



II International Conference on Astrotourism

Held on the Island of La Palma, the Starlight Destination and Starlight Reserve
25th, 26th and 27th September 2015

PROGRAMME

II International Conference on Astrotourism

Island of La Palma, 2015

Held on the Island of La Palma, the Starlight Destination and Starlight Reserve

25th, 26th and 27th September 2015

Santa Cruz de La Palma (Canary Islands)

The "Second International Conference on AstroTourism" continues the theme of the "International Workshop: Marketing of Star Tourism Products" held in La Palma in 2014 as a forum for the exchange of best practices by developers and agents from various national and international destinations with agendas to stimulate star tourism.

Knowledge of the local experiences developed and the marketing strategies followed, allowed delegates to approach the challenges of placing these unique tourism experiences on the market. The value acquired by the emergence of a network of personal and institutional relationships and the exchange of ideas, initiatives and strategies, has forged the need to establish a wide sphere of solid cooperation, based on the exchange of know-how, trend analysis and innovation in star tourism products.

Star tourism can strengthen the expertise and positioning of tourist destinations. The objectives addressed in this year's conference are: reflecting on these opportunities; the conditions for the success of astro-tourism products and services; and helping to consolidate a web of innovative entrepreneurs around this emerging product.



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Goals

1. To learn local experiences which have defined development strategies in astro-tourism.
2. Identify innovative astrotourism products created from the application of resources and astronomical themes.
3. Deepen innovative approaches in tourist destinations based on the theme of the heavens and strategies for the creation of experiential products.
4. Establishing links for cooperation in future initiatives in the development of tourism products.

Recipients

- Leaders and managers of tourist destinations.
- Professionals and staff responsible for product design and local tourist services.
- Astrotourism entrepreneurs.
- Starlight guides, tour guides.
- Other tourism professionals.
- Amateur astronomers.
- University students.

Venue:

Circo de Mars Theatre. Santa Cruz de La Palma
5, Calle Virgen de la Luz.
(Lectures held in Spanish)

Friday, 25 September 2015 (afternoon)

18:30 Conference Inauguration

19:00 Presentation: 30 years of the Observatory of the Roque de Los Muchachos in La Palma

Prof. Francisco Sánchez Martínez

Founding Director of the Institute of Astrophysics of the Canary Islands (IAC).

19:30 Presentation: A vision of astrotourism from the perspective of amateur astronomers.

Dr. Mike Simmons, President of Astronomers Without Borders association. United States.

20:00 Inauguration party.

21:00 Welcome cocktail and dinner.



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Saturday, 26 September 2015

THE SKY AS A RESOURCE FOR THE ENJOYMENT OF TOURIST EXPERIENCES

9:30 Lecture: Criteria for Sky Quality and the implication of light pollution for science and the enjoyment of astronomy.

Dr. Antonia Pérez Varela

IAC astrophysicist. Certification Auditor for the Starlight Foundation.

10:00 Lecture: Building tourism experiences from astronomy: expeditions, workshops and a mobile observatory

Mr. Gernot Meiser

Photographer and designer. President of "Cassiopeia e.V. Saarlouis". TWAN member.

Mrs. Pascale Demy

Journalist. Travel Reporter for stellar events.

10:45 Lecture: The Starmus Festival: a fun-scientific event as a tourist attraction. (Canary Islands)

Dr. Garik Israelian

IAC astrophysicist. Festival director STARMUS.

11:15 Break - Coffee.

11:45 Lecture: Astrotourism Products related to astrophotography

Dr. Babak Tafreshi

Founder and Director of The World at Night Program (TWAN). (This talk will be translated)

12:30 Astrotourism from a locomotive astro-infrastructure: The Montsec Astronomical Park (Spain).

Dr. Salvador Ribas Rubio

Astrophysicist. Professor Universitat de Barcelona. Scientific director of the Montsec Astronomical Park.

TOURISM, ASTRONOMY AND NEW DEMANDS

13:00 Creative destinations with regard to astrotourism for travellers of the 21st century

Dr. Carmelo J. León González

Director UNESCO Chair in Tourism Planning and Sustainable Development. Director of the Tourism Institute TIDES. University of Las Palmas.



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13:30 Product innovation in tourist destinations from the cultural and natural perspective.

Dr Agustin Santana Talavera

Professor of Anthropology. Director of the Institute of Political and Social Sciences of the University of La Laguna. Tourism Chair CajaCanarias - Ashotel - ULL.

