



Co-funded by the
Erasmus+ Programme
of the European Union



UAM Universidad Autónoma
de Madrid

ULPGC
Universidad de
Las Palmas de
Gran Canaria

AMENET

Africa, the Mediterranean and Europe in the era of global integration



SECOND INTERNATIONAL CONFERENCE ON REGIONAL INTEGRATION

22-23 October 2020

GOING AHEAD ONLINE

University of Las Palmas de
Gran Canaria, Spain

“Enabling tourism to integrate ame
economies to cope with climate change:
special focus on the african societies”

Any communication or publication related to this action, made by the beneficiaries in any form and using any means, reflects only the author's view and the European Commission and the Education, Audiovisual and Culture Executive Agency (EACEA), are not responsible for any use that may be made of the information it contains.

This international conference is part of a series of events organised by the Jean Monnet Network "THE EUROPEAN UNION, MEDITERRANEAN AND AFRICA INTEGRATION IN THE GLOBAL AGE (AMENET)". This research and training project is a major Jean Monnet activity supported by the European Commission. It brings academic partners and institutions together from the ECOWAS countries, Mediterranean African countries and Europe. It aims at improving EU-Africa cooperation and at contributing to building sustainable societies in Africa in coordination with the European Union.

The Network's main focus lies on studying regional economic integration in the Economic Community of West African Countries (ECOWAS); the relations between the European Union and Africa, with particular emphasis on the ECOWAS countries. The Gran Canaria Event will be online (by streaming) and put emphasis on the challenges to regional and continental integration in Africa in a comparative perspective, and with a specific focus on the ECOWAS. Ample time will be devoted to engage in debate between academics, policymakers and the audience.

This second international conference on regional integration is entitled "ENABLING TOURISM TO INTEGRATE AFRICAN ECONOMIES TO COPE WITH CLIMATE CHANGE: SPECIAL FOCUS ON THE AFRICAN SOCIETIES", and has as a main goal to provide sound insights into the potential of sustainable tourism to promote human sustainable development in North-western African countries by contributing to economic integration at local and regional levels, and leading local economies to build resiliency against climate change impacts.

Jointly organised by:

Autonomous University of Madrid (Spain)
University of Las Palmas de Gran Canaria (Spain)

COOPERATION AND SUPPORT



With the cooperation

Université Abdelmalek Essaâdi, Encgt – Tanger

University of Bradford

University of Peloponnese

Université de Pau Et Des Pays De L'adour

Warsaw School of Economics

University of Nouakchott Al Aasriya

Université Cheikh-Anta-Diop de Dakar

Universidade Jean Piaget de Cabo Verde

University of Ghana

Université Protestante au Congo

Université Evangelique en Afrique-Bukavu

Université Libre de Pays de Grands Lacs-Goma

University Pontificia Comillas

Supported

The European Union's Jean Monnet Programme

COMMITTEE



Organizing Committee

RICHARD CLOUET (University of Las Palmas de Gran Canaria)

JAVIER DE LEÓN LEDESMA (University of Las Palmas de Gran Canaria)

JOSÉ MARÍA MELLA (Autonomous University of Madrid)

OMAR BELKHEIRI (Encgt – Tanger, Université Abdelmalek Essaâdi)

MATÍAS MANUEL GONZÁLEZ HERNÁNDEZ (University of Las Palmas de Gran Canaria)

CARMELO JAVIER LEÓN GONZÁLEZ (University of Las Palmas de Gran Canaria)

YEN E. LAM GONZÁLEZ (University of Las Palmas de Gran Canaria)

SERGIO MORENO GIL (University of Las Palmas de Gran Canaria)

DOMINGO VERANO TACORONTE (University of Las Palmas de Gran Canaria)

LUIS ALBERTO HENRÍQUEZ HERNÁNDEZ (University of Las Palmas de Gran Canaria)

SERGIO ROMEO MALANDA (University of Las Palmas de Gran Canaria)

XAVIER LEE (University of Las Palmas de Gran Canaria)

LUCAS ANDRÉS PÉREZ MARTÍN (University of Las Palmas de Gran Canaria)

LUIS COLLADO Cueto (Autonomous University of Madrid)

JULIMAR DA SILVA BICHARA (Autonomous University of Madrid)

MARIÉTOU DIOP (Universty Cheikh Anta Diop of Dakar)

DANIEL KWAVENA TWEREFU (University of Ghana)

Scientific Committee

RICHARD CLOUET (University of Las Palmas de Gran Canaria)

JAVIER DE LEÓN (University of Las Palmas de Gran Canaria)

JOSÉ MARÍA MELLA (Autonomous University of Madrid)

OMAR BELKHEIRI (Enctg – Tanger, Université Abdelmalek Essaâdi)

MATÍAS MANUEL GONZÁLEZ HERNÁNDEZ (University of Las Palmas de Gran Canaria)

YEN E. LAM GONZÁLEZ (University of Las Palmas de Gran Canaria)

