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Editoras



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SOCIETY**

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Indice

PRÓLOGO	23
COMITÉS.....	28
Society and Communication	33
<i>Collaborative Methods in Cross-Cultural Research: A Study Applied to a Health Communication Campaign in Marcala, Honduras.....</i>	<i>35</i>
Sara Valenzuela-Monreal, Alazne Arraztio-Cordoba	
<i>Digital Communication Strategies in the Spanish Gluten-Free Food Industry</i>	<i>39</i>
Ana Chanivet Delgado, Pedro Pablo Marín Dueñas, Diego Gómez Carmona, Antonio Mateo Toscano	
<i>Conceptional Variation in University Written Texts in the Field of Communication.....</i>	<i>40</i>
Francisco Javier de Cos Ruiz	
Society and Territory.....	43
<i>Equilibrium Problems: Economic Models and Others</i>	<i>45</i>
Gabriel Ruiz-Garzón, Rafaela Osuna-Gómez, Antonio Rufián-Lizana, Antonio Beato-Moreno	
<i>Consumption of Olive Leaf Extract Capsules as a Reduction of Waste in the Olive Sector: Sustainability and Environmental Protection</i>	<i>46</i>
Antonio Rafael Peña Sánchez, Mercedes Jiménez García, Salustiano Martínez Fierro, José Ruiz Chico	
<i>Effectiveness of Service-Learning in Enhancing Social Entrepreneurship Competencies in University Students.....</i>	<i>49</i>
Fco. Javier Ortega Aragón, Luis López Molina	

<i>The Sociology of Risks in a World of Uncertainty: A comparative study of representations of the pandemic and vaccination among Moroccans</i>	53
Ikram Mouna, Jaafar Marroun, Asmae Elbekri, Yousra Allal Al Bakhti, Karima El Ouezzani Taybi	
<i>Women's Rights to The City and Social Development in Tetouan, Morocco</i>	57
Nargiss El Attar, Karima Taibi El Ouazzani	
<i>Is ESG Rating A Determinant Factor of Trade Credit in The European Region?</i>	59
Francisco Javier Canto Cuevas, Maria José Palacín Sánchez, Filippo Di Pietro	
<i>Digital Transformation in Moroccan Local Authorities: An Analysis of the Challenges and Barriers</i>	62
Hanane Haddad, Aicha Chorak	
<i>From Applied Sociology to Public Policy Making: Strengthening Sustainable Development in Urban Ecological Gardens</i>	64
Andrea Ortuño Conde	
<i>Crowdfunding as an Engine for Music Entrepreneurship: Innovation and Financial Sustainability</i>	67
Paula Montero-Benavides, Gema Albort-Morant, María José Palacín-Sánchez, María Dolores Oliver-Alfonso	
Society and Well-Being	69
<i>Social Preferences towards protecting environment and the achievement of the Sustainable Development Goals</i>	71
Oksana Liashenko, María Ángeles Caraballo, Sebastián Lozano	
<i>Barriers to the Detection and Intervention of Interpersonal Violence in the Home against Dependent Older People: An Analysis from a Gender Perspective</i>	73
Paula Sepúlveda, Irene López García	
<i>Senses and Well-Being in Tourism: A Sustainable Approach</i> ...	75
Dora Agapito, Chung-Shing Chan	

<i>Measure Multidimensional Poverty from the Rights Approach and Fuzzy Set Theory.</i>	
<i>A Pilot Case In Santiago De Chuco, Perú</i>	76
Juana María González Moreno, Edmundo-Rubén Vergara-Moreno, Rafael-Marcel Asmat-Uceda, Jiuliana-Soledad More-Ayala	
<i>Influence of Perceived Emotional Intelligence on Burnout Syndrome in Employees</i>	77
Paula Ruiz González, Miryam García Franco, Ana Merchán Clavellino	
<i>A Systematic Review of Emotional Intelligence in Breast Cancer</i>	79
Lucía Morales-Sánchez, Tânia Brandão; Rocío Guil; William James	

Determinants of High-Growth Entrepreneurship81

<i>Exploring the Influence of the Entrepreneurial Finance Ecosystem on the Growth of Young Businesses in the Tourism Sector</i>	83
Manuela Vega Pascual; Filippo Di Pietro; Rui Quaresma; María-José Palacín-Sánchez; Rafaela Alfalla-Luque	
<i>Moderating effect of innovation and exporting on high-growth entrepreneurial expectation</i>	84
Salustiano Martínez Fierro, José Aurelio Medina-Garrido, Maria Bogren, Jorunn Grande	
<i>SMEs Sustainability and Transparency as Determinants of Inclusive Growth and Social Welfare in the EU</i>	86
Inna Makarenko	
<i>Influence of economic development on growth expectations mediating effect of social norms, motivation, and competence</i>	89
Maria Bogren, Salustiano Martínez-Fierro, Jose Aurelio Medina-Garrido, Jorunn Grande	

Emerging Technologies in Process Management91

<i>Research on Green Software: A Systematic Review of the Literature</i>	93
Qian Wu, Manuel Arana Jimenez, Alicia Martin-Navarro	

<i>Business Model Canvas and Technology Roadmap for Entrepreneurship Initiatives, Based on Digital Businesses "EMPREDIMIENTO EN TIC".....</i>	95
Alexander Aguirre Montero; José Aurelio Medina Garrido; Salustiano Martínez Fierro; José Manuel Sánchez Vázquez; Alicia Martín-Navarro; Paula Lechuga Sáncho; Rafael Ravina Ripoll	
<i>Business Intelligence through Data Visualisation: Tableau.....</i>	96
José Bocoya Maline; Alicia Martín-Navarro; José Aurelio Medina Garrido	
<i>AI-Driven MES: Transforming Production and Efficiency in the Era of Industry 4.0.....</i>	98
Fernando Antonio Martín Hidalgo Rodil, Alicia Martí-Navarro	
<i>Assessing BPMS Success in Commercial Organizations: User Perceptions and System Quality.....</i>	100
Alicia Martin-Navarro; María Paula Lechuga Sancho; José Aurelio Medina-Garrido; Marek Szelągowski	

Enhancing Inclusive Tourism Experiences in Andalusia through Generative AI and Inclusive Marketing.....103

<i>Characterisation of the Flamenco Consumer in the City of Seville.....</i>	105
Isidoro Cascajo de la Barrera Caro	
<i>The historical heritage and its adaptation as an accessible tourist destination. The case of the Wine & Brandy Route.....</i>	106
Maribel Serrano Macías, Lola Hernández-Sales, Rosario Díaz Ortega, Alexander Aguirre Montero, José Antonio López-Sánchez	
<i>Alternative Tourism and Sustainable Development, Case of the Province Ouezzane in Morocco.....</i>	109
Asmaa Benmoussa, Nisserine Ben Driss	
<i>Digital Inclusion and Accessibility Strategy for Companies in the Wine Tourism Sector.....</i>	110
Ainara Hernández Ramos, Alexander Aguirre Montero	
<i>Analysis of the Accessibility of Tourist Information Portals in Andalusia: A Proposal for Improvement Using Artificial Intelligence.....</i>	112
Lola Hernández Sales, Maribel Serrano-Macías, Rosario Díaz Ortega, José Antonio López-Sánchez	

Happiness and Well-being.....115

- The Scientific Knowledge Structure of Happiness Management in the Business Sphere: An Exploratory Bibliometric Review*..... 117
Javier Martínez Falcó, Eduardo Sánchez-García,
Bartolomé Marco-Lajara
- Satisfaction and Happiness, Key Factor in the Prosocial Citizen Behavior in Europe*..... 119
Jose María López Sanz, Pedro Cuesta-Valiño,
Azucena Penelas-Leguía, Rafael Ravina-Ripoll
- Taboo or Euphemism: The Binomial of Erotic Capital - Happiness among Employees in the Private Sector*..... 121
Filippo Ferrarini, Rafael Ravina Rippol
- Well-being, Employment, and Adaptation of Migrants in the Campo de Gibraltar: An Exploratory Study*..... 124
Manuela Ortega Gil, Chaima El-Hichou Ahmed
- Health Forecasting Possibilities Based on Open Data: Quantifying the Burden of Smoking and Its Impact on Well-Being*..... 127
María Jesús Delgado Rodríguez, Fernando Pinto Hernández;
Alfredo Cabezas Ares
- Senior and Volunteer Classroom from the Perspective of Social Marketing and Happiness*..... 128
Araceli Galiano Coronil, Ismael Traba Outes,
Gonzalo Ceballos Castro
- Is AI Affecting the Green Hotels Performance to Deliver Higher Rate of Happiness Among Their Employees?*..... 130
Ana Leal Solís, Rafael Ravina Ripoll, José Amelio Medina Merodio,
Fr. Aloysius Roets, Rafael Robina Ramírez
- The Mediterranean Diet from the Perspective of Social Marketing and Happiness Management*..... 131
Sofía Blanco Moreno, Araceli Galiano-Coronil
- How to Achieve Happiness at Work?*..... 134
María José García López, Laura García-Fernández,
Marta Ortiz-De-Urbina-Criado

<i>Happiness Management in University Entrepreneurship: A Bibliometric Review</i>	136
Pilar Yustres Duro, Pedro Cuesta-Valiño, Laura Melendo Rodríguez-Carmona, Estela Núñez-Barriopedro	

Health Data Science141

<i>Unwanted Loneliness in Institutionalized Older Adults: SOLAS Project</i>	143
María Camacho García, Juan Manuel García González, Lucía Romero Hernes, Ana Lara Merchán	

<i>Misinformation and Social Polarization during the COVID-19 Pandemic</i>	146
Javier Álvarez Gálvez, Jesus Carretero Bravo, María Esther Ortega Martín	

<i>Evolution of Multimorbidity Patterns in The Spanish General Population Cross-Sectional Observational Study</i>	148
Blanca Lozano Chacón, Javier Álvarez Gálvez	

<i>Transforming Elderly Care for Diabetic Residents: The Importance of Dietary Flexibility in Cadiz Nursing Homes</i>	150
Ana Domínguez Navarro, María José Abellán Hervás, Consuelo López Fernández	

<i>Describing Children and Young People With Persistent Post-COVID-19 Condition and Their Experiences Up To 24-Months Post-Infection</i>	153
María Esther Ortega Martín	

<i>Caring For You: Design and Application of a Programme to Improve Students' Attitudinal Competences for the Promotion of Healthy Lifestyle Habits</i>	155
Celia Pérez Muñoz, Mercedes Díaz Rodríguez, Mercedes Deudero Sánchez	

<i>Drivers of Health Misinformation: Findings from a Representative Survey in Spain</i>	157
Jesús Ángel Carretero Bravo, Esther Ortega Martín, Javier Álvarez Gálvez	

*Sedentary Behaviour of Hospitalized Older Adults:
A Qualitative Analysis*..... 159
Fátima Carrascosa Sanz Agero, Borja Del Pozo Cruz

*Digital Environment: Focus on Protection Against Risks
and Violence in the Use of ICTs in Childhood and
Adolescence*..... 161
Celia Boza Santiago, Inmaculada Montero Logroño,
Beatriz Bonete Fernández, José Moreno Jiménez,
Víctor Díaz Sánchez

Human Trafficking Myths and Misconceptions165

*The Impact of Terminology on Societal Responses to
Human Trafficking: A Comparison of Spanish and English*.... 167
Sofia Albiol Townsend, Ricardo Tejeiro, Alberto Paramio

*From Rape to Human Trafficking: The Impact of
Misconceptions on Victims* 169
Ricardo Tejeiro Salquero, Sofia Albiol Townsend,
Alberto Paramio

*Public Perceptions on Human Trafficking:
A Preliminary Analysis of NGO Perspectives*..... 171
Alberto Paramio Leiva, Ricardo Tejeiro, Sofia Albiol Townsend

*Police Interview in Cases of Human Trafficking
for Sexual Exploitation* 173
Eva Silva Nozal, Ricardo Tejeiro

*Early Detection and Protection of Potential Victims
of Human Trafficking*..... 174
Rocio Sierra Medina

Innovation, Research and Advances in Sports Marketing (Sports+Lab)175

*Integration of the Body Positive Philosophy in Sports
Marketing*..... 177
Guadalupe Meléndez González Haba

<i>Marketing, Consumer Behaviour and the Adoption of Innovations Related to the World of Sport in Jerez In 1869: Cradle of Spanish and Andalusian Football</i>	178
Rafael Cano Tenorio	
<i>Study Of The Effectiveness Of Sports Sponsorship From The Perspective Of Sponsors: The Case Of Cádiz C.F.</i>	179
Pedro Pablo Marin Dueñas, Ana Chanivet Delgado	
<i>Crisis Communication Management and Its Reputational Consequences in Men's Road Cycling in The Case of Cian Uijtdebroeks' Transfer</i>	180
Isabel Robles Márquez, Rafael Cano Tenorio, Leticia Rodríguez Fernández	
<i>Conceptualization and Evaluation of the Personal Brand of Professional Athletes in Social Networks</i>	181
César Serrano Domínguez, Rafael Cano Tenorio	
<i>The Paradigm of Women in Strength Sports: Powerlifting</i>	182
Esperanza Calvo Muñoz, Belen Macias	
<i>Defying the Rules: Discovering Why Sheffield is More Important than The World Championship</i>	183
Ricardo Temblador Fabra, Belen Macias	

**Integrated Coastal Zone Management (ICZM)
Blue Economy in the Context of Global Change.....185**

<i>Assessing Stakeholder Participation in Coastal Zone Management: Methodological Proposal and Its Application in a Case Study from Cádiz Bay, Andalusia (Spain)</i>	187
Giovanna Cioffi, Javier Garcia Sanabria, Davis Gruber Sansolo, Camila Pegorelli, Maria De Andrés	
<i>The Vulnerability of Cultural Heritage to Climate Change in Coastal Areas: Case Analysis in the Province of Cadiz (Spain)</i>	189
Diego Manuel Calderón Puerta, Gema Ramírez Guerrero	

<i>Towards a sustainable blue economy in the coastal areas of the island and the sea of Chiloé (Chile)</i>	192
Francisco José Vázquez Pinillos, Juan Manuel Barragán Muñoz, Juan Adolfo Chica Ruiz	
<i>Impact of Blue Tourism on the Night Sky: Opportunities for Awareness-Raising Through Geo-Marketing in Coastal Areas</i>	195
Gema Ramírez Guerrero, M ^a Teresa Fernández-Alles, Indira Farrés Vigil, Vanessa Maribel Choque Soto	
<i>Climate Vulnerability and Blue Tourism in Andalusia</i>	198
Maria Maestro Cano Manuel, Adolfo Chica, Manuel Arcila, María De Andrés, Gema Ramírez, Javier G. Onetti	
<i>Enhancing Coastal Management through Ecosystem Services: Insights and Proposals from the Andalusian Coastal Zone</i>	201
María De Andrés, Eleonora Verón, Javier García Onetti, Javier García Sanabria, Alfredo Fernández Enríquez, Pedro Arenas Granados, Juan Manuel Barragán Muñoz	
<i>Elaboration of a Methodological Proposal for the Evaluation of Sustainable Development Goals in Ibero-America Coast</i>	205
Majdoline Bougar, Gema Ramírez Guerrero, Manuel Arcila Garrido	
<i>Analysis and Proposals to Guide, From an Ecosystem-Based Approach, the Development of Sectors Operating in European MPAs</i>	208
Silvia Rayo Luengo, Camila Pegorelli, María De Andrés, Javier García Onetti, Javier García Sanabria	
<i>Advances and Challenges for Ocean Governance in the Republic of Panama in a Global Context</i>	210
Pedro Arenas Granados, Milagros González Samudio, Edgardo Díaz Ferguson	
<i>Tourism and Sustainability: On the Caribbean Coast of Costa Rica: A Diagnostic Analysis from Integrated Coastal Zone Management (ICZM)</i>	211
Claudia Castro Sandí, Pedro Arenas Granados	

<i>Bridges between Ecosystems, Services and Economic Indicators: Application to the Artisanal Salt Marshes of La Esperanza (Cadiz Bay, Spain)</i>	213
Cristina Pallero, Clara Miranda-Urbano, José L. Oviedo, Javier García-Onetti	
<i>Integrated Coastal Management in Honduras: Climate Change, Biodiversity Loss and Pollution</i>	216
Joel Güity Zapata	
<i>Innovative Index for Assessing the Impact of Climate Change on Coastal Tourism Destinations</i>	219
Beatriz Gasalla López, Juan Adolfo Chica-Ruiz, Manuel Arcila-Garrido	
<i>Integrated and Ecosystemic Management in Socio-Ecological Port Systems The Case of the Port Of Cadiz Bay (Spain)</i>	221
Javier Garcia Onetti, Marina García Velázquez, María De Andrés García, Silvia Rayo Luengo, Gema Ramírez Guerrero, Alfredo Fernández Enríquez, Javier García Sanabria; Pedro Arenas Granados; Camila Pegorelli Gomes	
<i>Development of the Ecological-Socio-Economic (ESE) Management Framework within the MSP4BIO Project: The socio-Economic Approach</i>	225
Camila Pegorelli Gomes, Maria De Andrés, Javier Garcia Onetti, Silvia Rayo Luengo, Giovana Gioffi, Javier Garcia Sanabria	
<i>Contributions to the Planning of Argentine Maritime Spaces</i>	229
Eleonora Verón, Socrate, J.; García, G.; Valiñas, M.; Romano, S.; Sala, J.E	
<i>Fishing Weirs: Ethnological Heritage Beyond Our Seas</i>	233
Melchor Barrientos	

Interaction between Governments, Companies and Universities as Spaces That Generate Public Policies and Educational Innovation.....235

<i>Education Tourism: From Conceptual Definition to Systematic Literature Review</i>	237
Alessio Parente, Alicia Martin-Navarro, Paula Lechuga Sancho	

<i>Features, Elements of a University Governance from a Sociocentric Approach</i>	238
Analía Nievas	
<i>Government - Policy and Education: A Triad for Analysis In The Face Of the Incorporation of Artificial Intelligence in Citizenship Training. Issues for Debate</i>	240
María Montserrat Vargas Vergara, Soledad Furchi	
<i>Institutional Evaluation: A Matter of Responding to Territorial Needs Towards Global Change</i>	242
Soledad Campo, Alvaro Ramis, Victoria Pérez de Guzmán	
<i>The Role and Relevance of Scientific Societies and Social Institutes in Socio-Educational Research, Knowledge Transfer, and the Strengthening of Universities and Companies</i>	244
Victoria Pérez De Guzmán, Soledad Campo, Rita Gradaille Pernas	
<i>Universities and SDGs: Analysis of the Incorporation of Sustainability in University Systems as an Exercise in Public Institutional Modeling</i>	248
Diego Molano, Catherine Valencia	
<i>Sustainability of Production Systems, a Methodological Approach with Applications</i>	253
Alfredo Baronio, Pablo Neder	
<i>Institutional Capacities in Public Policies for Territorial Planning</i>	255
Luis Enrique Concepción Montiel, Pablo Neder	
<i>Analysis of the Situation of Development Cooperation in the University System Andalusian and the Third Sector</i>	256
Sara Pérez Sánchez, María Victoria Pérez De Guzmán Puya, Montserrat Vargas Vergara	
<i>The Incorporation of Sustainability in the Public University Seen as a System: UNAD Colombia Case</i>	258
Diego Molano, Catherine Valencia	
<i>Internet Critical Infrastructure Policies</i>	260
Francia Elisabeth González Angelotti	

Mathematical Approaches to Efficiency in Sustainability with Applications to Society265

Enhanced Interval Slack-Based DEA Model267
 Atefeh Younesi, Manuel Arana-Jiménez,
 Julio Lozano-Ramírez, M. Carmen Sánchez-Gil

Explore and Return with Robots A Minimalist Environment and With Few Computation.....268
 Luc Jaulin

The 27 Countries of the European Union as a Setting for Carrying Out Efficiency Measurements of Tourism Sustainability Using the Data Envelopment Analysis Methodology269
 Julio Lozano Ramírez, Manuel Arana-Jiménez,
 M. Carmen Sánchez-Gil, Atefeh Younesi

Rank-two programs involving linear fractional functions270
 Riccardo Cambini, Giovanna D'inverno

Leveraging Financial Monitoring for Achieving SDG 16: A Multidisciplinary Approach to Global Governance and Sustainable Development.....271
 Maryna Uktina

An Evaluation of the Sustainability of Railway Transportation by Integrating the Adverse Environmental and Safety Impacts274
 Arsen Benga, María Jesús Delgado, Sonia De Lucas;
 Glediana Zeneli

Tourism Carrying Capacity. City of Cádiz275
 María José Lechuga Gómez, Manuel Arana Jiménez,
 María Carmen Sánchez Gil

Weather Impact on Crop Yield: Cluster Analysis and Local-Trend Estimation Using F-transform279
 Luciano Stefanini, B. Amicizia, L. V. Ballestra,
 M. L. Guerra, L. Sorini

**Participatory, Creative and Dialogue Research-Actions
for Social Transformation281**

*Experiences of Community-Based Research in the Sedeño
River in Xalapa283*
 María de Lourdes Becerra Zavala

*Educational Commons. “A Pedagogical Reflection,
Action and Documentation Experience”287*
 Cristina Serván Melero, Del Moral Espín, L; Gallego Noche, B;
 Rosendo Chacón, A.

*A Critical Examination of the Challenges and
Transformation Processes Experienced By the
Researcher Engaged In the Study of the Life Stories
of Climate Activists290*
 Cosimo Mangione

*Methodological Reflections on the Installation
"Windows for a Body Landscape of Traces"292*
 Inmaculada Antolínez Domínguez, Esperanza Jorge Barbuzano

*The University in the Face of the Ecosocial Crisis:
A Committed and Innovative Proposal for Sustainability,
Justice, and Ecological Transitions294*
 Beatriz Gallego Noche, Catalina Lagos Yáñez ,
 Lucía del Moral Espín, Fco. Javier Pérez Guirao

*Walking-Learning with Communal Knowledge Logics;
New Paths and Horizons for the Scientific-Academic
Discussion297*
 Yolanda Jiménez Naranjo, Gustavo Ramírez Santiago,
 Fidencio Servín Juárez, Erica Candelaria Hernández Aragón

*The Ancestral and the Territorialized Way of Life;
An Integrality in Natural Existence301*
 Erica Candelaria Hernández Aragón

*Territory and Figures of Communal Representation
Regarding Care and Relationship with Nature.....302*
 Fidencio Servín Juárez, Gustavo Ramírez Santiago,
 Rosario Ramírez Santiago

<i>Expended Narratives and Interdisciplinary Research for Social Incidence in Disputed Territories.....</i>	<i>304</i>
Adriana Moreno, Esau Bravo, Machelly Flores	
<i>Methodological Experiences for Transdisciplinarity: The Challenge of Recognition and Legitimation of Traditional Knowledge and Integration into the Academy for The Construction of Design and The Creation of Study Plans and Programs for Social Transformation</i>	<i>306</i>
Urania Fabiola Cruz Márquez	
<i>LIKE A WAVE: A Case Study on the Abandonment of the 8M Protest in the Period between 2016 and 2024</i>	<i>309</i>
Marina González Villagras	
Shaping a Sustainable Future_ Interdisciplinary Challenges and Solutions.....	311
<i>Integration of Sustainable Development Goals in the HORECA Sector: Evaluation of Practices and Outcomes.....</i>	<i>313</i>
Maria Torrejón-Ramos, Alicia Parro-Ruiz, María-Sonia Medina-Salgado, Marta Ortiz-De-Urbina-Criado	
<i>Investigating Luxury Fashion's Path to Sustainable Development Goals.....</i>	<i>317</i>
Alicia Parro Ruiz, María Torrejón-Ramos; María-Sonia Medina-Salgado; Marta Ortiz-De-Urbina-Criado	
<i>Innovative Strategies in Police Training: Integrating Safety, Efficiency and Ergonomics in the Use of Force.....</i>	<i>321</i>
Jose Carlos Vera Jiménez, Ignacio Moreno Corbacho, Mauricio Lorente Sanchez, Manuel Alfonso Aparcero Fernandez, Joaquin Jose Gamero Lucas, Antonio Ribelles Garcia	
<i>Using Green HRM to Increase Public Awareness of Sustainability: An Analysis of European Auto Companies</i>	<i>324</i>
Helena Almeida, Fatima Lampreia Carvalho	
<i>Assessing Gender Dynamics and Women's Participation in Green Building Construction: A Quantitative Study in Morocco</i>	<i>327</i>
Aicha Chorak, Loubbaba Rida, Hanan Haddad, Ahachad Mohammed, Fatima Bahraoui	

<i>The Effect of Eco-design for Sustainable Products Regulation (ESPR) on Con-sumer Purchasing Intention.....</i>	329
Pedro Brazo Dorado, Angela Ranea Palma, Felix Velicia-Martin	

Sustainability and Human Resources331

<i>Impact of Work-Family Balance Measures on the Satisfaction of Employees in the Moroccan Tourism Sector ...</i>	333
Loubna El Moussaoui, Jose Aurelio Medina-Garrido, Jose Maria Biedma Ferrer	

<i>Developing Employee Sustainability Orientation under the Digital Transformation: The Environmental Commitment Effect.....</i>	337
Svitlana Plotnytska, Frédérique Chédotel	

<i>Psychosocial Risks of Teleworking: Effects on Mental Health and Social Well-Being</i>	341
Irene Luque Caro, Frédérique Chédotel	

<i>Work Ability in the Post-Pandemic Home Office: An Intercultural Analysis Using the Work Ability Index (WAI).....</i>	344
Marisa Neul, Luis López Molina	

Sustainable Social Development and Sexual Diversity349

<i>From Persecution to Protection: The Evolution of Sex-Gender Diversity Criminal Legislation in Spain.....</i>	351
Maria del Mar Martín Aragón	

<i>Community Social Work and/or Action with Ukrainian Refugees(On The Example Of Georgia)</i>	354
Kateryna Ihnatenko, Shorena Sadzaglishvili	

<i>Lgtbiphobic Incidents: Victimization, Prevention and Problems of Criminal Prosecution of the Criminal Phenomenona.....</i>	358
Andrea Lozano Torrejón, Maria Del Mar Martín Aragón	

<i>Literacy around AI and Its Impact on Visual Stories of LGTBIQ+ Individuals.....</i>	361
Macarena Machín Álvarez, Ana Ortuño Candela	

<i>Building Foundations: Affective-Sexual Education in the Primary Education Stage</i>	362
Rafael Marín Pérez, Guadalupe Calvo García	
<i>European Cooperation as a Tool to Build a Europe against LGTBIQA+Phobia</i>	364
Carla Tejedor Perales, Begoña Sánchez Torrejón	
<i>Project GFORCE: European Universities against LGBTIQphobic Discourses</i>	365
Begoña Sánchez Torrejón	
<i>Development of Anxiety in Bisexual Women and Emotional Intelligence as a Protective Factor</i>	367
Isaac Lavi, Alejandro Butrón, Antonio Zayas	
<i>The Role of Emotional Intelligence as a Mitigating Factor for Depression in Gay Men</i>	368
Alejandro Butrón, Isaac Lavi, Antonio Zayas	

The Construction of Women's Identity through Interdisciplinary Studies369

<i>Mass Culture References in the Construction of Feminist Identity: A Study through Memes</i>	371
Macarena Hernández	
<i>"And they, what do they want to be now?" A study About Identity Tensions and Ambivalences in Young College Women</i>	372
Celia Espada, Rubén Martín Gimeno	
<i>Representation of Women in the Promotion of Volunteering on TikTok</i>	373
Tania Blanco Sánchez	
<i>Influencers and the Folklorisation of Andalusian Femininity</i>	374
Laura Martínez Jiménez	
<i>For A Change of Perspective in Audiovisual Creation Cases Studies</i>	378
Javier Trabadela Robles, Irene Rodriguez-Rodriguez	

<i>Historical Juncture Fictions: The Representation of Fourth-Wave Feminism in Television Series</i>	379
Irene Raya Bravo	
<i>Plastic Arts Today For a World of Equals Tomorrow</i>	381
Carmen Heredia	
<i>Migration from a Female Point Of View: Experience of a Human Library of Migrant Women at the University of Cádiz</i>	384
Lucía Pilar Cancelas Ouviaña	

The Post-Pandemic Society from the Prism of (Im)mobility.....387

<i>Embeddedness and Circulation in Dockworkers Unionism. The Case of the Bay of Algeciras Port</i>	389
Beltrán Roca Martínez, Nazaret Castro	
<i>Gendered Impact of Telework during the Pandemic: Broadening the Gender Gap</i>	390
Eva Bermúdez Figueroa	
<i>Home Delivery Companies: Between Transnational Financial Management and Local Labor Exploitation</i>	391
María Antonia Ribón Seisedos, Irene López-García	
<i>Between Algorithms and Streets. The Appropriation of Space in Movement among Riders</i>	395
Lucía Fernández Salguero Santana, Francisco José Cuberos Gallardo	
<i>Riding and Resting: The (Im)Mobile Ways of Occupation Among Riders</i>	396
Jesús Comesaña Márquez, Francisco José Cuberos Gallardo	
<i>Returning Emigrant in Spain by Remote Working. Redefining Intra-EU Mobility in Post-COVID-19 Era</i>	397
Simone Castellani, Juan Antonio Roa Domínguez	
<i>Ethnic Minorities during the COVID-19 Pandemic: Difference, Control and Ethnic Exclusion in Berlin and Seville</i>	399
Juan Pablo Aris Escarcena	

<i>Latin American Women Farmworkers in French Agriculture: Labor Mobilities in Post-Crisis Contexts</i>	401
Juana Moreno Nieto	
Wine, Society and Sustainability	403
<i>The Protection of the Wine Landscape of the Sherry Wine Region and Its Relationship with Wine Tourism</i>	405
José Luis Baños Ramírez	
<i>Understanding Young Consumers' Motivations for Wine Consumption: A Market Segmentation Study</i>	408
Ismael Traba Outes, Diego Gómez-Carmona; Alberto Paramio; Pedro Pablo Marín-Dueñas; Serafín Cruces-Montes; Alexander Aguirre-Montero	
<i>Advertising Effectiveness on Facebook. An Eye-Tracking Study Applied to Wine Tourism</i>	409
Alfonso M Rodríguez De Austria Giménez De Aragón, Ismael Traba Outes, Serafín Cruces Montes, Diego Gómez Carmona	
<i>Prior Recommendations, Experience, Satisfaction and Loyalty in the Context of Wine Tourism. A Behavioural Model</i>	410
Serafín Cruces Montes, Diego Gómez-Carmona, Alberto Paramio, José Miguel Mota, César Serrano, Ismael Traba Outes	
Others	413
<i>Professional Activism in Spain: Notes on its Culture</i>	415
Pedro Salguero	
<i>The Role of Education in Sustainable Social Development</i>	419
Paula Pérez Pérez	
<i>Translation and Validation of Management Instruments for Health Institutions Navigation</i>	423
Jesús Sánchez Romero; Luis López Molina; Olga Paloma Castro; José Manuel Romero Sánchez; Elena Fernández García; José Antonio Suffo Aboza; Patricia Bonachela Solás	

PRÓLOGO



Desde el Instituto Universitario de Investigación para el Desarrollo Social Sostenible (INDESS) de la Universidad de Cádiz, nos complace presentar el libro de actas del II Congreso Internacional sobre Desarrollo Social Sostenible (ICOSSOD24), celebrado del 16 al 18 de octubre de 2024 en el Campus de Jerez.

Este congreso no solo ha consolidado los avances de su primera edición, sino que también se ha erigido como un espacio de referencia para el análisis interdisciplinario de los desafíos contemporáneos, fomentando el intercambio de experiencias y la formulación de estrategias innovadoras. Estas contribuciones buscan impulsar una transformación estructural hacia sociedades más equitativas, resilientes y sostenibles, reforzando así su papel como plataforma clave para el diálogo y la acción colectiva en pro del desarrollo social.

El INDESS, desde su fundación en 2016, se ha consolidado como un referente en la investigación aplicada a la sostenibilidad y al bienestar social en las Ciencias Sociales y Jurídicas. El avance está reflejado en la capacidad del congreso para abarcar visiones innovadoras, metodologías novedosas y experiencias de efecto real para la creación de políticas y estrategias para la transformación social. En este sentido, el ICOSSOD24 ha sido una plataforma para el debate y la construcción de propuestas viables que respondan a las necesidades de una sociedad en constante cambio.

El ICOSSOD24 ha congregado un espacio de intercambio académico y profesional en el que investigadores y especialistas nacionales e internacionales, quienes han enriquecido los debates con enfoques comparados y estudios de caso de distintas regiones del mundo, han compartido sus estudios y experiencias, estructurados en torno a tres ejes temáticos fundamentales: sociedad y territorio, sociedad y bienestar, y sociedad y comunicación. A través de estos enfoques, se han examinado cuestiones clave relacionadas con el desarrollo social sostenible, propiciando un diálogo interdisciplinario enriquecedor. La combinación de formatos híbridos, tanto presencial como en línea, ha facilitado un ecosistema de aprendizaje colaborativo y flexible donde la diversidad de enfoques ha permitido una construcción de conocimiento más inclusiva y aplicada.

Además de las ponencias académicas, el congreso contó con la activa participación de grupos de investigación, laboratorios y proyectos vinculados al INDESS, cuyas contribuciones permitieron una aproximación integral a los desafíos actuales. Así mismo, el evento destacó por su carácter aplicado, incluyendo mesas redondas y talleres en los que se debatieron estrategias para la implementación de soluciones sostenibles en distintos ámbitos.

El congreso ha sido concebido como un espacio de diálogo entre la comunidad académica, el sector público y privado, y las organizaciones de la sociedad civil. Con la participación de la Junta de Andalucía, el Ayuntamiento de Jerez de la Frontera y otros actores clave, se han aportado perspectivas fundamentales sobre las oportunidades y desafíos en la promoción de la sostenibilidad. A lo largo del congreso, se ha fomentado un intercambio dinámico de ideas, facilitando la conexión entre investigadores, profesionales y representantes del sector público y privado, comprometidos con la transformación y el bienestar social. Este libro de actas recoge las contribuciones presentadas durante el evento, reflejando la diversidad temática y metodológica que caracteriza la investigación en desarrollo sostenible. En esta edición, se ha puesto particular énfasis en la participación de nuevas generaciones de investigadores, quienes han compartido perspectivas innovadoras y enfoques emergentes en la búsqueda de soluciones a los desafíos contemporáneos. La revisión realizada por el Comité Científico ha garantizado que los estudios compilados no solo sean relevantes en el ámbito académico, sino que también sirvan como base para el diseño de iniciativas concretas en diversos sectores.

Más allá de su impacto académico, ICOSSOD24 ha demostrado ser un punto de inflexión en la manera en que entendemos y abordamos la sostenibilidad social. La capacidad del congreso para conectar a diversos actores y generar redes de colaboración ha sido clave en la consolidación de una comunidad de conocimiento que seguirá creciendo en futuras ediciones.

Es un honor destacar que el II Congreso Internacional sobre Desarrollo Social Sostenible (ICOSSOD24) contó con la Presidencia de Honor de Su Majestad el Rey Felipe VI. Este respaldo real subraya la relevancia y el impacto del congreso en la promoción de un desarrollo social sostenible y equitativo. La presidencia de Su Majestad refuerza el compromiso con los

objetivos de sostenibilidad y bienestar global, impulsando aún más la importancia de las investigaciones y debates llevados a cabo en este encuentro.

Asimismo, la presencia de tan distinguidas personalidades en el Comité de Honor; Sra. Ministra de Ciencia, Innovación y Universidades, Diana Morant; Sra. Alcaldesa de Jerez, María José García-Pelayo Jurado; Sr. Consejero de Universidad, Investigación e Innovación de la Junta de Andalucía, José Carlos Gómez Villamando; Sra. Presidenta de la Diputación de Cádiz, Almudena Martínez del Junco y el Sr. Rector Magnífico de la Universidad de Cádiz, Casimiro Mantell Serrano subraya la trascendencia de los temas abordados. Su apoyo y participación activa demuestran un compromiso compartido con la promoción del desarrollo social sostenible, reforzando la relevancia del congreso como un espacio crucial para la generación de conocimiento y la formulación de políticas efectivas. Este respaldo institucional consolida el ICOSSOD24 como un evento de referencia en el ámbito del desarrollo sostenible, impulsando la colaboración entre la academia, el sector público y la sociedad civil para construir un futuro más justo y equitativo.

Finalmente, extendemos nuestro más profundo agradecimiento a todos aquellos cuya dedicación y esfuerzo han hecho posible esta edición del congreso; ponentes, participantes, revisores, organizadores, patrocinadores y colaboradores. Confiamos en que las reflexiones y aportaciones reunidas en este volumen no solo inspiren nuevas líneas de investigación y redes de colaboración, sino que también fortalezcan el compromiso académico y profesional con la construcción de un futuro más justo, inclusivo y sostenible. Que este sea un punto de partida para debates enriquecedores y avances significativos en los próximos encuentros.

Dr. Manuel Arana Jiménez

Presidente del Comité Científico y del Comité Organizador

Director del INDESS

Universidad de Cádiz

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Society and Communication

Collaborative Methods in Cross-Cultural Research: A Study Applied to a Health Communication Campaign in Marcala, Honduras

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Introduction

Implementing communication campaigns in socially diverse contexts presents a series of intrinsic challenges, mainly derived from the cultural, social, and economic differences between the different communities. The knowledge we possess about a distant social context, acquired indirectly, constitutes only a fraction of that environment's complex and multifaceted reality. This is especially relevant when working with vulnerable groups whose perception of the context gives rise to alternative narratives to the dominant one. This limitation can significantly affect the effectiveness and relevance of communication campaigns.

One of the solutions to these limitations is the application of a cross-cultural communication approach. In this research, we aim to carry out a communication campaign to promote healthy food habits in Honduras with the participation of Spanish and Honduran agents and institutions. Traditionally, advertising emerges in the space of individualism. However, interpersonal relationships and community ties are significant for such campaigns when dealing with countries like Honduras, which have a more collectivist cultural dimension. In this study,

collectivism is taken as a foundation to approach the communication campaign, considering cultural preferences, practices, and aspirations to enable a better and more appropriate fit in the practice and organization of the research. These cultural differences are also highlighted in the distribution of values and behavioural norms according to gender, an issue investigated in various cross-cultural studies related to advertising. Advertising messages should be adapted to these contexts and narratives built by the target audiences.

