

I CONFERENCE ON REGIONAL TOURISM: STRATEGIES AND PERSPECTIVES



February, 11th 2014

Chairs: Irmante Jackute (SESSION 1) and A.David Pedreño Palazón (SESSION 2)

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| 17.00h | PRESENTATION |
| 17.15h | CARTAGENA AS AN EMERGING TOURIST DESTINATION: HERITAGE AND TRADITIONS. <i>VANESSA GARCIA VARELA</i> |
| 17.30 | ANALYZING THE EVOLUTION AND GROWTH OF THE HOSPITALITY INDUSTRY IN THE REGION OF MURCIA. <i>CRISTINA GARCIA GOMEZ</i> |
| 17.45h | TOURISM IN CARTAGENA UNDER THE ADMINISTRATION OF TORRES MAYOR <i>ANTONIO DAVID PEDREÑO PALAZON</i> |
| 18.00h | EDUCATIONAL TOURISM: EDUCATIONAL TOURISM AS A STRATEGY FOR THE DEVELOPMENT OF THE TOURISM OF CARTAGENA. <i>IRMANTE JACKUTE</i> |
| 18.15h | BREAK |
| 18.30h | CRUISE INDUSTRY: CARTAGENA AS A CRUISE DESTINATION. <i>SARA ARRIBAS LOPEZ</i> |
| 18.45h | CALBLANQUE: A NATURAL WAY FOR TOURISM IN THE REGION OF MURCIA. <i>JAVIER PEDREÑO PEREZ</i> |
| 19.00h | GLOBAL WARMING: CURRENT SITUATION AND THE FUTURE OF CARTAGENA'S TOURISM. <i>ALFONSO JESUS RUIZ BAENA</i> |
| 19.15h | CURRENT SITUATION OF THE INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN TOURISM. <i>YELITZA CONTRERAS</i> |

- **VENUE:** Faculty of Economic and Business Sciences, CIM Building, Salón de Grados.
- **ORGANIZERS:** Students from the Masters Degree on Tourist Companies Management.

I. **CARTAGENA AS AN EMERGING TOURIST DESTINATION: HERITAGE AND TRADITIONS.**

The purpose of this study is, on the one hand, to show how the archeological remains found in Cartagena have enhanced the growth of tourism in this city as much in economics terms as in appreciation terms.

On the other hand, we must not forget a very important aspect for the development and the evolution of tourism in this city by the Mediterranean coast, such as the local traditions. The most relevant events in this culture, in relation with tourism, are The Carthaginians and Romans Festival and its Easter Week. In fact, in the year 2005 the Cartagena Easter Week was declared of international tourist interest, giving as result an increase on interest in the city.

Keywords: Tourism, development, evolution, growth.

II. **ANALYZING THE EVOLUTION ANDGROWTH OF THE HOSPITALITY INDUSTRY IN THE REGION OF MURCIA.**

The purpose of this paper is to analyze the evolution and growth of the hospitality industry in the region of Murcia during the last 10 years up to the present. In recent years, there has been an increasing interest in the hospitality industry in the Region of Murcia, considering that the tourist activity is of high importance within the regional economic sector, even if from 2008 we are immersed in a period of economic crisis and, consequently, during the following years tourism has grown more slowly.

Keywords: Hospitality Industry, Tourist activity, Economic crisis

III. **TOURISM IN CARTAGENA UNDER THE ADMINISTRATION OF TORRES MAYOR.**

This project involves delving into how Alfonso Torres, Major of Cartagena, handled tourism during his term of office in the City Hall, from 1923 to 1930. Firstly, the economic and social situation in Cartagena and Spain at that time is reviewed. At the same time, the main festivals and international fairs are also analysed in order to illustrate how they contribute to the local arrival of tourists, and above all how Torres was preparing the city for the future tourism. This has been done examining in detail the public expenditure finances of those years.

Keywords: Tourism, Cartagena, Torres, public expenditure, festival.

IV. **EDUCATIONAL TOURISM: EDUCATIONAL TOURISM AS A STRATEGY FOR THE DEVELOPMENT OF THE TOURISM OF CARTAGENA**

Despite its social and economic impact, the concept of educational tourism remains insufficient and unclear. This paper focuses on clarifying the definition of this phenomenon, as well as studying its importance, impact and benefits. The aim of the study is to bring a better understanding of educational tourism as a whole. Furthermore, it presents a brief revision of the situation in Cartagena (Spain) and suggests educational tourism as a strategy for the development of the tourism of the city.

Keywords: Tourism, educational tourism, Cartagena, strategy, benefits, ecotourism, heritage tourism, rural tourism, student exchanges.

V. **CRUISE INDUSTRY: CARTAGENA AS A CRUISE DESTINATION.**

This paper deals with the present situation of the Cruise Industry in Spain, mainly in Cartagena. Furthermore, this issue shows the growth of the port city as a cruise destination.

Because of this kind of tourism, the city of Cartagena has become a competitive tourist destination. This study also defines the tourist offer with which Cartagena can provide the cruise tourists.

The purpose is to analyse the development of cruise tourism, as well as to consider the economic impact of this type of tourism in Cartagena.

This study is the first of its type and can serve as a platform for future research and publications about this industry.

Keywords: Cruise industry, cruise destination, cruise tourists, Cartagena, Spain.

VI. **CALBLANQUE: A NATURAL WAY FOR TOURISM IN THE REGION OF MURCIA.**

Tourism is not a business, it is an attitude. Every year millions of people take a suitcase and leave their homes. Most people will travel to traditional destinations in Europe, Asia and America. But an increasing number of tourists will choose an option which allows them the contact with nature. At this point, the Region of Murcia is an important natural resort.

Calblanque is well-known as a special destination for most people who love nature. This protected area is located in the south-east of the Region of Murcia (Spain). Its location is especially important because it is between Cartagena and La Manga, two relevant areas for tourism in this region of Spain.

This research will be focused on how Calblanque can generate added value, as a touristic destination, to Cartagena. How to make it in a sustainable way, and how to make an integral

offer, including the areas of La Manga, Cabo de Palos, Calblanque and the old town of Cartagena. All of it, under the brand of CARTAGENA.

Key words: Nature, Sustainable Tourism, Integration, Added Value.

VII. **GLOBAL WARMING. CURRENT SITUATION AND THE FUTURE OF CARTAGENA'S TOURISM.**

This paper is going to explain the way global warming is currently affecting the field of tourism in the territory of Cartagena. The main problem is not only how it affects nowadays; it will be a really important problem in the future. Global warming will have a direct impact on tourism industry. Supply and demand will suffer negative effects. As regards supply, the vast majority of companies that today are on the top of best emerging sites, could plummet. In relation to demand, tourist could choose other new places as substitutes.

Keywords: Global warming; Tourism; Cartagena; Supply; Demand

VIII. **CURRENT SITUATION OF THE INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN TOURISM.**

The purpose of this study is to explain how the rapid expansion of Information Technology and Communication (ICT) in recent years, especially with the proliferation of Internet use, has an impact on the tourism industry.

It aims to show the great challenge of the hospitality industry and tourism, to incorporate comprehensive systems in order to enhance your online presence, and make changes to unforeseen generated by market trends that are common today, enabling them good enough to make a position itself, keep and grow according to the needs of new customers.

Moreover, the impact it has had on companies in the sector, developing communication spaces from the different sites, with the establishment of social networks to interact with an entire virtual global community.

Keywords: Information Technology and Communication (ICT), Internet, hospitality and tourism, comprehensive systems, social networks.