona, Spain. She received her PhD from the Autonomous University of Barcelona and her PhD thesis was related to the social exchanges regarding music consumption. She has published in indexed journals, such as Tourism Management and Tourism Geographies. Her current research interests include the analysis of niche tourism market segments, gender and mobility, social marketing and theories of social exchange, through the use of qualitative methods of data analysis.

USEFUL INFORMATION



Conference venue

The conference will be held at the “Facultat de Lletres i Turisme” of the University of Girona, located next to the medieval city wall in the old town of Girona, in the former 13th-century Gothic convent of Sant Domènec.

Address: Pl. Ferrater i Mora, 1.

Campus Barri Vell

17004 Girona



Taxi

Gitaxi: +34 972 222 323

Scan the QR Code to download the app



Public transport

There is a bus stop in front of the “Facultat de Lletres i Turisme” called “UdG Campus Barri Vell”. Line 7 (pink)

See the routes in the following link:

https://web2.girona.cat/tmg/cat/bus_linies_parades.php?linia=7

WI-FI INSTRUCTIONS

Eduroam

The University of Girona participates in the initiative by giving access to its own users and to the users of the other institutions participating in eduroam.

How to use eduroam at the UdG?

- If your organization is adhered to the eduroam initiative and you have configured your device to use eduroam, you only have to connect to the Wi-Fi network named: eduroam.

To find out if your institution is affiliated, you can check the link <https://eduroam.org/where/> or ask directly at your organisation's IT services.

- If your organisation is a member of the eduroam initiative but you do not have your device configured to use eduroam, you must configure it. To do this, you need to follow your institution's eduroam setup guide.
- If your institution is **not** a member of the **eduroam initiative**, you will need to register with the University of Girona in order to access Wi-Fi.

We advise you to register before coming to the University of Girona so that when you arrive you already have the procedure done.

Once registration is done, you will get Wi-Fi access for 7 days. If the congress lasts more than a week, you can renew Wi-Fi access without having to register again. The following section explains how to register at the University of Girona.

HOW TO REGISTER AT THE UDG

We recommend doing this process before arriving to Girona
If you have any question please contact us at rijct2025@udg.edu



1 Scan the QR code or go to the following link

<https://apps.udg.edu/registrePersones/estasregistrat?Culture=en&VINc=7e35ef16-a876-4f3e-af6a-af0612d107c0>

2 You'll jump to a page with the following options depending on whether you're already registered or not.

YES
I am already registered with the University of Girona.
I have a username and password or I have a digital certificate that identifies me as a UdG user.

NO
I have not yet registered with the University of Girona.

If you are not registered at the UdG, click on the option **NO, I have NOT Registered at the University of Girona** and register.

I don't know
Request a username reminder. If no username is found, you will need to register.

If you are not sure, click on the option **I don't know** to verify through your email address or ID document if you are already registered at the UdG.

3 You'll go to a page where you will have to choose how to register

Register with **VALID**
Recommended option

I do not have any authentication mechanism accepted by VALID.

If you are not a Spanish citizen but do not have any digital certificate or authentication keys such as Cl@ve PIN and Mobile IdCAT, choose the option **I do not have any authentication mechanism accepted by VALID.**

4 Fill out and submit the form that will open for you

Mandatory fields

I declare that I am over 14 years old. I agree that UdG can send me SMS to my mobile phone as a two-factor authentication.

First name First surname Second surname
First name First surname Second surname

Type of identity document Document number Country of issue of the document
DNI/NIF Passport, NIE, I&JL, DNI/NIF, Others Spain

Email address Mobile phone number
Email address Mobile phone number

Optional fields

Gender
--Choose an option--

Preferences

Preferred language of communication
English

When entering your mobile phone number, make sure it starts with "00" or "+" followed by the international country code. For example: +44xxxxxxxxxx or 0033xxxxxxxxxx

5 During registration, a verification code is sent to your mobile phone via SMS and another code to the email address.

If you don't receive the SMS or email, wait 2 or 3 minutes and if after this time you have not yet received it, click on the Resubmission button.

In case of email, check that the message is not in the SPAM mailbox.

In the case of SMS, if after 3 resubmissions you still do not receive the SMS, the process will skip this verification automatically.

Verification of telephone number and email address.

To verify that there is no error in the email address and mobile phone number you have provided, please enter the code we have sent you.

0034 Code: [][][][] Check Resubmission

...@gmail.com Code: [][][][] Check Resubmission

6 You will need to create the password for **the user that was just created for you**. The password must meet the requirements indicated on the screen.

Universitat de Girona Password change

New password [New password]

Confirm password [Confirm password]

Show password

Change

The password must be at least:

- ✗ Between 8 and 15 characters long
- ✗ An uppercase Letter
- ✗ A lowercase letter
- ✗ A number
- ✗ Include a special character
- ✓ Without disallowed chars
- ✗ That the passwords match

7 Finally, you will get your registration data (username included). You will also receive an email with the same registration data.

Identifying information

First name NONAME

First Surname NOSURNAME

Second surname

DNI/NIF 99999999R

Email address email@server.com

Mobile phone number +441234567890

Communication language English

UdG credentials

User u1234567

Password The one you have

Affiliation Assistant a congr

SOCIAL EVENTS

Guided Tour - Girona Panoràmica

Wednesday, September 3

18:00 - 19:30



This city has medieval walls that limits the old town. Important places and monuments to see are El Call, one of the best preserved Jewish Quarters in Europe, the colorful houses by the Onyar river, and the Saint Mary Cathedral, that is one of the widest gothic nave in the world, among other monuments, that will be visited in this guided tour in the city's old town.

Field Trip to Figueres

Friday, September 5

15:00 – 20:00



Visit Salvador Dali's Birthplace. The epicenter of the Alt Empordà territory, its main attractions are the landscape, culture and history. It is located fifteen kilometers from the Mediterranean Sea, at the foot of the Pyrenees and surrounded by three natural parks. Empordà. Figueres awaits you!