14:00 Adjournment

16:00 New approaches to new demands in the design of astrotourism experiences

Dr. Sergio Moreno Gil

Professor of Economics and Management. University of Las Palmas. TIDES Institute. UNESCO Chair in Tourism Planning and Sustainable Development

EMERGING DESTINATIONS FOR ASTROTOURISM

16:30 Configuring a tourist destination once the certification of the sky quality has been achieved. The example of Alqueva (Portugal).

Dr. Miguel Claro

Popularizer of astronomy, Astrophotographer of the Starlight Reserve Alqueva (Portugal).

17:00 Presentation of Posters.

18:00 Coffee - Break.

18:30 Innovation, improving competitiveness and creating an international astrotourism brand. The case of the Region of Coquimbo (Chile).

Dr. Alberto Duarte Pardo

Coquimbo Regional Director. National Tourism Service of Chile (SERNATUR).

Sra. Pamela Duarte Ponce

Marketing Officer SERNATUR Coquimbo Region.

19:00 Astrotourism on the island of La Palma, opening a viewpoint to the Universe (Canary Islands)

Sr. Juan Antonio González Hernández

Starlight Guide. Consultant and astro-entrepreneur. www.cielos-lapalma.es

19:30 Astrotourism from the cultural genesis of a small town: Teruel (Spain).

Sra. Maribel Aguilar Martin

Journalist and Starlight Guide. Astro-entrepreneur and promoter of astronomy "Earth and Heaven."

20:00 Conclusions of the day

Dr. Carlos Fernández Hernández

Professor of Applied Economics area. University of La Laguna. Tourism Chair CajaCanarias - Ashotel - ULL. Conference Director.

20:30 End of session.

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Sunday, 27 September 2015 (morning)

LIVE ASTROTURISM EXPERIENCES IN LA PALMA ITINERARY FOR THE SOUTH AND WEST OF THE ISLAND

08:30 Departure from Santa Cruz de La Palma

Astrotourism and storytelling in the volcanic landscape of La Palma

Mrs. Sheila Crosby

Software engineer, Starlight Guide, author of the guide book to the observatory (*A Breathtaking Window on the Universe*) and fiction set on La Palma. Owner of Dragon Tree Publishing

IN LOS CANARIOS, FUENCALIENTE

09:30 Wines, the moon and Malvasia from lava landscapes.

Sr. Carlos Lozano

Winemaker. Teneguia wineries.

Sra. Elena Nordio

Astrophysics graduate. Starlight Guide. Astro-entrepreneur: Ad Astra La Palma.

10:30 Looking at the sun between the sky and the volcanoes the Awaras knew.

Sr. Juan Antonio González Hernández

Starlight Guide. Consultant and astro-entrepreneur: www.cielos-lapalma.es

Sr. Miguel A. Martin Gonzalez

Archaeoastronomical historian and researcher. Editor of the magazine *Iruene*.

11:30 Travel to Puerto Naos

IN PUERTO NAOS. LOS LLANOS DE ARIDANE.

12:30 The planets in a constellation of scales (The group will split into two, which then then swap over)

Dr. Ana Garcia Suarez

Astrophysics graduate. Astro-entrepreneur: AstroLaPalma.com

Sr. Antonio Ángel Moreno González

Graduate in Tourism. Starlight Guide. Director of tourism training programme.

12:30 Gastro-solar experience on an organic farm and lunch (The group will split into two, which then then swap over)

Sr. Francisco García Lázaro

Biologist and ecosystem curator. Director of the organic estate PlátanoLógico.

Sra. Elena Nordio

Degree in astrophysics. Starlight Guide. Astroemprededora Ad Astra La Palma.

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14:00 G-astronomical Proposal "The energy of the stars in your mouth"

Mr. Marco Di Carlo

Director of Acropark La Palma.

Mr. Pedro J. Hernández del Castillo

Culinary consultant and chef of the restaurant El Duende del Fuego.

15:30 Return to Santa Cruz de La Palma

Academic Director:

Dr. Carlos Fernandez Hernandez

Area professor of Applied Economics at the University of La Laguna

Organizing committee:

Sra. Ana Isabel Pérez Castañeda

(Island Council of La Palma)

Sr. Manuel Fernando Torres Martin

(Ecointur Association).