Collaborative research emerges as an essential tool under the premise that advertising is a product that mirrors cultural values. Integrating local stakeholders in designing and executing communication campaigns enriches our understanding of the specific context and ensures that messages are culturally relevant and resonant with the target audience. With their extensive knowledge and hands-on experience, these local stakeholders provide a valuable perspective that helps tailor communication strategies to the specific realities of the community.

In this research, we will propose collaboration methodologies with local agents to create more effective and relevant social cross-cultural communication campaigns in collectivist social contexts. Specifically, a healthy eating cross-cultural communication campaign focused on training women and youth to establish cultural, political, and economic solutions to their main barriers to healthy eating; both groups are in vulnerable positions within society. Young people are considered vulnerable because of their young age, and women because they are socially and economically disadvantaged by the male value system in the context of the country. In this regard, we will explore the advantages and methodologies of such collaboration, providing a practical framework for improving the relevance and impact of communication strategies in different social settings and cultures.

Methods

For this purpose, collaborative research was carried out in Marcala, department of La Paz, Honduras, covering urban and rural areas. We worked with the social agent Denominación de Origen Café Marcala, located in Marcala. We used qualitative methodologies; eleven in-depth interviews were conducted with food or health experts, media professionals, and education professionals. In addition, five focus groups were carried out: two focused on women mothers in urban areas, one on young people in urban areas, and two on young people in rural areas. Finally, a survey was applied to 400 homemakers between 18 and 78 years of age, regardless of their marital status, all residents of the department of La Paz. All these methodologies were carried out in person in the region. To carry out this collaborative research, participants influenced different stages of the investigation. Specifically, professionals from the Appellation of Origin (Denominación de Origen Café Marcala) or with long experience in the region collaborated to conduct the survey, guide the interviews and focus groups in their application, and review the results.

Findings

All participants perceived the cross-cultural collaboration as successful. Having sufficient time, adapting to local conditions, and understanding the needs of target groups were considered essential for data collection and the planning of the communication campaign. This population highlighted the importance of fostering more incredible pride in the local product and using media and formats that have yet to be widely utilized in communication campaigns. The findings were so satisfactory that the campaign's execution was commissioned to a local agency. The presence of the research team in Honduras and the social agent Denominación de Origen Café Marcala

enhanced empathy and understanding of local realities, enriching the campaign's ideation. The combination of external and local interviewers fostered an environment of trust, facilitating more accurate data collection. Therefore, the communication campaign on dietary habits in the La Paz department is anticipated to be much more effective than previous campaigns, thanks to its cultural relevance and adaptation to local needs.

Conclusions

All participants in this study identified positive outcomes from collaboration in a cross-cultural health campaign with the social agent Denominación de Origen Café Marcala. This is especially relevant when conducting research with populations considered vulnerable, as the dominant narratives in these regions, which are the ones that are primarily received in other countries, can be enriched with diverse interpretations of reality. Besides, these two population segments are essential within Honduras' collectivist dimension. Firstly, women's concern for their extended families and the community in which they live is crucial. Secondly, the significance of young people and their loyalty in shaping the region's future is noteworthy. Thus, the campaign aimed at young people and women was carried out with an understanding of these audiences' concerns, needs, and motivations, identified through collaborative methodologies. These campaigns were valued for the limited accessibility to health information among residents of local communities in the La Paz department of Honduras. This integrative and collaborative approach is expected to impact the community's health and well-being immediately and lay the foundations for more profound and enduring structural and cultural change in promoting healthy eating habits in La Paz.

Digital Communication Strategies in the Spanish Gluten-Free Food Industry

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The influencer marketing strategy has experienced unprecedented growth in recent years, with 67% of marketers willing to implement it in their companies. This phenomenon has sparked a great deal of interest among academics. However, despite its popularity, there is a notable lack of research in one specific area: the gluten-free food industry in Spain.

This paper aims to understand the influencer marketing strategy in the Spanish gluten-free food industry. To do so, it is proposed to study the digital communication strategies implemented by the main gluten-free brands and to examine the communication of gluten-free lifestyle influencers in their social networks.

To achieve these objectives, a mixed quantitative-qualitative methodology such as content analysis was implemented. Several analysis sheets were designed and applied to three gluten-free product brands and the profiles of five gluten-free lifestyle influencers. These techniques, together with a thorough literature review, revealed interesting results.

The results showed that brands apply a holistic approach to their digital communication management. In the case of influencers, their communication on different social networks evidences a relationship between the trustworthiness, sincerity, subject matter expertise, and charisma of gluten-free lifestyle influencers, and the purchasing behavior and attitude towards brands of their followers.

Conceptional Variation in University Written Texts in the Field of Communication

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Today, more than ever, we live in a predominantly written culture, which, leaving behind the convent and the court, only retains the city as its link to oral culture. What once was a “temporary substitute for the voice” in manuscript culture has now, with the advent of printed culture, become a powerful form of human communication. The communicative capacity of the human being has been shown, throughout time and in its verbal aspect, with an oral face different from a written one, especially with the first development of literacy and, in postmodernity, with the advances of communication technologies. As human activities, speech has slipped into writing the same as this one in writing; the existence of intrusions between the two codes is not a new matter. Historically, traces of orality are traced in writing and typical features of writing in oral texts. It is a well-studied phenomenon, ascribed to linguistic variation and consubstantial with the evolution of language.

Today, power lies in the media and social networks. The phenomenon is growing with the emergence of new modes of communication with digital media, especially social networks, so that we speak of a “secondary orality”. As a primary goal, this preliminary study seeks to demonstrate that this occurs not only in school and university examples but also in formal settings such as those represented by the media, institutional

communication, or the dissemination of information from varied sources. To this end, we will explore the intersections of “orality/writing” and “colloquiality/formality” within the framework of conceptual variation, using the concepts of communicative immediacy and distance, and the situational parameters that determine them. We employ an empirical and analytical methodology, collecting and analyzing real-life examples that serve as a faithful testimony to usages that reflect a confrontation between academic norms and the language used by the average speaker in formal and standard registers, not just popular ones, especially in the university context and specifically in writings from students in the Bachelor’s Degree Advertising and Public Relations. The conclusions reinforce the confirmation of an interference between the oral and written codes, supported by a normalized linguistic attitude in the particular case of this group of interest.

Society and Territory

Equilibrium Problems: Economic Models and Others

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RAFAELA OSUNA-GÓMEZ, ANTONIO RUFÍAN-LIZANA Y ANTONIO
BEATO-MORENO
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The aim of this work is to show the interest in studying equilibrium problems both in Economics and in other fields and the advances that occur in Mathematics. In recent years, conditions of optimality and theorems of existence of solutions to these equilibrium problems and their relationships with mathematical programming problems have been studied.

Consumption of Olive Leaf Extract Capsules as a Reduction of Waste in the Olive Sector: Sustainability and Environmental Protection

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JIMÉNEZ GARCÍA, MERCEDES; MARTÍNEZ FIERRO, SALUSTIANO;
RUIZ CHICO, JOSÉ
Universidad de Cádiz

Nowadays, scientific work in the social sciences is undergoing enormous changes. Aspects such as sustainability are causing a paradigm shift in contemporary research. Economic and social studies that aim to pursue economic and utilitarian optimisation are becoming obsolete if not complemented by sustainable development. Recently, the sustainable nature of productive activity has been considered with increasing importance in a context that is more focused on environmental and social reasons than on economic reasons, trying to balance human activity, productive activity and the environment in which they are developed.

In 2015 the United Nations (UN) adopted the 2030 Agenda for Sustainable Development. In this sense, a new path was created to improve the lives of societies and countries. Each goal has specific targets to be achieved in the next ten years. And on this path, the European Union is putting all its efforts into achieving a better world, not only for today's inhabitants but also for future inhabitants.

Goals such as 2, to end hunger, achieve food security and improved nutrition and promote sustainable agriculture; 3, to ensure healthy lives and promote well-being at all ages; 12, to ensure sustainable consumption and production patterns; and 13, to take urgent action to combat climate change and its effects, are, among others, great ambitions to improve the health and well-being of the world and to reduce pollution and the consequent negative externalities it generates. Indeed, unsustainable consumption produces pollution and degrades the environment, so it is necessary to act at the root and opt for sustainable production systems that respect the environment. Moreover, it is understood that all people should choose sustainable lifestyles to contribute to protecting nature and halting climate change.

Bearing that the olive oil sector is a fundamental pillar in the Spanish agri-food system, being the world leader in surface area, production and foreign trade, it is also the second crop with the second largest irrigated surface area. It generates a large amount of waste from pruning, including leaves.

Within the framework of the circular economy referenced in the SDGs, fundamentally in the SDGs mentioned above, and through a research project being developed by the University of Cadiz, the general objective of this work is to highlight the perception that potential consumers have of olive extract capsules, with the properties that this product possesses, including being an antioxidant, anti-inflammatory product, and having effects against high blood pressure.

In this way, a more efficient and sustainable use of agricultural resources would reduce the negative externalities arising from their environmental impact. To this end, primary information was obtained through a survey of 800 people throughout Spain. The results obtained include the following:

the population is, in general, quite aware of the need to reduce the waste of products from the agri-food sector and their environmental impact; the majority of those surveyed stated that they consume natural extracts, with consumption increasing with age, showing a preference for the consumption of natural extracts in the form of capsules, tablets or pills; the aspects that most encourage the purchase of olive leaf extracts would be their use as an antioxidant, anti-inflammatory product and a product against arterial hypertension; As regards the possible frequency of consumption of olive leaf extract, around 90% of respondents acknowledge that they would consume it for the properties it may have, such as health benefits, medical or professional recommendations, price and quality of the product, but this information needs to be made known, as knowledge of these properties has a significant influence on the decision to consume.

Effectiveness of Service-Learning in Enhancing Social Entrepreneurship Competencies in University Students

FCO. JAVIER ORTEGA ARAGÓN
LUIS LÓPEZ MOLINA
Universidad de Cádiz

This study aims to investigate the effectiveness of service-learning (SL) as a pedagogical approach to improving social entrepreneurship (SE) competencies in university students. This is particularly relevant in the current context where SE is a crucial tool for addressing social and environmental issues by providing innovative and sustainable solutions.

SE, developed through an organization or company, aims to solve a social problem through innovation, generating social or environmental value. SL is an educational methodology that combines academic learning with community service, allowing students to apply theoretical knowledge in practical contexts while contributing to social welfare.

The relationship between SE and higher education is fundamental, as it prepares students to face current and future social challenges, promoting the creation of innovative and sustainable solutions through non-profit organizations, businesses, or governments. Fostering and developing SE competencies among students is a topic that must be addressed by academic institutions, especially at a time when digitalization has brought many advantages to our society but also a major disadvantage: the disconnection of the younger population from

social issues in their environment due to the parallel reality they live daily in the virtual world carried on their smartphones.

Literature has shown that SL is particularly effective in the field of SE, providing students with the opportunity to face challenges and develop practical skills necessary to create innovative and sustainable solutions to social problems. However, most studies conducted have been qualitative.

Our mixed-methods research will integrate both objective and perceptual assessments to provide a comprehensive evaluation of the educational intervention. The study will involve an exhaustive literature review on SE and SL. Additionally, a specific review will be conducted on the application of SL in the development of SE competencies in university students.

The objective component will involve a detailed assessment of student performance by teachers, who will score the practical application of SE principles in real-world social projects using validated rubrics. Concurrently, the perceptual component will consist of a validated SE survey, administered as a pre-test and post-test, completed by students to capture their perceptions of improvements in their SE skills. Before the SL practice, students will be trained in SE, and the project with the activities to be carried out will be explained to them.

This study will be supported by several Teaching Innovation projects at the University of Cádiz and will be carried out in diverse degrees such as Engineering, Nursing, Labour Sciences, and Business Administration and Management. The diversity of disciplines included in the research highlights the importance and novelty of the study, as it will allow the evaluation of the effectiveness of SL in varied academic contexts, providing a broad and multifaceted view of its impact.

General Goal:

Design and evaluate the results of implementing an SL programme in various university degree courses such as Engineering, Nursing, Labour Sciences, and Business Administration and Management.

Specific Goals:

1. Conduct a conceptual analysis of SE to identify key attributes.
2. Implement an SL methodology in the classroom.
3. Evaluate the impact of the SL methodology on SE competencies in students.
4. Evaluate the impact of SL on students' knowledge and competencies in various applied subjects /or on student satisfaction.
5. Understand potential demographic and academic influences on SE competencies.

The sample selection will correspond to different natural groups, i.e., already existing class groups from various degrees for the 2024/2025 academic year within the participating teaching innovation projects. Therefore, the sampling will be non-probabilistic incidental.

Statistical methods to be used in this study will include descriptive analysis to summarise sample characteristics and scores obtained. Pearson's correlation coefficient will be used to analyse the relationship between objective and perceptual scores. In addition, paired t-tests will be conducted to compare mean objective and perceptual scores before and after the intervention. ANOVA will be employed to identify possible significant differences in scores according to different student profiles. Finally, multiple regression analysis will be performed to determine the influence of demographic and academic variables on SE competencies.

The importance of this study lies in its ability to:

- Validate SL methodology as an effective tool for developing SE competencies in university students.

- Provide empirical data supporting the implementation of SL programmes in different academic disciplines.

- Identify discrepancies between objective and perceptual evaluations, offering a deeper understanding of how students perceive their own learning compared to external evaluations.

- Propose recommendations to improve pedagogical approaches in higher education, fostering more practical and action-oriented education.

In conclusion, it is expected that SL will significantly enhance SE competencies in students. By including both self-assessment and objective evaluation by teachers, this dual approach will ensure that the effectiveness of the intervention is measured comprehensively and accurately, validating SL methodology as a robust tool for cultivating SE skills in higher education. This will improve the design of educational programmes and university policies that promote it, fostering a culture of innovation and social responsibility among students, potentially having a positive impact on society by preparing future social entrepreneurs equipped to address social and environmental challenges.

The Sociology of Risks in a World of Uncertainty: A comparative study of representations of the pandemic and vaccination among Moroccans

IKRAM MOUNA

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Contemporary societies are characterized by the proliferation of risks, especially in the light of the emergence of new risks which are mostly associated with natural disasters, nuclear explosions, etc., which has made risks and uncertainty systematically linked, as traditional perceptions and concepts toward these risks resulting from modernity and new global dynamics have been transcended in favor of a conceptualization that requires modern cooperation across geographical borders to strategically manage modern risks (Zinn, 2008).

Therefore, this study falls within the global context of pandemic-associated risks. The extent to which citizens recognize and understand them. By conducting two field studies in two different periods and related to one topic; a study during the spread of the COVID-19 pandemic—and during the quarantine period—we conducted a field study in 2020, with a sample of Moroccan citizens who numbered about 223 individuals. To collect data from these individuals, we used an electronic questionnaire and interview technique using teleconferencing applications, focusing on the representations of the pandemic, the degree of anxiety resulting from it, and the

information and news spread about it, which created increased anxiety among individuals. In fact, the quarantine period was characterized by high levels of anxiety among citizens, leading to the emergence of new risks in addition to health risks, such as: Psychosocial risks. Individuals encountered a pandemic that they could barely recognize.

Social media spread inaccurate and misleading information, fueling anxiety. In general, all the above-mentioned reasons prompted us to choose the topic and study it scientifically in order to monitor, recognize, and represent Moroccans' perceptions of the pandemic and the extent to which social media sites contribute to creating more anxiety and stress among citizens.

Actually, contemporary societies are living with extremely high levels of anxiety and uncertainty, especially in the face of global crises, insecurity, and the information revolution that has led to increased anxiety. This is due to the enormous amount of negative information that individuals are exposed to daily (Wilkinson, 2002).

The second field study was conducted two years after the first one (2022) because vaccination became prevalent and compulsory for citizens through the imposition of a vaccination passport.

The study targeted 114 individuals. To collect data, a questionnaire and semi-structured interviews were conducted with the participants. This is being done in order to track the degree of vaccination acceptance among the citizens.

This study is based on the theory of governmentality, which is based on the French philosopher Michel Foucault's conceptualization of power. This conceptualization evolved with French sociological researchers-particularly François Ewald and Robert Castel.

This conceptualization refers to the way in which the state exercises control over its population through a system based on the governance of uncertainty as a governmental strategy to control and dominate individuals and groups, using technologies and discourses of risk (Lupton, 2006).

This theory identifies three types of contemporary risk rationalization (Lupton, 2013):

Insurance risk, epidemiological risk and clinical risk. Therefore, our reliance on this theory to understand compulsory vaccination of Moroccan citizens is a rigorous scientific method that can help us analyze, interpret, and understand the results of this study.

We relied on two central questions, as required by Jean-Claude Abric's Central Core theory (Ghazali, 2019), in which we asked respondents to choose the words or phrases that they thought would refer to this epidemic, and then each respondent ranked their answers in order of importance.

On the one hand, we find that the pandemic is a disease, and here the scientific approach comes into play. On the other hand, we find that the epidemic is a disease, here we see a religious background, and there is a conflict between the two approaches, which range from considering this epidemic as a natural occurrence to a conspiracy. From here, we discover the prevalence of two perceptions: Science-driven and religion-driven.

In addition, our study focused on false and promoted news about the pandemic that was published on social media, which made citizens feel fearful, stressed, and anxious about the pandemic, as respondents emphasized that the promoted news and information caused extremely bad psychological pressure on them (62.3%). In this regard, the state pursued two strategies to reduce these effects: The first involves the issuance of laws to

punish anyone who promotes false news, and the second involves the provision of psychosocial support to citizens in partnership with civil society associations and private and public organizations.

All these factors prompted us to focus on the extent to which Moroccan citizens are satisfied with the laws and penalties issued during this period, as most confirmed their satisfaction with these measures taken (83.4%), confirming tangibly the extent to which individuals have been affected by false news about the pandemic.

On the other hand, another reading can be added to this scene in which the world experienced the pandemic crisis, especially during the period of vaccination and its universalization, as the authorities tried to dominate the public space during the quarantine and vaccination periods, forcing citizens to undergo vaccination (81%) without being convinced of its effectiveness. We found that an important group of individuals took doses of this vaccination only to obtain a vaccination passport, which became compulsory and paralleled the freedom of individuals to move and access public spaces and benefit from their services; thus, a large percentage of Moroccan citizens opposed the idea of a compulsory vaccination passport (84%). Citizens who refuse vaccination and have not received it attribute this to the lack of accurate and clear data regarding its effectiveness, in addition to the fact that this vaccine has not been subjected to all clinical trials. In fact, they emphasize that they would not be convinced even if the mentioned reasons disappeared (47%), which tangibly demonstrates citizens' lack of confidence in the state's policies and decisions.

Women's Rights to The City and Social Development in Tetouan, Morocco

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This essay seeks to reveal the interaction between women's right to the city and social development in Tétouan, Morocco, through the theory of Henri Lefebvre's "Right to the City". It focuses on particular aspects of the ways in which space and gender are commonly conceptualized.

Observations indicated that women's experience challenges in accessing urban spaces and engaging in urban planning to contribute in social development.

By deploying a questionnaire among women residents of Tétouan, the study examines their access to urban spaces and participation in urban planning.

The data reveals significant challenges related to safety, limited employment opportunities, unequal access to education and healthcare, underrepresentation in political and decision-making processes, high rates of gender-based violence, and inadequate transportation options.

The analysis highlights the disparities in urban experiences among different demographic groups, emphasizing the need for inclusive urban policies that recognize and address women's specific needs. By Utilizing Lefebvre's theoretical framework, this study proposes concrete recommendations to foster a more just and inclusive urban environment in

Tétouan. By doing so, it seeks to contribute to the ongoing discourse on urban sociology and gender studies, advocating for a city that genuinely embodies the rights of all its citizens.

Is ESG Rating A Determinant Factor of Trade Credit in The European Region?

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Environmental, social and governance (ESG) criteria appear as an optimal framework designed to be embedded into an organisation's strategy in order to implement a sustainable development. ESG means that firms must take into account the environment, society, and relevant stakeholders' interests in their business management to achieve a sustainable growth target as well as economic benefits. Shareholders, employees, customers, lenders and suppliers are among those stakeholders to which ESG criteria generates value considering their needs. ESG criteria and their implications in different areas are being studied by researchers worldwide.

The consideration of ESG criteria in investment decision-making implies that conventional parameters of profitability and risk must be accompanied by environmental, social responsibility, and good governance indicators that lead to what is called "sustainable development". However, the commitment of companies to sustainability not only requires the implementation of sustainable projects and investments, but also the support of sustainable financing as an appropriate instrument to achieve the set objectives.

In the financial markets, there are various options for resources with a balance between sustainability and profitability, such as green bonds, social bonds, sustainable bonds or

sustainability-linked bonds; and more recently, in the financial sector, it is already possible to find green and sustainable loans. However, there are other financial resources, such as trade credit, which, although not explicitly called “green” or “sustainable,” can also play a very important role in sustainability financing.

Trade credit, also called trade payables, is a vital resource for non-financial companies due to its key role in financing working capital and supply chain. The volume of trade payables has been for roughly 20% of world GDP over the past 25 years, thus, supplier financing is a significant resource for all companies around the world, even more when companies have difficulty to obtain other external funding.

The universal presence of trade credit in all firms makes it a fundamental tool for integrating ESG considerations, thereby contributing to achieving sustainable economic growth. Bearing this in mind, ESG performance could be used by suppliers to evaluate the business opportunities and potential risks associated with sustainable development. Therefore, a better ESG performance can lead firms to increase the trust of their suppliers, and thus achieve greater access to trade credit.

This article examines the influence of ESG rating on the use of trade credit in the European region. For the empirical analysis, we use a sample of European companies listed on the STOXX 600 Index over the period 2015 to 2022. The European context in our study is also particularly interesting due to the European Union (EU) being one of the most committed regions with the objectives of sustainable development. EU approved on December 1, 2019 the European Green Pact. In addition, the EU designed how to integrate sustainable considerations into its financial policy framework, to ensure that ESG factors are considered in the financial decisions and to employ more capital

towards sustainable growth. Sustainable finance aims to incorporate environmental, social and good governance elements in business management, as well as in investment decisions.

This article expands the financial literature about the determinant factors of trade credit, incorporating corporate ESG (environmental, social, and governance) performance as a relatively novel factor with a great potential to explain the use of this resource in firms. The possibility that better ESG performance can lead companies to increase the trust of their suppliers, and thus achieve better access to trade credit, is an emerging and relatively unexplored topic.

Our results show that ESG performance, measured by the holistic view of ESG criteria, is positively related with the obtention of trade credit. The findings of our study have important implications for both academic research and practical applications and represent a contribution to the growing literature on the intersection of social capital, sustainability, and financial decision-making in companies.

Digital Transformation in Moroccan Local Authorities: An Analysis of the Challenges and Barriers

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In the 21st century, technology has unequivocally emerged as the dominant currency, fundamentally altering individual and collective identities. This technological revolution has significantly transformed the operational frameworks of individuals, businesses, and governments in pursuit of their respective missions. While the private sector has led the charge in digitalization, this trend is progressively permeating the public sector, aimed at enhancing the accessibility and efficiency of public service delivery. Morocco's commitment to the digitalization of public services commenced in the early 2000s, with the government implementing a series of strategic initiatives designed to align the nation with this global trend. Although several public bodies have successfully adopted providing online services, several local authorities in Morocco are struggling to achieve this goal. This paper seeks to investigate the diffusion and adoption of digitalization within Moroccan local authorities, elucidating the primary challenges and barriers encountered in this endeavor. Utilizing a mixed-methods approach framed within an exploratory sequential design, the study aims to yield important insights that could bolster the digital transformation of local authorities in Morocco. The primary findings outline the key strategic challenges and barriers Moroccan local authorities

must overcome in order for their digital transformation initiatives to be successful. Additionally, they highlight a number of operational challenges that hinder Moroccan local authorities from achieving this goal. Ultimately, it proposes several key recommendations to enhance their capabilities in delivering digital services and effectively addressing the needs of their constituents. The implications of these findings are both theoretical and practical. This study addresses a gap in the existing literature by conducting an exploratory study in the Moroccan public sector, focusing on digital transformation in local authorities. On the other hand, it offers a practical roadmap for local authorities by providing guidelines, methodological tools, and techniques to help and support them on this path.

From Applied Sociology to Public Policy Making: Strengthening Sustainable Development in Urban Ecological Gardens

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This communication aims to demonstrate how Sociology can contribute to the development of more effective and sustainable public policies. To this end, it presents a real-life case that illustrates how applied social research analyses social problems to address people's needs and generate positive impacts. Specifically, it outlines the process through which the social diagnosis of a problem ultimately leads to a public policy that not only provides a solution for the affected parties but also helps prevent future issues.

The proposal is based on the results of two previous studies that examine the reality of urban ecological gardens located in the town of Mairena del Aljarafe, Seville. The first study focused on assessing the level of food security provided to users through self-management of food production by owning an urban garden. These spaces, in addition to promoting self-management, strengthen community cohesion and foster environmentally friendly practices, aligning with the principles of sustainable development in its social, economic, and ecological dimensions. To analyse these aspects, a series of in-depth interviews were conducted, during which the dissatisfaction of the gardeners with the institutional management of the gardens was revealed.

This led to a second study, which focused on analysing the implementation of the public policy currently regulating the operation of the gardens, in order to identify the reasons and/or elements causing inefficiencies in its application and development. In this case, a more complex, triangulated, and phased methodological design was employed, where each stage provided the necessary materials to develop the next. A mixed-methods approach was used, combining both quantitative and qualitative techniques. First, after the relevant literature review, standardized and structured questionnaires with a set of closed-ended questions were conducted to understand and measure, through the perceptions of the gardeners, the material impacts of the Ordinance on them, as well as the extent to which the Ordinance is being followed and their relationship with the municipal authorities responsible for the policy's management and implementation. Based on the survey data, a series of semi-structured in-depth interviews were conducted with the relevant municipal authorities – both technical and political staff – to explore the institutional dimension of the Ordinance's design and application.

Following these interviews, and the overall results of this second study, the Mairena del Aljarafe City Council requested a review and redrafting of the Regulatory Ordinance. To this end, a new qualitative methodology will be developed in synergy and cooperation with the City Council, building on the methodological processes of the previous studies. This new methodology will consist of three phases. First, a search and analysis of secondary sources will be conducted to compare the current Ordinance with other successful cases. Second, a new series of in-depth interviews will be conducted, not only with the same City Council staff but also with a member of the Board of Directors of the Association that operates the ecological gardens. Finally, to gain a broader and more legitimate

perspective from the gardeners, a focus group will be conducted with a theoretically reasoned and intentional sample of profiles.

One of the greatest challenges in drafting a new Ordinance to regulate the proper functioning of the urban ecological gardens, in addition to creating a policy that meets the demands of the gardeners and is pragmatic given the resources and capacities of the City Council, is ensuring that it aligns with the principles of sustainable development. This means addressing both the need to preserve the environment and promoting social cohesion and community well-being. This is particularly important given that the gardens are located in a park designated as a Protected Natural Area.

Finally, this policy review not only seeks to improve the management of the urban gardens in Mairena del Aljarafe but also aims to serve as a replicable example for other localities interested in promoting innovative and sustainable solutions that contribute to equitable and responsible social development.

Crowdfunding as an Engine for Music Entrepreneurship: Innovation and Financial Sustainability

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GEMA ALBORT-MORANT
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Poverty, in addition to being a multidimensional phenomenon, constitutes a violation of human rights, and this must be taken into account when measuring it. In this work we make a conceptual and methodological proposal for measuring multidimensional poverty in which, starting from a reconceptualization of multidimensional poverty that encompasses its three facets (monetary poverty, subjective poverty and existence poverty), and from the rights approach to establish the dimensions and indicators of multidimensional poverty, we apply fuzzy set theory to its quantification. The results obtained in the application of the proposal to the specific population as a pilot case, Santiago de Chuco, in the Libertad Department, Peru, show that it allows a broader capture of the poverty experienced, the degrees of multidimensional poverty of families, and a better identification of situations of vulnerability, compared to the poverty line method.

Society and Well-Being

Social Preferences towards protecting environment and the achievement of the Sustainable Development Goals

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The Sustainable Development Goals (SDGs) intend to improve the well-being of both the people and the planet by 2030. The achievement of these ambitious goals requires to take the behavior and attitudes of the citizenship into account, because they can contribute towards or hinder the progress towards achieving SDGs and also because those SDGs are supposed to correspond to the will and needs of the people.

In this respect, this paper intends to explore the relationship between the preferences towards protecting environment and the achievement of SDGs. To illustrate the proposed approach, we focus on SDG 6, which aims to ensure clean water and sanitation for all. In particular, progress in SDG 6 has been measured through SDG Target 6.4. Moreover, the preferences towards protecting environment have been proxied through selected questions from the World Values Survey (WVS). The methodology employed is mainly based on Discriminant Analysis, Factor Analysis, Canonical Correlation Analysis, and Cluster Analysis.

In a first step, this study presents a three-level framework to identify different groups of individuals based on prioritization, engagement, and confidence regarding the

environment protection and support of the environmental protection movement.

Given this framework, eight types of individuals, in terms of their preferences towards environment, can be distinguished. Second, the relationships between these types and several sustainability-related variables are analyzed. The results show, on the one hand, the existence of heterogeneity in preferences towards protecting environment both within each country and across countries and, on the other hand, that the eight groups of individuals are related both among themselves and with the sustainability variables. Therefore, the results point out that the sustainability outcomes of the countries and their progress towards the SDGs are related to the prevailing preferences in their respective societies. Furthermore, the study has identified three groups of countries based on the share of individuals with different preferences. The cluster analysis indicates that countries may share similar social preferences towards environment despite differing considerably in economic development levels. This suggests that specific policies and initiatives should be developed for each group and shared within each group.

Finally, the proposed methodology can also be applied to other SDGs and SDG targets.

Barriers to the Detection and Intervention of Interpersonal Violence in the Home against Dependent Older People: An Analysis from a Gender Perspective

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The communication presented is part of a project titled "Ageing, Care, and Violence Against Older People at Home: Home Help as a Space for Detection and Intervention" (ref. PR2023-031), granted under the Call for Grants for Teaching and Research Staff of the University of Cádiz to fund projects in priority areas due to research needs during the implementation of the 2022-2023 Plan. The project aims to improve the understanding of the invisible and silent situations of violence suffered by dependent older people in the home environment. In this context, the home help service, with home help assistants (as direct care professionals) and social workers (as coordination professionals), should form a tandem in the prevention, detection, and intervention of situations of gender-based violence and abuse towards dependent older people in the home environment.

The aim of this communication is to present preliminary results on the personal and structural barriers faced by both home help assistants and coordinators (social workers) when dealing with situations of gender-based violence and/or abuse towards dependent older people in their homes. The research methodology followed was qualitative, employing two

techniques. Firstly, two focus groups were conducted: one with home help assistants and another with coordinators, all of whom had over two years of experience in the home help service and worked full-time. Secondly, in-depth interviews were conducted with three home help assistants and three coordinators from the home help service (all from the city of Jerez de la Frontera, Cádiz province, Spain). For the interviews, the participants' profiles, in addition to the aforementioned criteria, included having some degree of involvement in the detection or intervention of elder abuse and/or gender-based violence against older women.

This study not only delves into the complexity of family dynamics and the direct impact on the quality of life of older people but also highlights the three coordinators from the home help service (all from the city of Jerez de la Frontera, Cádiz province, Spain). For the interviews, the participants' profiles, in addition to the aforementioned criteria, included having some degree of involvement in the detection or intervention of elder abuse and/or gender-based violence against older women.

This study not only delves into the complexity of family dynamics and the direct impact on the quality of life of older people but also highlights the protection of both the older individuals and the professionals themselves. This places them in strong ethical conflicts about the extent to which they are willing to see and what they are prepared to do to transform these invisible realities of gender-based violence and abuse into stories of good care and protection. One of the preliminary conclusions suggests that recognising and understanding the narratives of home help assistants and social workers opens the door to more informed interventions, creating a support network that protects those who need it most in the privacy of their homes.

Senses and Well-Being in Tourism: A Sustainable Approach

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This conceptual research uses social sustainability lenses to theoretically explore the intersections between human senses and well-being in tourism. The paper offers relevant insights into tourism firms' management and provides future research directions. A critical literature review approach was undertaken to explore theoretical approaches and empirical evidence related to the relevance of sensory experiences for well-being in tourism contexts. Intersections between sensory tourist experiences and well-being open many tourism-related opportunities. Tourism organizations can utilize multi-sensory environments strategically to customize and encourage the co-creation of hybrid virtual and physical experiences within the customer journey, impacting visitors' perceived well-being, both hedonic and eudaimonic. However, while research opportunities emerge for sensory experience design, some great challenges also arise. This study can aid various stakeholders in better understanding the practical implications of sensory experience design in the tourism industry, considering visitors' well-being effects while addressing sustainability-related values by incorporating aspects related to accessibility and inclusiveness. This paper outlines a research agenda for further exploring the research topic by identifying opportunities and challenges.

Measure Multidimensional Poverty from the Rights Approach and Fuzzy Set Theory. A Pilot Case In Santiago De Chuco, Perú

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Poverty, in addition to being a multidimensional phenomenon, constitutes a violation of human rights, and this must be taken into account when measuring it. In this work we make a conceptual and methodological proposal for measuring multidimensional poverty in which, starting from a reconceptualization of multidimensional poverty that encompasses its three facets (monetary poverty, subjective poverty and existence poverty), and from the rights approach to establish the dimensions and indicators of multidimensional poverty, we apply fuzzy set theory to its quantification. The results obtained in the application of the proposal to the specific population as a pilot case, Santiago de Chuco, in the Libertad Department, Peru, show that it allows a broader capture of the poverty experienced, the degrees of multidimensional poverty of families, and a better identification of situations of vulnerability, compared to the poverty line method.

Influence of Perceived Emotional Intelligence on Burnout Syndrome in Employees

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Introduction:

Burnout refers to a three-dimensional syndrome characterized by the appearance of emotional exhaustion, depersonalization and low personal accomplishment in the work environment. The appearance of this syndrome can have severe consequences on the worker (physical, psychological and social) and the organization. The literature has shown the influence of certain psychological variables in the appearance of this syndrome. Among them, the impact of emotional intelligence has been evidenced as an ability to cope more effectively with work demands and possible overload. Given the growing concern about this phenomenon due to its high prevalence, this study aimed to analyze the explanatory and predictive capacity of perceived emotional intelligence (attention, clarity and emotional repair) on the different dimensions of the syndrome.

Methods:

A total of 252 workers (132 women and 116 men) aged between 21 and 63 years ($M = 23.75$; $SD = 11.18$) participated. The Trait Meta-Mood Scale (TMMS-24) and the Maslach Burnout Inventory (MBI) were administered. Descriptive statistics, bivariate correlations and linear regression analysis were performed using SPSS software.

Results:

Bivariate correlations reported that emotional clarity was significantly and negatively related to emotional exhaustion and depersonalization and positively related to personal accomplishment. In turn, emotional repair was negatively related to emotional exhaustion and positively related to personal accomplishment. Emotional attention was not related to any of the dimensions of burnout syndrome. Regression analysis indicated that only emotional clarity explained and predicted the levels of depersonalization ($p = .01$) and personal accomplishment ($p = .05$) of these workers.

Conclusions:

The perceived ability to understand and discriminate emotions clearly could act as a protective factor in the prevention of burnout syndrome in workers. Specifically, carrying out intervention programs that promote adequate emotional understanding could reduce depersonalization, while at the same time increasing these employees' sense of personal accomplishment in their jobs.

A Systematic Review of Emotional Intelligence in Breast Cancer

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First, one of the most used instruments was the TMMS-24 framed within the self-report ability EI, followed by those framed within the self-report mixed EI. None of the studies measured EI by the performance-based ability EI perspective. Secondly, Emotional Intelligence was related to other variables such as psychological well-being, quality of life, resilience, workability, anxiety, and depression. The majority of the studies were cross-sectional, and some of them included an intervention. Conclusions: This study provides an overall perspective of the existing investigations about Emotional Intelligence in the context of breast cancer. Also, the obtained results can improve the clinical practice and the understanding of Emotional Intelligence as an influencing factor in the health and quality of life of breast cancer populations.

Determinants of High-Growth Entrepreneurship

Exploring the Influence of the Entrepreneurial Finance Ecosystem on the Growth of Young Businesses in the Tourism Sector

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Small and medium-sized enterprises (SMEs) in tourism generate high levels of employment and contribute significantly to the growth and dynamism of regions. To achieve this, however, they need to grow and consolidate. For this reason, the study of the factors that influence business growth, especially in young enterprises, is of great importance. Previous literature has identified access to finance as one of the determinants of business growth. In this context, the present study analyses the relationship between the regional financial ecosystem and the growth of young firms in the tourism sector. In a novel way for research on entrepreneurial finance, our work incorporates an indicator of the development of the financial environment that takes into account all alternative sources of external finance to which young firms have access, based on data from the Global Entrepreneurship Monitor (GEM). A sample of young small and medium-sized enterprises representative of all Spanish regions between 2008 and 2015 is analysed. The empirical analysis uses panel data methodology. The results show a positive and significant relationship between the growth of young firms and the development of the regional financial ecosystem, suggesting that better access to external finance favours entrepreneurial growth.

Moderating effect of innovation and exporting on high-growth entrepreneurial expectation

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The growth of nascent firms plays a crucial role in the economy and territorial development. Understanding the factors driving entrepreneurial growth is essential for researchers and policymakers. Business growth, akin to the creation of a company, is preceded by the intentions of entrepreneurs to exhibit certain behavior. In this case, entrepreneurs' intentions refer to their willingness to take actions aimed at growing their company (Delmar & Wiklund, 2008). Although entrepreneurial intention has been extensively investigated in the business creation process a knowledge gap exists concerning entrepreneurs' growth expectations once the business is operational.