CHAITANYA SUÁREZ ROJAS (University of Las Palmas de Gran Canaria)

JOSÉ BOZA CHIRINO (University of Las Palmas de Gran Canaria)

CASIANO MANRIQUE DE LARA PEÑATE (University of Las Palmas de Gran Canaria)

JUAN HERNÁNDEZ GUERRA (University of Las Palmas de Gran Canaria)

MARÍA VICTORIA RUÍZ MALLORQUÍ (University of Las Palmas de Gran Canaria)

CONCEPCIÓN ROMÁN GARCÍA (University of Las Palmas de Gran Canaria)

VICENTE JAVIER DÍAZ GARCÍA (University of Las Palmas de Gran Canaria)

GERMÁN SANTANA PÉREZ (University of Las Palmas de Gran Canaria)

ROSA MARÍA BATISTA CANINO (University of Las Palmas de Gran Canaria)

GINÉS DE RUS MENDOZA (University of Las Palmas de Gran Canaria)

ALAIN KIKANDI (Université Libre Des Pays Des Grands Lacs-Goma)

LUIS COLLADO CUETO (Autonomous University of Madrid)

JULIMAR DA SILVA BICHARA (Autonomous University of Madrid)

MBUYI KABUNDA (Autonomous University of Madrid)

ASTERIS HULIARAS (University of Peloponnese)

CHRISTIAN MABI LUKUSA (Université Protestante Au Congo)

DANIEL KWABENA TWEREFU (University of Ghana)

JORGE SOUSA BRITO (Universidade Jean Piaget de Cabo Verde)

JEAN-MARC TROUILLE (University of Bradford)

JEAN-PIERRE DOMEQ (Université De Pau)

MARTA PACHOCKA (Warsaw School of Economics)

SALEM ABEIDNA (Université De Nouakchott Al Aasriya)

BIRAHIM BOUNA NIANG (Université Cheikh Anta Diop De Dakar)

WIMA NGEZIRABONA STANY (Université Evangelique En Afrique)



THURSDAY 22

October 2020

(Canary Islands Time)

9.00 - 10.00

Welcome and Opening of the Conference

Dr. Rafael Robaina Romero

President of the University of Las Palmas de Gran Canaria, ULPGC

Dr. Rafael Garesse

President of the Autonomous University of Madrid

Dra. Nasara Cabrera Abu

General Director of Economic Relations with Africa, Government of the Canary Islands

Dr. José Mella, Conference organiser

Professor of Applied Economics, Lead Partner of the AMENET Jean Monnet Network, Autonomous University of Madrid (Spain)

(Canary Islands Time)

10.00 - 11.30

Plenary: Enabling tourism to integrate rural economies to cope with climate change: Special focus on the african societies

Chair: Dr. Matías M. González Hernández

University of Las Palmas de Gran Canaria, ULPGC

Dr. Carmelo J. León González

Director of the University Institute of Tourism and Sustainable Economic Development (Tides), University of Las Palmas de Gran Canaria, ULPGC

Dr. Sergio Moreno Gil

University of Las Palmas de Gran Canaria, ULPGC

Dra. Noemí Padrón Fumero

University of La Laguna, ULL

José Naranjo

Journalist

(Canary Islands Time)

11.30 - 12.15

Keynote Speech: Gender Equality and Tourism



Stroma Cole

University of the West of England, UWE

(Canary Islands Time)

15.00 - 16.30

Parallel Session 1 (Group A) Streaming

- 15.00 - 15.15** **Determinants of Sustainability of Enterprises in Sub-Saharan Africa: Evidence from Ghana**
Daniel Kwabena Twerefou, Kwadwo Danso Mensah
- 15.15 - 15.30** **Economic and environmental impact of religious tourism in South Africa: A case of ZCC pilgrimage**
Ndivhoniswani Aaron Tshidzumba
- 15.30 - 15.45** **Tourism and socioeconomic development: mainstream and critical views**
Olivia Joseph Aluko
- 15.45 - 16.00** **Valuation of the potential of the whale watching tourism In Cape Verde**
Chaitanya Suarez Rojas, Matías M. González Hernández, Carmelo J. León González
- 16.00 - 16.15** **Opportunités des plateformes web dans le suivi-évaluation de l'offre touristique territoriale de l'Afrique du Nord**
Boumahdi Ilyes, Zaoujal Nouzha, Fadlallah Abdellali
- 16.15 - 16.30** **Le tourisme de montagnes et son impact sur le développement local**
Abdennacer Guedjiba

(Canary Islands Time)