Dr. Ana Maria Garcia Suarez

(AstroLaPalma.com - AstroCamp Adventure, SL)

Dr. Carlos Fernández Hernández

Sra. Ana Maria Rodriguez Perez

(Association of Rural Tourism Isla Bonita)

Mrs. Sheila Crosby

(Dragon Tree Publishing)

Sr. Angel Antonio Moreno González

(ADER-La Palma; SPTBV)

Sra. Abreu Candelaria Bethencourt

(AstroCamp Adventure, SL)

Organized by

The Island Council of La Palma

Ecointur Association, Tourism, Ecological Development and Social Innovation



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- Astrophysics of the Canary Islands (IAC) Institute. Roque de los Muchachos Observatory.



- Vice President Relations with Society of the University of La Laguna.



- Institute Tourism and Sustainable Economic Development TIDES. College Las Palmas de Gran Canaria.



- Chair of Tourism CajaCanarias - Ashotel - University of La Laguna.



- Ministry of Tourism, Culture and Sports of the Canary Islands



- Santa Cruz de La Palma Town Hall



- Starlight Foundation





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- Acropark La Palma
- Ad-Astra La Palma
- Rural Tourism Association Isla Bonita
- Association for Rural Development of the Island of La Palma. ADER-La Palma
- AstroLaPalma, SL / AstroCamp Venture, S.L.
- Fuencaliente Town Hall
- Bodegas Teneguía
- Cielos-LaPalma.es
- Ecofinca PlátanoLógico.
- Astroentrepreneurs group StarsIslandLaPalma
- Iruene La Palma
- PalmaClub
- Luna Awara cheese
- El Duende del Fuego Restaurant
- Sepropyme, S.L.
- Tourism Promotion Service of the Bajada of the Virgin. Training Program alternating with employment. (ADER-La Palma, SCE, ESF, SEPE).
- Dragon Tree Publishing
- The World At Night (TWAN)
- Tierras y Cielos
- VaneSM



Sponsors:



Information:

E-mail: proyectos@ecointur.es
Telephone 922 430 625

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Number of places:

120

How to register:

General registration (attendance, travel and lunch during the astrotourism excursion): 60 €

Members of the astro-entrepreneurs group of La Palma: 45 €

Students: 45 €

Registration:

Through the web form:

<http://astrofestlapalma.com/es/ii-conferencia-internacional-de-astroturismo/inscripcion/>

More information:

For more information or contact the organizers, please write to: formacion@ecointur.es or
info@astrofestlapalma.com

Payment for registration:

Through the web:

<http://astrofestlapalma.com/es/ii-conferencia-internacional-de-astroturismo/inscripcion/>

Application deadline:

September 22, 2015

Recognition of ECTS University of La Laguna

The conference is included as training offered by university extension of the University of La Laguna in the form of course entitled to obtain 1 (one) ECTS credits.

For this purpose the participants who wish to access such credits must first register with the organizer ASSOCIATION ECOINTUR at <http://astrofestlapalma.com/es/ii-conferencia-internacional-de-astro/registration/> and then register on the platform of the university of La Laguna (at <https://tcourse.osl.ull.es/gestion/cursos/2696/>).

To obtain a certificate of recognition by ECTS it will be necessary to attend a minimum of 80% of the sessions of the event, and to pass the test or work stipulated by the Academic Director of the course.

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RULES FOR SUBMISSION OF POSTERS

To facilitate the exchange of experiences related to the astrotourism, participants who are interested can submit posters. This is the presentation of astrotourism projects and products, disclosure of the astro-tourism initiatives, etc. in a graphic and visual format. These are not advertising posters. The posters will be displayed on 25 and 26 September and will be presented during the conference.

Requirements:

- You must be enrolled in the conference to present a poster.
- If you want to present a poster you must expressly indicate this at the time of enrolment in the conference, in the section: observations.
- The authors of the posters will be responsible for taking them to the conference on September 25th, 2015 at 17: 30h and for their placement.
- Posters must be placed in the space allocated and remain on display until late Saturday September 26. At that time each author must pick up her/his poster.
- The posters will be in English and Spanish (The organization does not undertake to provide translation service).
- Each author will have a maximum of 5 minutes on the evening of September 26, 2015 for an oral presentation of the poster (time to be notified via email). The presentation will be in English or Spanish.
- The organisers will not accept more than one poster from the same person, company or institution.
- Any posters which do not comply with the theme will not be accepted by the organization.
- You must complete the Application form for poster presentations.

Quality requirements the posters:

Title.

Name of author or authors.

The text of the poster must be in English and Spanish.

Dimensions (W x H): 90cm x 90cm.

Include photographs and / or graphics.

Font: Times New Roman.

Font size:

- a) Between 30 and 50 for titles
- b) Between 14 and 25 for text

Acceptance rules:

Presenting a poster implies the acceptance of these rules.

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