The main objective of this study is to examine the determinants of growth expectations in early-stage entrepreneurial ventures. The theoretical model developed for this purpose is grounded in the Theory of Planned Behavior (TPB) framework (Ajzen, 1991), which examines how social norms, attitudes, and perceived control over behavior influence intentions to engage in specific behavior. In this study, the TPB approach was employed to analyze whether the social norms within the entrepreneurial ecosystem, motivation (due to its role in

attitude), and entrepreneurs' competence (a proxy for perceived control over behavior) can serve as determinants of business growth expectation.

Additionally, we aim to analyze the moderating roles of innovation and exports in these relationships. A structural equation methodology (PLS-SEM) was employed to model the variables of the proposed framework and test the formulated hypotheses. The sample comprised 10,614 respondents participating in the international Global Entrepreneurship Monitor (GEM) project.

Results indicate that social norms, motivation, and entrepreneur's perceived competence significantly determine growth expectations. Furthermore, a positive direct effect of innovation and exports on growth expectations was observed. The mutually reinforcing interplay between innovation and internationalization further strengthens growth expectations. These findings hold significant theoretical and practical implications, offering guidance to entrepreneurs and public institutions responsible for entrepreneurial and territorial development. Specifically, the study underscores the importance of developing joint strategies for innovation and internationalization, emphasizing the need to enhance entrepreneurs' competences to foster growth expectations in early-stage ventures.

SMEs Sustainability and Transparency as Determinants of Inclusive Growth and Social Welfare in the EU

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University of Helsinki (Finland)

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SMEs play a vital role in the EU economy, generating over half the total value added and employing around two-thirds of the workforce. They are particularly prevalent in the service sector, which accounts for the majority of SMEs' value added. This underscores the crucial contribution of SMEs to economic growth, innovation, and social welfare across the EU (European Innovation Scoreboard, 2022). SME's sustainability and transparency are determinants of net zero transition for the European Commission SME strategy and EU Industrial Strategy. In the context of access to finance (impact investment), stricter requirements from value chain partners and regulatory pressure, and stakeholder requests SMEs' sustainability disclosure and communication are crucial under InvestEU Programme, CSRD and CS3D.

From 2017 to 2022, SMEs in the EU demonstrated notable resilience, particularly during the COVID-19 pandemic. Germany, France, and Italy saw significant contributions from SMEs to their GDP and employment, underscoring their vital role in fostering inclusive growth. (SME Performance Review, 2022) In Germany, SMEs contribute 55.8% of the total value added and employ 62.4% of the workforce, while in France, these figures stand at 48.4% and 63.3%, respectively. Italy's

SMEs are even more prominent, accounting for 66.9% of the total value added and employing 78.1% of the workforce. These statistics emphasize the necessity of research into the sustainability and transparency practices of SMEs, as these factors are pivotal for achieving long-term inclusive growth and enhancing social welfare (OECD SME and Entrepreneurship Outlook 2023, 2023).

The paper employs a systematic review approach, using the SPAR methodology for peer-reviewed papers indexed in Google Scholar database, as a part of more comprehensive study including Scopus and WoS datasets.

The aim of the research is to map the scientific landscape of SMEs' sustainability, transparency, and social welfare in the EU. We utilize different bibliometric and qualitative text analysis tools (Publish or Perish, VOS Viewer, Google Trends, Google Book Ngram Viewer and Infranodus from 2013 to 2023).

The literature highlights that SMEs can play a crucial role in promoting sustainable practices and transparency, which are important determinants of inclusive growth and social welfare. Existing research has examined the factors that motivate SMEs to engage in sustainability initiatives, including both internal and external drivers (Cantele et al., 2020), (Türegün & Türegün, 2017). Internal factors such as the values and motivations of entrepreneurs and managers, as well as the expected benefits, have been found to be important (Kutzschbach et al., 2021). External factors like stakeholder pressures, government regulations, and access to resources also shape SMEs' sustainability commitments (Inyang, 2013).

However, SMEs often face significant challenges in implementing sustainable practices and enhancing transparency, such as a lack of awareness, skills, and resources (Türegün & Türegün, 2017). Overcoming these constraints requires targeted

support, including training programs, the development of SME-oriented tools and standards, and government interventions to create incentives and support services (Bisht et al., 2023).

When SMEs are able to embrace sustainability and transparency, they can contribute to inclusive growth and social welfare in multiple ways (Inyang, 2013), (Cantele et al., 2020). Sustainability practices can lead to improved environmental and social performance, benefiting local communities and contributing to overall societal well-being (Kutzschbach et al., 2021). Transparency, on the other hand, can enhance trust, accountability, and equitable access to information, thereby fostering more inclusive and participatory development processes (Malesios et al. 2021), (Das et al., 2020), (Das et al., 2019).

Although the existing literature offers valuable insights, further research is needed to deepen our understanding of the complex relationships between SME sustainability, transparency, inclusive growth, and social welfare. Specifically, more empirical studies are required to quantify the impact of SMEs' sustainability and transparency on economic, social, and environmental outcomes in the European Union context (Das et al., 2019), (Bisht et al., 2023).

This literature review highlights the pivotal role of SMEs in promoting sustainable practices and transparency, which are crucial for driving inclusive growth and social welfare in the EU. The review synthesizes insights from prior studies, identifying the factors that motivate SMEs to engage in sustainability initiatives as well as the challenges they face. While SMEs can make significant contributions to sustainability and transparency, they require targeted support and resources to overcome constraints. The review concludes by calling for further research to deepen the understanding of the nexus between SME sustainability, inclusive growth, and social welfare.

Influence of economic development on growth expectations mediating effect of social norms, motivation, and competence

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The pursuit of sustainable economic development is intrinsically linked to the well-being of a nation's population. Entrepreneurs, as key drivers of new business creation, play a vital role in this process by generating wealth and employment. This study investigates how a country's economic development influences entrepreneurs' growth expectations, considering the mediating effects of social norms, motivation, and competence, framed within the Theory of Planned Behavior (TPB).

The research identifies a gap in the literature regarding the determinants of entrepreneurs' growth expectations from an intent modeling perspective. This study applies the TPB, which posits that intentions are influenced by social norms, attitudes toward behavior, and perceived behavioral control, to analyze how these factors mediate the relationship between economic development and growth expectations.

The study utilizes data from 1864 entrepreneurs across various countries, classified by their levels of economic development into factor-oriented, efficiency-oriented, and innovation-oriented categories. The analysis employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the hypotheses.

The results indicate that while the direct relationship between a country's economic development and entrepreneurs' growth expectations is not significant, the indirect effects

mediated by motivation and competence are crucial. Motivation, especially opportunity-driven entrepreneurship, significantly mediates this relationship, highlighting the importance of individual and contextual factors in shaping growth aspirations. Competence, encompassing skills, knowledge, experience, and self-efficacy, also plays a significant mediating role, suggesting that more developed economies produce more competent entrepreneurs with higher growth expectations. However, social norms do not significantly mediate the relationship between economic development and growth expectations, possibly due to the varying impacts of social norms at different stages of development.

In conclusion, the study underscores the importance of individual factors such as motivation and competence over contextual factors in influencing entrepreneurial growth expectations. These findings have practical implications for policymakers and support organizations aiming to foster entrepreneurial growth through interventions designed to enhance the motivation and competence of entrepreneurs, particularly in less developed countries.

Emerging Technologies in Process Management

Research on Green Software: A Systematic Review of the Literature

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This study explores the integration of green software into tourism management to address environmental sustainability challenges. With global tourism being one of the most polluting industries, green software, which minimizes environmental impact through efficient development and use, emerges as a critical tool. The research highlights the role of information systems in optimizing resource management, promoting virtualization, and aiding organizational sustainability transformations. Despite the benefits, the literature on green software remains sparse, particularly in its application within the tourism sector.

To bridge this gap, the study conducts a bibliometric analysis and systematic literature review of green software research, focusing on its evolution, key contributors, and thematic trends. The findings reveal a growing academic interest from 1991 to 2023, with a significant increase in publications post-2010. The analysis identifies Germany and China as leading contributors, with diverse global participation. Empirical research, especially surveys and case studies, dominates the field, emphasizing practical applications over theoretical explorations.

The study concludes by proposing practical recommendations for incorporating green software into tourism management, aiming to enhance energy efficiency, reduce costs, and improve industry sustainability. Future research directions are suggested

to deepen the understanding of green software's impact on tourism and to explore innovative solutions for sustainable development in the sector.

Business Model Canvas and Technology Roadmap for Entrepreneurship Initiatives, Based on Digital Businesses "EMPRENDIMIENTO EN TIC"

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"EMPRENDIMIENTO EN TIC" is a teaching innovation project that has enhanced the Information Systems Management and Entrepreneurship Creation modules within the Business Administration and Management degree programme at the University of Cádiz. It has offered robust methodological support to students venturing into entrepreneurship projects in information and communication technologies (ICT), mainly focusing on websites and applications. This effective incorporation of technology has filled the knowledge gaps identified in this field.

Teachers have provided direct assistance, guiding students in developing two essential tools: adapting the "Business Model Canvas" to encompass necessary ICT technologies and crafting a detailed "Roadmap or Technological Map" outlining the technological implementation of their projects. Additional resources like "snack videos" have been supplied as practical guides to ensure consistent outcomes.

The feedback from a focus group comprising real ICT entrepreneurs is noteworthy, enriching the teaching materials and furnishing valuable practical advice. Overall, this project has augmented students' capacity to seamlessly integrate technology into their entrepreneurship ventures, equipping them for the business realm and delivering a more comprehensive and up-to-date education in ICT applied to business.

Business Intelligence through Data Visualisation: Tableau

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Currently, organisations operate in BANI environments (brittle, anxious, non-linear, and incomprehensible). Moreover, increasing competitiveness demands more efficient management. In this context, knowledge acquires significant value, as it possesses particular characteristics that make it a strategic asset. Consequently, it contributes to achieving sustainable competitive advantages, which are essential for the survival of organisations. However, for an organisation to be competitive due to its knowledge, it must first have considered adequately implementing a system to manage its data. This is why the term "data culture" is often used, emphasising the importance of data in appropriately contributing to improved decision-making. Indeed, the complexities of today's environments resemble the way data behaves, characterised by the speed, volume, and diversity with which it increases exponentially.

As a result, organisations face the challenge of efficiently analysing data in a way that helps improve appropriate decision-making, ensuring quality information and consolidating knowledge. In relation to the above, business intelligence provides solutions to enhance the interpretation, visualisation, and transfer of data, enabling management to make more informed decisions, improve processes, and thus, efficiency. In

this way, having an integrated view of the organisation's data facilitates the understanding of reality, the establishment of unforeseen relationships, and the elimination of inefficiencies, which streamline processes to the benefit of the organisation.

This communication, therefore, focuses on Tableau, a business intelligence platform that allows organisations to visualise their data, presenting it in an intuitive and appealing way. Specifically, this method of visualisation enables the transition from data analysis to visual representation through the generation of diagrams, charts, histograms, and so forth. Additionally, Tableau, based on the data provided, allows for the creation of a visual, exploratory narrative that provides real-time insights into the business's current situation, offering valuable information for decision-making. Thus, this tool also helps executives to analyse the complexities of their business in real-time, uncovering unforeseen aspects, as well as anticipating future risks and opportunities.

Consequently, the exploration and management of data allow for the advancement of knowledge within and between organisations in an efficient and strategic manner.

Among other aspects, this communication explores how Tableau improves processes by providing access to key performance indicators in real-time, reducing waiting times, automating the way data is collected and presented, and identifying patterns through longitudinal analysis that enhances the overall view of the business and facilitates decision-making, among other benefits.

AI-Driven MES: Transforming Production and Efficiency in the Era of Industry 4.0

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In 2024, technology continues to revolutionize industries and transform the way we work. With Industry 4.0, “AI-Driven MES” has emerged. This fusion of Artificial Intelligence (AI) with Manufacturing Execution Systems (MES) redefines production planning with data-driven decision-making and unparalleled precision.

Manufacturing Execution Systems (MES) represented a major breakthrough by enabling the monitoring and control of manufacturing plants. They sit between ERP (Enterprise Resource Planning) systems and process control systems and provide real-time data to improve plant efficiency and productivity. Today, their ability to deliver real-time information and detailed analysis has increased significantly.

Emerging technologies such as IoT, artificial intelligence, and augmented reality allow MES systems to evolve into intelligent factories capable of mass customization and more efficiently adapting to demand. Likewise, integrating collaborative communication tools enables professionals, machines, and systems to share information swiftly and effectively.

Combining Artificial Intelligence with Manufacturing Execution Systems for optimized planning enhances efficiency and reduces costs across various industries. This system adjusts

workflows, anticipates maintenance needs, and improves product quality thanks to real-time monitoring and predictive analysis.

It is undoubtedly a significant challenge to help organizations effectively integrate these technologies into their process management approach to achieve their business objectives. Universities can contribute by incorporating knowledge, training, and tools that prepare future leaders and employees to understand and leverage these advances to foster a positive organizational culture for their adoption.

Assessing BPMS Success in Commercial Organizations: User Perceptions and System Quality

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This study examines the effectiveness of Business Process Management Systems (BPMS) in commercial organizations, focusing on user satisfaction, system quality, and the perceived usefulness of BPMS as tools for process optimization. The research responds to the call for more empirical analysis of BPMS success, addressing a gap in the literature regarding the role of these systems in managing both business processes and knowledge within organizations.

A theoretical model, inspired by the Information Systems Success Model (ISSM) of DeLone and McLean, is employed to analyze various factors that contribute to the success of BPMS. The model assesses system quality, information quality, user satisfaction, and organizational impact, with additional focus on unique BPMS characteristics like task routing and allocation. The study collected data through an online survey of 242 respondents from 12 commercial companies, using PLS-SEM to test the hypotheses and evaluate the relationships between system attributes and user perceptions.

Key findings indicate that the quality of the system and the information it produces are the most significant predictors of perceived usefulness. The research confirms that high-quality

input, reliable system performance, and effective training contribute positively to the perceived quality of BPMS. Interestingly, while general system attributes such as reliability and integration are highly valued, specific BPMS functions like task routing and allocation were not found to significantly impact users' perceptions of system quality. This suggests that users may not be fully aware of these background processes, focusing instead on the overall ease of use and functionality.

Additionally, the study highlights the importance of user support and training in enhancing system quality. Users reported higher satisfaction and system quality when they received adequate training and technical support, underscoring the role of organizational resources in BPMS adoption and successful use. However, the research found no significant relationship between the time spent using BPMS and its perceived usefulness, challenging previous findings that suggested a direct link between system usage and perceived utility.

This study contributes to the ongoing development of BPMS theory by providing empirical evidence from commercial organizations, contrasting with prior research that primarily focused on governmental and communal settings. It also emphasizes the importance of tailoring BPMS implementation to user needs, ensuring that systems are not only technically robust but also aligned with user expectations for input and support.

Future research should explore BPMS success in a broader range of industries and cultural contexts, as this study was limited to a specific sample of companies in Spain and Nicaragua. Additionally, further investigation is needed to understand how BPMS-specific features like task routing influence long-term user satisfaction and system success in different organizational environments.

**Enhancing Inclusive Tourism
Experiences in Andalusia through
Generative AI and Inclusive
Marketing**

Characterisation of the Flamenco Consumer in the City of Seville

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This article aims to determine the type of audience (profile/characterisation) that attends live flamenco shows in Seville. In order to develop this research, surveys have been carried out at the exit of the recitals in both private and public venues in the city. Through all the variables identified, results have been obtained that define the profile of the person who attends flamenco shows in Seville. All of this is oriented towards the implementation of improvements in the cultural management (public and private) of flamenco to improve its efficiency in areas such as economics and tourism.

The historical heritage and its adaptation as an accessible tourist destination. The case of the Wine & Brandy Route

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Historical heritage is a legacy we receive from the past, enjoy in the present, and leave for future generations, so it must be preserved and known. Moreover, it should be understandable, usable, and practicable by everyone, that is, accessible. At the Chair of Inclusive and Accessible Tourism of the University of Cádiz, we work to make this possible. In the field of historical heritage, our goal is to achieve tourism for all. Therefore, from the Chair, we research how to improve the accessibility of cultural assets, designing tools to measure the accessibility of heritage resources and proposing alternative models to physical visits. In this way, we contribute to the universality of heritage, its preservation and maintenance, and improving the cultural tourism experience of the territories.

Currently, from the Chair, we are developing the Accessibility Study of the companies associated with the Wine and Brandy Route of the Jerez Region. Many of these companies are housed in buildings that are part of the historical-artistic heritage of the province of Cádiz and are, therefore, a neuralgic point of tourist visits. These constructions are of varied architectural types, such as wineries, vineyard houses, or palaces. The managers of this type of heritage have adapted their facilities to accommodate all

types of visitors, but it is not always possible to achieve an adequate level of accessibility. Issues such as heritage protection regulations or the historical characteristics of their buildings often make it impossible to adapt the facilities to be accessible to the general public.

A thorough study on the accessibility of this type of heritage and its subsequent improvement is a boost for tourism in Andalusia, particularly for the municipalities that are part of the Wine Route, and for the social inclusion of the heritage itself, giving it a new dimension. So far, there is no giving it a new dimension. So far, there is no comprehensive study on the accessibility of this type of historical heritage that allows drawing conclusions and offering alternatives to improve the tourist experience. For this reason, within the general objective of studying the accessibility of the historical heritage that is part of the Wine Route, certain specific objectives have been set: (1) to conduct a diagnosis on the suitability for a tourist visit in the heritage buildings of the companies associated with the route that have voluntarily offered themselves for this purpose; (2) to define the profile of the route as an accessible destination from the tourist perspective, aligning with the Sustainable Development Goals (SDGs) and accessibility as fundamental pillars; and (3) to create an accessibility badge that highlights the route as an Accessible Wine Tourism Destination.

To carry out this study, a mixed methodology has been chosen, combining data collection through two different surveys, one sent to the associates and another developed for the research team to evaluate in situ through fieldwork the different particularities of each destination. For the creation of the survey items, we have based ourselves on the UNE-ISO 21902 standard and the accessibility survey published by the Andalusian Regional Government, from which we have developed a system of indicators related to accessibility. Based on this UNE

standard, the indicators that the participating resources should meet to be accessible have been proposed. On the other hand, the info-accessibility of both the different websites and social networks of each of the companies that have voluntarily participated in the project has also been analysed.

With the completion of these diagnostics, we have obtained initial results that highlight the challenges that historical buildings present on their way to adaptation as a tourist destination and highlight the complexities of doing so as an accessible tourist destination as well.

Alternative Tourism and Sustainable Development, Case of the Province Ouezzane in Morocco

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Application of generative AI and inclusive marketing to promote alternative and sustainable tourism in the province of Ouezzane, Morocco. Drawing inspiration from Andalusian best practices, we explore how these technologies can enrich local tourism experiences while integrating local communities and preserving the environment. Our study aims to adapt these approaches to strengthen the tourist attractiveness of Ouezzane in a sustainable and inclusive manner, by highlighting the physical and human potential of the province, as well as environmentally friendly practices.

Digital Inclusion and Accessibility Strategy for Companies in the Wine Tourism Sector

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ALEXANDER AGUIRRE MONTERO
Universidad de Cádiz

This paper proposes a detailed strategy to improve the digital inclusion and accessibility of "Albariza de la Torre", a company dedicated to produce some wines and the wine tourism sector in the Jerez area. Through the project, it seeks to highlight its commitment to a comprehensive user experience that respects and values the diversity of its target audience. It aims to position the company as a benchmark for digital accessibility in the industry, recognising the growing importance of inclusion in today's business and wine tourism context.

The project focuses on analysing and optimising the company's digital platforms, using artificial intelligence (AI) tools to ensure compliance with international standards WCAG 2.1 and UNE-EN 301549. Initially, an exhaustive analysis of the general and specific environment of the company was carried out, identifying opportunities and threats through a SWOT analysis. Next, the current digital platforms, including the website and social media, were assessed using specialised tools such as TAW and the guidelines of the Alexa Heinrich Decalogue of Good Practices.

The results of the analysis revealed multiple shortcomings in terms of accessibility, such as the lack of alternative texts, problems with colour contrast, the absence of subtitles on videos and inappropriate use of hashtags on social media. Based on

these findings, proposals for improvement were developed, including the implementation of assistive technologies such as screen readers, as well as automatic captioning tools and colour contrast improvements.

One of the key innovations of the project is the proposal to use AI-generated images as initial examples to inspire the company to create more inclusive visual content, representing people of diverse races and abilities. The aim is for Albariza de la Torre to create real photographs that reflect the diversity of its audience during its activities, strengthening its commitment to inclusion and improving representation on its digital platforms.

The inclusive and accessible digital marketing plan has specific objectives to comply with accessibility regulations within six months, develop inclusive content within nine months and optimise the user experience within twelve months. This approach aims not only to improve customer satisfaction and corporate social responsibility, but also to provide a significant competitive advantage in the wine market.

In conclusion, this work demonstrates the importance and feasibility of implementing accessibility and inclusion strategies in digital marketing, positioning "Albariza de la Torre" as a leader in social responsibility and digital accessibility in the wine and wine tourism industry.

Analysis of the Accessibility of Tourist Information Portals in Andalusia: A Proposal for Improvement Using Artificial Intelligence

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It is becoming more and more common that the choice of a tourist destination for our trips involves searching for information on online portals, as well as making the bookings themselves. During 2022, online bookings for accommodation grew by more than 50%, according to the European Statistical Office (Eurostat, 2023).

However, many of these portals do not offer information that can be consulted by people with disabilities on an equal basis with others, thus creating a significant barrier for them, infringing their rights and breaking the chain of tourism accessibility.

This study is based on previous work, in which the analysis of the digital content of Andalusian tourist destinations was carried out. To do this, 125 digital contents were reviewed, 23 websites and 102 profiles on Social Networks (RRSS), using data science techniques, through R. In addition, to measure accessibility in each of them, the TAW software was used according to the international standard (WCAG 2.1) and the Decalogue of Good Practices by Alexa Heinrich (A Beginner's

Guide to Creating Inclusive Social Media Content) with which inclusive communication in RRSS publications was reviewed. In terms of improving accessibility in content, this has been done with different Artificial Intelligence (AI) tools such as HappyScribe, for subtitles and transcriptions; Harpa AI, for creating content; and Midjourney, for creating more accessible images.

The results showed a low level of accessibility in the content analysed and a very limited use of good practices in social media, so we consider it necessary to offer a series of proposals for improvement, many of them carried out with the help of AI.

The use of accessible content on the different web portals and social media of tourist destinations is imperative to ensure that all users, regardless of their abilities, can access information equally. Furthermore, the implementation of these improvements not only complies with legal regulations, but also extends the reach of these destinations to an increasingly important market segment, such as people with disabilities, whether temporary or permanent, and senior tourism.

Happiness and Well-being

The Scientific Knowledge Structure of Happiness Management in the Business Sphere: An Exploratory Bibliometric Review

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The aim of this research is to carry out a bibliometric analysis of the academic literature indexed in the Core Collection of the Web of Science (WoS) on happiness management in companies during the period between 2000 and 2022. In particular, the variables used to keep the scientific production under study are: (1) time evolution, (2) publication format, (3) categories, (4) authors, (5) institutions, (6) journals, (7) publishers and (8) countries. To carry out the analysis, the PRISMA methodology is followed, using the WoS database for data collection and VosViewer to create the network maps. The results show, among other aspects, the accelerated growth rate of the scientific production studied since 2017, the use of publications in articles as the main format for disseminating research results, the relevance of the Business category as the area of study in which most of the scientific production examined falls, as well as the predominant role of the publishers Emerald, Springer and Elsevier in the publication of scientific documents on the subject under analysis. There are different reasons that justify the originality of the study. First, the research advances the understanding of the academic literature on happiness management at the corporate level. Second, to the best of our knowledge, there are no previous bibliometric

studies that have addressed this topic. Thirdly, the research analyses the literature under analysis from the first record to the year 2022, assuming an update of the previous narrative and systematic reviews carried out on the subject studied.

Satisfaction and Happiness, Key Factor in the Prosocial Citizen Behavior in Europe

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Satisfaction and happiness are two extensively explored subjects in contemporary academic literature. The quest for happiness is an intrinsic aspect of human existence. However, numerous scholars posit that satisfaction is a fundamental precursor to achieving happiness. Satisfaction itself can be examined from various dimensions, including job satisfaction, health satisfaction, and social life satisfaction. This study investigates the interplay between these variables and their impact on proactive social behavior.

This research employs data from the European Social Survey (ESS), specifically its tenth round, conducted across Europe between 2022 and 2023. The dataset comprises 25,311 valid responses. The analysis was performed using structural equation modeling (SEM) with the PLS-SEM technique, utilizing SmartPLS software.

The findings reveal a significant and direct relationship between overall satisfaction and happiness, as well as between happiness and prosocial behavior. Additionally, a strong indirect relationship is evident between satisfaction and prosocial behavior within society. Notably, job satisfaction emerges as a contributing factor to overall satisfaction and happiness. However, it is surpassed in importance by satisfaction with

social life, which holds the greatest influence on overall satisfaction.

Happiness is a critical variable influencing individuals' lives. The study indicates that happiness is intricately linked to an individual's level of satisfaction, with job satisfaction and social life satisfaction being particularly influential in this dynamic. These insights are crucial for both employees and employers, as well as for public administrations. Furthermore, the significant relationship between happiness and prosocial behavior underscores the importance of this subject for policymakers across European countries and regions.

Taboo or Euphemism: The Binomial of Erotic Capital - Happiness among Employees in the Private Sector

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Purpose

In the last years, the "Great Resignation" has led to many people voluntarily leaving their jobs, driven by leadership styles that do not foster workplace happiness (Formica and Sfodera, 2022). This was fostered on the one hand by the lack of companies prioritizing employee's well-being for competitive advantage (Yasin Ghadi, 2024), on the other hand, on the absence of corporate governance incorporating erotic capital in HR policies as important component that combined with professional skills, enhances social interactions within organizations and encourages proactive customer behaviors (Kaplan and Illouz, 2022; Alhelalat et al., 2017), hence impacting employee happiness and wellbeing (Doorley and Siermin, 2015; Lin et al., 2024).

On this extent, research on erotic capital in private businesses is still emerging (Medina-Craven et al., 2023), hindered by an unclear consensus on its definition and lack of a solid theoretical framework (Hakim, 2011). In this strand, more research is needed in order to investigate the effect that erotic capital has on workers' wellbeing and happiness, as it can be considered as the same way of other kind of capital such as human, economic, and social capital, whose effect have been

much more explored. (Abubakar et al., 2019). In this context, scholars suggest how a particular capital can be influenced by other types of capitals thanks to interconnected effects toward a particular outcome (Veenstra and Patterson, 2012)

Therefore, this study explores the influence of erotic capital on the happiness of employees in the private sector, with a particular focus on the Spanish context. The research aims to determine whether erotic capital, in synergy with human, economic, and social capital, can be considered a crucial factor for employee well-being and job satisfaction.

Methodology

By using PROCESS macro (Hayes, 2018), the current research employs a multiple parallel mediation model to analyze the relationship between erotic capital and employee's happiness, by considering the mediating role of human, economic, and social capital. Data are collected through the "General Social Survey" conducted by the Centro de Investigaciones Sociológicas (CIS) de España, providing a representative sample of the Spanish population with a final sample of 2,245 employees working in the private sector. The Spanish context is relevant, as Spain is a leading global tourism destination requiring frontline employees with significant physical attractiveness to enhance customer satisfaction and service quality (Fang et al., 2020), as well as, leading international research on happiness management to develop workers' intangible attributes, including erotic capital (Gutiérrez-Rodríguez et al., 2023).

Findings

The results indicate that erotic capital stimulates employee happiness. Moreover, human, economic and social capital are significant mediators in the relationship between erotic capital and employee happiness. The overall indirect effect accounts for

21.98% of the total effect. These findings highlight on the one hand, the importance of beauty and attractiveness components in fostering happiness of private workers. On the other hand, that human, economic and social capital are significant transmission mechanisms in this relationship. Hence, reinforcing the current knowledge regarding the interconnected effects between different kind of capitals.

Originality

This study is one of the first that shows erotic capital as critical intangible assets in enhancing happiness of employees in the private sector, expanding the existing body of literature in human resource management and happiness management (Dilmaghani, 2023). The theoretical implications suggest that erotic capital should be considered on par with human, social, and economic capitals in HR policies, hence deepening the scientific reasoning of the erotic capital-happiness construct from a happiness management perspective (Jaiswa and Gupta, 2024). The evidence provided can guide organizations in recognizing the importance of integrating erotic capital to promote a more satisfying and productive work environment, as well as, extending the current knowledge regarding the interconnected effects between different forms of capital in the private sector in stimulating workers' happiness.

Well-being, Employment, and Adaptation of Migrants in the Campo de Gibraltar: An Exploratory Study

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Most existing studies on migration focus on economic aspects, highlighting the consequences for the host territory without considering the well-being of migrants. The entry of migrants into a territory can lead to cultural changes that the citizens of the host territory may perceive as a threat to their way of life. Therefore, the integration and adaptation of migrants into the society they enter is essential for territorial stability, as well as for their physical and emotional well-being. Some studies positively relate migration to subjective well-being. Given the relevance of migration in the Campo de Gibraltar, the objective of this work is to understand the well-being of migrants in this territory.

Effective integration of migrants into the host society is crucial to avoid cultural conflicts and ensure social cohesion. The perception of cultural threat can be mitigated through inclusive policies that promote coexistence and mutual understanding. Furthermore, the physical and emotional well-being of migrants plays a crucial role in their ability to integrate and contribute positively to society.

This study aims to determine the degree of well-being of migrants in the Campo de Gibraltar, understand their concerns

about job loss or inability to find employment, and identify their current situation compared to their parents. An exploratory case study has been conducted based on migrants in the territory.

The empirical analysis is based on the results of a survey whose questions were extracted from the World Values Survey Wave 7 (2017-2020) and the EU Survey on Income and Living Conditions (EU-SILC). This questionnaire was administered to 36 migrant subjects in the Campo de Gibraltar to understand their well-being, life satisfaction, and living conditions.

The results of this study show that migrants who arrive in the Campo de Gibraltar feel a high degree of happiness, with 66.7% reporting a satisfaction score of over 7 out of 10. Furthermore, 83.1% of those who have emigrated to the Campo de Gibraltar feel a high degree of happiness (47.2% quite happy and 36.1% very happy).

In terms of employment, the study shows that finding a job makes 77.8% of respondents very happy, while job loss or inability to find one is a major concern for 88.8% of participants, who state that they are quite or very worried about this situation. This concern is due to the perception that employment is a crucial factor for their stability and general well-being.

Regarding comparisons with their parents, 63.9% of migrants indicated that they are in a better situation than their parents were at a similar age. This data suggests intergenerational improvement in terms of well-being and opportunities, reflecting a positive aspect of migration in terms of social and economic mobility.

In light of these results, we believe that public policies are needed that not only focus on the subsistence of migrants but also address their health, education, well-being, and happiness. It is essential that migration policies include measures to

improve both the objective and subjective well-being of migrants, considering that their effective integration and well-being significantly contribute to the development and social cohesion of the host territory.

In conclusion, this study highlights the need for an integrated approach to migration policies that addresses both the material and emotional needs of migrants. Improving the subjective well-being of migrants not only benefits individuals but also society as a whole, promoting greater stability and social cohesion in the Campo de Gibraltar.

Health Forecasting Possibilities Based on Open Data: Quantifying the Burden of Smoking and Its Impact on Well-Being

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Open data in the health sector is still very limited, which makes it difficult to analyze the socio-economic impacts of harmful health habits, such as smoking. To add value and offer new possibilities for this analysis, this paper describes some databases of interest to contribute to create value from open data. Thus, this study leverages open data in the health sector to conduct a detailed cohort analysis on the long-term impacts of smoking within Spain's healthcare system through 2030. Despite a nationwide decline in smoking rates, significant challenges persist, especially among the aging "baby-boomer" generation who face sharp increases in disease prevalence and associated healthcare expenditures. The analysis highlights the economic burdens from direct healthcare costs to broader economic impacts like productivity losses and quality of life reductions. Using openly accessible health data, the paper emphasizes the possibilities of analysis in the health sector. The use of open data not only enhances the transparency and reproducibility of findings and supports its reuse to create value to offer informed decision-making in public health policy and well-being. This research underlines the critical role of open data in developing effective health interventions and policies to mitigate the ongoing impact of smoking and improve society's well-being.

Senior and Volunteer Classroom from the Perspective of Social Marketing and Happiness

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Quality aging depends mainly on social participation. In this sense, volunteering allows older adults to remain connected to society (Morrow-Howell 2010). It helps them form social bonds, overcome adverse life events (Ehlers et al. 2011), and be happier. About the above, the University Classrooms for Seniors offer the opportunity to people aged 55 and over, with or without a previous academic qualification, of university training, enabling integration into the sociocultural context that the university represents. Likewise, it favors promoting the culture of the elderly, promoting the development of their intellectual curiosity (AUM regulation), their social participation, and their happiness. In this context, this work aims to study the perception of the Senior Class of the University of Cádiz students concerning participation in volunteer activities from the perspective of social marketing based on empathy, identity, and the theory of planned behavior. In this task, a social marketing approach has been considered an ideal discipline since its main objective is promoting behavioral change. For older people to induce this behavior change and motivate them to participate in volunteering, some factors play a fundamental role. The Theory of Planned Behavior offers a helpful framework for understanding and predicting older people's

participation in volunteering. According to this theory, behavior is influenced by the intention to perform the behavior, which is determined by attitudes, social norms, and perceived control of behavior. In the case of volunteering, positive attitudes toward the activity (beliefs about personal and social benefits), subjective norms (social pressure and expectations from friends, family, and community), and perceived control (belief in one's ability to participate effectively) are crucial.

Additionally, people often seek ways to maintain a positive and meaningful identity as they age. Volunteering can provide a platform for older people to feel valuable and valued, reinforcing their identity. It allows older people to see themselves as active and valuable members of society (Taylor, 1992; Newman et al. 2023). Not only does this contribute to self-esteem, it can also offer a means to increase and improve social networks after retirement. The methodology used in this research presents a qualitative approach based on conducting 16 in-depth interviews with students from the Senior Class who participate in volunteer activities. From the perspective of social marketing, the principal results show that the main impediment to volunteering among older people is commitment; some even go so far as to affirm that getting too involved could be damaging. One of the main benefits is feeling useful in society and value, and one of its main contributions is a more serene disposition and the ability to see the positive meaning of life and what matters. They also value living new experiences because they have not dared before. Another notable fact is the saturation of information about NGOs, making it challenging to locate and focus on what truly interests them. In this sense, what works best is word of mouth and personal testimonies. Regarding the attitude towards volunteering and the support of family and friends, there is no problem; they are aspects that have a positive influence, and sometimes they see it as a job.

Is AI Affecting the Green Hotels Performance to Deliver Higher Rate of Happiness Among Their Employees?

ANA LEAL SOLÍS

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The evolution of the hospitality industry underscores the importance of workplace happiness for staff wellbeing and business sustainability. Technological advances, such as artificial intelligence (AI) and Generative AI, improve customer experience by personalising experiences and automating processes. Greenhotels, leaders in sustainable practices, implement innovative technologies and policies to promote more sustainable tourism and employee happiness at work. In Spain, a leader in tourism, there is a need to promote more sustainable tourism and focus on happiness at work. The relationship between workplace happiness in greenhotels and Generative AI can promote both sustainable tourism and employee well-being. Happiness management literature has neglected happiness at greenhotels. To analyse these relationships, a Partial Least Squares Structural Equation Model (PLS-SEM) is used. Out of 1200 hotels in Spain, 221 have actively participated. Twenty-eight indicators were defined with the managers. The results obtained with SmartPLS 4.1.0.3 show that generative AI has a significant impact on the management of green hotel processes, optimising resources and favouring efficient consumption. This improvement in process management increases employee happiness by improving operational efficiency and reducing repetitive tasks, enabling better guest service. The awareness and sustainability perceived by employees influences process management, positively impacting the environmental performance of green hotels.

The Mediterranean Diet from the Perspective of Social Marketing and Happiness Management

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The Mediterranean diet, characterized by high consumption of fruits, vegetables, whole grains, nuts, and olive oil, along with moderate intake of fish and poultry, has long been celebrated for its numerous health benefits. Studies have consistently shown that adherence to this dietary pattern is associated with reduced risks of cardiovascular diseases (Estruch et al., 2013), diabetes (Martínez-González et al., 2017), and certain cancers (Trichopoulou et al., 2003). Beyond its physical health advantages, recent research has also highlighted the diet's positive impact on mental health and overall well-being (Sánchez-Villegas et al., 2009; Jacka et al., 2010). Individuals following the Mediterranean diet often report higher levels of happiness and life satisfaction, attributed to the diet's nutrient-rich components that promote brain health and reduce inflammation (Bach-Faig et al., 2011; Carlos et al., 2021). The synergistic effect of these nutrients not only enhances physical health but also fosters mental resilience, emotional stability, and a positive outlook on life (Sofi et al., 2008; De Lorgeril et al., 1999). The Mediterranean diet, well-known for its comprehensive health benefits, has an important impact on happiness and well-being. Our research aims to elucidate the positive effects of this dietary pattern on both physical and psychological health from a social marketing perspective. The

findings provide significant insights into how dietary habits influence overall life satisfaction, mental resilience and behaviour. Understanding the intricate links between the Mediterranean diet, health, and happiness is crucial for developing social marketing strategies that can improve the quality of life on a broad scale. This makes the study of the Mediterranean diet not just a matter of nutritional science, but a significant field of inquiry in public health and well-being research (Trichopoulou et al., 2003; Martínez-González et al., 2017). Using a questionnaire designed to cover various aspects of the Mediterranean diet in young people under 30 years of age, on the one hand, we found that individuals who adhere to the Mediterranean diet report higher levels of happiness, reduced stress, and enhanced mental well-being. On the other hand, social marketing can influence greater adherence to the Mediterranean diet since a relationship was found between the adoption phase of said behaviour and the following variables: level of education, the convenience of personnel available to inform about the Mediterranean diet in educational centres, the holding of gastronomic workshops as an initiative to be carried out, and the availability to collaborate in the initiatives that are designed. They also highlight the health benefits above the social or psychological benefits. Our study demonstrates, for instance, that regular participation in gastronomic workshops is linked with better dietary habits and greater appreciation for the Mediterranean diet's benefits (Carlos et al., 2018). Moreover, individuals who perceive the promotion of the Mediterranean diet as insufficient are more likely to support initiatives aimed at improving dietary education and accessibility (Bach-Faig et al., 2011). Additionally, our study contributes to the discourse on social marketing and happiness by suggesting that effective promotion of healthy dietary habits can serve as a powerful tool for improving public health and overall happiness. This aligns with the congress's emphasis on sustainable development goals,

advocating for inclusive and balanced growth that prioritizes the well-being and happiness of all individuals (Estruch et al., 2013; Martínez-González et al., 2015).