16.30 - 18.00

Parallel Session 2 (Group B) Video

- 16.30 - 16.45** **Le tourisme rural comme un levier du développement territorial et l'amélioration de la gouvernance locale**
El Filali Achraf, El Moujaddidi Noufissa
- 16.45 - 17.00** **Institutional and policy gap analysis of Climate Services in West Africa: A stakeholders' perspective**
Yen E. Lam-González
- 17.00 - 17.15** **L'étude des relations entre l'administration touristique, la population locale et les Touristes:
Vers une démarche Qualité de management durable du tourisme**
Mssassi Said, Abdelmajid Haddad
- 17.15 - 17.30** **Développement des PME marocaines : Étude des Effets des Programmes d'Appui sur la création de l'emploi et le renforcement du positionnement économique du pays**
Zineb Benbrikia, Sarah Ennmer, Ahmed Belfahmi, Tahar Elqour
- 17.30 - 17.45** **Intégration régionale dans la SADC et promotion de l'industrie touristique : cas de la RD. Congo**
Franck Dunda
- 17.45 - 18.00** **Foreign exchange control, e-commerce and travel and tourism incomes: a cross-country panel data study 2013-2017**
Laura Vanesa Lorente Bayona, María del Rocío Moreno Enguix, Ester Gras Gil

A hiker with a backpack and trekking pole is seen from behind, walking through a forest. The hiker is wearing a dark jacket with a red hood and a green backpack. The background is a dense forest of evergreen trees. The image has a dark, moody atmosphere with a purple/blue tint.

FRIDAY 23

October 2020

(Canary Islands Time)

09.00 - 09.45

Keynote Speech: Economic principles for infrastructure provision



Ginés de Rus

University of Las Palmas de Gran Canaria, ULPGC
University Carlos III of Madrid
FEDEA

(Canary Islands Time)

10.30 - 11.45

Keynote Speech: Responsible development and community-based tourism in The Gambia: what can we learn from the Ninki Nanka Trail?



Lucy McCombes

Leeds Beckett University, England

(Canary Islands Time)

12.00 - 13.30

Parallel Session 3 (Group A) Streaming

- 12.00 - 12.15** **2030 Agenda and tourism competitiveness in Africa**
José Miguel Rodríguez Antón, Luis Rubio Andrada
- 12.15 - 12.30** **Growth and Governance in Sub-Saharan Africa**
Nuria Fernández García
- 12.30 - 12.45** **L'Analyse de l'offre de la formation en tourisme à l'air de la digitalisation au Maroc - Étude exploratoire par la méthode APC du professionnel « E-commerce en gestion touristiques**
Sara Yassine, Nour Eddine Jallal
- 12.45 - 13.00** **La place de l'identité dans le marketing touristique**
Alaoui Yasmine
- 13.00 - 13.15** **Les Coopératives Agricoles entre les défis du développement territorial et les enjeux d'économie sociale et solidaire dans la région Tanger Tétouan AL Hoceima**
Saleheddine El Azzouzi, Mhamed Boudouah
- 13.15 - 13.30** **The Anglo-European Divorce and the Implications of Brexit for Africa – From Tourism to Trade, Investment and Geopolitics**
Jean-Marc Trouille

(Canary Islands Time)

15.00 - 16.30

Parallel Session 4 (Group B) Video

- 15.00 - 15.15** **Interactions entre le tourisme, les aires protégées et les communautés environnantes au Bénin**
Gloria Stéphanie Boko Agbo
- 15.15 - 15.30** **La politique d'aide à l'entrepreneuriat, levier pour l'insertion professionnelle des diplômés universitaires au Maroc ?**
Abdelhamid Boulaksili, Mhamed Hamiche, Abdelfattah Lahiala, Yousra El Hajel
- 15.30 - 15.45** **Adoption de la comptabilité environnementale par les entreprises marocaines : cas de la comptabilité Carbone**
Oulad Seghir Khalid, Senhadji Ikram
- 15.45 - 16.00** **Faits stylisés sur les effets du changement climatique dans le bassin du Lac Tchad**
Ludé Djam'Angai, Nadine Mogode
- 16.00 - 16.15** **Les méthodes innovantes de gestion du personnel dans les pme**
Loukili Mohamed Amine
- 16.15 - 16.30** **Tourisme, education et entreprenariat : vers une triangulation renforcée**
Chouay Jihane, Pr. Ait Lemqeddem Hamid

(Canary Islands Time)

16.30 - 17.45

Keynote Speech: Impacts of tourism on African local communities



Haretsebe Manhwa

North-West University, South Africa

(Canary Islands Time)

18.00 - 18.45

Keynote Speech: Ecotourism: linking biodiversity protection and sustainable development



Jesús Olivero Verbel

University of Cartagena, Colombia

(Canary Islands Time)

19.30 - 20.00

Closing Remarks

Dr. Richard Clouet

Vice-rector for Internationalisation and Cooperation, University of Las Palmas de Gran Canaria

Dra. Carmela Calés Bourdet

Vice-rector for Internationalisation, Autonomous University of Madrid

Dr. José Mella, Conference organiser

Professor of Applied Economics, Lead Partner of the AMENET Jean Monnet Network, Autonomous University of Madrid (Spain)



Co-funded by the
Erasmus+ Programme
of the European Union



UAM Universidad Autónoma
de Madrid

 **ULPGC**
Universidad de
Las Palmas de
Gran Canaria

<https://www.amenet.eu/>