How to Achieve Happiness at Work?

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The new social and economic context has placed the emphasis on issues that, although known by all, until recently had not been analyzed from all perspectives. One of them is ‘happiness at work’. The pandemic highlighted the relevance of the transversality of physical and psychosocial well-being programs in companies (Núñez-Sánchez et al., 2021; Ravina-Ripoll et al., 2021) and the interest in the development of strategic business plans that take into account the individual and collective satisfaction of individuals (Mercado, 2022).

Organizational happiness has been one of the most studied topics in recent years, the key point being the effect of the environment on happiness management in organizations. More than half of the publications on happiness management are related to the organizational environment (Rando-Cueto et al., 2024). However, there is still little development of scales and metrics to assess happiness in companies. Fisher (2010) already raised the need to improve the measurement of happiness at work using multidimensional scales.

The objective of this paper is to propose a scorecard for managing and measuring happiness at work (The happy-Organisation Scorecard), first identifying the scales and metrics already developed in this scorecard, and then determining the levels of analysis according to theories of organizational behavior (individual, group and organizational). In addition, for each of these levels, several dimensions have been proposed: individual level (stability, flexibility, well-being and serenity),

group level (relationships with colleagues and in the job, being integrated and having labor rights) and organizational level (remuneration, evaluation, training and improvement of resources), and for each dimension some indicators that we have called Happy-Productive Indicators -HPIs.

Once the scorecard has been developed, and with the aim of analyzing in what ratios of workplace happiness management Spanish companies move, information has been collected from the non-financial statements of IBEX 35 companies over the last 5 years, to see to what extent these companies publish information on these indicators.

For this purpose, a sample composed of the 35 IBEX companies is prepared, with information on 179 items distributed in seven categories, for the period 2018-2022. The categories are: workforce characteristics, remuneration, work-life balance, occupational health and safety, occupational health and safety improvement measures, training and professional performance, and diversity and non-discrimination.

Based on these items, an analysis is carried out to select those that can be used to measure some of the dimensions of happiness proposed in the scorecard. Once the data is collected, we proceed to carry out the analysis to determine the level of commitment of Spanish companies, regarding happiness at work.

This study thoroughly presents the delimitation of happiness at work, considering levels and dimensions, offering a set of indicators that help to measure happiness in the work environment. Additionally, this study has practical contributions, since having tools to measure happiness at work can help companies to propose better corporate social responsibility policies. Measuring happiness is also a tool for managers and business leaders to manage their companies responsibly and to improve labor and social well-being.

Happiness Management in University Entrepreneurship: A Bibliometric Review

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In the last decade, happiness management has gained relevance within the university entrepreneurial field. This justifies a bibliometric review that assesses its lines of research and possible gaps. Additionally, the need for greater business education within universities is evident. Therefore, this work aims to contribute to the advancement of happiness management in the context of university entrepreneurship.

The methodology used consists of a bibliometric review. To reach these articles, the PRISMA methodology has been used, through which the keywords that have been dumped into the Web of Science database have been selected. These keywords would be identified within the “Topic” of the search engine and were: happiness management AND entrepreneur AND university AND "happiness management" OR "happiness at work" OR "workplace happiness" OR "happiness" OR "happiness index" OR "employee happiness" OR "entrepreneur happiness" OR "subjective happiness" AND "wellbeing management" OR "wellbeing at work" OR "wellbeing happiness" OR "wellbeing" OR "wellbeing index" OR "employee wellbeing" OR "entrepreneur wellbeing" OR "subjective wellbeing" AND "well-being management" OR "well-being at work" OR "well-being happiness" OR "well-being" OR "well-being index" OR "employee well-being" OR

"entrepreneur well-being" OR "subjective well-being" AND "entrepreneur" OR "entrepreneurial" OR "entrepreneurship" OR "entrepreneurs" OR "university entrepreneur" OR "university entrepreneurial" OR "university entrepreneurship" OR "university entrepreneurs". The first filtering phase was then carried out by limiting the "Document type" to "Article". Secondly, it was filtered by language, limiting the search to documents that were in English or Spanish.

Thirdly, it was filtered by publication date, limiting the publications between the years 2014 and 2024. Subsequently, the "Research Area" was limited to Business Economics, Behavioral Sciences, Social Issues, Social Sciences Other Topics, Social Work and Development Studies. And, finally, a filter was applied to work only with documents that were categorized as "Highly Cited Papers". After this process, a total of 391 articles from scientific journals related to the object of study were analyzed.

Once the articles to be analysed have been identified, the results are presented, where the 10 most cited articles on the topic are identified. In addition, the main contribution of these articles is analysed and their application within the management of happiness in university entrepreneurship. Also, the evolution of scientific production will be studied according to the articles published and the number of citations of each of these articles. Then, the 10 journals with the highest number of publications will be determined, identifying their Q and H index.

Additionally, a ranking will be made with the 10 countries with the highest number of publications. Continuing with the study, the different thematic areas to which the selected articles belong will be identified and the type of study carried out in each of the investigations will be studied.

The academic contributions of this research, by providing data on the reference articles within this field of study. In turn, it shows the progression of the research topic over the last 10 years and how it has progressively gained importance. In addition, it identifies which journals and countries are working most on happiness management within university entrepreneurship, which makes it easier for academics to identify the highest quality or most relevant content to continue studying in this line of research. It also contributes by providing valuable information on which are the most popular topics in this field, mainly studies related to business management and organization and works related to the different types of entrepreneurship. It also highlights empirical studies and those of a more theoretical or conceptual nature as the most common within this field of study.

Among the managerial contributions that this work provides, it can be seen how topics such as creativity and innovation gain importance within the strategies for managing happiness in the company, likewise, the importance of creating business sense through emotions and complex processes that involve the employee and entrepreneur is highlighted.

Also of special interest is the way in which financing can be obtained for these ventures; in this case, alternatives implemented by companies that go beyond conventional sources of financing are identified. Finally, the importance of the different types of entrepreneurship is highlighted, since the social and digital nature is a key point for new ventures and the management of happiness within the company must be aligned with these realities if it is to be successful.

Finally, there are social contributions. Within this type of contributions, it is worth highlighting that the social aspect is a fundamental element within the management of happiness

within university ventures, firstly, due to the mere fact that ventures are acquiring a strong social character to adapt to the demands of society. In addition, this social character of ventures is directly linked to the management of happiness within the company and, consequently, to the happiness of the clients themselves, which makes the entire business ecosystem end up being in harmony.

In conclusion, it can be said that university entrepreneurship in Spain has gained concentrated between those years and reaching the highest number of publications on university entrepreneurship in relation to happiness management in 2023. The journals with the greatest impact and number of publications of the object of study can be highlighted as Technological Forecasting and Social Change, Journal of Business Research and Research Policy, all of which are located in Q1 and have in an H index greater than 170. It is also worth highlighting the United States, the United Kingdom and China as leading countries in the study of university entrepreneurship in relation to happiness management, since they are the countries that register the greatest number of publications. It is also concluded that the studies analyzed can be grouped by research areas in which they mainly study business management and organization, the creation of meaning within an organization, business financing and types of entrepreneurship. Taking special relevance to the studies of business management and organization, types of entrepreneurship, business models and financing, found mainly in empirical and theoretical work.

Health Data Science

Unwanted Loneliness in Institutionalized Older Adults: SOLAS Project

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Introduction: Presentation and Objectives

Unwanted loneliness in nursing homes is a significant social issue that affects a substantial portion of the population over 65 years old. This study analyzes the prevalence and effects of loneliness among institutionalized older adults in nursing homes in Andalusia. Loneliness at this stage of life is an increasingly important topic due to the aging population and its implications for mental health and the well-being of older adults.

Theoretical-Methodological Approach

Unwanted loneliness is defined as the discrepancy between the social relationships desired by the individual and those they actually have (Peplau & Perlman, 1982). Within this concept, we can distinguish two dimensions: social loneliness, which refers to the feeling of abandonment and lack of relationships with others, leading to a sense of marginalization; and emotional loneliness, referring to the feeling of having no one close to turn to in times of need, which involves feeling alone, while social loneliness pertains to the scarcity of bonds (Weiss, 1973). This individual experience can have distinct social and emotional dimensions. The lack of meaningful relationships can lead to feelings of isolation and depression in

older adults, especially in nursing homes where social interaction may be limited due to institutionalization.

Previous studies, such as those by Ayalon (2018) and Huang et al. (2022), have shown a high prevalence of loneliness among institutionalized older adults, which is associated with mental health issues like anxiety and depression.

The study was conducted in 2022 by the research team of the SOLAS project: "Unwanted Loneliness and Risk of Social Isolation in Older Adults: Analysis of the General and Institutionalized Population during the COVID-19 Pandemic in Andalusia," carried out by the University Pablo de Olavide, with Juan Manuel García González as the principal investigator. The research followed a cross-sectional design that included 320 older adults residing in various nursing homes in Andalusia. These homes were publicly and privately owned, ranging in size from small (fewer than 50 residents), medium (50 to 99 residents), to large (more than 100 residents) and located in both rural and urban areas. Thus, there were eight types of residences, and the sample was proportionally fixed to the population of these homes. Questionnaires were used to collect data on loneliness, mental health, social support, and sociodemographic variables. These questionnaires were analyzed using descriptive analyses and logistic regression models (9 models) to examine the relationships between variables and their impact on unwanted loneliness in this population group.

Results: Main Contributions, Findings, and Conclusions

The results revealed a high prevalence of loneliness among residents of nursing homes in Andalusia. It was found that 78.6% of respondents experienced some degree of loneliness, with emotional loneliness being the most prominent dimension. Additionally, a significant percentage of the sample

showed symptoms of anxiety (54.9%) and depression (49.3%), figures higher than those of the general Andalusian population, indicating a significant association with the experience of unwanted loneliness among the residents. Social support, both from family and friends, was significantly related to the perception of loneliness in this residential context. Gender differences were identified in the experience of loneliness, with different patterns in men and women regarding depressive symptoms and social support. These findings suggest that unwanted loneliness in nursing homes is associated with mental health issues and a deficit in social support.

Unwanted loneliness in nursing homes in Andalusia is a problem that affects a large portion of the population over 65 years old and has negative consequences for their emotional and mental well-being. It is crucial to implement interventions that promote social interaction, emotional support, and psychological well-being of residents to mitigate the detrimental effects of loneliness in this context. This study provides valuable information for designing intervention strategies aimed at improving the quality of life of institutionalized older adults in Andalusia. These interventions could include companionship programs, group activities, emotional support therapies, and the promotion of social support networks within the nursing homes, aiming to foster interpersonal connections, reduce feelings of isolation, and strengthen the psychological well-being of residents. It is imperative that institutions and health professionals in the geriatric field work together to effectively address the challenge of unwanted loneliness in this population segment, ensuring a healthier and more enriching environment for those residing in these facilities.

Misinformation and Social Polarization during the COVID-19 Pandemic

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The spread of health misinformation through social networks has become a major public health problem today. Although there is a broad consensus among health professionals, researchers and policy makers on the need to control health disinformation, there is still little evidence on the effects that the dissemination of false or misleading health messages through social networks could have on public health in the near future. The present study aims to characterize COVID-19 infodemics and its impact on social and health decision-making processes. Starting from a systematic review of the existing literature, this work incorporates a multi-method methodology that combines survey data together with novel techniques for capturing and analyzing massive social network data, for the subsequent design of agent-based models (ABM) that allow us to analyze the diffusion and health decision-making processes from different network models (scenarios to study the propagation of opinions and behaviors). The data analyzed from 5 million tweets obtained during the first months of the pandemic reveal a high politicization of health issues, which would result in clear divisions around fundamental issues for the control of the health crisis such as, for example, the need for vaccines or the follow-up of preventive measures (use of masks, social distancing, confinement, among others). In addition, social bots were identified as a source of disinformation that favors the

dissemination of false or misleading content, while contributing to increase social polarization (especially among people with extreme right-wing ideology, low socioeconomic status and high religiosity). From the ABM, significant differences were detected in the impact of the relevance/centrality of the agents and the topology of the networks in relation to specific topics. Specifically, in relation to the topic of vaccines, we observed high reciprocity among members of the anti-vaccine community, which indicates the difficulty in combating misinformation and carrying out health promotion interventions in this group. Our findings show that social polarization processes can vary considerably depending on the sources of misinformation, the topology of the network and the topics on which the debates are articulated.

Evolution of Multimorbidity Patterns in The Spanish General Population. Cross-Sectional Observational Study

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Background: The possibility of living with multimorbidity is increasing. Since 2002, the World Health Organization (WHO) has been pointing out the increase in chronic diseases, highlighting the need to carry out strategies in order to develop new care in primary health care, including an improvement in therapeutic adherence. Knowing the most frequent combinations of chronic diseases would provide valuable information to classify patients by groups with the idea of being able to plan care centred on the patient and his or her needs, thus improving quality of life and the cost-efficiency of the health system.

Objective: To study the evolution of multimorbidity patterns in the general Spanish population.

Methodology: A latent class analysis was carried out based on chronic pathologies to subsequently perform a multinomial regression evaluating the variables age, sex and level of education.

Results: Six latent classes were identified for each of the study years, 2009, 2014 and 2020. The classes were named according to the pathologies they grouped: "cardiometabolic", "musculoskeletal", "musculoskeletal-cardiometabolic", "mental health", "allergies" and "complex" for 2009 and 2014; for 2020 they were "cardiometabolic", "musculoskeletal", "musculoskeletal-

cardiometabolic", "complex 1 al", "complex 2 sm" and "allergies". Female sex is associated with a lower probability of suffering from any pathology, while the higher the level of education, the higher the probability of suffering from the conditions studied. Age is associated with worse health conditions except in the patterns of mental health and allergies.

The most representative patterns in the study population are "musculoskeletal-cardiometabolic", "mental health" and "allergies".

Conclusions: The results demonstrate that multimorbidity is the problem of the present and future and that diseases combine with each other in the individual, creating the need to rethink health care.

Transforming Elderly Care for Diabetic Residents: The Importance of Dietary Flexibility in Cadiz Nursing Homes

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Introduction:

Approximately 25% of elderly residents in Cadiz nursing homes have diabetes (Durán 2012). Historically, nutritional treatment for diabetic residents in these facilities has involved prescribed therapeutic or "diabetic diets," typically including caloric, fat, and sweet restrictions (Ferrer et al. 2015). However, these dietary limitations, though well-intentioned, can inadvertently reduce food intake, contributing to unwanted weight loss and malnutrition in the elderly (ADA 2024).

Objective:

To explore the perception and acceptance of flexibility in diabetic diets among nurses working in nursing homes in the province of Cadiz.

Methodology:

Multicenter qualitative study. A qualitative approach was used through in-depth interviews and the Delphi technique to identify factors affecting diabetic control that are potentially manageable from the perspective of nursing homes' nurses. This study stems from an initial quantitative phase where nurses were invited to participate in this second phase. The sampling was

intentional, seeking data richness and saturation. A total of 112 nurses provided their contact information for the qualitative phase, of which 18 were available for in-depth interviews. These interviews were conducted by phone and recorded with participants' consent to ensure accuracy in transcription and data analysis.

The content of the interviews was analyzed inductively using ATLAS.ti 9 software.

Results:

The interviews revealed that nurses consider diet a crucial factor in diabetes management but emphasize the need for flexibility. They argue that due to the advanced age of the residents, it is essential to allow some dietary flexibility to improve their quality of life and enjoyment. The nurses highlighted that their training and experience influence their willingness to accept a more flexible diet.

A relevant example is the testimony of a nurse with 17 years of experience who noted: "Offering a chocolate to a diabetic person is not as bad as maintaining a strict diet since it also helps the person's cognitive state." (E6).

Another significant testimony is from a nurse who commented: "At 102 years old, if her nephew comes once a month and brings cream pastries, which she loves, are we not going to let her eat the cream pastries? So she eats the cream pastries, enjoys them, and we know her blood sugar will rise, and we have to lower it, that's it!" (E14).

Of the 18 nurses interviewed, 8 agreed that allowing foods not recommended in strict diabetic diets could have cognitive and emotional benefits for the residents.

Discussion:

This study explored the perception and acceptance that nurses show towards more liberal diets for older adults with diabetes in nursing homes. The results highlight the need to balance diabetic control with the quality of life of residents. Nurses recognize that a too strict diet can limit residents' enjoyment, while a flexible diet can enhance their overall well-being. These findings align with available scientific evidence advocating for a shift in diabetic strategy for older adults with diabetes. There is a need to transition from strict restrictions aimed at treating obesity to diets focused on preventing sarcopenia and frailty (Tamura et al. 2020). An eating approach that includes carbohydrates and allows for a variety of food options adapted to individual preferences and schedules can be highly beneficial for nutritional needs and glycemic control in patients with type 1 or type 2 diabetes receiving insulin treatment during meals, in addition to improving quality of life (Munshi et al. 2016; Pandya et al. 2020). Liberalizing intake is one of the primary recommendations to minimize the risk of hypoglycemia (Idrees et al. 2022). Additionally, food is more than a feeding moment; it is a context in which social and emotional aspects intertwine with somatic care. This is especially relevant in elderly care homes where all activities align with meal schedules (Stöhr et al. 2022).

Conclusions:

This study suggests that dietary flexibility is an important factor in caring for older adults with diabetes in Cádiz nursing homes. Nurses play a key role in implementing flexible diets based on their training and experience to balance diabetes control with improving residents' quality of life. It is recommended that elderly care policies include guidelines for a more flexible diet, allowing residents to enjoy their favorite foods in a controlled manner.

Describing Children and Young People With Persistent Post-COVID-19 Condition and Their Experiences Up To 24-Months Post-Infection

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Introduction:

The prevalence of post-COVID-19 condition varies across studies from 3.6 to 66.5%. Studying the long-term effects of post-COVID-19 condition (PCC) in this population is crucial because of its possible implications for mental, physical and mental health at such a crucial stage in a child's development.

Methods:

A mixed-methods approach was employed, integrating quantitative and qualitative data from a subgroup of the Children and Young People with Long COVID (CLoCk) study. Participants included children and young people aged 11-17 years who tested positive for SARS-CoV-2 between January and March 2021. Data collection occurred at 3, 6, 12, and 24 months post-test, assessing quality of life with the EQ-5D-Y scale, fatigue with the Chalder Fatigue Questionnaire, and free-text responses. Quantitative analysis was conducted using R. Symptoms were analyzed descriptively and grouped by latent class analysis (LCA). Qualitative analysis focused on children who completed all free text follow-ups and was performed using ATLAS.ti.

Results:

The sample of quantitative part 68 CYP was predominantly composed of adolescents aged 15-17 years (73.53%) and mostly female (82.35%). 14.71% of participants felt very worried at all follow-ups, while 27.94% reported some pain at all follow-ups and 17.65% had problems performing daily activities. Fatigue was the most persistent and prevalent symptom in all LCA, with high levels reported also on the Chalder Fatigue Questionnaire. The qualitative sample included 6 CYP. The qualitative analysis revealed increases in anxiety, loneliness and respiratory problems. Physical and mental problems, academic pressure and the need for treatment were recurrent themes, highlighting the negative impact of PCC on the daily life and well-being of CYP.

Discussion:

The findings are consistent with previous studies on the prevalence of symptoms in CYP, especially in terms of fatigue and mental health problems. Unlike some studies, our results showed no significant improvement in quality of life over time. The identification of symptom patterns underlines the need for personalised interventions.

Conclusion:

Persistent PCC in CYP is associated with significant long-term health challenges, including physical, mental and academic problems. Findings underscore the need for ongoing medical and psychological support for this vulnerable population to mitigate the prolonged impacts of COVID-19.

Caring For You: Design and Application of a Programme to Improve Students' Attitudinal Competences for the Promotion of Healthy Lifestyle Habits

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Universidad de Cádiz

The aim of this study is to analyse the use of innovative resources that lead to the improvement of learning and the acquisition of competences in the promotion of healthy lifestyles in students of the Nursing and Social Work degrees at the University of Cadiz. To this end, a methodology based on collaborative learning is proposed for the development of attitudinal and behavioural competences as skills in research methodologies. The interest for teaching and research of this initiative lies in the importance of attitudes in the development and maintenance of a healthy lifestyle. Currently, there is ample scientific evidence that supports the importance and usefulness of maintaining healthy lifestyle habits in the prevention of diseases and improving the quality of life in the long term. This is why it is crucial to develop methodologies that help students to achieve these competences, which will be essential in their future as health professionals. The literature consulted claims the need to improve the training of future professionals, as well as the acquisition of attitudinal competences, for the promotion of health. In methodological terms, the project is understood as a group-class research project. For its development, groups will be formed to carry out a research process that responds to a

research question related to the influence of attitudes on life habits, health promotion and the maintenance of healthy life habits. Prior to the start of the project, participants answer a questionnaire on lifestyle habits (Lifestyle Self-Assessment Test: FANTASTICO (Family, Friends, Physical Activity, Tobacco, Alcohol, Sleep, Stress, Personality Types, Driving, Work and other drugs). The union and complementarity of the results obtained by the different groups will provide an answer to the main research question: What factors, skills, resources and strategies are involved in promoting and maintaining healthy lifestyles? At the end of the project, the participants answer the initial questionnaire again and, in the same way, the sample is followed up and answers the same questionnaire one year after the end of the project. The total sample reached is 356 participants: 212 in the Nursing group (E) and 144 in the Social Work group (TS). A statistical analysis of the data obtained is carried out to assess whether the programme has been effective, as well as to find possible differences between the groups included. Firstly, a preliminary analysis is carried out in which the descriptive measures of the sample are obtained, for each group (E and TS), at each time point (initial, final and follow-up). In addition, a comparative analysis is carried out, by means of a comparison of means, to see the differences between the groups, at the same time point, as well as within each group at different time points. A comparative analysis is also performed, using ANOVA to assess whether there are significant differences in scores over time and between groups.

Drivers of Health Misinformation: Findings from a Representative Survey in Spain

JESÚS ÁNGEL CARRETERO BRAVO
ESTHER ORTEGA MARTÍN, JAVIER ÁLVAREZ GÁLVEZ
Universidad de Cádiz

Background

The spread of hoaxes and misinformation during the COVID-19 pandemic has raised concerns about its impact on public health beliefs and behaviours. Understanding the influences underlying people's views on misinformation is critical to developing communication tactics and health policy. This study aims to quantify health misinformation in 2024 and identify the drivers of this misinformation (i.e., social, health or behavioural factors of each individual that may increase the risk of believing or sharing information about hoaxes).

Methods

Using a representative sample, we conducted a cross-sectional study through a telephone survey. The study's main variables were opinions on possible health hoaxes about conspiracies, vaccines, diet, vaping or natural remedies . We also obtained factors that could be drivers of misinformation as secondary variables. Generalised linear regression models were then carried out, taking the hoaxes as the dependent variable and the drivers of misinformation as independent variables, seeking to obtain the most significant variables in the models and the predictive capacity of these regression models.

Results

The main hoaxes or misinformation that generate controversy in health are conspiracies (science controlled by the elites) and dietary issues (alcohol consumption or gluten-free foods). Those with lower education or income levels, extreme right-wing affiliations, institutional distrust, vaccine refusal, and religious beliefs tended toward scepticism related to misinformation. Individuals informed via social media tended also to belong to misinformation-associated groups.

Conclusions

The findings of our study show that health and science hoaxes have a considerable reach within the Spanish population. Specific social and behavioural determinants play a significant role as drivers in the infodemic derived from COVID-19 pandemic, emphasising the necessity of communication tactics and healthcare policies focusing on vulnerable groups.

Sedentary Behaviour of Hospitalized Older Adults: A Qualitative Analysis

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BORJA DEL POZO CRUZ
Universidad de Cádiz

Background:

Most of the time an older person spends in the hospital is in bed, even if they can move, with severe consequences. After hospitalisation, older people often become more dependent, increasing the risk of readmission. There are no effective solutions to reduce bedridden time in a hospital unit in Andalusia (Spain). This study analyses sedentary behaviour during hospitalisation and the barriers and facilitators implementing an effective mobilisation routine.

Methods:

This qualitative study was based on semi-structured interviews with a sample of 10 health professionals, 10 patients and 5 caregivers from the University Hospital of Puerto Real (Spain) internal medicine unit. Patients had to be over 70 years of age and in a suitable condition to be reasonably mobile. The interviews were transcribed, and template and thematic analysis were used to describe the textual data.

Results:

The main issues raised by health professionals were the lack of time and staff to set up mobility and their need for training. Although they showed good motivation, they were hesitant about the mobility routine due to the high clinical

variability of their unit. Patients were motivated to engage in less sedentary behaviour but showed fears associated with the lack of personal and material resources in the hospital to walk safely. They are also willing to follow medical advice but sometimes feel that they will generate too much of a workload if a new routine is established. Caregivers expressed motivation to help the patient but also agreed on the general lack of hospital resources. One of their key barriers was their lack of training.

Conclusions:

The results obtained from the interviews are the first fundamental basis for effectively implementing the subsequent mobilisation routine in the hospital unit. We hope that this can serve as a basis for similar routines to be carried out in the health system, which can be a crucial means of action in an increasingly ageing society.

Digital Environment: Focus on Protection Against Risks and Violence in the Use of ICTs in Childhood and Adolescence

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; JOSÉ MORENO JIMÉNEZ; VÍCTOR DÍAZ SÁNCHEZ
Taraceas S.C.A.

This proposal encapsulates the collaborative work of three entities: NosotrAs – specializing in gender perspective –, Citere – a recently established spin-off from UGR specializing in Big Data –, and Taraceas – focused on the design and execution of comprehensive research projects –. This work was conducted at the request of Save The Children to analyse the fundamental aspects of the digital environment that affect the rights of children and adolescents, with an emphasis on their protection against risks and violence associated with the use of ICT.

A mixed-methodology approach was employed, integrating both quantitatively – descriptive and explanatory – the analysis of official secondary sources to identify the characteristics of the digital environment where children and adolescents operate, and multivariate analysis to allow for longitudinal comparisons. Direct observation of social networks was conducted from both the content creator’s perspective within the digital environment and the child-adolescent perspective to identify key channels and personalities that are influential for this demographic. Finally, qualitative analysis of interviews and discussion groups was also included, involving both the target population of the project – children and

adolescents – and experts who work with this population in various fields. This qualitative analysis was intended to strengthen the findings from the quantitative phase and to connect these findings with those from the social network analysis phase.

The results from this research reveal a series of contradictions within the digital environment regarding the ways in which children and adolescents use it.

On one hand, this demographic does not directly associate internet connectivity with the use of their devices – such as mobile phones –, reflecting a lack of awareness of the risks associated with their continuous use, to which they admit being "addicted." In line with this, the concept of the "digital orphan" emerges, describing a generation that has normalized daily access to these devices but has not received the necessary training to use them responsibly, resulting in an autonomous and self-taught learning process of the environment in which they socialize.

On the other hand, there is a clear interest from families and institutions to intervene in the digital contexts accessed by children and adolescents. However, this mission becomes difficult when these connections occur in isolation, reducing parental control to limiting and supervising the use of devices. This directly leads to the perception of families as subjects of censorship rather than as supporters – providing education and information –.

Official figures highlight this reality by confirming cases of cybercrimes in which minors are not only victims but also perpetrators, contradicting the claim that they are aware of the risks in the digital environment they use intensively.

Finally, the observation of social networks or platforms reveals a similar choice of these by children and adolescents,

who feel pressured to use applications that they may not even like but are trendy. The digital environment not only reproduces but also reinforces gender inequality through extreme discourses that are gaining popularity on networks and platforms, where it is common to find stereotypical and sexualized images of girls and women. The role of "content creators" is crucial in perpetuating these stereotypes, which are highly influential due to their presentation through attractive means and a language close to the child-adolescent population.

The results lead to a series of recommendations for addressing the phenomenon, aimed at contributing to the prevention and eradication of the various types of risks and violence analysed. These include implementing actions related to raising awareness among children and adolescents about using devices as tools and managing their time, as well as providing families with tools and resources to support their children's access to the digital environment. There is a need for more educational and human resources in schools and other intervention entities to enable, primarily, the early detection of risky situations. Additionally, there is an urgent need for greater control by companies that design and launch digital applications and platforms, ensuring segmented access based on the age of users and greater transparency in the content programming consumed by minors. Finally, not only is greater specialization necessary for intervention in digital risk situations, but also improved coordination among professionals, which could be framed within specific protocols organizing multidisciplinary actions to address a complex problem that involves the social and digital lives of children and adolescents.

Human Trafficking Myths and Misconceptions

The Impact of Terminology on Societal Responses to Human Trafficking: A Comparison of Spanish and English

SOFIA ALBIOL TOWNSEND

RICARDO TEJEIRO, ALBERTO PARAMIO

Liverpool John Moores University, Universidad de Cádiz

"The Impact of Terminology on Societal Responses to Human Trafficking: A Comparison of Spanish and English," oral communication will focus on the role of language in shaping societal perceptions and responses to human trafficking. It offers a comparative analysis of the terms used in Spanish and English to understand how linguistic variations influence public awareness and policy approaches.

Recognizing that language is not neutral, this study explores how different terminologies can impact the perception of human trafficking and the subsequent measures taken to address it. The communication is structured into several sections: a theoretical overview of the relationship between language and social perception, a comparative analysis of key terms in Spanish and English, and a discussion on the practical implications of the findings.

In Spanish, terms such as "trata de personas" and "explotación" carry connotations that shape the perception of both victims and traffickers. In contrast, the English terms "human trafficking" and "exploitation" have different nuances, which can influence public empathy, the urgency perceived in addressing the issue, and the strategies for intervention.

The communication emphasizes that in English, "trafficking" often evokes images of movement and transportation, directing focus on the act of trafficking itself. Meanwhile, in Spanish, "trata" tends to emphasize the ongoing exploitation of victims. This difference in focus can lead to varying priorities in public policy and awareness campaigns.

The study concludes that understanding these terminological differences is crucial for designing effective awareness campaigns and public policies that are culturally and linguistically appropriate. It advocates for human rights activists and policymakers to consider these linguistic nuances to improve the effectiveness of their efforts in combating human trafficking.

From Rape to Human Trafficking: The Impact of Misconceptions on Victims

RICARDO TEJEIRO SALQUERO
SOFIA ALBIOL TOWNSEND, ALBERTO PARAMIO
Liverpool John Moores University

"From Rape to Human Trafficking: The Impact of Misconceptions on Victims," explores how misconceptions about human trafficking affect the experiences and treatment of victims. It examines the common misunderstandings surrounding these issues and their implications for victim support and policy responses.

The study begins with a theoretical framework outlining prevalent misconceptions about human trafficking, highlighting how these false beliefs influence societal attitudes and responses. It then delves into the specific misconceptions that hinder effective victim support, such as the stereotypes of victim behavior and the mischaracterization of trafficking situations.

One key misconception addressed is the idea that victims of human trafficking are always physically restrained or transported across borders, which overlooks cases of coercion and psychological control. Another is the stereotype that victims must exhibit certain behaviors or characteristics to be believed, which can lead to victim-blaming and inadequate support.

The communication discusses the practical implications of these misconceptions, including how they affect the reporting of crimes, the provision of services to victims, and the development of public policies. Misconceptions can lead to a lack of understanding and empathy from law enforcement,

healthcare providers, and the public, resulting in further victimization and barriers to recovery.

The study concludes by emphasizing the need for better education and awareness to correct these misconceptions. It calls for training programs for professionals, public awareness campaigns, and more inclusive policy-making that considers the diverse experiences of victims. By addressing and dispelling these myths, society can improve its support for victims of rape and human trafficking, ensuring they receive the justice and care they deserve.

Public Perceptions on Human Trafficking: A Preliminary Analysis of NGO Perspectives

ALBERTO PARAMIO LEIVA
RICARDO TEJEIRO, SOFIA ALBIOL TOWNSEND
Universidad de Cádiz

"Public Perceptions on Human Trafficking: A Preliminary Analysis of NGO Perspectives," presents the results of a thematic analysis of interviews conducted with professionals from organizations experienced in assisting victims of human trafficking. The study aims to uncover how public perceptions shape and are shaped by the work of these NGOs.

The research begins with an overview of the methodology, detailing the interview process and the thematic analysis approach used to interpret the data. Professionals from various NGOs were interviewed to gain insights into their experiences and observations regarding public attitudes toward human trafficking.

The analysis reveals several key themes. One prominent theme is the disparity between public perceptions and the realities of human trafficking. Many NGO professionals noted that the public often holds a narrow view of trafficking, typically envisioning it as involving only sexual exploitation or cross-border movement, which neglects other forms of trafficking such as labor exploitation and domestic trafficking.

Another theme is the impact of media representations on public understanding. NGO professionals highlighted that

sensationalist media coverage can skew perceptions, leading to misconceptions about the prevalence and nature of human trafficking. This misrepresentation can affect the support and resources available for victims, as well as the effectiveness of public policies.

The presentation also discusses the challenges NGOs face in raising awareness and educating the public. Professionals emphasized the need for comprehensive education campaigns that accurately portray the complexities of human trafficking and the experiences of victims. They also noted the importance of community engagement and collaboration with various stakeholders to enhance public understanding and support.

Police Interview in Cases of Human Trafficking for Sexual Exploitation

EVA SILVA NOZAL

RICARDO TEJEIRO

Suboficial de la Guardia Civil

Law enforcement officers face significant challenges when supporting victims of human trafficking in prostitution. Victims often experience coercion and manipulation, leading them to withhold sensitive information during interviews. Fear of traffickers, threats, or mistrust in authorities contribute to their reluctance to disclose details about exploitation. Indicators such as social isolation, fear or concern during the interview, lack of cooperation, or avoidance of relevant topics, help assess the risk that these women are victims of trafficking.

Early Detection and Protection of Potential Victims of Human Trafficking

ROCIO SIERRA MEDINA
Asociación Algeciras Acoge

This presentation, will tackle the human trafficking and the different purposes of it, the whole action will be focused in the human rights for the effective protection and victims's recovery.

Early detection is a priority to prevent the fulfilment of trafficking's purpose. It's crucial to prevent and to protect potential victims, furthermore having in account our geographical location.

**Innovation, Research and Advances
in Sports Marketing (Sports+Lab)**

Integration of the Body Positive Philosophy in Sports Marketing

GUADALUPE MELÉNDEZ GONZÁLEZ HABA
Universidad de Cádiz

Commercial brands in general, and sports brands in particular, have not ceased to evolve, transform and adapt to the different social advances of recent years. In the case of the Nike brand, millionaire and mythical in the sports field, in recent years, their campaigns have echoed movements such as body positive, a philosophy that was born to break with the classic burns of the canons of beauty. This research aims to focus on how these campaigns are and how they treat the body of the models to assess the integration and reflection of the movement. Through a combined mixed methodology, with qualitative and quantitative variables, a certain period of publications in RRSS is analyzed. It is observed how there really is a change in the latest campaigns that reflects the inclusion of other bodies at different levels, in addition to integrating them effectively with the brand values, which is an important social impact.

Marketing, Consumer Behaviour and the Adoption of Innovations Related to the World of Sport in Jerez in 1869: Cradle of Spanish and Andalusian Football

RAFAEL CANO TENORIO
Universidad de Cádiz

This paper analyzes the advertising effectiveness of sports sponsorship from the perspective of the sponsoring brands in Cadiz CF.

The main objective of this study is to know the perception that brands have about the sponsorship they carry out and if it is profitable. To this end, a survey was carried out among the sponsoring companies comprising the Club de Empresas (CdE) of Cádiz C.F. In total, the questionnaire was answered by the 60 companies that made up this club at the time the research was carried out.

The main results show that although sponsorship is satisfactory for the brands, there are certain areas for improvement, especially in terms of visibility: a high percentage of the sponsoring brands expressed their dissatisfaction with regard to the visibility of their brand.

Study of the Effectiveness of Sports Sponsorship from the Perspective of Sponsors: The Case of Cádiz C.F.

PEDRO PABLO MARIN DUEÑAS
ANA CHANIVET DELGADO
Universidad de Cádiz

This paper analyzes the advertising effectiveness of sports sponsorship from the perspective of the sponsoring brands in Cadiz CF.

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Crisis Communication Management and Its Reputational Consequences in Men's Road Cycling in The Case of Cian Uijtdebroeks' Transfer

ISABEL ROBLES MÁRQUEZ
RAFAEL CANO TENORIO, LETICIA RODRÍGUEZ FERNÁNDEZ
Universidad de Cádiz

This study focuses on crisis management and communication in professional road cycling, specifically concerning the transfer of Cian Uijtdebroeks from the BORA-Hansgrohe team to Team Visma | Lease a bike. The aim is to understand the phases and methods by which the involved stakeholders address the issue, thereby allowing an assessment of the impact of crisis management on the reputation of the organisations and its potential consequences.

Exploratory research was carried out content analysis of publications made by the organisations involved and the media, and an analysis of the characteristics of the crisis using an analysis sheets. In addition, the reputational impact of the crisis on the publics and its consequences were analysed.

The results reveal the role of the UCI in the crisis situation and the types of strategies and information disseminated during crisis periods by the rider, institutions, teams, and related companies, as well as their effects on the image and reputation of the related stakeholders.

Conceptualization and Evaluation of the Personal Brand of Professional Athletes in Social Networks

CÉSAR SERRANO DOMÍNGUEZ

RAFAEL CANO TENORIO

Universidad de Cádiz

The number of professional athletes who create and develop their personal brand is increasing, as it has been identified as an important part of their activity, generating both social and economic benefits, both during and after their sporting career. Currently, much of personal branding is designed and developed in the digital realm, mainly in social networks, but also with the presence in the media. The aim of this paper is to conceptualize the personal brand of professional athletes today and to identify the main branding strategies in the context of professional athletes. In order to meet these objectives, we start from a literature review that is subsequently supported by the analysis of the social network accounts of a selection of professional athletes using assessment tools that help to identify the main elements of the personal branding strategy that helps to identify patterns of behavior.

The Paradigm of Women in Strength Sports: Powerlifting

ESPERANZA CALVO MUÑOZ

BELEN MACIAS

Universidad de Cádiz

This paper analyzes the role of women in strength sports, studying in depth the case of powerlifting, a sport traditionally dominated by men. It examines female participation in this sport from athletes to senior organizational positions, as well as the challenges they experience in terms of social and gender stereotypes. On the other hand, it shows the consequences that these stigmas have on the impact and visibility of women in this discipline. Finally, a quantitative analysis collects data on perceptions and social situations experienced by the most recognized powerlifters in Spain, examining the results and drawing conclusions based on real data.

Defying the Rules: Discovering Why Sheffield is More Important than The World Championship

RICARDO TEMBLADOR FABRA

BELEN MACIAS

Universidad de Cádiz

Sheffield's private powerlifting event has achieved prominence in the sporting arena, attracting the world's best lifters and competing in importance with the official world championships. This success is attributed to effective marketing strategies using social media and advertising campaigns to generate ongoing excitement, an exceptional spectator experience with a vibrant atmosphere and the opportunity to witness world records, as well as attractive incentive for athletes, including monetary prizes for setting records and extensive media exposure. Using both qualitative and quantitative research methods, including interviews with experts, this study analyses how Sheffield has consolidated its pre-eminent position in powerlifting and how it compares in terms of attractiveness and relevance to official sporting events.

**Integrated Coastal Zone
Management (ICZM) Blue
Economy in the Context of Global
Change**

Assessing Stakeholder Participation in Coastal Zone Management: Methodological Proposal and Its Application in a Case Study from Cádiz Bay, Andalusia (Spain)

GIOVANNA CIOFFI
JAVIER GARCIA SANABRIA, DAVIS GRUBER SANSOLO, CAMILA
PEGORELLI, MARIA DE ANDRÉS
University of Cádiz and São Paulo State University

Stakeholder participation (SP) is widely acknowledged in the literature as a vital tool for improving coastal zone management (CZM) and facilitating conflict mediation, resource allocation, and program implementation. However, in Spain, as in other countries, participation in CZM faces significant challenges, including underrepresentation, limited stakeholder influence in decision-making, and various resource-related issues. Despite the robust theoretical framework established in the literature, practical methods for evaluating SP and overcoming these challenges are lacking, with most efforts focused on assessing processes rather than outcomes. This study addresses this gap by proposing a systematic assessment approach built on criteria and operational indicators capable of assessing stakeholder participation in CZM from the process to its outcomes. It also examines stakeholder participation in PAs and CZs of Cádiz Bay (Spain) through the application of this approach to identify which of these challenges are present in the region, highlighting areas for improvement. The approach was developed through a multistep process, including identifying participation

components via a literature review, categorizing these components into each participation dimension (who, when, how, why), formulating criteria and indicators based on these components, consulting and validating with experts, and operationalizing the approach through an analysis matrix. Data collection involved reviewing official documents, minutes of participatory arenas, and stakeholder interviews. The approach comprises six criteria - representativeness, timing, promotion, accountability and clearness, influence, and effectiveness - providing a valuable tool for understanding the progression and outcomes of participatory processes. However, the findings also highlight the need for refinement to better capture the quality and significance of participation and to make it more applicable beyond scientific research contexts. The application of the approach in Cádiz Bay revealed challenges such as underrepresentation, limited influence, resource constraints, transparency issues, and effectiveness in fostering cooperation and trust. Participation also appears to be sectorized, reflecting the fragmented institutional framework in the CZM of Cádiz Bay.

The Vulnerability of Cultural Heritage to Climate Change in Coastal Areas: Case Analysis in the Province of Cadiz (Spain)

DIEGO MANUEL CALDERÓN PUERTA
GEMA RAMÍREZ GUERRERO
Universidad de Cádiz

The province of Cadiz, due to its location and historical development, has an extensive cultural heritage which, in the case of coastal municipalities, is facing the risks caused by the climate emergency. Climate change poses a series of challenges which, in the case of cultural heritage in coastal areas, is manifested in rising sea levels, rising temperatures, marine acidification or changes in meteorological waves and tides and the associated erosive processes (Chazarra-Bernabé et al., 2020). These conclusions are shared by Olcina and Vera (2016), who estimate that this process may occur in three phases: an increase in extreme weather events, a decrease in rainfall and an increase in temperatures. These factors will have a series of implications for tourism which, as pointed out by some authors (Bigano et al., 2008; Bujosa and Rosello, 2011; Roselló, 2011), can be summarised as a loss of market share, a decrease in tourist arrivals and a reduction in the choice of coastal areas as tourist destinations.

In view of this situation, having plans and diagnostic studies, as well as the establishment of strategies in line with them, are elementary aspects for the preservation and enhancement of cultural assets. Furthermore, the province has consolidated its position as an international tourist destination, so the

development of strategies for the protection of cultural heritage must include cataloguing, risk identification, the impact of tourism and proposals for action. In this sense, it is necessary to have methodologies that incorporate these aspects and also take into consideration the specific needs of the municipalities and their inhabitants in order to enable sustainable local development.

This study will offer the preliminary results of a research project which, from the perspective of sustainable tourism, aims to identify, diagnose and propose lines of action for vulnerable cultural heritage in coastal areas, taking as an example the San Vicente salt mine and the Camposoto bunker, both in the town of San Fernando. To achieve this aim, the starting point is a concept of vulnerable heritage understood as the measurement of the degree of fragility or resistance of cultural heritage in the face of events associated with climate change, taking into account the economic sectors, human groups and ecosystems that influence it (Puccio & Simenoni, 2015).

In order to establish the vulnerability of cultural heritage, a methodology divided into three parts is proposed:

A) Identification of threats and measures adopted: by analysing official documents of the Spanish government such as the National Plan for Adaptation to Climate Change 2021-2030 (2020) and the Recovery, Transformation and Resilience Plan (2021), a current approximation of the risk factors as well as the measures and resources aimed at minimising the impact on cultural heritage is obtained.

B) Elaboration of a vulnerability matrix: based on the work of Mollá et al., 2022, the matrix is divided into 3 axes (state of conservation, risk and environmental factors, and economic and social uses). These axes will present subsectors to which a weighted scale of 0 to 4 is assigned, with 0 being the

non-existence of the subsector and 4 the maximum value of compliance. Once the matrix is obtained, field work is carried out to verify the selected elements in situ.

C) Proposal of lines of action: the results obtained in phase two will be used to identify the weaknesses and strengths of the heritage assets analysed. Based on these conclusions, measures will be proposed which, from the perspective of sustainable tourism, will address the enhancement of the heritage analysed, taking into account all the agents involved.

This work has shown that there is a growing interest in the conservation and enhancement of cultural heritage in coastal areas as an alternative to sun and beach tourism. Likewise, action plans have been identified in the face of climatic emergencies that offer guidelines and strategies from different fields of study. However, the preservation and enhancement of vulnerable coastal cultural heritage is far from being achieved. This assertion is based on the general lack of funding for the introduction of these assets in the market, the scarcity of studies and methodologies that address the issue, the lack of coordination between public administrations, the weakness of the private sector and the lack of awareness on the part of the public.

Towards a sustainable blue economy in the coastal areas of the island and the sea of Chiloé (Chile)

FRANCISCO JOSÉ VÁZQUEZ PINILLOS
JUAN MANUEL BARRAGÁN MUÑOZ, JUAN ADOLFO CHICA RUIZ
Universidad de Cádiz

1. Introduction

The term blue economy was promoted at the United Nations Conference on Sustainable Development in Rio de Janeiro in 2012 to express the imperative to reconcile the use and protection of marine ecosystems (Silver et al., 2015). Sometimes, this concept is also employed to refer, in a generic way, to any economic sector linked to the sea.

Ecosystem services (ESs), understood as the set of benefits provided by ecosystems to society, play a decisive role in the constitution of a sustainable blue economy model (Roberts et al., 2021). After all, the economic stability and human well-being of coastal populations depend on the resources obtained from the environment. The assessment of ecosystem services is considered a method capable of managing the complexity of coastal areas and the conflicts that occur in them, as it allows understanding the connections between social, cultural, economic, and ecological elements (Constanza et al, 2017).

2. Objective

The objective of the presentation is to assess the effects of the development model of the coastal areas of the island and the sea of Chiloé (Chile) on coastal-marine ecosystem services.

3. Methodology

First, the main economic activities that depend on the services provided by the ecosystems of the coastal areas of the island and the sea of Chiloé have been identified, an archipelagic environment located in southern Chile. For this purpose, both the sectors that perform the bulk of their functions in the marine environment and those that carry out their activities in the terrestrial environment adjacent to the coastal edge have been taken into consideration. Secondly, 16 ecosystem services were selected and grouped into three categories: provisioning, regulating and cultural.

Based on this classification, a matrix has been developed that relates economic activities and the degree of impact they generate on ecosystem services. To this end, three levels of degradation have been established, each with a defined numerical value: high (3), moderate (2), and low (1) impact.

4. Results

Provisioning services are the least affected, although the pressure to which water resources are exposed is noteworthy. In contrast, regulating services are intensely affected by the development model in Chiloé, which is especially concerning if we take into account that the consequences of the alteration of these elements tend to manifest themselves in the long term. Finally, we can clearly perceive the implications that globalization –introduced through aquaculture industrialization– has had on the cultural identity and sense of belonging in Chiloé society, this being the most degraded services.

There is an unequal distribution of the impacts generated by economic activities on ecosystem services, with artisanal fishing being the least damaging and, therefore, the closest to the ideal model of a sustainable blue economy. In contrast, salmon farming –followed by mussel farming and mining– is

considered, according to the sources consulted, to be the activity that causes the most damage to the ecological integrity of the Chiloé coastline.

5. Conclusions

Chiloé is still far from being able to comply with the basic principles of a sustainable blue economy. However, some sectors –especially artisanal fishing– seem to be using more environmentally responsible techniques that suggest a possible improvement in the archipelago's production model.

Impact of Blue Tourism on the Night Sky: Opportunities for Awareness-Raising Through Geo-Marketing in Coastal Areas

GEMA RAMÍREZ GUERRERO
M^a TERESA FERNÁNDEZ-ALLES; INDIRA FARRÉS VIGIL; VANESSA
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Light pollution refers to all adverse effects caused by artificial light. This type of pollution is part of an environmental problem that has grown significantly in recent years, particularly affecting urban areas and having far-reaching impacts.

The transformation of the nocturnal environment by artificial light in Europe is notable, on the shift from sodium lighting to white LED, which increases blue emissions and their risks to ecosystems. In Spain, since the 1990s, there have been no spaces without light pollution, affecting natural landscapes and biodiversity. On the other hand, there seems to be no direct relationship between the level of light pollution and the purchasing power of the population, as countries with high GDP, like Germany, have lower light radiation compared to various Mediterranean countries, such as Italy or Spain, where climate and tourism influence the use of public spaces (Falchi et al., 2019). Additionally, coastal areas, being usually the most populated spaces, tend to bear higher tourist pressure, which can contribute to light pollution.

In view of the above, the objective of the study is to propose and apply a methodology to evaluate the light pollution associated with coastal-maritime tourism, while analyzing the

possibilities that geomarketing can offer to raise public awareness about the problem.

Through the analysis of two specific sets of VIIRS-DNB radiances, representing the winter and summer situations in the selected area, as well as their relationship with existing facilities and tourist influx, it is possible to gain a deeper understanding of the impact of blue tourism on light pollution.

This study focuses on the municipality of Chiclana de la Fra. (Cádiz), where areas with higher light radiation and their possible correlation with tourism were identified. To this end, simulations based on satellite images and specific photometer devices (Sky Quality Meters, SQM) were used to capture the brightness of the night sky. The images were taken in the Novo Sancti Petri area in October 2023. Five types of coastal tourism were classified, and based on this classification, an inventory of associated facilities was made to determine the potential relationship between tourism and light pollution.

After applying the methodology in the municipality of Chiclana de la Fra., high light pollution was identified in areas with significant tourist influx, with a distinction made between the radiation generated during the summer and winter months and the various existing tourist facilities. As observed, the coastal zone exhibits the highest levels of radiation, along with some areas in the population center of the municipality.

The results show a clear differentiation in the radiation detected between the summer and winter seasons, indicating an evident link between tourism and light pollution. This allows for the foundation of management tools for decision-makers in tourism and urban planning, promoting the adoption of more sustainable practices in tourism product management.

Additionally, various marketing strategies can play a crucial role in mitigating this type of pollution. These strategies

have been classified into three types of actions: educational, environmental, and participatory. Through the integration of responsible tourism promotion, it will be possible to highlight the benefits of reducing light pollution to enhance the tourist experience and preserve natural environments. This, in turn, can attract a more conscious and responsible audience, aligning economic interests with environmental conservation.

Climate Vulnerability and Blue Tourism in Andalusia

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The tourism industry in Andalusia is a cornerstone of the region's economy, generating significant income and employment opportunities. Each year, the region attracts more than 30 million visitors, which contributes to local economic development (ECTA, 2024). The coastline is the main area where most of the tourist activity takes place in the Andalusian region (Junta de Andalucía, 2023). However, the escalating impacts of climate change pose severe threats to the sustainability of coastal and marine tourism destinations. Rising sea levels and temperatures, increased frequency of extreme weather events, and prolonged droughts are among the challenges that need immediate and effective responses to mitigate their negative impacts (Chazarra-Bernabé et al., 2020; Constanza et al., 2017). The global approach to addressing these issues varies greatly, with different countries implementing a range of preventive, mitigative, and adaptive measures. These efforts are often fraught with conflicts and difficulties influenced by the unique physical, natural, and socio-economic characteristics of each region.

Existing literature provides insights into the potential impacts of climate change on coastal and marine tourism (Díaz, 2020; Gómez, 2016), yet there is a significant gap in preparedness within the sector (Chica et al., 2014). While smart tourism

information tools and measurement systems exist, many are outdated or not applicable. Additionally, there is a pressing need for integrated management approaches that extend beyond academic discourse to practical, real-world application. Currently, there is a lack of governance mechanisms to monitor climate impacts on tourism, and there are no effective strategies to ensure coordinated action across national, regional, and local levels.

The CosturA project seeks to address these gaps by offering a model that makes it possible to size, evaluate and make visible certain critical aspects that affect tourist destinations, territories and their populations. Andalusia boasts a diverse range of tourism types. The coastal tourism model in the region has been characterised by mass tourism, which has led to the saturation of certain traditional areas (such as the Costa del Sol). At the same time, there are numerous coastal areas with a high level of environmental protection which endow them with great natural value and with important prospects for a type of tourism which respects the environment (for example, the coast of Almeria) (Junta de Andalucía, 2021). To capture this diversity, the project will include case studies from municipalities along the entire Andalusian coast, ensuring a comprehensive understanding of the region's coastal tourism dynamics and climate resilience strategies.

In the initial phase of the project, we conducted an in-depth exploration of existing indicators and models related to tourism and climate change, aiming to establish a comprehensive understanding of the current state of research. This phase involved a thorough bibliographic review of international, national, and regional documents to identify best practices in the application of these indicators and models. Additionally, interviews with experts offered valuable insights into the socio-environmental needs of the tourism sector and its interplay with climate change.

Building on these insights, the second phase of the project will focus on developing innovative indices to measure the impact of tourism and the vulnerability of coastal destinations to climate change. These indices will be tested through case studies along the Andalusian coast, ensuring their effectiveness and applicability. Our goal is to construct a multifaceted index that encompasses carrying capacity, tourism potential, and vulnerability to climate change, providing a robust framework for evaluating and enhancing the resilience of coastal tourism.

In the presentation at INDESS congress, I will discuss the current state of tourism in Andalusia, highlighting the specific threats it faces due to climate change. Additionally, I will share the latest findings and advancements of the CosturA project, providing insights into the strategies and tools being developed to enhance the resilience of Andalusian coastal tourism against climate change and socio-economic challenges.

This comprehensive approach allows for an understanding of the challenges and opportunities faced by coastal tourism destinations. This model not only holds significant regional importance for Andalusia but also has the potential to be adapted and applied to other coastal regions worldwide.

Enhancing Coastal Management through Ecosystem Services: Insights and Proposals from the Andalusian Coastal Zone

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1. Introduction and objectives

The present communication is framed into the project entitled: Sustainability on the Andalusian coast: Ecosystem-Based Management for Human Wellbeing (GBE-litoral). It is an initiative aimed at promoting sustainable management of the Andalusian coastal zone. This project was co-financed by the European Union under the FEDER Operational Program 2014-2020 and the Andalusian Regional Government's Ministry of Economic Transformation, Industry, Knowledge, and Universities. The project emphasizes the integration of ecological and human factors to enhance coastal management practices and ensure the wellbeing of local communities.

The main objective of the project is to develop new, ecosystem-based management mechanisms for the Andalusian coastal zone. This approach involves understanding and managing the coast as a socio-ecological system, which encompasses both ecological and social components. By focusing on ecosystem services, benefits that humans derive from ecosystems, the project aims to identify and address key management issues that affect human wellbeing. The project

seeks to propose sustainable management responses that can be implemented to maintain the health and resilience of coastal ecosystems while supporting economic and social activities.

2. Method

The project conceptualizes the Andalusian coast as a socio-ecological system, which recognizes the interdependence between human activities and natural ecosystems. This framework is essential for addressing both ecological and social challenges in a holistic manner. In this regard, the first step is to define the boundaries and characteristics of this system, creating detailed maps that delineate the coastal ecosystems and their services. This socio-ecological approach allows for a more integrated and adaptive management strategy that can respond to changes and disturbances effectively.

The second step is to identify and evaluate the ecosystem services provided by the Andalusian coastal zone. Ecosystem services include provisioning services (such as food and water), regulating services (such as climate regulation and flood control), cultural services (such as recreational and spiritual benefits), and supporting services (such as nutrient cycling and soil formation). To identify these services, the project employs the Delphi method, a structured communication technique used to gather expert opinions and achieve a consensus on the most critical ecosystem services. This method ensures that the identified services are comprehensive and reflect the expertise of various stakeholders.

A key component of the GBE Litoral project is the integration of public participation. Involving local communities in the management process ensures that the perspectives and knowledge of those directly affected by coastal management decisions are incorporated. Public participation helps to enhance the relevance and acceptance of the proposed solutions, making

them more effective and sustainable. In this way, the project employs various participatory methods to engage stakeholders, gather their input, and ensure that the management strategies developed are well-informed and broadly supported.

3. Results

The previous methodology allows for the attainment of specific results to advance ecosystem-based management of the Andalusian coastal zone. One of the first outcomes of the project is the delineation of the socio-ecological boundaries of the Andalusian coastal system. This result is critical for understanding the specific geographical and ecological areas that require targeted management efforts. The boundaries help in defining the scope of ecosystem services and the socio-economic activities that impact these services. The delimitation was made also in land but also in marine area.

The second result is an in-depth overview of the coastal ecosystems and the services they provide. These results outline the types of ecosystems present in the Andalusian coastal zone: land, intertidal and marine; their current state, and the specific services they offer to society. It underscores the importance of these ecosystems for environmental health and human wellbeing, emphasizing the need for their protection and sustainable use.

Moreover, an analysis of human activities and urbanization in coastal areas is developed. This analysis examines how different uses and activities, such as tourism, fishing, and industrial activities, impact ecosystem services. It provides insights into the positive and negative effects of these activities and proposes sustainable practices that can mitigate adverse impacts while enhancing the beneficial contributions of human activities to coastal ecosystems.

Another significant result is the identification and analysis of the main socio-environmental problems affecting the

Andalusian coastal zone. This includes issues like coastal erosion, pollution, habitat loss, and the impacts of climate change. By understanding these problems in the context of ecosystem services, the project offers targeted management strategies that address both ecological and human dimensions of these challenges. These results were obtained through a participatory process in which surveys were conducted with the population along the Andalusian coastal zone. These surveys provided insights into the perception of socio-environmental issues and their impact on human wellbeing.

The last result involves generating new proposals for management processes that can be ecosystem-based. Based on previous results, semi-structured interviews are conducted with public managers of the Andalusian coastal zones to establish and structure these new management proposals. Additionally, a participatory workshop is held to collectively discuss all the results and proposals for future improvements in coastal management in the region.

4. Conclusion

The GBE-litoral project represents a significant step forward in coastal management by integrating scientific research, public participation, and ecosystem-based principles. Its comprehensive approach aims to create a sustainable future for the Andalusian coastal zone, balancing environmental health with human wellbeing. The project's results and methodologies offer valuable insights and tools that can be applied to other coastal regions facing similar challenges. By emphasizing the importance of ecosystem services and involving local communities, the project aims to create a more sustainable and resilient coastal environment that supports both human wellbeing and ecological health.

Elaboration of a Methodological Proposal for the Evaluation of Sustainable Development Goals in Ibero- America Coast

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In the Ibero-America coast, tourism is an important part of the economy, creating an interdependence; according to the XIV Ibero-American Business Meeting, (XIV Encuentro empresarial iberoamericano, 2023) the Ibero-American countries represent 15% of the tourism world. The countries, part of the United Nations, are committed to implementing the necessary and appropriate actions to achieve the Sustainable Development Goals (SDGs) of the Agenda 2030 (Naciones Unidas, 2015). The SDGs are universal in scope and provide a panoramic vision of the economic, social, and environmental aspects that need to be improved in order to achieve a sustainable system. Changing requires raising the awareness and mobilizing the agents directly and indirectly concerned. They are considered as potential agents of change.

The sector needs to be monitored and its management adjusted in order to create sustainable tourism that encourages the development of intelligent destinations (ONWTO, 2015). In fact, tourism faces a real environmental issue in these countries, since it is the source of significant, growing and constant challenges. It generates negative impacts that can be

irreversible or permanent such as the over-exploitation of seaside areas or over-exploitation of natural resources. Some destinations are more vulnerable than others as in the case of coastal tourist areas close to protected natural environments. These challenges call for rigorous actions and supervision.

The official planning documents which should be essential guides for good sustainable tourism management are based on traditional interpretation of sustainability and are therefore not in line with SDGs, resulting in the implementation of completely obsolete strategies. This highlights the immediate need to create a methodology based on SDGs, allowing the degree of sustainability of the activity to be assessed. This represents an unprecedented opportunity to reduce negative impacts on tourist destinations. Consequently, basing the official documents on the sustainable model such as SDGs is a major opportunity.

For the reasons outlined above, this study proposes a systematic methodology which is enabled to determinate the level of alienation between strategic plans and the SDGS. Both private and public entities are targeted by this initiative. The methodology allows the conformity of current strategic plans with SDGs but also to be based on it when developing future strategies. This initiative has two essential aims, for one hand, determine whether strategies are in line with the SDGs and for other hand help draw up future strategic tourism plans on a fully sustainable basis.

The systematic methodology is divided into several crucial steps:

1. Determine the SDGs and the goals in relation to tourism
2. Select the strategic plan (from a specific destination) and verify if there are any measures in line with the sustainable goals (0 = NO and 1 = YES).

3. If it is the case, determine the number of tourism measures in relation to the goals (absolute value).

4. Normalize the values

5. Create an evaluation system to interpret the results

Once the steps have been completed, we analyze the degree of alienation between the measures and goals of the SDGs but also the overall layout of the plan. This allows us to obtain the strong points and those to improve.

It is important to point out that some of the objectives of the Agenda 2030 are directly related to tourism such as the 14th (life below water) or the 15th (life on land) but others are indirectly related to the latter. Once the methodology is well developed, it applies to emblematic Iberoamerican tourist destinations that have common characteristics, for example: very influential tourist destinations, types of tourist offers or even the profile of tourists.

In conclusion, the systematization of planning procedures is an effective means to achieve the SDGs and a useful tool for key stakeholders involved in tourism management. This will make it possible to limit and preserve the coastal and marine ecosystems of the Iberoamerican coast but also to guarantee a sustainable level of well-being for the local population.

Analysis and Proposals to Guide, From an Ecosystem-Based Approach, the Development of Sectors Operating in European MPAs

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Marine Protected Areas (MPAs) are the most important tool for preserving marine biodiversity because they prioritise nature conservation. Together with Marine Spatial Planning (MSP), they form the basis for ecosystem-based marine management that takes account of all stakeholders. This work has been carried out within the framework of the European MSP4BIO project, which aims to support the implementation of some European environmental policies, such as the EU Green Deal, through the integration of biodiversity into policy decisions at different levels of governance and the development of integrated socio-ecological management of marine ecosystems. Following this idea, our work has two main objectives: i. to assess the pressures and impacts resulting from the activities of the five selected sectors (aquaculture, fisheries, mineral extraction, renewable energy and tourism) operating in and around MPAs and to identify the most affected ecosystem services, and ii. to provide a set of global examples of good practices to prevent and mitigate the negative impacts of these sectors. To achieve these objectives, we applied an adaptation of the Drivers - Activities - Pressures - State - Impacts (on

Welfare) - Responses (as Measures) (DAPSI(W)W[R]) analysis to the selected sectors within the project. The DAPSI(W)R(M) framework provides an ecological overview of the sectors operating in or near MPAs and offers solutions to policy and decision makers to help solve the socio-environmental problem that requires stakeholder engagement. This study provides an example of the application of this model at a general level (European scope) with the foresight of it being used as a framework by managers and policy makers and modified according to their needs in their fields of application.

Advances and Challenges for Ocean Governance in the Republic of Panama in a Global Context

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Coastal-marine Governance is an approach and an integrated policy with little representation and analysis in Panama. It refers to the process that combines government structures, processes, norms, and other public policy issues that shape how different actors make decisions and pursue accountability in the use of these spaces, with the purpose that their ecosystems and the services they provide to society are restored and preserved in quality and quantity. This review was conducted through interviews and secondary sources, both scientific and public administration publications. It resulted in the compendium of focal information we must integrate to know the mechanisms of action of this Governance in Panama, recognise the international policy framework, and incorporate its advances at the national scale. This work prioritises interdisciplinary research as a central axis for planning, executing and evaluating management plans; considering that the ocean is multidimensional, its connectivity is a crucial element for integrating science into decision-making. The research showed that little progress has been made in this area. It recommends that Panama, as an eminently maritime country, address the appropriate response from an integrated perspective to the challenges of climate, biodiversity loss, pollution and social inclusion in its coastal-marine areas.

Tourism and Sustainability: On the Caribbean Coast of Costa Rica: A Diagnostic Analysis from Integrated Coastal Zone Management (ICZM)

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This research contributes to the diagnosis of the sustainability of the Caribbean coast of Costa Rica, focusing on tourism activities and using an Integrated Coastal Zone Management (ICZM) approach aligned with the Sustainable Development Goals (SDGs). The study is justified by the rapid growth of tourism, which has increased the supply of services and coastal infrastructure, causing degradation of the ecosystems necessary for local communities and tourism. These communities have not equitably benefited from the resources, despite the promotion of a sustainability model in national tourism discourse.

Methodologically, an integrated analysis is used that encompasses physical, natural, social, cultural, economic, and political-administrative aspects of the coastal environment through the Decalogue methodology used in ICZM, facilitating a deep understanding for the management of coasts and the role of the State in coastal sustainability. Additionally, the Caribbean coast is characterized according to the elements of tourism: tourist attractions, tourist facilities, infrastructure, superstructure, and demand. Thus, the main problems are addressed with reference to the SDGs. The most relevant finding

indicates that, despite the incursion of tourism in the Caribbean, poverty and exclusion among the inhabitants of the cantons persist without significant changes. Additionally, the tourism model, similar to the agro-export model, has followed a cycle of productive exploitation that displaces traditional activities and the local population, and degrades resources, without improving local living conditions or adequately protecting the ecological base. It is concluded that, although Costa Rica promotes a tourism approach based on sustainability, tourism planning and development often lack effective integration with social, marine management, and conservation policies, especially outside protected areas. Local governments tend to adopt sectoral approaches that do not address the complexity of coastal zones, resulting in fragmented and insufficient management to counteract exclusion, drug trafficking, and other social and environmental problems. This reveals the need for more integrated and locally aware management to effectively protect the natural and cultural heritage of the Costa Rican Caribbean.

Bridges between Ecosystems, Services and Economic Indicators: Application to the Artisanal Salt Marshes of La Esperanza (Cadiz Bay, Spain)

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For over 20 years, methodologies for the identification and classification of ecosystem services have been developing approaches and procedures that unify the social and environmental dimensions in the same diagnosis. Emphasizing multidisciplinary connections from the conceptualization itself to diagnose socially and environmentally a socio-ecological system is essential for an adaptive management in coastal-marine environments for a better conservation of natural capital. However, although there are numerous references and studies applied to practically all ecosystems on the planet, the effective translation to stakeholders and the transition to economic valuation remains a challenge for integration and for science-society transfer.

The approach adopted is in line with the challenge faced by all stakeholders (public and private) in the Bay of Cadiz Natural Park (Spain), who are seeking to improve the environmental and social situation of traditional production systems such as artisanal saltmarshes. Although salt production and aquaculture have lost some of their economic interest, the maintenance of these activities is directly linked to the

ecological functions and services provided by these landscapes. In addition, we are in an environment with a high anthropic pressure (reaching almost half a million residents in the entire metropolitan area of the Bay) and where there are numerous services for leisure, recreation and the use of natural environments. This anthropic dimension represents a conceptual dichotomy, since it is a pressure but also a beneficiary of the services generated. At the same time, the salt marsh is also home to a considerable cultural heritage linked to the historical legacy left by the former salt workers and their activities in the last century.

We have used the CICES (Common International Classification of Ecosystem Services) version V.5.2 (2023), which is compared with the categorization of ecosystem services carried out by IPBES (Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services), TEEB (The Economics of Ecosystems and Biodiversity) and SEEA (System of Environmental Economic Accounting). We focus on the benefit/cost perspective in the salt marsh case study, which limits the scope of the analysis spatially. The application of the methodological sequence to the case study of the Salina de la Esperanza starts from the characterization and exemplary classification of the ecosystem services of the salt marsh (goods and benefits) to address the socio-economic dimension of environmental accounting. Ecosystem accounting is an integrated and comprehensive statistical framework for organizing habitat data, measuring ecosystem services, tracking changes in ecosystem assets, and linking this information to economic activity.

Special emphasis is placed on the comparison of concepts that allow to relate environmental assets with the valuation of the resource and the approximation to its accounting. Therefore, the main interest of this work lies in the correlation with

economic indicators and concepts for the economic modeling of the ecosystem. For this purpose, the standards and recommendations proposed by the SEEA (UN, 2021) are taken into account.

Our aim is to contribute to building bridges between different scientific disciplines in order to unify a more understandable, justified and applicable message to administrators, managers and users. Therefore, starting from a field case where goods and benefits are characterized and classified, a sequence is presented to relate key concepts that allow the calculation of economic indicators. This will contribute to the understanding of the necessary (and indivisible) social-ecosystemic duality of these coastal environments, defining integrative approaches for managers and users beyond what has been traditionally considered from the accounting of private activities and from the biophysical analysis of these environments. From a management perspective, this study brings together sectoral and partial results to provide a coherent context in which the specific scenario of public-private management of an artisanal salt marsh in the Bay of Cadiz Natural Park is analyzed.

Integrated Coastal Management in Honduras: Climate Change, Biodiversity Loss and Pollution

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Integrated coastal management in Honduras faces various challenges generated by climate change, biodiversity loss and pollution. This problem requires a coordinated management/response and the participation of different sectors to protect the coastal and marine ecosystems that support both the biodiversity and the economy of the coastal communities of this Central American country. According to the Germanwatch Global Climate Risk Index of 2019, Honduras was one of the most vulnerable countries to climate change worldwide. Between 1998 and 2017, it was among the three countries most affected by extreme weather events.

Climate change has increased coastal erosion, particularly affecting communities belonging to the Garifuna ethnic group, which have ancestrally inhabited the entire coast of the country, in 47 coastal communities, with a greater presence in the departments of Gracias a Dios, Colón, Atlántida, Cortes and Islas de la Bahía (Palacios, 2007). An example of this are the communities of Miami, Bajamar, Travesía, Chachauate and Santa Fe, which have lost meters of beaches in recent years (CESPAD, 2023; La Tribuna, 2024).

Organización Fraternal Negra Hondureña (OFRANEH) has contributed through an initiative implementing a project to

mitigate the loss of beaches, through the creation of nurseries for coconuts (*Cocos nucifera*), icacos (*Chrysobalanus icaco*), beach almond (*Terminalia catappa*) and sea grapes (*Coccoloba uvifera*). Through this activity, OFRANEH has donated plants to various coastal communities to support these efforts. However, these actions are often insufficient in the face of the magnitude of the problem, since integrated management involving other actors in Honduran society is required to achieve short, medium and long-term sustainable and effective results.

The coastal and marine biodiversity of Honduras is extraordinarily rich, this situation makes it a privileged nation with a great diversity of ecosystems and species, due to the biotic flows from the south and north of the continent and the character of the isthmus of the region with coasts bathed by the Pacific and Atlantic oceans -Secretaria de Recursos Naturales y Ambiente- (SERNA, 2001). Ecosystemic benefits that are under constant threat due to anthropogenic activities, pollution and climate change (Magrin, 2015).

Coastal wetlands, which include approximately 1.2 million hectares and 51,970 hectares of mangroves, are essential for biodiversity and climate change mitigation (Trusts, 2023). These ecosystems are home to vital species such as the red mangrove (*Rhizophora mangle*), the white mangrove (*Laguncularia racemosa*), and the black mangrove (*Avicennia germinans*).

Another factor that affects the health of coastal ecosystems in Honduras is pollution. Industrial, agricultural, and urban activity (homes) introduce pollutants that affect water quality and marine habitats (Beltrán et al., 2005). One of the most relevant cases of anthropogenic pollution by solid waste and liquid discharges on the Honduran Atlantic coast is related to the Motagua River (González, 2023).

The river originates in the department of Quiché, passing through Guatemala City and flowing into the department of Izabal, in the Gulf of Honduras, in the Caribbean Sea. The basin of this river is the longest in Guatemala with 486.55 km and occupies an area of 12,670 km², concentrating a population of approximately 2 million people (Solórzano de Zepeda, 2002). The Motagua River transports solid waste and liquid discharges from 14 of the 22 departments, one of the largest suppliers of waste is the Las Vacas River, which has become one of the main drains of the Guatemalan capital (Gramajo, 2017).

The Honduran government has implemented several policies and strategies to address this issue, including the National Policy on Wetlands and Coastal Marine Spaces of Honduras (2019-2029), which is a regulatory framework designed for the protection and sustainable management of these ecosystems, the Regulation for the Integrated Management of Solid Waste, the National Regulation for the Discharge and Reuse of Wastewater, the General Water Law. In addition, the Small Grants Program (SGP), implemented by the United Nations Development Program (UNDP) and Mi Ambiente, has promoted biodiversity conservation and adaptation to climate change at the community level.

Integrated coastal management in Honduras requires a collaborative approach involving the Honduran state, NGOs, community leaders, among others. Initiatives such as the development of new marine protected areas, reforestation with native trees, and the creation of a new marine protected area, have been designed to address the challenges of the country's coastal management.

Innovative Index for Assessing the Impact of Climate Change on Coastal Tourism Destinations

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Spain is a global leader in the tourism sector, which is a fundamental pillar of the country's economy, contributing 11,7% to the GDP. Tourism is mainly concentrated in the coastal areas, which offer a wide range of activities but are also highly vulnerable to the effects of climate change. On the other hand, the large influx of visitors in coastal regions not only significantly affects the local economy, but also society and the natural and cultural heritage. That is, the overload of visitors can lead to competition for space and the degradation of natural ecosystems, which in turn poses a threat to the tourism sector itself, making the care and conservation of these heritages imperative.

Given the vulnerability of various economic sectors to climate change, numerous studies have been conducted on the effects that climate variations can have on coastal and marine services and ecosystems. However, effective and practical measures to mitigate these risks in tourism activities and protect natural environments, especially in coastal areas, have not yet been implemented.

In this context, based on an initial diagnostic, the lack of concrete actions will be addressed through the design of a

comprehensive index model that allows for measuring and assessing the various factors influencing the tourism sector in the Spanish coastline.

These factors include the impact of climate change on coastal areas, the carrying capacity of these regions, and the tourism potential of natural and cultural heritage. The goal is to provide both public and private managers with supportive tools that enhance territorial management and ensure the long-term sustainability of blue tourism on the Spanish coast, while simultaneously guaranteeing the quality of life for local residents and the conservation of the ecosystem.

Integrated and Ecosystemic Management in Socio-Ecological Port Systems.

The Case of the Port Of Cadiz Bay (Spain)

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There is a widespread commitment in Andalusia to move towards sustainable development, but the ecological transition poses challenges. In this sense, there are territorial locations where these challenges are especially difficult to face. The large urban and port complexes of the Andalusian coast, located in large semi-enclosed coastal systems (bays, estuaries), stand out. These systems are characterized by the fact that they concentrate and interact more intensely (and in a relatively limited space), socio-economic processes related to large cities and maritime commercial ports, but also natural processes associated with an enormous diversity of particularly unique ecosystems.

Maritime ports play a fundamental role in world trade. They serve as vital channels for the movement of goods and promote economic growth at all levels (in Spain, ports facilitate the transit of 80% of imports and 60% of exports). However, their operational activities and development can generate various socio-environmental impacts on their surroundings. While it is important to recognise the economic benefits that seaports bring, there is an urgent need to proactively address and

mitigate their environmental footprint, improving the relationship of the port with the city in which they are located and, beyond that, with the ecosystems of the coastal complex in which they are based.

Achieving a balance between the continued growth of these critical port centres, the cities that surround them and sustainable development is crucial to foster a resilient and responsible maritime industry that aligns with broader conservation objectives, in a context of accelerating global change process. To address these challenges, the maritime industry has witnessed an increase in the importance of green and sustainability initiatives. International bodies, such as the International Maritime Organisation (IMO) and the European Union (EU), together with external pressures from stakeholders, have driven a greater focus on environmental responsibility. Port organisations, exemplified by the European Sea Ports Organisation (ESPO), are also aligning themselves with the objectives of the European Green Deal and the Sustainable Development Goals with a trend towards the adoption of "green" policies, emphasizing environmental protection practices in infrastructure development and the formulation of sustainable policies.

In the specific context of Andalusia, its commercial seaports are part of the national network of ports of Spain and in that framework, Puertos del Estado published in October 2022 the “Strategic Framework of the port system of general interest (2022-2030)”, which defines the future trajectory of Spanish ports, including ambitious strategic lines of an environmental and social nature. Andalusian seaports, located in those particularly vulnerable and fragile environments, must take on the enormous challenge of reducing this social and environmental impact, even more so with the growing commitment to the blue economy.

However, the port system usually focuses its environmental management efforts on meeting specific administrative environmental requirements, concentrating its activity on monitoring, especially within the port. These efforts, therefore, are not sufficiently systematized or integrated into an advanced environmental management system. According to the latest ESPO Environmental Report, these efforts pay special attention to issues such as water quality, waste management and the search for improved energy efficiency, but aspects such as the monitoring of terrestrial and marine ecosystems are practically neglected. Although it is noted that 92% of European ports have implemented an environmental monitoring programme, there is a significant deficit of indicators related to territorial management. On the other hand, with this environmental monitoring, the environmental assessments obtained are partial, limited, based on approaches more appropriate to infrastructure management, not contributing sufficiently to understanding their interaction with the coastal-marine territory that surrounds them. These assessments do not bring ports closer to coastal management and spatial planning efforts, which need to be ecosystemic and integrated.

The Port of the Cadiz Bay (in Andalusia, Spain) is a good example in this regard. It is located in a unique location, with a large bay surrounded by exceptional and legally protected natural areas, loaded with a voluminous maritime cultural heritage, vulnerable and undervalued, but also with populations fragmented by intertidal ecosystems, in which half a million inhabitants are concentrated. This work summarises the analysis of the port environmental management carried out by the Cadiz Bay Port Authority. Despite significant progress, it is still some way from the level observed in other neighbouring ports, such as the Port of Algeciras. On the other hand, proposals are made to incorporate this systemic and integrated vision into the

analysis of the port and the entire socio-ecological system with which it is related. With this vision, the relationship between natural ecosystem and human ecosystem will be better understood as an interaction that is not only negative. Ports themselves can have enormous operational benefits derived from the green infrastructures that surround them, if the services they provide are maintained. Are they aware of this? Do they identify or study these relationships? Do they incorporate them into their general planning and management? The proposed evaluation methodology studies and shows these positive and/or negative effects of the port on its environment (urban and natural), but in a novel way, also the effect of the environment on the port itself. This leads to interesting conclusions for the territorial management of the port and for its transfer to other socio-ecological port systems in Andalusia and Spain.

Development of the Ecological-Socio-Economic (ESE) Management Framework within the MSP4BIO Project: The socio-Economic Approach

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The development of the Ecological-Socio-Economic (ESE) management framework within the MSP4BIO project represents a comprehensive approach to integrating test site characteristics and management needs with practical project solutions. This framework incorporates criteria, practices, and tools spanning various stages of the project, with the ultimate goal of providing actionable insights into marine management and spatial planning. The ESE framework is divided into three components: ESE 1, ESE 2, and ESE 3. ESE 1 focuses on the ecological component, while the socio-economic aspects are built on the methodologies and findings of key deliverables: D4.1 (Socio-economic approach, ESE 2), D4.2 (Strategic and Spatial measures for Blue Economy sectors, ESE 3 – Part 1), and D4.3 (Participatory Development of Integrated Trade-off Scenarios, ESE 3 – Part 2). This paper focuses specifically on the integration of ESE 2 and ESE 3 – Part 1.

A sequential methodology ensures that the real-world socio-ecosystem dynamics of each area are captured, grounding the framework in practical, context-specific insights. Deliverable D4.1 (ESE 2) identifies crucial socio-economic and

governance criteria, while D4.2 (ESE 3 – Part 1) maps ecosystem service impacts across various sectoral activities and highlights best practices for enhanced marine management. Together, these deliverables contribute to a robust framework designed to manage trade-offs effectively (ESE 3 – Part 2) and support sustainable marine governance, offering solutions that extend beyond the project's immediate scope.

The socio-economic component of the ESE framework was developed through two primary tasks: ESE 2 and ESE 3 – Part 1. Both tasks establish a connection between ecosystem services, Marine Spatial Planning (MSP), and Marine Protected Areas (MPA). The first task, focused on socio-economic criteria for MSP and MPA, integrated stakeholder perceptions to prioritize interrelated ecosystem services and socio-economic factors. Criteria were compiled from EU policies and international agreements and linked to ecosystem services with expert input. These criteria were evaluated at each test site using a majority judgment approach, then classified based on their applicability across different MPAs and MSPs. Stakeholder feedback played a pivotal role in guiding the relevance of these criteria to regional challenges and local priorities.

The second task examined the nature-inclusive operation of blue economy sectors through an adaptation of the DAPSI(W)R(M) framework. This task prioritized sectors over drivers and concentrated on activities taking place in European waters. The process involved selecting five key sectors and activities, defining the pressures and impacts of these activities, and identifying the ecosystem services affected. Expert consultations were conducted to standardize the relationships between sectors, pressures, and ecosystem services. This led to the development of sectoral sheets, which summarize environmental impacts and best management practices—essential resources for later discussions on trade-offs and scenario development.

Results from this study highlight the successful development of a methodological framework to prioritize MPAs and create common ground for the integration of MPAs and MSP. Stakeholder collaboration yielded 20 socio-economic and 12 governance criteria, reflecting the diverse roles MPAs play in promoting sustainable development. The study also identified key regional differences in priorities, such as Ecosystem-Based Management and climate change measures, which varied significantly based on the ecological and socio-economic contexts of each site. Socio-economic criteria, such as those related to the blue economy, recreation, and cultural significance, were highly prioritized. These findings highlight the complexity of balancing economic development with conservation efforts within marine management frameworks.

The analysis of five MSP4BIO sectors provided detailed insights into the environmental impacts of sectoral activities, ranging from habitat disruption in fisheries to behavioral changes in marine mammals caused by wind farms. Multi-criteria analysis was employed to assess the pressures these activities exert on ecosystem services, identifying both negative and positive impacts. Sectoral sheets, which include Sankey charts to visualize socio-ecosystem flows, provided a comprehensive understanding of sector-specific pressures and the most affected ecosystem services. Sustainable practices, such as multitrophic aquaculture and innovative approaches like ocean multi-use, were identified as strategies to optimize space utilization and enhance biodiversity. Across 22 sectoral activities, the study identified 180 impacts on ecosystem services and categorized 98 best management practices.

In conclusion, the ESE framework developed within the MSP4BIO project marks a significant advancement in marine management. It integrates socio-economic criteria, ecosystem service impacts, and best practices into a comprehensive tool for

sustainable marine spatial planning. This work demonstrates the potential of integrated approaches, such as ocean multi-use, to foster sustainable blue economy sectors while maintaining the health and resilience of marine ecosystems. These findings offer valuable insights for marine stakeholders and provide a model for future marine management initiatives, promoting biodiversity preservation and the sustainable development of marine environments.

Contributions to the Planning of Argentine Maritime Spaces

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Introduction and Objectives

Argentina's marine socio-ecological system is one of the largest and most complex due to its biodiversity and the variety of processes that take place within it. It provides a lot of ecosystem services that have facilitated the development of coastal-marine activities and uses. The Argentine coastline extends as a fluvial-marine continuum for more than

5,000 km on the continent, reaching 11,325 km when including Argentine Antarctica and the southern islands (Sala et al., 2023). More than 2 million people live along this maritime strip, distributed in over 60 cities of various sizes (Boscarol et al., 2016). The main pressure factors in the area arise from the urbanization process (more pronounced in Buenos Aires than in Patagonia), as well as port industrial and tourism development. The national maritime spaces contain commercially significant fisheries, hydrocarbon basins, and mineral deposits of great economic importance, making the region one of the richest in the world (Boscarol et al., 2016; Dadón et al., 2020; Camiolo et al., 2021). Coastal and marine space uses and activities represent a complex process of interaction linked to the access, exploitation, control, degradation, or conservation of ecosystems and their services (Ehler and Douvere, 2009). In this context, advancing a

process of Marine Spatial Planning (MSP) is essential to integrate and coordinate the development of various human activities in the Argentine Sea. MSP is a public process for analyzing and allocating spatial and temporal activities in marine areas to achieve defined ecological, economic, and social objectives through a political process.

Ehler, 2009; IOC-UNESCO, 2022). This planning process moves away from autonomous sectoral management to consider multiple objectives, reducing sectoral conflicts and promoting coexistence and synergies in the maritime domain (Douvere and Ehler, 2009; Gee et al., 2019). In this framework, the objective of this presentation is to introduce the main advances and contributions to MSP processes in Argentina. To achieve this, the main results of the work carried out on MSP in the region, as well as the process led by the Pampa Azul Initiative, which constitutes a qualitative leap in the management of Argentine maritime spaces, were analyzed.

Results: MSP in Argentina

In Argentina, the approach to MSP is recent and still in its initial stages. Sectoral studies and pilot areas have been developed as inputs for integrated analysis (Boscarol et al., 2016; Allega et al., 2020; Buratti et al., 2022; Prosdoscimi et al., 2022). The academic sector has worked on analyzing pilot areas as socio-ecological systems, recognizing the complexity of ecosystem relationships and the potential effects of human activities, the impacts on ecosystem services, and the consequences for human well-being (Cooper, 2013; De Andrés et al., 2018). The first MSP studies were developed in the Northern Argentine Basin (NAB) (Sócrates and Verón, 2022a, b). The area was created by Resolution 65/2018 of the Ministry of Economy and the Secretariat of Energy, which responded to

the Public International Offshore Bidding Round for hydrocarbon exploration permits. In these works, the biophysical and natural conditions of the area were defined, and an analysis of uses and activities, as well as their compatibilities and incompatibilities, was carried out. Additionally, surveys were used, which proved to be key tools for analyzing conflicts between uses and activities, specifically those generated by offshore hydrocarbon exploration and exploitation (Verón et al., 2022). The results allowed for the identification of six priority sub-areas for intervention, defined according to the type of management required and the priority for addressing it (Sócrate and Verón, 2022a, b). In this sense, MSP, with its ecosystem-based and holistic approach, offers valuable tools to address these conflicts and harmonize the various interests at play, promoting more sustainable and equitable use of marine space. From the state level, a planning process was initiated in areas deemed relevant due to socio-economic and environmental concerns. The MSP process follows a series of steps, from identifying the need to generate the process, to planning and analyzing existing conditions (physical-natural, biological, socio-economic, governance), with the necessary spatial and temporal constraints, until implementation, review, monitoring, and adaptation to new requirements. In this context, in 2022, the ad hoc Working Group on MSP was established within the Pampa Azul Initiative, comprised of researchers, technicians, and government officials, coordinated by an interdisciplinary working group. Pampa Azul was created in 2014 as an Interministerial Initiative aimed at placing the Argentine Sea at the center of the country's economic, productive, and scientific- technological development agenda. Among its priority horizontal thematic areas, MSP and biodiversity conservation stand out (Sala et al., 2023). For the MSP-IPA process, two pilot areas in the Argentine Sea were selected: the

Northern Argentine Basin and the Austral-Malvinas West Basin. From that moment, a roadmap was established that included bilateral meetings, workshops with specialists and technicians, and working meetings. The classification of Uses and Activities proposed by IOC-UNESCO (Douvere and Ehler, 2009) was used as a basis for the MSP-IPA process, and sectoral analysis was conducted. As a result, sectoral reports were prepared with the analysis carried out, which are currently under review and validation by the relevant authorities. In parallel, an analysis of the physical-natural, biological, and ecological conditions of the areas began. For this, a workshop of experts was held to determine relevant zones within each pilot area based on their conditions and biological and ecological aspects, which will later constitute the ecosystem-based foundation for combining existing uses and activities. The MSP-IPA process is currently in a phase of validating the results based on the analysis of the data collected (Sala et al., 2023).

Conclusions

The analysis underscores the need to integrate science, public policies, and social awareness in managing maritime spaces, aiming for a balance between conservation and the sustainable use of marine resources. The scientific work and the MSP-IPA process provide a foundation for future strategies and decisions that will ensure efficient maritime management oriented toward the responsible development of Argentine maritime spaces.

Fishing Weirs: Ethnological Heritage Beyond Our Seas

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The fishing weirs, also known as fishing (or fish) corrals, represent ancient traditional capture technologies that offer a fascinating case study of the interaction between humans and the sea.

Fishing weirs are built on the coast taking advantage of the tides. These traps are flooded by high tides and cleared at low tide, acting as fish traps. They are structures that can be built of stone or wood (stick and twisted branches), with an evident semicircular shape (generally).

This is an ancestral fishing gear that represents a formidable adaptation to coastal environments, since they are a material expression of the cultural practices of coastal fishing societies, their knowledge, the transmission of their use from generation to generation and their re-signification make them a heritage. In addition, the use of these corrals represents a deep knowledge of natural cycles; this is reflected in the acquisition of vernacular knowledge related to the understanding of lunar phases, tides and the behavior (movement) of schools of fish, mollusks, which allowed the settlement of fishing corrals in a particular sector.

In Ibero-America, they are particularly relevant in regions such as Chiloé (Chile) and Cádiz (Spain). This presentation will address the case of fishing weirs in the province of Chiloé (archipelago in southern Chile), an area with more than 500

fishing weirs in its maritorium. Fishing corrals located in the province of Cádiz (Spain), and other different points of the planet will also be exhibited; it is an ancestral art developed in several countries and in all continents except Antarctica, which establishes a sample of human ingenuity to obtain resources that provide them with food for their subsistence.

Fishing weirs, as ancestral socioecological systems, offer a valuable opportunity to explore sustainable and resilient practices in the use of coastal resources, therefore, it is essential to understand the cultural heritage that underlies the corrals and for this, we must start by knowing, identifying, valuing, interpreting, resignifying and disseminating the situation of the fishing weirs present in our seas.

**Interaction between Governments,
Companies and Universities as
Spaces That Generate Public
Policies and Educational
Innovation**

Education Tourism: From Conceptual Definition to Systematic Literature Review

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This study aims to delineate the concept of “education tourism” and conduct a systematic review of the literature to showcase the current state of research in this field. This review encompassed scholarly articles sourced from reputable databases including WoS, Scopus, Dialnet, and Google Scholar. The search results underwent meticulous analysis and filtration.

The findings of this study reveal a discernible upward trajectory in academic interest concerning education tourism. Moreover, the study highlights the potential for incorporating educational tourism into various realms, thereby laying a robust groundwork for future research initiatives.

Features, Elements of a University Governance from a Sociocentric Approach

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The complexity of our societies is interpreted in the complexity of the educational institutions. We can see as link the complexity of knowledge (Burns y Köster, 2016): a myriad of agents involved (stakeholders), with diverse cultures, motivations and expectations. Governance approaches embody the path of such complexity, making virtuous practices emerged. The governance indeed implies not to reduce management and administration of the organization, and policies, to the technocratic area. It requires considering, from a sociocentric, non-formalist and open to deliberation approach, the normative dimensions, the ethic purposes, the political reorganizations, among others. In short, the goals and values that guide policies and management must be analyzed (Aguilar Villanueva, 2010).

The educational system and its organizational institutions will have to shape their own management and administration frameworks, expanding democracy and engagement, transforming bureaucratic practices (Feijóo, 2004), all of which requires not only to reorganize the institutional management processes, but also the teaching-learning processes. Based on this, the sociocracy arrives as an alternative to configure agile and collaborative organizations in an increasingly complex environment (James Priest y Bernhard Bockelbrunk, 2014). Although there are some traces of its presence in the university education, there is still a long way to go.

The presence of such approach in the university governance highlights the desire of a university that allows recognizing the key role of human beings and its wellness in the decision-making process. It also implies exploring how the principles on which this approach is based are manifested. The first of these refers to equity, which is related to recognizing that university reduces inequalities and guarantees that all community members have the same opportunities. Similarly, the principle of active participation of all stakeholders in the university community, including women and people of different gender identities. The same applies to the principle of transparency in decision-making, which seeks to ensure that the decisions taken are clear, accessible and understandable to all. Ultimately, accountability, which seeks to make all stakeholders responsible for their actions and compliance with the decisions taken.

From this perspective, university will be able to contribute to improve its educational quality since, by involving all stakeholders in the decision-making process, it ensures that education responds to the needs of the community. In addition, it strengthens democracy as the active participation of the university stakeholders in the process of decision-making contributes to harden democracy in university. It also promotes equity and inclusion since sociocentric governance seeks to reduce inequities and to guarantee that all community members have the same opportunities. It increases transparency and accountability that contribute to improve reliance on university.

In short, university governance from a sociocentric approach seeks to create a more democratic, equitable, transparent and accountable university, where all stakeholders have a say in the decision-making. The aim is to explore the existence of traces that may be found in higher education that place people, men and women, at the center in an equitable manner.

Government - Policy and Education: A Triad for Analysis In The Face Of the Incorporation of Artificial Intelligence in Citizenship Training. Issues for Debate

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Our contribution explores and reflects on the integration of artificial intelligence (AI) in the formation of citizens. In this sense, it is necessary to address the impact of the university and educational policies as an entity and regulation to which quality education must respond. The university, as a trainer of professionals, must prepare students to navigate an increasingly complex digital world. AI has radically transformed all areas of life, including education, and requires the development of solid digital and media literacy in future professionals, who must use technological tools in a critical and pedagogically appropriate manner in all areas of knowledge.

AI represents both a challenge and an opportunity. Its rapid evolution requires a constant updating of standards and user ethics, as well as a review of educational policies and a deep institutional analysis. This work addresses key dimensions such as:

- Educational policies: It is necessary to develop regulatory frameworks that regulate the use of AI in educational institutions, guaranteeing equity, accessibility and quality of education. Significant investment is required in technological infrastructure and in the ongoing training of teachers.

- Educational governance: Educational systems must be more flexible and capable of adapting to technological changes. Collaboration between different educational actors must be promoted to develop innovative and sustainable solutions.

The university, as a trainer of future professionals, must articulate quality training taking into account the incorporation of AI, without abandoning the fundamental pillars of education: critical thinking, entrepreneurship, digital skills and teamwork.

After identifying the main issues, the challenges, threats and opportunities offered by AI in the education of citizens will be raised. Likewise, the possible risks and challenges it poses will be shown. In a forward-looking approach, the role of transformation of education under the impact of AI could be reflected upon, beyond current challenges.

Institutional Evaluation: A Matter of Responding to Territorial Needs Towards Global Change

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The quality of universities, approached from a holistic vision of institutional evaluation, represents a significant challenge for educational institutions. Nowadays, it is not enough to promulgate policies, regulatory frameworks, and a set of provisions if there is no willingness from the institutions themselves to strengthen the culture of quality as the best means for continuous improvement.

In Chile, the new Higher Education Law (21.190) establishes a Quality Assurance System for Higher Education, which demands an additional effort from university communities to deepen the culture of quality that has already been established and strengthened over the years.

The National Accreditation Commission (CNA-Chile) has indicated that, following the changes introduced by the law, institutional evaluation aimed at certification or accreditation is a complex and comprehensive process. This process not only focuses on undergraduate and postgraduate teaching, curriculum, and resource management, but also on quality assurance in a transversal manner. The latter centers on observing a number of degree programs through four evaluative focuses: graduate profile and curriculum, results of the teaching and learning process, academic staff and teaching, and resource management.

The above challenges institutions to enhance self-regulation mechanisms through a methodology that promotes synergies between academic and management units, as well as between programs, campuses, and modalities. This impacts various areas of university activities and their influence on territories.

In this context, institutions have been compelled to establish, adjust, adapt, and recreate a variety of procedures and quality assurance mechanisms. Together, these constitute tools for self-regulation, monitoring, and internal control. The development and quality of educational institutions contribute to the territorial development where they are located, being one of the underlying aspects of institutional evaluation focuses, such as Community Engagement, which provides a variety of bidirectional actions, enhancing student learning and responding to local needs. In these aspects, institutional evaluation facilitates self-regulation mediated by a series of criteria and standards that allow for an evaluative perspective and quality control. The contribution of educational institutions to territorial development through actions such as Community Engagement is an important aspect that aligns with the objectives of higher education in many countries around the world.

This holistic approach to university quality is consistent with international trends in the field, where performance measurement, transparency, improvement of teaching and research activities, and providing information to society to promote excellence are priorities. This approach to institutional evaluation and quality assurance reflects international trends in higher education, where the impártanse of self-regulation, continuous improvement, and the contribution of universities to social and territorial development is globally emphasized.

The Role and Relevance of Scientific Societies and Social Institutes in Socio-Educational Research, Knowledge Transfer, and the Strengthening of Universities and Companies

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Research societies and social laboratories are key components in the construction of citizenship and the strengthening of universities, for teaching and learning science. Social laboratories constitute spaces for knowledge development and idea exchange from an investigative and innovative perspective, and they strive to transfer this knowledge and make it accessible to the population as a whole. Both contribute to the democratization of culture.

On the other hand, the purpose of scientific societies is to create a community with the people they represent, aiming to defend their interests and provide a series of services that benefit society as a whole. The methodological approaches used in research also determine the development of science and its transfer. Qualitative approaches are crucial as they not only allow us to understand realities but also to address needs, interests, and demands, thereby posing challenges that social research must face.

In Spain, Law 17/2022, of September 5, which amends Law 14/2011, of June 1, on Science, Technology, and Innovation, states that: Espero que esta traducción sea de ayuda:

"Public agents executing the Spanish Science, Technology, and Innovation System are mandated to promote efficient structures dedicated to facilitating and fostering transfer activities. These may be carried out through dependent or affiliated entities, including public commercial companies, if reasons of economic advantage, management efficiency, social impact, or dissemination so advise." (p.9)

Specifically, the Ibero-American Society of Social Pedagogy is constituted as an international, non-profit association, endowed with legal personality and full capacity to act in accordance with the provisions of Article 22 of the Spanish Constitution and Organic Law 1/2002, of March 22, which regulates the Right of Association. The objective of the Association is to contribute and cooperate with its suggestions or recommendations to the improvement of reflection, research, and dissemination of Education and Social Pedagogy worldwide, with a special focus on Spain, Portugal, and Latin America. Another aim is to promote research, the social transfer of knowledge, and the development of education, and therefore:

a) To suggest changes in university regulations so that their social content and Social Pedagogy adapt to the dynamism of the current university, while also responding to the challenges that this field of action and research can offer to society.

b) To provide opinions on draft regulatory provisions that directly or indirectly affect this disciplinary and socio-cultural field, as well as to express opinions on social, political, or academic topics of interest.

c) To disseminate among the scientific community the contributions that Social Pedagogy offers to social and educational reality.

d) To channel the concerns of the scientific community in our countries regarding the scientific aspects of our discipline

through conferences, seminars, similar forums, and social media (social networks, blogs, video channels, etc.).

e) To participate in projects or actions of cooperation, innovation, or knowledge transfer.

"As can be read in the History of SIPS on its website, it is a society 'of international and permanent character' that was born with the desire to be an open and plural space, built with the participation of all people interested in Social Pedagogy-Education as a field of knowledge, reflection, and action: a collective of inclusive, comfortable, and welcoming belongings" (<https://sips-es.blogspot.com/>). Every day we work under this desire, collaboratively to develop it and contribute to its permanence over time. The plurality of thoughts, sensibilities, and identity traits enrich our daily lives, giving us strength and purpose. To this end, we have extensive human capital, which makes it possible to continue advancing by making visible the people who come from diverse areas of knowledge and who make up our network

We constitute a specialized team, fostering the generation of knowledge and basic and applied research in the search for solutions to major global and local problems, from a socio-educational approach. With the aim of promoting academic cooperation, based on mutual respect and understanding and the autonomy of each organization and institution, in accordance with the laws and regulations in force in each country.

Scientific support in the projection of Social Pedagogy and Social Education in Ibero-America is fundamental to enable advisory services in Public Policy, as well as the professional institutionalization of socio-educational and teaching fields of action linked within the needs of each country and new social and educational trends. Work is being done to strengthen cooperation ties through institutional relationships and the expansion of national and international networks.

Internationalization, beyond the verified international projection and presence of the Society, serves to encourage and stimulate the creation of other societies in the Latin American context, including the promotion of an international network of Social Pedagogy.

Social Pedagogy: Interuniversity Journal is the official publication of SIPS. This scientific journal was founded in 1986. It presents results of theoretical and practical research on various professional fields of social education. Through research, innovation, and practice, scientific and informative writings have been promoted, which have contributed to the development of professionalization, to visualize what different profiles accomplish in professional fields, to give voice to those who didn't have one, and to be an interlocutor with other public and private organizations and institutions to make the profession visible.

Universities and SDGs: Analysis of the Incorporation of Sustainability in University Systems as an Exercise in Public Institutional Modeling

DIEGO MOLANO

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Universidad Nacional Abierta y A Distancia

The objective of this research is framed by analyzing the incidence and level of appropriation of sustainability in the university. This is aimed at developing a methodological tool for analysis and modeling for its incorporation into universities, understood as systemic organizations, within which their areas and stakeholders converge and interact.

In line with the above, the main research question posed is: How can we establish, under a participatory and systemic approach, the incidence and level of appropriation of sustainability in the university?

While it was the States that committed to achieving the SDGs, the responsibility for their attainment rests with society as a whole; thus, public organizations, private entities, social groups, and all citizens must contribute. Consequently, various organizations have shown interest in identifying their contributions, designing and applying tools and methodologies for this purpose, using already structured exercises or developing their own approaches. An example of this is the GPM P5 Standard, which serves as a tool for aligning Portfolios, Programs, and Projects with the organizational strategy for

Sustainability (GPM, 2014).

In the educational sphere, various organizations and institutions aware of their role concerning the SDGs have been discussing the effectiveness of these tools and projecting their own exercises based on their experiences. Such is the case of the Principles for Responsible Management Education (PRME), which is conceived as the first organization linking the United Nations and universities related to management, business schools, and universities (PRME, 2019).

In this context, many public and private universities are engaging with these exercises, while others take a step further by developing their own methodologies.

In fact, without the private sector and education for sustainable development, it will be impossible to achieve any of these objectives, and failing to advance towards them endangers the prosperity of economies and the quality of life of society in general (Bergman et al., 2017).

These inquiries arise from the need to incorporate new understandings of the SDGs and sustainability, highlighting the importance of appropriation through a participatory exercise with a systemic focus in which all areas and units participate in the analysis of the articulation and appropriation of the SDGs, aligned with institutional goals. This is why linking the SDGs to operational and mission-related policies becomes a foundational element for continuing to contribute as a country and institution to the achievement of these objectives.

The questions described derive from the following starting hypothesis: There are not enough methodologies and tools with a systemic and participatory approach to establish the incidence of sustainability in the university.

From this, the following specific objectives are derived:

- Characterize the baseline knowledge regarding the concepts of sustainable development, sustainability, SDGs, Agenda 2030, and incidence in the university.
- Establish existing methodologies for measuring the appropriation and incidence of sustainability in universities.
- Propose a methodological modeling tool to analyze the state of appropriation of sustainability in the university.

One of the significant challenges for universities, as key actors in development according to Verano (2020), lies in their ability to become pivotal players in promoting a sustainable future in their operational environments over the next ten years. This involves enhancing training, developing inquiry capacities, and implementing actions that, stemming from the knowledge society, drive current generations towards improvement actions that bolster the resilience of future generations in achieving a balance between economic growth, environmental protection, and social well-being.

Achieving this implies, according to UNDP (2020), having mechanisms that enable the measurement of the impact of such organizations (the university) in achieving the Sustainable Development Goals, such as Agenda 2030, or the proper identification, management, and development of the stakeholders with which it interacts in terms of: Inclusion (regarding non-discrimination and accessibility); Participation (in terms of access to information and influence in decision-making); Accountability (associated with transparency and responsiveness to initiatives issued from and towards the university concerning the achievement of the SDGs).

The above suggests, according to Salcedo Díaz, Porto Solano, & Echeverry Gutiérrez (2016), that mechanisms should

be considered to measure the impacts of organizations concerning the achievement of the SDGs in aspects related to: labor practices and decent work; human rights; ethical behavior; impacts on society and consumers; waste management; resource management; organizational agility; economic stimulus, among others. All of this is considered by Elkington (1994) as the triple bottom line.

In line with this, GMP Global (2019) asserts that universities must work as key development actors as a priority, considering the implementation of various codes of conduct from within, such as the United Nations Universal Declaration of Human Rights; the International Covenant on Civil and Political Rights (ICCPR); the 10 principles of the United Nations Global Compact; and the standards of the Global Reporting Initiative, among others. These elements should be incorporated into the modeling of proposals and tools that allow for planning processes, execution of actions, and implementation of monitoring and control processes in universities, enabling them to demonstrate as a system the progress, contributions, and challenges regarding development and sustainability.

According to the Sustainable Development Solutions Network (2017), these exercises must take into account: analyzing what is already being done; developing internal capacities and leadership around the SDGs; identifying priorities, opportunities, and weaknesses; integrating, implementing, and incorporating the SDGs into the institution's development strategies and plans; and monitoring, evaluating, and communicating their actions concerning compliance with the SDGs within the organization. These aspects are vital in initiatives that incorporate a systemic and participatory vision in the analysis of the SDGs and will serve as a platform to enhance institutional capacities for measuring progress towards

sustainable development and engagement with other key actors at both public and private levels.

Regarding the research methodology, it will be qualitative, case study type. This model is based on a qualitative exercise that incorporates a systematic review of literature and references to analyze the state of the art and theoretical framework, along with the development of semi-structured interviews with members of the target population, who will be members of a Colombian university. This will allow for a self-diagnosis with relevant actors, aiming to develop the characterization and analysis of the situation within the university system in a participatory manner.

Sustainability of Production Systems, a Methodological Approach with Applications

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In order to contribute to sustainable development from the company, it is necessary to evaluate the ecological, economic, social and institutional potentialities and conditioning factors of the activities carried out by the firms. The development of a Sustainability Matrix, applied to production systems, is proposed to obtain indicators that allow the evaluation of business sustainability.

Justification. Economic growth has a full impact on the demand for ecosystem services. Impoverished environments affect the development and quality of life of communities, conditioning access to employment and education opportunities that deepen situations of marginalization, social disintegration, population migration, among others.

In order to contribute to sustainable development from the company, it is necessary to evaluate the ecological, economic, social and institutional potentialities and conditioning factors of the activities carried out by the firms.

The provision of indicators that allow the evaluation of the current states and future changes of the different dimensions and their interactions in business activity is a necessity for analysis. An interrelated set of indicators for each dimension

that allows for an integrated assessment of business sustainability and guides managers' decision-making and actions. The development of a sustainability matrix to contribute to human well-being applied to production systems is introduced.

The interrelationships between dimensions of this matrix inform the demands of each dimension to the others in order to contribute to human well-being with their production. Thus, under the criterion of preservation, the company must execute its projects using ecological, economic, social and legal elements or inputs that contribute to a practice in healthy and productive environments. Secondly, under the criterion of efficiency, it must carry out economic innovations by observing the rest of the dimensions to offer projects that contribute to human well-being by providing economic progress. Likewise, under the criterion of equity, it must contribute to human well-being by providing prosperity and equitable social opportunities, combining elements or inputs from the four dimensions in innovative processes that make its project sustainable. Finally, under the criterion of management capacity, it must combine social, environmental and economic elements or inputs so that institutional innovation contributes to human well-being through collaborative governance.

Institutional Capacities in Public Policies for Territorial Planning

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PABLO NEDER

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The constant transformations of the State in the different latitudes of America and Europe have rethought the role of the State and of the different social, political and economic actors so that by performing their functions with efficiency, effectiveness and transparency they are capable of solving problems and generating public good.

The objective of this communication is to analyze the institutional capacities for the design and implementation of public policies as well as the role of the State and the establishment of strategic alliances with economic and social actors that are capable of planning and managing the processes for territorial development, thus responding to social demands in a complex and demanding context.

Analysis of the Situation of Development Cooperation in the University System Andalusian and the Third Sector

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International Development Cooperation (ICD) is presented as a complex reality that requires a new way of thinking and a narrative that is capable of mobilizing and revitalizing relations and cooperation between countries. In this sense, in recent years, we have found a significant increase in the participation and the prominent role of universities as agents in development cooperation at the national level, together with other actors. This change has resulted in a progressive growth of the commitment and awareness of this institution in the implementation of actions related to development cooperation. Therefore, we believe that research should go towards integral approaches, with approximations from the theory of connectivism proposed by George Siemens, by the influence of technology and the theories of intersectorality; as well as ecological and systemic approaches. Our research proposal aims to carry out a holistic analysis of the relations of development cooperation between the university and the third sector from a constructive critical approach. Specifically, the established population is the Public Universities of Western Andalusia and the NGOs that have participated or participate in joint Development Cooperation projects, subsidized by the

Andalusian Agency for International Cooperation for Development (AACID), from 2020 onwards. Likewise, this research will seek to identify the challenges and opportunities that arise in the development of synergies between the university and the third sector, as well as propose concrete strategies to improve relations and alliances (in order to comply with SDG17). The research design integrates qualitative methodological strategies (interviews) and quantitative (surveys), with accumulation of important numerical data. The use of qualitative methods becomes more important to promote a more complete and contextualized appreciation of the reality under study. Currently, this study is in an initial phase, so it does not have remarkable results. However, we can conclude this first investigation by stating that there are very few theses in Spain on University Cooperation for Development (CUD) and that none has been found that has as its main object of study that alliance for development between the university and the third sector.

The Incorporation of Sustainability in the Public University Seen as a System: UNAD Colombia Case

DIEGO MOLANO

CATHERINE VALENCIA

Universidad Nacional Abierta y a Distancia

The Sustainable Development Goals (SDGs) and the 2030 Agenda provide a guide that allows different actors in the international system to identify their contribution to the main challenges in social, educational, economic, environmental, labor, political and human rights matters. In this context, actors in the education sector such as universities play a leading role as dynamic agents that contribute to the advancement of the Sustainable Development Goals (SDGs). While there are various national and international experiences where the SDGs have been incorporated into the curriculum, the work carried out from social projection, research, and other areas, these experiences do not propose a strategy or model to incorporate an integral vision of the SDGs into universities and their systems.

In order to identify the appropriation of sustainability in universities, there is a need to structure a model that incorporates the SDGs into the institutional structure as a whole. For this exercise, a Colombian public university with national and international presence is taken as a case study for the development of a tool that allows this measurement, taking into account the contributions and visions of the university system and that can be a reference strategy for other universities. The proposed model presents a series of phases, of which, for the

purposes of this research, the results of the first phase will be presented. This phase proposes the formation of an inter-systemic network that provides tools to characterize prior knowledge of the SDGs and develop joint actions between the different levels for the understanding and appropriation of the concepts of sustainable development.

As a result of this phase, a space for socialization and appropriation of the SDGs to the institutional system was generated, in a plenary session that linked the representatives of each of the institutional plans and projects with the vision and scope of the SDGs. Subsequently, the inter-systemic network was formed and a commitment manifesto was signed, which seeks to reinforce the work focused on sustainable development and its incorporation into the organizational model.

Internet Critical Infrastructure Policies

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The critical importance of submarine fiber optic cables and their impact on the national security of States:

Underwater fiber optic cables provide worldwide communications. Currently they comprise more than 90% of the Internet in contrast to the use of satellites, which are a limited resource associated with their location in the geostationary orbit. While submarine telecommunications cables are laid on the seabed and subsoil, becoming true information highways that interconnect with several States. The use of these networks allows electronic commerce, banking and service services to develop satisfactorily. It enables the development of the Internet and other information networks and for people to transmit opinions, access information in real time and to enable the exercise of human rights through information and communication technologies.

In addition to this is the economic impact generated by the interruption of transmission of submarine telecommunications cables in banking operations, commerce, coordination of land and air communications, access to education both in areas with a shortage of teachers as well as the possibility of access to education. distance undergraduate and postgraduate courses, eliminating the economic, cultural and social difficulties that uprooting implies, improving access and management in hospital institutions as well as international connectivity of States.

At the same time, there is the strategic and defense aspect that involves the use of underwater telecommunications cables, which can be the subject of terrorist attacks, with a significant impact on the security of a State. In this sense, the General Assembly The United Nations Security Council issued Resolution 2341 (2017) which recognizes the danger of terrorist attacks against critical infrastructure and the establishment of preventive measures to protect critical infrastructure, including those corresponding to telecommunications systems. While Security Council Resolution 2396 (2017) urged States to create national, international, regional alliances both in the public and private spheres for the purposes of preventing damage caused by terrorist attacks against unprotected targets, protecting against those damages, mitigate them, investigate them, respond to them and promptly recover them. These measures are called the Global Resilience Agenda and have begun to be discussed in the different States.

At the level of the European Union, Directive 2013/40/EU and Directive 2020/823 established the prohibition of armed attacks on telecommunications systems and the establishment of high-level cybersecurity measures in the European Union. In the 2023 report of the European Union Agency for Cybersecurity, breaks in submarine cables have been detected that impact the sustainability of States, with internet provision having increased considerably in recent years, generating significant monetary losses for the economies of States.

On February 26, 2024, the Recommendation on security and resilience of submarine cable infrastructure was approved by the European Commission. The aforementioned Recommendation invites the Member States of the European Union to adopt measures to protect submarine cable infrastructure through the highest level standards that will include level defense standards. They consist of the obligation

of the State to provide protection to submarine cables in the processes of planning, acquisition, construction, operation, maintenance and repair thereof, to be carried out as soon as possible. At the same time, a greater coordination between the States, better management of resources and is accompanied by a financing plan in order to be able to carry out the recommendation.

It is worth noting that the Submarine Cable Protection Committee, a non-governmental organization whose main objective is to raise awareness among States regarding the protection of submarine cables, created the Best Practice Recommendation Guides regarding the protection of submarine cables. In Guide 14 referring to critical infrastructures, it establishes the need to understand that the functioning of society and the economy are related to the preservation of submarine cables and that their destruction impacts the national security and economy of the States, public health, and national security, it being necessary for governments to identify the critical infrastructures they have in their territory and adopt measures in order to mitigate the existing vulnerability of them through the establishment of laws, regulations and cybersecurity policies.

The Submarine Cable Protection Committee recommends that States designate submarine cables as critical infrastructure, collect and evaluate data on the vulnerabilities and threats to submarine cables, and consequently develop and implement policies that reduce vulnerabilities and threats that may occur with submarine cables.

In Spain, the National Maritime Security Strategy 2024 approved by the National Security Council through Order PJC/501/2024, of May 27, 2024, which was published in the BOE on May 29 of the present, establishes the protection of national interests in its maritime dimension, including

underwater pipelines and submarine cables, as well as critical infrastructure or infrastructure of interest to maritime security located on the coast or on the seabed, considering possible threats to the continuity of underwater communications cables. those coming from attacks and sabotage to the network. The aforementioned document contemplates as action 3 that of improving the protection, surveillance and resilience of maritime infrastructures by establishing three phases; the first consisting of carrying out a risk analysis, the second phase developing a surveillance plan and the third consisting of advancing in the creation of standards aimed at the protection of submarine cables.

**Mathematical Approaches to
Efficiency in Sustainability with
Applications to Society**

Enhanced Interval Slack-Based DEA Model

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This paper introduces a new enhanced interval slack-based model, applying interval arithmetic and interval partial orders, to compute interval targets, slacks, and crisp inefficiency score. Finally, applications of these methods to sustainable tourism in the Mediterranean region during 2019 is considered. In this example, twelve Mediterranean regions applying inputs and outputs in three dimensions with an undesirable output are presented.

Explore and Return with Robots A Minimalist Environment and With Few Computation

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The current advancements of robotics demand increasing amounts of computation, communication, sensors, energy, and complexity each year. The objective of this work is motivate the development of robotic systems which reduce the cost of the infrastructure, with less embedded intelligence. Such systems are likely to be more predictable, robust against unforeseen events, and aligned with sustainable development principles.

As an illustration, we consider an underwater robot that has to explore a huge unknown environment and be able to come back home. We assume that no localization system exists, the robot is not allowed to surface to collect the GPS, and the environment is minimalist (i.e., with few landmarks). Moreover, the embedded intelligence is poor with a simple micro-controller available for the mission. We want to show that in this context, it can be possible to perform a safe exploration without being lost. For this purpose we will emulate the marine turtles which are able to travel long cycles in the ocean and come back to their birth beaches or imitate the Polynesians that were able traverse great distances between islands.

The 27 Countries of the European Union as a Setting for Carrying Out Efficiency Measurements of Tourism Sustainability Using the Data Envelopment Analysis Methodology

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This study evaluates the efficiency of tourism sustainability in the 27 countries that make up the European Union through Data Envelopment Analysis (DEA). This methodology requires using different indicators and variables, which are selected from the three areas of sustainability: economic, social, and environmental. In the first stage, a slack-based inefficiency model (SBI) is applied, which allows the calculation and analysis of each country's efficiency scores and objectives. Since more than half of the results obtained are labeled relatively efficient, a super-efficiency model (Super-SBI) is proposed as a second stage to classify efficient countries. The discussion of the results provides valuable information to inform countries about best practices in tourism sustainability and to identify and develop improvement measures for countries with inefficient results.

Rank-two programs involving linear fractional functions

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A class of rank-two nonconvex problems having a polyhedral feasible region is studied, where the objective function is a scalarization of two linear fractional function. From an applicative point of view, these problems are used in bicriteria programs, quantitative management science, data envelopment analysis, efficiency analysis and performance measurement. Various theoretical results are stated and a solution algorithm is proposed. A deep computational experience is also provided comparing various splitting criteria.

Leveraging Financial Monitoring for Achieving SDG 16: A Multidisciplinary Approach to Global Governance and Sustainable Development

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Sustainable development is paramount in an era of interconnected economies and shared global challenges. In 2015, all United Member States committed to striving for peace and prosperity for people and the planet, now and into the future . With the adoption of this Agenda, the United Nations member states and multilateral organizations recognized the need for data to monitor the progress towards the 169 targets and 17 goals . The sixteenth Sustainable Development Goal of the 2030 Agenda points to the need to “promote just, peaceful and inclusive societies” . However, as we navigate the complexities of the 21st century, achieving Sustainable Development Goal 16, better known as SDG 16, faces multifaceted challenges, necessitating a comprehensive and innovative approach to global governance. The interconnected nature of these objectives implies that the achievement of SDG 16 is contingent upon robust global governance mechanisms that transcend borders and foster collaboration among nations. While the importance of SDG 16 is universally acknowledged, existing global governance structures need to be more robust in effectively realizing the aspirations set forth by this goal. This research seeks to identify and address these gaps, particularly in the context of financial monitoring. Financial systems wield

significant influence over the stability and integrity of institutions, making them a critical element in the pursuit of SDG 16. Exploring the synergy between financial monitoring and SDG 16 becomes imperative to bridge existing gaps and fortify the global governance framework.

Achieving Sustainable Development Goals, in particular, SDG 16, focused on peace, justice, and strong institutions, calls for innovative approaches to global governance. Financial monitoring is emerging as a pivotal instrument in shaping a more transparent, accountable, and equitable society in an increasingly interconnected world in this scheme.

The objective of this paper is to explore the possibility of using financial monitoring to achieve Sustainable Development Goal 16 through its Targets 16.4 (significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime), 16.5 (reduce corruption and bribery in all their forms) and 16.6 (develop effective, accountable, and transparent institutions at all levels). With this in mind, the paper:

- investigates the relationship between financial monitoring and SDG 16 for a clear understanding of the alignment of financial monitoring practices with SDG 16;
- assesses the role of financial monitoring in corruption prevention by determining the effectiveness of financial monitoring in detecting and preventing corruption, which is a crucial aspect of SDG 16, and analyzes its contribution to the promotion of transparent and accountable governance;
- analyzes the role of financial monitoring in reducing illicit financial flows and how it contributes to achieving the SDGs on reducing inequality.

An interdisciplinary approach (combining legal science

and economics methods) was used in this paper to study the issue effectively. A thorough literature review establishes a theoretical foundation for the research. Existing frameworks and theories related to global governance, financial monitoring, and sustainable development provide the conceptual basis for the study. A literature review and bibliometric analysis of relevant publications on the issue were carried out using the VOSviewer v. 1.6.10. I also draw on statistical data on anti-money laundering efforts, corruption indices, and governance indicators, to assess the correlation between financial monitoring practices and progress toward SDG 16. Data from global governance indices, such as Transparency International's Corruption Perceptions Index, was also examined. The combination of these research methods provides a comprehensive and multi-faceted analysis of the synergy between financial monitoring and achieving SDG 16.

An Evaluation of the Sustainability of Railway Transportation by Integrating the Adverse Environmental and Safety Impacts

ARSEN BENGA

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Railways have proven to be a crucial and promising source of transportation in Europe due to their exceptional environmental and safety record. Our objective is to encompass the various aspects of sustainable mobility by integrating both environmental and safety components. The variable intermediate slack-based measures model (VSBM) is expanded to incorporate the management of unwanted outputs. The suggested model aims to develop a comprehensive measurement of the combined performance of transport in terms of environmental impact and safety. This is achieved by considering accidents and Greenhouse gas emissions as unwanted outcomes. This evaluation assesses the performance of European railway operators from 2010 to 2018. The VSBM model, when incorporating unwanted outputs, enhances the ability to differentiate between peer units and can lead to significant shifts in efficiency ratings compared to standard models. The assessment of safety and environmental performance, when combined, provides a novel perspective in evaluating sustainable transportation.

Tourism Carrying Capacity. City of Cádiz

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The city of Cádiz is the capital of one of the eight provinces of Andalusia, the southernmost autonomous community in Spain. It is an island located in the southwest of the Iberian Peninsula, coordinates: 6°32'6" North - 6°17'51" West, with an area of 12.3 square kilometers. Throughout history it has been a strategic place for being a sea port, both for trade and for war actions. Therefore, there have been many civilizations that have inhabited it. This entails a great cultural heritage. Nowadays, together with this, the most international festival that takes place there is very recognized, which is the carnival, in February, as well as Easter, in March or April, which implies a greater influx of visitors. You have access to the beaches all year round, especially in summer. For all these reasons, Cádiz presents a great tourist attraction (Cadiz Province Tourism Board, 2024).

Because Cádiz is a point of great tourist interest, it is convenient to measure the tourist load capacity it can support. To do this, it must be taken into account that the carrying capacity of a tourist point is directly related to the sustainability of said point (Gallego, 2023). Therefore, there is a need for tourism to contribute to the fulfillment of the Sustainable Development Goals (SDG) of the United Nations Global Compact and thus achieve sustainable development of tourism. This need is reflected by the State Commercial Society for the Management of Innovation and Tourism Technologies (SEGITTUR), dependent on the Secretary of State for Tourism, Ministry of Industry and Tourism, since it shows that the key role of tourism as a productive sector and as an

agent for the circular transition that has repercussions on other sectors (SEGITTUR, 2023).

This sustainability is based on four fundamental axes: physical space, social aspect that is divided into two, from the point of view of the residents, that is, the economic-political projection and the reception capacity, as well as, from the point of view of view of the visitors, the perception of the experience, and the fourth axis is the environmental environment, which is influenced by the previous three, with the point of balance between the different axes being of great importance. With this finality, a study is carried out whose main objective is to develop a quantitative estimator of the carrying capacity, taking into account the balance between the different axes, which helps the tourist management of the city, that is, how much tourism can be attracted without that represents a serious inconvenience neither for residents nor for visitors nor for the natural environment. .

The present work is part of that study. Two specific objectives are proposed, the first is to analyze the characteristics that define each of the four axes. The second is to know the relationships that are established between them, in order to specify the characteristics that best define each axis.

To this end, for the first axis, Physical Space, which determines the Physical Load Capacity, the number of people who can access the space is evaluated based on its surface (Fundació Emys, 2024). Cádiz has a physical limitation because it is an island that directly influences the spatial distribution of users. To do this, overnight stays will be taken into account, whether in hotels, tourist homes or boats. The means by which visitors arrive to the city must be determined, that is, by sea (cruise or private), rail or road.

From the social aspect, the Social Carrying Capacity of the residents, that is, Social Demographic, is determined by economic aspects, that is, what number of visitors they are willing to accept based on the economic impact on the city. Therefore, this axis must

be measured from the number of activities and businesses that take place in the city. The social carrying capacity entails the evaluation of the levels of use, the impacts of said uses on the place and the evaluation standards, such as the measure of overcrowding (Vaske & Shelby, 2008).

The social aspect of visitors determines the Emotional or Perceptual Carrying Capacity, that is, the degree of overcrowding perceived by visitors (Vaske & Shelby, 1989). There are several authors included in Vaske and Shelby (2008), who have used the concept of overcrowding since the 1970s to respond to a value judgment about the subjective perception of the density of visitors in a certain place and that can lead them to change places, which in Gonson et al. (2018) is shown as one of the coping strategies.

In Selby et al. (1989) states that the social characteristics contemplated in this work objectively determine perceived overcrowding, that is, the degree of overcrowding is quantified so it is no longer just a subjective characteristic. Tokarchuch et al. (2022) defines overcrowding as visitors per resident, it is highlighted that emotional perception can be used to define Carrying Capacity.

The fourth axis is the one that includes the Environmental Carrying Capacity, which is determined by the physical carrying capacity since, as the size of the population, in general, is limited by environmental factors such as food, water, accommodation, etc. (National Geographic, 2024). Therefore, as the population increases, the need for resources and the waste generated also increases. Likewise, the levels of use of spaces collected by the Social, Social Demographic and Emotional Carrying Capacity can contribute to the degradation of the environment.

The data comes from secondary sources. From official entities. Once all the characteristics have been analyzed, the study of the variables extracted from them will be addressed using statistical techniques such as Cluster Analysis of variables to see the possible

groupings between them. Moving on to analysis of categorical variables using Multinomial Logit analysis to establish the relationship between the different categories. A Sensitivity analysis will also be carried out in order to develop a model that allows predicting results under certain conditions, helping to identify strengths or weaknesses that may arise, helping decision making.

Weather Impact on Crop Yield: Cluster Analysis and Local-Trend Estimation Using F-transform

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The fuzzy transform (F-transform) for (mathematical) approximation of functions and time series has been introduced (Perfileva) in 2005 and is now recognized as a effective technique with crucial properties useful for various applications, as developed in several papers and special issues.

In recent papers (Guerra, Stefanini, Sorini, 2015-2019) it is shown that quantile and expectile smoothing of time series can be obtained by general L_p -based F-transform, in combination with estimation and clustering of local trends and with the identification of (usually latent) time-varying variables having nonlinear correlations with the local/global shapes of the time series of interest.

In the present communication, in particular, we investigate the mutual relationships between quantitative agricultural production (e.g., annual corn and soybean crop yield) and climate variables (e.g., monthly rainfall and temperatures) with the two fold aim of analyzing how production is influenced by climate change, and providing the stakeholders and decision-makers with information in support of the management of future climate impacts on crop yield production and food supply. The resulting methodology is applied and illustrated on real data.

**Participatory, Creative and
Dialogue Research-Actions for
Social Transformation**

Experiences of Community-Based Research in the Sedeño River in Xalapa

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Participatory action research has been a process in which I have gradually learned how to design and carry out a methodology that incorporates, at each stage of the research process, the interests and knowledge needs of the people collaborating in a project. Now in 2024, I have lived 7 years of academic experience aimed in natural heritage and an urban river in the Faculty of Anthropology of the Universidad Veracruzana.

In 2017, I started my doctoral research on cultural rights and natural heritage. I learned about the Natural Protected Area "Parque Lineal Quetzalapan-Sedeño", from the dialogue with the A.C. Sustainable Development of the Sedeño River (DSRS). This NPA is located at north Xalapa city, Veracruz, Mexico, and it has as its central element the Sedeño River, a river that rises in the mountains to the northeast of Veracruz, and flows into the Gulf of Mexico. In the 5.5 km stretch that corresponds to the ANP, the river is surrounded by the remnant of the mesophyll mountain forest or cloud forest, an ecosystem of the region that is increasingly at risk due to urban growth.

I presented to the leaders of the A.C. my interest in doing my doctoral research with them, based on the experience that they as citizens had promoted for several decades to defend the Sedeño River and the cloud forest, until the Government of the State of Veracruz declared it a Natural Protected Area. They agreed to talk with the base group to present the proposal and reach agreements on how to work it.

Thus, in less than 6 months, I was able to present the proposal to the community, and they agreed to collaborate as long as I could help them to understand why the people who lives near the NPA were unaware of the existence of the Park and the work of the citizens in favor of it. Although it was not a topic originally proposed in my research, it did become part of the doctoral research problem based on the interdisciplinary methodology of *Cibercultur@*, proposed by Margarita Maass Moreno and José Antonio Amozurrutia de Maria y Campos.

Simultaneously and under the coordination of Drs. Chaime Marcuello Servós and Pedro Isnardo de la Cruz Lugardo, I was working as a team with my fellow doctoral students to integrate a common theoretical framework on human rights and public policies. This allowed me to reflect on the results of the case study to theoretical elements outside my discipline of origin (Anthropology), and to interpret the results more broadly in the framework of public policy in Mexico.

In addition to the diagnosis that was delivered in print, in infographics and with maps of the "conventional" area in the academic sense, an online cartography was developed showing the DSRS activity and other cultural managers/promoters in Veracruz, in different cultural sectors. The impact achieved thanks to the research, however, was the integration of young students, as well as professors from other academic entities to research-collaboration processes with DSRS, who assumed the commitment directly with them, without the mediation of the professors we initially introduced to them. The integration of the team opened other concerns of knowledge, which has favored the collaboration of more people with the aforementioned community and its defense of water and territory.

From these experiences, I learned that communication with community leaders throughout the process is as important as the collaborative definition of the problem to study. The diagnosis of the media whit we share information and receive feedback during

the knowledge building process must be agreed from the beginning of the collaboration, and adjusted as we design the stages of knowledge.

On the other hand, the formation of the academic team is a parallel process to the formation of the team with the citizen communities, and requires its own communication system. I had the support of colleagues and students and specialists in statistics and computer systems from the University Coordination of UV Observatories.

The main challenges faced, both for the academic and non-academic teams, were the frequent incompatibility of schedules and agendas, both for the academic and non-academic teams. This sometimes delays the decision-making processes or the development of activities, because the daily dynamics in our own academic entities and personal lives converge with these processes that involve many people. The best thing to do is to set deadlines so that we do not exceed the commitments we make, and reach the goals we have set for ourselves.

Today I find myself working around the same Sedeño River, but in the stretch where the municipality ends in the northwest of Xalapa, in a rural congregation called Chiltoyac. This stretch is the most polluted in the urban area, and is relatively far from the sight and smell of the people who live in that locality. The community linkage has taken 1 year of work, and we started it from a collaborative diagnosis in which we worked with two leaders who work with different communities: one governmental and the other autonomous around the knowledge of the milpa and food. We have so far delivered photographs, infographics and maps resulting from participatory mapping, which students of the Faculty of Anthropology have made. Communication continues to be a challenge because we have learned that it is necessary to form a small rotating committee of the academic team that works with more than one person from the community to make the communicative processes flow. Time and agendas continue to be a challenge, due to the absence of a university program to help

harmonize academic times and facilitate the search for funding, but we have managed to set goals on agreed dates, and to define more clearly the responsibilities of each person involved in the study.

Educational Commons. “A Pedagogical Reflection, Action and Documentation Experience”

CRISTINA SERVÁN MELERO
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This communication corresponds to the presentation of the knowledge transfer action derived from the project H2020 "Smooth Educational Common Spaces. Passing through enclosures and reversing inequalities", based on the implementation of the theory of educational commons. We present the book "Educational Commons. A pedagogical reflection, action and documentation experience", published by Editorial Tirant lo Blanch.

The book gathers the pedagogical documentation process of the project, showing the most relevant and representative elements of the construction of the Educational Commons experimented in the framework of the project.

For three years (from March 2021 to February 2024), the Smooth project has involved 11 academic institutions from 8 European countries and more than 30 collaborating entities (museums, NGOs, primary and secondary schools, city councils...).

We present the collective case study in Andalusia, developed with third-sector entities that carry out after-school programmes with students from disadvantaged contexts and with the atelieristas who design and dynamise the artistic bases of the creative workshops.

We address the philosophy of the commons, transferred to the educational sphere, proposing the creation of an educational proposal that establishes a model of horizontal governance, the implementation of critical pedagogies for the co-creation of educational goods with an approach based on Illich's Conviviality and the construction of a diverse and intergenerational community.

Exploring the educational commons implies approaching education as a fundamental good for the well-being and harmonious sustenance of people and communities, considering that children, adolescents and adults who make up the educational community are agents and not mere recipients of the processes of production, distribution and recognition of knowledge. This approach is present through the promotion of horizontal, creative and dialogic participatory action that enhances the social transformation of communities.

Through the application of pedagogical methodologies such as pedagogy of listening, project work and pedagogical documentation (Dahlberg, Moss and Pence 1999; Vecchi 2013), the aim is to involve young participants in public issues or issues related to the space or the community (Cagliari et al., 2016; Giudici et al., 2001), with experimentation being essential for the construction of meaningful learning in an unconventional way (Olsson and Theorell, 2014).

The book's pages illustrate and invite reflection on a situated practice of educational commons that is presented visually, beyond the written language, by coherence with the experience itself. The text and the selection of images are the result of a collective process of pedagogical documentation that generates a memory of the moments experienced and the knowledge built in the creative workshops held.

Each chapter describes the experiences, emotions, productions and learnings of the rounds and focuses on one of the three

pillars of educational commons: community, governance and educational good. At the end of the book, we propose a decalogue for exploring and cultivating educational commons.

The material and reflections in this book enable an open transfer of knowledge and an invitation to continue building educational commons.

A Critical Examination of the Challenges and Transformation Processes Experienced By the Researcher Engaged In the Study of the Life Stories of Climate Activists

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The field of social research, particularly qualitative social work research, is facing an increasing demand to generate knowledge that is both emancipatory and relevant to the urgent resolution of pressing social issues. (Schneidewind & Singer-Brodowski 2013) This necessitates the development of a science that can accompany and support the transformation processes that are currently being experienced by society. This concept of science bridges the gap between theory and practice, researchers and the subjects of their research, with the aim of interpreting and changing reality through a new participatory alliance. This is in line with the paradigm of action research. In this context, the question of how this form of 'research-led activism' (Doppler 2022) can be achieved within the framework of traditional academic institutions, which are increasingly influenced by neoliberal ideologies, has been repeatedly posed (Rhodes et al 2018)) and, in particular, how to redefine the relationship between researcher and object of research, beyond the notion of objectifying research, in order to overcome the idea of studying an object with the intention of generating knowledge (Colectivo Situaciones 2003). One aspect that has not been extensively discussed is that research on issues of current social relevance and urgency (e.g. ecology and climate change) has the potential

to cause an unintended inner transformation of the researcher (Fernández-Camacho 2021).

In this contribution, I will reflect on my research on the life stories of activists from an ecological movement in Germany. I will show how the research dynamic produces encounters, emotions and insights that stimulate the researcher to engage in research activism and, at the same time, force him or her to reflect on the traditional academic role and trap him or her in a dilemma (between research activism and objectifying apolitical research). The questions, challenges and tensions involved in such research processes will be the focus of the contribution.

Methodological Reflections on the Installation "Windows for a Body Landscape of Traces"

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Introduction

Migrations are a highly complex phenomenon. Given the growing xenophobic discourses, it is of interest to think about methodological strategies that analyze the phenomenon in a more complex way and bring the stories of those who experience it in the first person closer to society.

Objective

This communication aims to show a pedagogical proposal based on the elaboration of counter-narratives (Milner, Richard & Howard, 2013) for the development of emancipatory intercultural competencies (Aguilar and Buraschi, 2023).

Methodology

We start from the construction of a counter-narrative in the book *Decalogue of Traces* (2021) and amplified in the installation *Windows for a body landscape of traces*. It denounces the traces that the migratory journey linked to human trafficking has left on her protagonist and co-author, Akhere Monday.

Results

For university teaching, as well as in knowledge transfer processes, this tool can facilitate an approach to the acquisition

of emancipatory intercultural competencies synthesized in: 1) reflective process on the positioning of each person regarding migrations; 2) understanding of other frames of reference 3) intercultural sensitivity, emotional self-awareness or “intercultural empathy”; 4) intercultural communication (interpersonal and social) and; 5) creative conflict management as an example of imaginative narrative outcome.

Discussion

Due to its potential, we understand the book + installation as a "counter-narrative" (Miller, Liu & Ball, 2020), within the Critical Race Theory model, for the development of emancipatory intercultural competencies in the specific case of the intervention, education or social action with migrant population in the Spanish context.

The University in the Face of the Ecosocial Crisis: A Committed and Innovative Proposal for Sustainability, Justice, and Ecological Transitions

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This communication pertains to the research undertaken in the innovation project: "Higher Education for Sustainability, Justice, and Ecological Transitions (EcoES)" under the call of the University of Cádiz. The objective of this project is to identify the elements that a critical and transversal educational proposal across various degree programs must contain for sustainability, justice, and ecological transitions, by constructing its own epistemological framework and considering university students. This project recognizes the need to address the relationships between economic, social, and ecological systems causing the current systemic crisis and how higher education can respond to climate change (one of the most pressing ecosocial issues in our context) by situating it within broader dynamics.

The interdisciplinary team involved in this project includes faculty from the University of Cádiz from various fields (Didactics and School Organization, Sociology, Social Work, Earth Sciences, and Didactics of Experimental Sciences), as well as different research groups. We start from the commitment to create knowledge to transform our contexts, especially those

where we can have the greatest impact: our teaching and research practices. We consider it a moral obligation of the university institution to contribute to the development of our community, providing the university's material and human resources for local transformation.

To achieve the project's objective, firstly, a review of the literature related to the research/innovation topic has been conducted. This literature review has allowed us to understand the state of the art on the subject and construct our own conceptual framework from which to theoretically analyze and understand the foundations that should underpin a critical educational proposal in higher education. The critical educational proposal we present aims to address the situations generated by the ecosocial crisis in which we live, learn, and teach. Despite numerous initiatives in education for sustainability, a lack of clear objectives and a comprehensive approach linking theory with practice and promoting a shared understanding of the necessary transformations in higher education have been identified.

Secondly, a questionnaire with closed and open questions was designed, validated, and distributed to students in the degree programs taught by the project team. The objective of the questionnaire was to broadly understand how students perceive ecological and social deterioration processes, how they consider these processes affect their personal and professional projects (both present and future), what elements they believe should be included in educational action to address these issues, and what role they think they should play. A total of 366 responses were obtained. The analysis of these responses mainly reveals the lack of a systematic and intersectional approach to socio-environmental issues in university classrooms, despite the importance attributed to them by the majority of students. Contextualized and valuable proposals from their voices have

also been extracted and considered for the educational design proposal.

Thus, thirdly, and based on the constructed knowledge, an educational proposal has been developed around the following elements:

Starting position: What do we understand by Ecosocial Education?

The journey: proposed content, methodologies, and ways of assessment

Reflecting: a self-diagnosis tool for teaching from an Ecosocial Education perspective

Therefore, this proposal aims to be an instrument to respond to the moral and social commitment of the university institution in addressing the ecosocial crisis by transforming its teaching and research practices. We believe that university faculty can play a fundamental, even leadership role in current social, political, and educational processes, characterized, among other things, by uncertainty. In this sense, we find it highly useful to integrate the ecosocial approach into university curricula, equipping students to be agents of change who promote social justice, democracy, and sustainability, responding to current and future needs in a world conditioned by climate crisis and resource limitations.

The issue is not just to train highly specialized professionals who can compete and meet market demands, whatever they may be, but to educate citizens and professionals who know how to use (and/or question) techniques critically, freely, and autonomously, to serve the common good, take responsibility for the means and consequences of their actions, and are capable of addressing problems from new understandings and in an intersectional manner.

Walking-Learning with Communal Knowledge Logics; New Paths and Horizons for the Scientific-Academic Discussion

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The reflections that we want to contribute with this paper arise from a research project that aims to strengthen the knowledge and communal life of a community in the south of Mexico. In this paper we would like to contribute some of the initial ideas and concerns that the implementation of this project has generated in its first stage. In the project we recognize that communal life is both a path and a horizon for a way of doing-being-being in the construction of knowledge different from that which generally takes place in the scientific-academic space in universities. We recognize that in order to realize what we have just pointed out in a broad dimension (not only conceptual-theoretical-abstract), we have to free ourselves from positivist-developmental-"modern" assumptions that prevent us from understanding the value of these philosophies, cosmovisions, or simply ways of life. On the contrary, we have to find the way so that the knowledge and action contributed in the project is in favor of these same worldviews and experiences. In this sense, we observe a paradigmatic shift in the production of knowledge that is useful for the life of the communities, but not excluding or denying their forms of knowledge, but on the contrary, starting from them.

-Why do we think it is good to free ourselves from these positivist assumptions (or even beyond positivism in the social

sciences, also hermeneutic and interpretative-qualitative) so common in scientific-academic knowledge?

-They seem to us to be more reductionist, because they parcel reality and cannot see so easily the integrality of life and knowledge. We think this is reductionist of a complex reality. That is why we are interested in the forms of life in their integrality, as ways of understanding knowledge and action. And of living it, that is to say, it is not only a knowledge and action to theorize but to live-share.

-We also consider that positivist assumptions strengthen the practice and the hierarchical conception of knowledge, when on the contrary, in the communal we respond rather with "everyone knows", "everyone has knowledge". These may be different from one another, but each one contributes from where he/she knows, always seeking an egalitarian-horizontal fabric. And it is precisely this hierarchical practice that prevents dialogue based on respect for diversity, also supporting an individualistic vision (more egocentric, accumulative, extractivist in many ways), strengthening an external research without real utility for the people with whom the research-action processes are carried out. Therefore, we think that this way of understanding knowledge is more disconnected from the communal reality, and therefore, incapable of understanding the communal logics.

We oppose the classical objectivity of conventional academic-scientific thinking to a communal vision that builds and validates knowledge based on shared experience, which is what gives legitimacy and relevance to knowledge. The communal vision is based more on horizontal-dialogical agreements than on objective truths. The evidence of its relevance is tested in the daily life of the communal life and its own survival. Therefore, in many ways they are considered more pertinent than those recognized as objective by conventional science.

We think that the knowledge-science that we want to promote (and also to understand progressively in this project) should not strengthen the young people of the communities participating in this project to be detached from their own communal philosophy nor from the communal organizational forms. On the contrary, we want to walk together, to expand the possibilities of this walk. For this reason, the contributions of this first stage have been aimed at strengthening relationships with the territory in order to strengthen autonomy and communal organization (assembly, tequio, cargos, integral relationship with nature). We consider that far from thinking that this process "isolates or locks them in the local", it gives them tools to understand the dynamism that crosses their lives and provides them with tools to face "modern" problems (i.e. problems caused by visions, public, economic, developmentalist, etc. policies that transform their ways of life and cause them problems).

We think it is worth trying because it would strengthen communal life in the future, as well as fertilizing and enriching conventional scientific knowledge. But undoubtedly, in spite of the short time of development of the project, there are already CHALLENGES in sight:

- It is known that there are many prejudices against the possibility of placing communal knowledge and life at the center as philosophy, method, praxis, horizon of life and scientific knowledge. Because, in our opinion, the ideas or prejudices about the "backwardness", about living in the "past" of the communities are still in the air. But this does not help to confront the positivist or scientific-academic logics described above, because it makes us see these as the only possible ones, and they are not. And this is an urgent paradigm shift.

It is still difficult to understand communal life as a source of knowledge, because its approach to them has generally been to

describe them externally or to transform them. Paradoxically to transform much of what "modernity" introduced, that is why we understand that we need another way of understanding and doing things. And our bet is that it is in communal life itself where we are going to find them-doing them.

-We also have internal challenges in the group of collaborators, because we are also inserted in the very logics that we want to transform, so we are concerned about how to face the individualistic logics, the logics of accumulation and academic extractivism, how to work in favor of a collective vision, and that the knowledge is really for the benefit of the community.

-Finally, we have to find a balance between theorization and respect for communal life (a science, a theory, or a new knowledge that does not confront them). We think that they are confronted by the positivist and also colonial logic of science, but that in reality they can be co-fertilized together under new horizons and those new horizons are being made, we need to recognize them, to name them.

The Ancestral and the Territorialized Way of Life; An Integrality in Natural Existence

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One of the issues that has taken on greater relevance for humanity is related to the environmental collapse in the world. From this concern, we would like to share a dialogue on the environmental changes that have expanded in different dimensions and directions. It seems to us that what the socio-environmental crisis points out is that it is no longer possible to imagine the logics of development or other similar ones, because they affect us through all forms of life. What we want to do from the territory of the "Xicha" culture of the Sierra Sur de Oaxaca in Mexico, specifically from the community of Candelaria Loxicha, is to share what it means for us to look at this problem from other structures made invisible or denied from the colonial codes. In this paper we intend to link ideas that allow us to look from and in another direction. Specifically, how we organize ourselves as territorialized communities, which means that communal life evokes an integrality in the forms of human relationship with the environment and its existence in everyday life. This form of social construction is also fissured from the outside, and that is why it is important to insist on our obligatory relationship with the land, which implies another logic of existence. And in this paper in particular, to share this open dialogue from our territories.

Territory and Figures of Communal Representation Regarding Care and Relationship with Nature

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Investigador independiente

The administrative political structure of the Mexican nation-state reaches the native and Afro-Mexican peoples throughout the country. However, given the socio-political and cultural characteristics of the state of Oaxaca, the communal expression reaches great relevance in this state. With more than 11 thousand communities, Oaxaca is home to the largest number of native peoples in Mexico with the highest percentage of social property, being one of the biologically and culturally richest states. Social property in this state represents 80% of its total surface area. In the native peoples of Oaxaca there are three organizational figures that coexist in the community space: the municipality, the agrarian community and the indigenous community. Although each figure presents historical characteristics and processes of conformation, together they articulate and establish the conditions for living in common.

In Mexico there are three types of land ownership: public, private and social. Social property in the state of Oaxaca is made up of ejido and communal property. There is a relationship between the type of ejido and communal property and the historical processes of conformation since colonial times. In both ejido and communal property, there is a common management and administration of the property, of which the

communal members or ejidatarios/as as a whole are responsible for the decisions regarding its use and care. This implies collective actions regarding the care and relationship with the territory and nature.

The municipality is an administrative management figure and its territory may be made up of several communities with their own organization and a delimited territory. The agrarian community represents the communal farmers and ejidatarios formally before the state institutions in relation to the communal or ejidal territory recognized by each community. And finally, the indigenous community is the form of representation that historically the communities have had before the colony, and are represented by the council of elders, characterized or other forms of naming them specific to each community. It was to this indigenous community that the territory was recognized by way of primordial titles.

Eighty percent of the country's living species and one out of every two liters of water that supplies the country's urban centers are in these territories under social property. For this reason, in this paper we want to give an account of the relationship between the figures of communal representation, social property and the care and relationship with nature in the state of Oaxaca, Mexico.

Expended Narratives and Interdisciplinary Research for Social Incidence in Disputed Territories

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From the interdisciplinary research work we understand that the territory of action-research-knowledge is a set of functions that integrate a complex reality in terms of system, which is juxtaposed to the conditions of the space in which we do research. In this sense, in the research team of the CONAHCYT CEC-ICREA project we resorted to methodological crossings with the objective of establishing other ways of situated research that after almost 7 years of experience with a rural-ejidal community in the Mexican northeast. From this place we were able to define intersections between research/creation-participatory and gender-sensitive methodologies.

This paper-dialogue is presented as a recounting and re-opening for new methodological strategies in apparently small but politically active sites. Our proposal begins with the presentation of the arrival strategies to the territory, followed by the dialogic construction of the situational and socio-territorial diagnosis for the elaboration of counter-cartographies of a place that needs and asks to be told. Our objective was the co-construction of information and knowledge systems of a disputed territory, which is at the same time diffuse and porous due to its complex and fluctuating character.

We presented experiences from participatory, generative, and audiovisual research/creation methodologies that helped us to identify and understand what are the support structures for life in the ejido to stay afloat. We identified that the political work of women, their ties of fraternity, support and care are the structure-network that sustains this territory.

Women, grandmothers, mothers, daughters, friends and sisters are the ones who make it possible for life and struggle to remain. While the young men struggle to try to escape from adult life, they remain during their stay in school, because the responsibilities of the ejido and urban life are powerful reinforcers that force them at very early ages to leave the family, the land and the care of the field to enter as workers in factories or workers in car assembly plants.

The elements of this methodological proposal are aimed at the recognition of knowledge and sensory experiences. All of us, inhabitants of the ejido and each member of the team, believe that this integration recognizes and legitimizes the knowledge generated by the forgotten, the invisible, the unheard, by the old, the women, the youth and the children of a territory that is in permanent risk of disappearing. Perhaps, this form of collective participation contributes, as Ranci re would say, to the dispute for the distribution of the sensitive, since we also try to divide places and forms that have been made invisible in order to make them visible in a common world, by first establishing the forms of perception within which they are inscribed and are generated; developing together, aesthetic and methodological techniques to provide them with a renewed sense of urgency.

Methodological Experiences for Transdisciplinarity: The Challenge of Recognition and Legitimation of Traditional Knowledge and Integration into the Academy for the Construction of Design and the Creation of Study Plans and Programs for Social Transformation

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Methodological experiences for transdisciplinarity: the challenge of recognition and legitimation of traditional knowledge and integration into the academy for the construction of design and the creation of study plans and programs for social transformation.

The curricular design of a study plan is made up of training lines, which in turn are configured in the lines of Generation and Application of Knowledge, which constitute a space of contextualized interaction, endowed with autonomy where the same languages and standards are predetermined. –for purposes of discursive and symbolic production on a disciplinary theme– that guide the meanings of knowledge (Corvalán, 2012).

Each training line is made up of learning units that recover within it a set of theoretical, practical, methodological and reflective skills and experiences (according to the line where they are located), where dialogue is prioritized, generating dialogues between the discipline. , multidisciplinary, interdisciplinarity, and transdisciplinarity.

Based on the above, multiple proposals for training programs for Higher Education have been generated from undergraduate to postgraduate level, with the implementation of offerings at the undergraduate level gaining greater popularity, through their delivery through non-conventional modalities, but also through emergence of higher level educational offerings with new approaches, highlighting among them, degree programs with training in the intercultural approach, which address and recognize the linguistic and cultural diversity of indigenous peoples and the diverse population.

Given the above, it is important to highlight that based on the case of the Universidad Veracruzana Intercultural, and the work experience developed there, it was possible to identify, in particular, that the design of the educational offer is currently being carried out without a relevant curricular model and methodology and with guidelines that allow the curricular mainstreaming of the approaches that currently promote interdisciplinary, intercultural and inclusive training, and which is in contrast to what is proposed in the 2021-2025 Rectoral Work Program. <https://www.uv.mx/documentos/files/2022/03/Programa-Trabajo-2021-2025.pdf>

Study plans are designed and implemented at a certain historical-social and therefore political moment, offering a reality and the possibility of generating critical reflection on the importance of designing study plans that integrate an interdisciplinary nature and the need of a design that mainstreams the intercultural approach, as well as the inclusion approach, among other approaches.

Due to the above, it is possible to account for planting designs under articulated construction and the participation of key actors, that is, this construction involves the entire community and not only the teachers who collaborate in the design of the

study plans, interviews , questionnaires, analysis of documents, etc., but to all those actors who are part of the community where the study plans are materialized, that is, in the community.

Where the incorporation of key actors is of utmost importance such as: the wise men of the community, the midwives, the healers, the grandparents, the jedes, or community leaders, prayer men, artisans, all those people whose traditional knowledge is part of the cultural wealth and cultural and linguistic diversity of the community, this knowledge that is necessary to return to the roots, and is comparable to knowledge, and whose possibility of being transmitted, made visible and re-vitalized is in the integration into the projects curricular, although this is still a matter of discussion today in terms of legitimization.

In addition to the key actors for the development of the study plan, it is important to account for the construction process and the use of a variety of instruments developed during the development of the plan, which will allow the identification of the criteria sought, and finally generate an analysis of the reality by identifying what this study plan is responding to and how, in the face of mixed populations that are demanding new training profiles to meet their needs, through the use of a systematization of experiences, based on an exercise of participatory, creative and of dialogue for social transformation in the curricular construction of the offer for the training of new populations.

LIKE A WAVE: A Case Study on the Abandonment of the 8M Protest in the Period between 2016 and 2024

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This paper explores, from the context of a phase of decline in the 8M, the explanation of the decline of the mobilisation and the abandonment of sympathisers through a macro and micro perspective of the factors that cause it. Specifically, the aim is to find out the influence that the public identity of 8M has on the decisions to abandon (or continue) participating in this event. To this end, a double methodological strategy has been designed: on the one hand, from a macro perspective, a quantitative analysis of the changes that have been taking place in the content of the news items on 8M in which the identity or public image of the event is constructed in different newspapers from 2016 to 2024. On the other hand, from a micro or individual perspective, a series of personal interviews are conducted to explore the extent to which the changes in the public image of the event are perceived and appear among the motivations that, at a discursive level, are behind the abandonment of the event.

**Shaping a Sustainable Future_
Interdisciplinary Challenges and
Solutions**

Integration of Sustainable Development Goals in the HORECA Sector: Evaluation of Practices and Outcomes

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Introduction

The value chain of the Horeca (hotel, restaurants and catering) sector is comprised of producers, suppliers, distributors and commercial catering establishments. The production and sale of food for direct consumption outside the home is the main activity associated with this sector. The major characteristic of this sector is its heterogeneity, as it is made up of both small and large companies. As a result, the proper management could be quite complex, particularly from a sustainability point of view. The Horeca channel has the potential to contribute to efficiency and sustainability through its relationships between suppliers and operators, as well as intermediaries. Given the significant impact of the sector, it is imperative to implement urgent measures to ensure the sustainability of the supply chain. For a business to be considered sustainable, it must be based on the three pillars of sustainability (economic, social and environmental). Given the need to operate from a position of sustainability, it is therefore relevant to examine whether the Horeca sector could contribute to achieving Sustainable Development Goals (SDGs) of the 2030 Agenda. Therefore, the aim of this paper is to analyse the literature that has studied the issue of the Sustainable Development Goals in the HORECA

channel. This will allow us to identify gaps in the literature and establish future lines of research that can contribute to the sustainable development of the Horeca sector.

Methodology

The methodology used is qualitative. The thematic analysis is carried out with the Atlas.ti programme. First, a search is carried out using the key terms in WoS and Scopus. Next, a thematic analysis is carried out, in which the abstracts of the documents in the sample are coded. Subsequently, the codes are grouped into categories and the documents in the sample are coded according to the categories identified.

Results

A significant finding is the paucity of literature on the SDGs and Horeca. Some authors have highlighted the interdependence between the SDGs. Among their reasons, they have identified that the SDGs are considered to place low demands on governments, businesses and consumers. They have also highlighted that the SDGs focus on impacts while ignoring knowledge of the problems. Furthermore, they have noted that the definition of the SDGs ignores the context, as they are in competition with each other. Among the main issues identified is food waste. Food waste has the potential to undermine the sustainability of the global food system. When food is wasted, there is a missed opportunity to feed the world's growing population, given the consumption of scarce resources such as water, land or energy that are used for the production, processing and distribution of food. Having identified the links between studies on this channel and the SDGs, this paper provides practical examples that reinforce this relationship. Examples include progress in the sector in terms of innovation, energy efficiency or reducing food waste through new technologies.

The results of the analysis indicate that a balance between the social, environmental and economic spheres is necessary for the sustainable growth of the Horeca sector and the contribution of benefits to society. Also, The Horeca sector, due to its position in the agri-food supply chain, could be a driver for sustainable development. The implementation of sustainability programmes could help restaurants to achieve better results. Moreover, this sector could be linked to the achievement of the SDG, as by being able to contribute to the targets proposed in some of the goals, sustainable development can be ensured. In particular, its proximity to SDG12 (Responsible Consumption and Production) and SDG9 (Industry, Innovation and Infrastructure) should be highlighted. Finally, it should be noted that the collaboration of all sectors, governments and society is necessary to achieve the proposed goals and contribute to the sustainable development of our planet.

Conclusions

The Horeca sector has the potential to encourage responsible consumption by offering sustainable options and promoting conscious production and consumption practices. Given that the Horeca sector constitutes a significant proportion of overall food waste, it is imperative to implement general awareness-raising initiatives to promote sustainability-oriented innovations and to ensure that the origin of ingredients is sustainable. Concurrently, it is crucial to emphasise the importance of efficiency and technology. Horeca can facilitate the adoption of efficient technologies, for instance, by developing kitchens that reduce energy consumption in the sector or by advocating for the transition to renewable energy sources.

This paper has implications at the academic, practical and social levels. Firstly, at the academic level, it should be noted that despite the detection of issues that can be directly related to one

or more SDGs and the Horeca sector, the scientific literature does not always explicitly identify them. Consequently, the objective of this paper is to relate the principal scientific findings to the targets proposed in the various SDGs, thereby demonstrating the significance of the Horeca sector in achieving them. In this way, it contributes to the existing body of literature. Furthermore, the research gaps are intended to guide future research projects. In practical terms, the objective is to demonstrate to companies in the hospitality and leisure industry the path towards sustainable development and the significance of their contribution. From a social perspective, this work contributes to the raising of awareness among the general public, businesses and government bodies of the importance and necessity of developing sustainable habits.

But, there are limitations are inherent to any qualitative analysis, stemming from the subjectivity of the analyst. On the other hand, due to the lack of research studies on the area, it would be beneficial to conduct in-depth interviews with companies in the sector to establish more robust conclusions.

Investigating Luxury Fashion's Path to Sustainable Development Goals

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Introduction

The luxury fashion sector holds a pivotal position in the global economy and serves as a powerful agent for driving sustainability. While it contributes significantly to business volume and employment, it also poses considerable environmental and social challenges. Growing consumer awareness and regulatory pressures have spurred luxury brands to commit to sustainable practices. Understanding how this sector addresses the SDGs is crucial for evaluating its role in promoting sustainable practices. Although luxury textile companies are now striving to communicate their contribution effectively and more actively to the SDGs through their sustainability decisions, there is a notable lack of scientific evidence regarding these companies' real contributions to the Sustainable Development Goals (SDGs).

Current studies on this topic are limited and do not provide a comprehensive analysis, often focusing on isolated cases that fail to represent the sector's entirety. Additionally, the complex global supply chains of luxury fashion companies pose unique challenges that impact sustainable development across social, economic, and environmental dimensions.

To address these gaps, this study investigates the question: "How has academic research addressed the luxury fashion sector's contribution to the sustainable development goals?" The primary objective is to uncover lacks in the academic literature and provide recommendations for future research directions, thereby advancing our understanding of the sector's impact on sustainable development.

Data and Methods

The methodology employed in this study is both qualitative and quantitative. Data collection was conducted by searching the Web of Science (WoS) and Scopus databases, yielding a total of 30 papers.

In the first phase, a reflexive analysis of the abstracts of these papers was conducted to identify key categories and develop a coding framework. Atlas.ti was used to manually code the full texts of the selected papers. After initial coding, a thematic analysis was conducted to extract information about the landscape of academic research on this topic. The analysis was quantitative, assessing the frequency and distribution of themes, and qualitative, providing an in-depth understanding of the content.

Finally, the authors engaged in a joint reflective analysis to discuss and refine the themes, ensuring reliability and depth in the interpretation of the results. This methodological approach allowed us to thoroughly evaluate the extent and focus of academic research on the relationship between the luxury textile industry and the SDGs, uncovering critical gaps and offering recommendations for future studies.

Results

Among the findings, it is observed that luxury companies are responsive to market pressures regarding sustainability and

participate in related initiatives. However, their actions are not explicitly aligned with the Sustainable Development Goals (SDGs). When sustainable practices are mentioned, they often comply with mandatory regulations and focus on aspects that enhance their reputation and consumer perception. Notably, efforts are concentrated on SDGs such as gender equality (SDG 5), decent work (SDG 8), responsible consumption (SDG 12), climate action (SDG 13), and partnerships for goals (SDG 17). Conversely, there is a noticeable lack of emphasis on SDGs addressing poverty eradication, hunger, education, inequality reduction, sustainable cities, and ecosystems (specifically SDG 14 and SDG 15).

A comprehensive evaluation of the reviewed literature reveals that the most extensively researched topics pertain to potential linkages between the luxury textile fashion sector and the following Sustainable Development Goals: SDG 13 (climate action), SDG 9 (resilient infrastructure and innovation), and SDG 12 (responsible consumption and production). However, there is a dearth of detailed references to the direct contribution of the sector to the attainment or advancement of these goals.

Additionally, international policies have proven effective in driving the adoption of responsible practices among luxury companies, influencing their sustainability reporting practices. Focus tends to be on SDGs related to energy, climate action, clean water, sanitation (SDG 6), and inequality reduction (SDG 10). This prompts further research into how regulatory frameworks impact each SDG and their effectiveness in promoting sustainable practices. And, the role of family businesses in sustainability transformation has also been explored, though not specifically in relation to SDGs, highlighting a potential area for research on the influence of company type and size.

Conclusions

The lack of comprehensive studies assessing the luxury fashion sector's contributions to the SDGs or rigorously analyzing the impact of its sustainability commitments highlights the necessity for future research.

This work has implications at an academic, practical and social level. It identifies knowledge gaps in the Academy about the relationship between the performance of luxury fashion and sustainable development objectives and suggests studies that can be instrumental for the transformation of the company and society. For example, in the fight against hunger and poverty, considering the way in which the obtaining and treatment of raw materials has on communities, which are basic in the supply chain, but very far from the management centers. By relating steps in the production processes of luxury fashion products with the SDGs, we contribute to enriching the body of scientific literature on these contents. On the most practical side, this work points the way forward for companies that are now re-evaluating their values, offering them an opportunity to improve their success factors through sustainable development goals. Socially, it can improve the conditions of communities and cities and transform customers into that 'aspirational consumer' - as identified in one of the works studied -, who demands quality and responsibility at social, economic and environmental areas from the brands with which they relate.

Some of the limitations of this study stem from the scarcity of articles, especially quantitative ones, and the use of only academic sources. Future research should delve deeper into this topic using primary data sources to provide a more comprehensive analysis. For instance, further investigation into how the luxury fashion sector as a whole, rather than individual companies, perceives and assesses its actual contribution to achieving the 2030 agenda.

Innovative Strategies in Police Training: Integrating Safety, Efficiency and Ergonomics in the Use of Force

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The training and preparation of police officers is essential to improve the effectiveness and safety of the use of force. Several research studies address this topic from different angles, suggesting best practices and areas for improvement.

Some studies highlight defensive tactics training and physical training as crucial to officer safety (Johnson, 2014; Roesti, 2008), while advocating for a holistic approach to managing dangerous situations (Rajakaruna et al., 2016). There is a call to adopt a more critical and reflective training approach, aligned with learning objectives and improving interactions between police and citizens (Staller et al., 2016; Pandey et al., 2023; Henriksen et al., 2018). The Police Executive Research Forum (2015) recommends rethinking police training, focusing on de-escalation and communication.

Other studies focus on the factors and skills that influence police interventions. Esan (2017) emphasizes effective communication as crucial, while Torres (2019) highlights confidence and martial arts training. Negotiation also shows important benefits (Jon, 2023). Paulina et al. (2021) and Hine et al. (2018) suggest that agents' beliefs and attitudes influence their behavior, recommending improvements in training. Andersen and

Gustafsberg (2016) highlight improvements in decision-making regarding the use of force.

Adequate physical training is vital. Di Nota and Huhta (2019) emphasize scenario-based training. Blair et al. (2011) suggest improving tactics and strategies due to the limitations of officers' reaction time. Mayordomo et al. (2023) demonstrate the positive impact of physical training on recruits' self-efficacy.

There are specific programs, such as the “Innovative Program of Physical Preparation and Personal Defense Techniques for Civil Traffic Agents of the GADMA Municipality of Ambato”, which combines personal defense and physical activities (Mendoza, 2016). Huff et al. (2024) highlight the integration of control and de-escalation techniques to reduce the severity of the use of force. The use of virtual reality has also been shown to improve performance with repeated use (García et al., 2019).

Ayuso and Vera Jiménez, along with their team, focus their research on improving the use of police force from various perspectives, integrating criminology, forensic and legal medicine, and biomedical engineering.

In his 2019 thesis, Vera Jiménez designed a training program to address conflicts in police stops, avoiding manipulation of vital areas and minimizing injuries through a new injury severity classification map. This program included criteria of proportionality, coherence and opportunity to standardize interventions, reduce subjectivity, control occupational risks, improve the police image and minimize the risk of injuries.

In 2016, ayuso and his team developed a multidisciplinary project that included legal-criminological and forensic studies on police techniques. As a result, they created a database, obtained two patents for devices that reduce vibrations in elongated objects subjected to impacts, and presented their findings at scientific conferences.

They also analyzed police training in Cádiz since 1997, proposing improvements to respect the rights of citizens and prevent risks for police officers. In 2020, his team evaluated the Tactical Police Operations (OTP) of the Cádiz municipal police, concluding that they adequately reduced injuries. Simultaneously, they carried out an analysis of physical intervention techniques under medical-legal and forensic approaches, suggesting adaptations to minimize risks.

Ayuso (2022) studies analyzed biomechanical parameters in police physical interventions, focusing on risk analysis of police physical intervention techniques. The study incorporated various ergonomic evaluation methods such as REBA, NIOSH, and Marras Occupational Biomechanics. These approaches were applied to the public and private security sectors, adapting specific preventive measures.

These investigations and methodologies highlight the importance of ergonomic training and evaluation, along with the application of inertial sensors and biomechanical analysis software to improve the health, effectiveness and occupational safety of officers, contributing to the development of a more prepared police force and sure.

Using Green HRM to Increase Public Awareness of Sustainability: An Analysis of European Auto Companies

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Background – The present study results from an internship in the human resources training and development department of Mercedes-Benz Automobile GM, Belgium with the aim understand how Human Resources Departments can enhance employee awareness and understanding of environmental issues, cultivating a positive attitude, taking a proactive approach to environmental concerns, and developing skills to decrease waste and preserve energy via green training and development. Data collection field research led the researchers to question whether Green Human Resources Management (GGHRM) can become a thematized topic in automotive companies training programs as a way to raise awareness for sustainability amongst employees. Two types of employees were identified for research observation: (1) employees without recognized diploma and seniority of less than 10 years with the company, and (2) employees with recognized diploma or seniority of more than 10 years, and above 45 years of age.

Purpose – This study aimed to identify current challenges faced by the human resources, training and development departments in automobile industries to put in practice GHRM and in this way contribute to improving green effectiveness in large employment environments. The researchers propose that Green

human resource management (GHRM) can help the automobile industry across Europe to achieve competitive advantage and environmental goals in line with the European Union and the United Nations Directives on sustainable practices at workplace.

Methodology – Three phases structured this investigation. In the first phase, a preliminary study was carried out to identify the legal training categories within the corporation (e.g. Languages, IT – Office Automation, Management – HR management, Finance – Accounting – Law, Quality – ISO – Safety, Technical – Business lines and Adaptation to the workplace. Some training and development challenges were identified in a study targeting the last 10 years at Mercedes-Benz Automobile GM, in Belgium. A second research phase consisted of a bibliometric study carried out to clarify conceptual issues that exert an impact on Green human resource management (GHRM). Last, the researcher created an assessment guide to identify environmental management trainings needs. The questionnaire addressed questions such as (1) training needs analysis, (2) initiatives to promote environmental awareness and values among employees, and (3) green training and development programs offered to employees to enhance their environmental knowledge and skills. The conceptual study of human resources management, sustainability, and environmental management was accomplished by means of a bibliometric analysis of the literature on sustainable management, from 2014 to 2023. The timespan was limited to only consider the evolution of the last 10 years because green human resources are a recent topic. A research protocol was outlined to extract scientific articles: terms “Green Human Resources” AND “training and development” to be searched for in all fields of the Web of Science Core Collection, and according to the eligibility criteria.

Findings /Conclusions – The results show an increase in the yearly publication of articles, with an annual growth rate of

21.48%, 16 Journals e 19 countries. India, with the highest number of citations, with a total of 268 citations, was the most cited country followed by Italy and France. Journals "Benchmarking an International Journal" and "International Journal of Organizational Analysis" published highly cited articles. A grid was created to identify which of the mentioned training and development practices were applied by the articles found for the bibliometric research. The Biblioshiny software searched for phrases that appear together on every page and are connected using the Co-words network visualization. The bibliometric analysis revealed two main clusters of keywords-one referring to sustainable firm performance and the other to corporate social responsibility towards sustainability. That is to say wider sustainability values are attached to the corporation image.

A generally increasing trend in the annual publication of articles over the ten-year period (2014-2023) was shown and a prevalence of keywords such as "GHRM," "sustainability," and "environmental management" were central themes in the literature. This study provides insights on Green HRM exploring the intersection between human resource management and sustainability, focusing on "green" HR practices in training and development to raise awareness among managers and employees interested in professional development within organizations.

Future research/ limitations – A potential future line of research would be the application of this analysis methodology to different sectors of activity. Comparing the period (2014-2023) with a period before 2014 could better highlight the current growing interest in green skills.

Assessing Gender Dynamics and Women's Participation in Green Building Construction: A Quantitative Study in Morocco

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Promoting gender equality in the building construction sector is not only a matter of fundamental human rights but also crucial for unlocking the industry's full potential in addressing future challenges. It serves as a foundation for creating a more peaceful, prosperous, and sustainable world. Moreover, gender equality plays a pivotal role in advancing the achievement of various Sustainable Development Goals (SDGs). This study employs a quantitative research method to assess women's participation in the green building construction sector in Morocco. A survey was conducted among 72 professionals, including architects, civil engineers, and energy engineers, to gather comprehensive data on gender dynamics. The article presents an in-depth analysis of women's involvement and leadership in the green building sector, focusing on key areas such as women's leadership roles, proportional representation in leadership positions, experiences of gender-based differential treatment, key indicators for personnel selection, salary discrepancies, and essential skills for career advancement and professional development. The findings indicate that women's participation in green building projects offers substantial benefits, including improved well-being and enhanced sustainability outcomes. Women's unique perspectives, often prioritizing health and sustainability, contribute to innovative solutions in sustainable construction, ultimately fostering healthier living environments for

families and communities. However, the research highlights persistent gender barriers in Morocco, including cultural norms of male dominance and negative perceptions of women's capabilities in the construction sector. Despite these challenges, there has been progress in gender inclusion in Moroccan organizations, with 65% of participants reporting gender-inclusive practices in human resource management. Yet, only 16% of participants indicated that their organizations facilitate gender dialogue through workshops in the construction industry. This study provides valuable insights for architects, civil and energy engineers, leaders, and academic professionals aiming to enhance sustainability, promote gender equality, and elevate women's contributions in the green construction sector.

The Effect of Eco-design for Sustainable Products Regulation (ESPR) on Consumer Purchasing Intention

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The recently implemented Ecodesign for Sustainable Products Regulation (ESPR) is a key regulation for all industries as it promotes more sustainable products. Together with the Right to Repair Directive, which came into force on July 30, 2024, both regulations aim to revolutionize industrial processes and consumption patterns by reducing waste and promoting resource efficiency.

Although these measures are expected to drive industrial innovation, encouraging more durable, energy-efficient, and repairable products, some sectors fear they could have a negative impact. Given this concern, it is essential to demonstrate that these regulations not only benefit consumers and society but also strengthen the industry's competitiveness within the Clean Industrial Deal, fostering quality jobs. As highlighted in the European Commission's political guidelines (2024-2029), the clean tech industry must be led from Europe.

The concept of consumer intention is crucial to understanding purchasing behavior, particularly after the implementation of the ESPR, which seeks to encourage more sustainable consumption. Several researchers have defined consumer intention in various ways, highlighting factors such as social norms, attitudes toward behavior, and perceived control, all of which the ESPR can positively influence to promote more sustainable choices.

The ESPR is expected to impact consumer intention through:

a) Improved awareness and information: It mandates comprehensive details about products' environmental impact, influencing purchase decisions. b) Change in social norms and attitudes: By making sustainable products the norm, it can shift attitudes towards environmental responsibility. c) Behavioral change: With digital product passports and horizontal provisions, the goal is to promote the purchase of sustainable products. d) Barriers to acceptance: High initial costs or perceived challenges could hinder adoption, so addressing these barriers is essential.

This study aims to analyze how the ESPR influences consumer intention to purchase sustainable products and to understand which elements of the regulation have the most impact, as well as the role of consumer awareness of the legislation.

In conclusion, understanding consumer intention is key to ensuring that the ESPR achieves its goals of reducing environmental impact and facilitating the transition to a circular economy. This study will contribute to the literature on consumer behavior and sustainability, emphasizing the importance of coordinated efforts among policymakers, businesses, and consumers.

Sustainability and Human Resources

Impact of Work-Family Balance Measures on the Satisfaction of Employees in the Moroccan Tourism Sector

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JOSE AURELIO MEDINA-GARRIDO, JOSE MARIA BIEDMA FERRER

Universidad de Cadiz

The management of work-family balance (WFB) has become a central issue in the contemporary labor world, especially in sectors subject to fluctuating socio-economic dynamics such as tourism. In Morocco, the tourism sector, undergoing transformation post-pandemic, perfectly illustrates this phenomenon. As the country gradually regains its place as a preferred destination for European tourists, sector employees face new challenges. Work-family balance policies (WFP) play a crucial role in directly influencing employee satisfaction and motivation.

Research Objective :

This study aims to explore the impact of work-family balance policies (WFP) on the motivation and satisfaction of employees in the Moroccan tourism sector. We seek to determine how the existence and accessibility of WFP can improve these essential variables for employee well-being and performance. This leads us to the following research question : To what extent do balance measures impact the motivation and satisfaction of employees in the Moroccan tourism sector?

Conceptual and Theoretical Framework :

The theoretical and conceptual framework highlights how work-family balance policies (WFP) can improve the motivation and

satisfaction of employees in the Moroccan tourism sector, based on several established theories, including the work-life balance theory by Greenhaus and Powell (2006), Maslow's and Herzberg's motivation theories, as well as Locke's job satisfaction model and social role theory.

According to several studies, work-family balance measures have a significant impact on employee motivation and satisfaction (Popoola & Fagbola, 2023). Work-family balance policies (WFP) improve motivation by reducing stress and increasing organizational support (Farah & Jibarili, 2021; Blanch & Aluja, 2012). The presence of these measures contributes to better motivation by reducing work-family conflicts (Blanch & Aluja, 2012). WFP also influence employee satisfaction, and their accessibility is crucial to maximizing their positive impact (Zhao et al., 2016). Studies show that WFP increases satisfaction by reducing work-life conflicts and improving overall employee well-being (Blanch & Aluja, 2012; Rajak & Pandey, 2017). Additionally, according to a study by Medina-Garrido et al. (2017), the existence and accessibility of work-family balance policies have a direct impact on employee satisfaction and performance.

Research Methodology:

To examine these hypotheses, a quantitative survey was conducted. Self-administered questionnaires were distributed to various Moroccan tourism establishments. The analysis will include reliability and validity tests of constructs, as well as an assessment of structural relationships through structural equation modeling using Smart-PLS. It should be noted that the survey period is still open.

Research Model and Hypotheses:

The proposed model consists of four concepts (Existence of WFP, Accessibility of WFP, Motivation, and Satisfaction) and

includes a control variable (gender), addressing the hypotheses posed in this research.

Hypotheses:

H1. The greater the existence of WFP, the higher the motivation.

H2. The greater the accessibility of WFP, the higher the motivation.

H3. The higher the motivation, the higher the satisfaction.

H4. The greater the existence of WFP, the higher the satisfaction.

H5. The greater the accessibility of WFP, the higher the satisfaction.

Moderating Effect of Gender:

This work considers the moderating role that gender could have on the previous hypotheses.

Expected Results:

The expected results of this study indicate that WFP have a significant impact on employee motivation and satisfaction. Accessible and well-communicated balance measures should reduce stress, improve perceived organizational support, and consequently increase motivation. This should, in turn, improve employee satisfaction and commitment to the organization (Medina-Garrido et al., 2017; Popoola & Fagbola, 2023).

Discussion:

The implementation of work-family balance policies (WFP) is crucial for the well-being of employees in the Moroccan tourism sector. Directors and HR managers must recognize the importance of these policies and integrate them into their management practices to improve employee retention and job

satisfaction. By focusing on well-designed work-family balance policies, organizations can create a more favorable and motivating work environment (Obinwanne & Kpaji, 2022).

Originality:

This study makes a significant theoretical and empirical contribution, particularly due to the limited number of studies conducted in Morocco in this field (Maghni & Hamsa, 2024). It aims to better understand the impact of the existence and access to work-family balance policies on job performance, considering the mediation of motivation and satisfaction. An innovative theoretical model emphasizes the importance of employee satisfaction for human resource management. The results will provide practical recommendations to managers in the Moroccan tourism sector to support their employees and improve organizational performance, thus contributing to academic literature and offering practical perspectives to optimize team well-being and performance.

Developing Employee Sustainability Orientation under the Digital Transformation: The Environmental Commitment Effect

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Interest in sustainable digitalization has grown notably in recent years, both in academia and the business world. UN 2030 Agenda for Sustainable Development highlights the role of digital technologies in enhancing sustainability (2015).

Small and medium-sized enterprises (SMEs) have a significant contribution to economic growth in most OECD countries (www.oecd.org). Along with the positive impact of SMEs on economic growth and social well-being in many developed countries (Moore & Manring, 2009), SMEs collectively contribute up to 70% of annual industrial pollution (Revell et al., 2010). Thus, implementing digital transformation in SMEs remains challenging.

Digital sustainability refers to an organizational effort to adjust economic growth to sustainable development goals through the creative use of digital technologies. That involves focusing on the socio-environmental value creation as an integral part of the economic proposition (George et al., 2021).

The purpose of this research is to understand how and why SMEs may support employee green behaviours by delving into digital transformation.

The strategic objectives are to find ways in which SMEs can achieve digital transformation while reducing their negative environmental and social impacts (Schaltegger & Burritt, 2005). Finding win-win solutions depends on the ability to create positive links between environmental and social performance and economic growth (Starik & Kanashiro, 2013). Although some SMEs manage to adopt digital transformation efficiently, the journey to becoming digital is challenging. The key hurdles in the adaptation of the digitalized sustainable concepts are lack of awareness in the area, unawareness of the impact and consequences of the adaptation, huge initial cost and completely encompassing all employee perplexities and unawareness (Gupta et al., 2023).

The literature has argued in favour of integrating employee green behaviours, as an engine for transforming oneself, others, and the organization (Francoeur et al., 2021, Haddock-Millar et al., 2012). We propose to focus on two types of green behaviors: orientation and commitment.

Employee sustainability orientation includes recycling and reusing, seeking sustainable ways of working, developing and applying ideas to reduce a company's environmental impact, developing environmentally friendly processes and products, and challenging harmful practices (Graves, Sarkis, & Zhu, 2013).

Commitment refers to the extent that people are willing to exert effort and accept its goals and values so that they will direct their efforts in ways that they believe will achieve what is valued (Daly et al., 2009). As a target of commitment (Klein et al., 2012), environmental commitment has received a lot of scientific interest. An employee demonstrates this commitment to the environment when he or she has the desire to share, identify with and care about the environmental concerns of his or her organization (Paillé & Valéau, 2021).

We posit that such green behaviours are at the core of sustainable digitalization. Indeed, the literature shows that committed employees perceive goals, such as sustainable digitalization, as similar to their personal goals (Ellemers, De Gilder, & Haslam, 2004). Such commitment largely determines employee behaviour and leads to altruistic or prosocial employee behaviour (Carmeli, 2005; Devece, Palacios-Marqués, & Alguacil, 2016). In addition, this increases employees' willingness to exert extra effort beyond their duties (Devece et al., 2016).

This research stream encourages to study of individual and managerial interventions to encourage these behaviours, such as facilitating, informing, or encouraging (Wiernick et al., 2018, Osbaldiston & Schott, 2012). Based on our review of previous research, the goal is to understand how and why employees' sustainability orientation may become an environmental commitment when SMEs aim to promote sustainable digitalization.

Thus, based on the above reasoning, we conducted several exploratory interviews with people who were committed to SME sustainable digitalization. This led us to put in evidence some preliminary results, which help to understand how and why such green behaviours may be supported by their managers, in line with recent research (Raineri & Paillé, 2016). Then this research leads to improving managerial practices and facilitating the transition to a sustainable society.

Psychosocial Risks of Teleworking: Effects on Mental Health and Social Well-Being

IRENE LUQUE CARO
FRÉDÉRIQUE CHÉDOTELE
Universidad de Cádiz

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links between environmental and social performance and economic growth (Starik & Kanashiro, 2013). Although some SMEs manage to adopt digital transformation efficiently, the journey to becoming digital is challenging. The key hurdles in the adaptation of the digitalized sustainable concepts are lack of awareness in the area, unawareness of the impact and consequences of the adaptation, huge initial cost and completely encompassing all employee perplexities and unawareness (Gupta et al., 2023).

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Work Ability in the Post-Pandemic Home Office: An Intercultural Analysis Using the Work Ability Index (WAI)

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The COVID-19 pandemic has permanently changed the world of work, with working from home becoming the new normal for many employees. Even after the acute pandemic situation has subsided, many employees continue to work from home. This development raises important questions about the ability to work and the well-being of employees working from home. Our research project aims to investigate and evaluate the work ability of employees who continue to work from home after the COVID-19 pandemic using the Work Ability Index (WAI).

The Work Ability Index is a proven tool for assessing work ability that is used in various work contexts. It takes into account both the individual resources of the employee and the specific requirements of the job. In our research project, we are applying the WAI specifically to the situation of long-term home office for the first time. This enables us to identify and analyse the particular challenges and opportunities of this form of work for the ability to work.

A particular focus of our study is on the intercultural perspective. As the WAI has been validated in several languages, we are planning a sample that includes participants from different nationalities, particularly from German- and Spanish-speaking countries. This approach allows us to analyse cultural differences in the perception and management of the

home office situation and to identify possible influencing factors on the ability to work that could be related to the cultural background.

In order to capture the current state of research and to optimally position our study, we will conduct a comprehensive literature search in renowned databases such as PubMed, Scopus, Web of Science, CINAHL, SciELO and PsycINFO. We already figured out that although some studies on work ability in the context of working from home after the COVID-19 pandemic exist, the specific application of the Work Ability Index in this context is still a relatively unexplored area. This is where our research project comes in, in order to close this knowledge gap and gain valuable insights for the working world of the future.

Our study is designed as a cross-sectional study in which we recruit a representative sample of employees from different industries and companies who have been working predominantly from home since the beginning of the pandemic and continue to do so. Participants are asked to complete the WAI questionnaire in their respective national language. In addition, we collect demographic data and information on the specific home office situation in order to identify possible influencing factors on the ability to work.

A central aspect of our study is analysing the various dimensions of WAI in the context of working from home. We will analyse how factors such as current work ability compared to the best work ability ever achieved, work ability in relation to work demands, the number of current illnesses, the estimated impairment of work performance due to illness, sick leave during the past 12 months, the assessment of future work ability and mental performance reserves are represented in the home office context.

We pay particular attention to analysing possible correlations between the ability to work and specific characteristics of the home office situation.

These include, for example, the quality of the home workplace, technical equipment, work-life balance, social integration into the team despite physical distance and the ability to organise oneself and manage time. These factors could have a decisive influence on the ability to work from home and thus provide important starting points for improvement measures.

The intercultural dimension of our study also enables us to identify culture-specific differences in the assessment and management of the home office situation. We will analyse whether and to what extent cultural factors such as different work cultures, family structures or social norms influence the ability to work from home. These findings can be particularly valuable for internationally operating companies that have to adapt their home office strategies to different cultural contexts.

Another important aspect of our study is the investigation of possible long-term effects of permanent working from home on the ability to work. As many employees have now been working predominantly from home for several years, we can draw initial conclusions about the longer-term effects of this form of work. We will analyse whether trends in the development of work ability are emerging and whether certain groups of employees are particularly affected by positive or negative effects.

The results of our study will not only be important for science, but will also have practical implications for companies, employees and political decision-makers. Based on our findings, we will derive recommendations for the design of home office workplaces, the promotion of work ability in the home environment and the development of supportive measures for home office workers. These recommendations will take into

account the specific challenges and opportunities of working from home and incorporate cultural differences.

In addition, we plan to compare our findings with previous studies on work ability in traditional office environments. This will allow us to better understand the specific effects of working from home on work ability and to identify possible advantages and disadvantages of this form of work in terms of long-term work ability.

To summarise, our research project will make an important contribution to the understanding of work ability in the context of long-term home office after the COVID-19 pandemic. By applying the Work Ability Index in this specific setting and considering intercultural aspects, we are creating a solid foundation for future research and practice-relevant recommendations. The results of our study will help to shape the working world of the future in such a way that it optimally supports employees' ability to work and well-being - regardless of whether they work in the office or from home.

Sustainable Social Development and Sexual Diversity

From Persecution to Protection: The Evolution of Sex-Gender Diversity Criminal Legislation in Spain

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The legal landscape in Spain has undergone a remarkable transformation regarding the treatment of sex-gender diversity. Once marked by persecuting and punishing non-heteronormative identities, the legislative framework has now transitioned to protecting and safeguarding the rights of individuals with diverse sexual orientations and gender expressions. In this sense, currently, our Criminal Code protects sex-gender diversity through two fundamental mechanisms:

1. The aggravating factor for discriminatory motives: An aggravating factor is considered for those crimes committed for discriminatory reasons based on the sex, sexual orientation, or gender identity of the victim.
2. Hate crimes: These are specifically sanctioned in Chapter IV, Section 1, within crimes against the exercise of fundamental rights and public freedoms.

This paper examines the historical and legal context that led to this significant shift, exploring the trajectory from the discriminatory "Law of Vagrants and Crooks" to the current robust legal framework that upholds the principles of human rights and equality

Historical and Legal Context

The 1933 Law of Vagrants and Crooks did not explicitly mention homosexuality as a dangerous state, but its second article, section

ten, functioned as a catch-all to detain homosexual people. This law allowed arbitrary detention under the label of "vagrancy" or "crookery," being used to persecute the homosexual population.

In 1954, the law was reformed to recognize homosexuality as a "dangerous state explicitly." The justification offered was the preservation of the "healthy morals" and "good customs" of Spanish society, thus reflecting the conservative and repressive values of the regime at that time.

In 1970, the Law on Social Danger and Rehabilitation replaced the Law of Vagrants and Crooks, adjusting the dangerous states to include not only "homosexuals" but also those who committed homosexual acts. This change represented a continuation of systematic persecution but with a more specific focus on acts considered morally unacceptable by the regime.

Transition and Legislative Modernization

With the arrival of the Spanish Constitution (CE) in 1978, crucial legislative reforms were initiated to protect fundamental rights. The Law on Social Danger and Rehabilitation was modified, gradually decriminalizing non-heteronormative sexual orientation.

Finally, in 1995, the enactment of the new Penal Code completely repealed the Law on Social Danger and Rehabilitation, thus eliminating the criminalization of homosexuality and establishing a legal framework more respectful of human rights and sex-gender diversity.

Impact of Current Legislation

Today, the legal protection of sex-gender diversity in Spain is robust. Legislative reforms have not only decriminalized homosexuality but also incorporated proactive measures to sanction discrimination and hate crimes. These legislative changes reflect a significant underlying social transformation. However, despite these advances, significant challenges persist. Discrimination and hate crimes against LGBTIQ+ people have not disappeared and

remain a real problem. Effective implementation of existing laws and education on diversity and human rights are essential to progress.

Additionally, it is necessary to improve access to services and resources for LGBTIQ+ people, including adequate healthcare, psychological support, and protection against violence. Sensitization and training of security and justice bodies are also crucial to ensure a proper and respectful response to victims of hate crimes and discrimination.

Conclusion

The evolution of Spanish penal legislation, from the persecution and criminalization of sex-gender diversity to its protection and promotion of rights, reflects a profound societal change. As we continue to progress, it is fundamental to keep working towards real and effective equality, ensuring that all people, regardless of their sexual orientation or gender identity, can live free from discrimination and violence.

Community Social Work and/or Action with Ukrainian Refugees (On The Example of Georgia)

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This abstract presents the initial findings of the ongoing research project, "Identifying Effective Pathways to Reach Persons with Disabilities Among Ukrainian Refugees in Georgia." The research aims to understand the needs of Ukrainian refugees, assess the current protection systems, and explore the role of community social work and civil society organizations (CSOs) in supporting these refugees.

Context and Refugee Demographics

Since the Russian invasion of Ukraine on February 24, 2022, over 160,000 Ukrainians have entered Georgia, with approximately 25,000 remaining. The refugee population in Georgia is predominantly female (63%) and includes a significant number of minors and elderly individuals. Key challenges faced by these refugees include healthcare access, psychological distress, and family separation.

Community-Based Protection and Social Work

Community-based protection is essential for refugees, emphasizing the role of host communities in providing support and integration. Drawing on Urie Bronfenbrenner's ecological system theory, community social work for refugees involves services at various levels, including micro, meso, exo, and macro systems. These services address physical environments, social support systems, and spiritual affiliations.

Key Needs of Ukrainian Refugees

A Rapid Needs Assessment by CARE Caucasus (2023) highlighted the primary needs of Ukrainian refugees in Georgia:

1. Affordable accommodation
2. Food
3. Healthcare and medicine
4. Utility cost coverage
5. Clothing
6. Information about available assistance and services

Healthcare remains a critical concern, with 24% of households reporting a member with a severe chronic illness. Psychological distress and risks of infectious diseases are also significant issues.

Humanitarian Interventions and CSOs

The interventions for Ukrainian refugees in Georgia can be categorized as follows:

1. Humanitarian aid
2. Cash assistance
3. Education and vocational training
4. Group interventions
5. Resource mobilization
6. Advocacy and social action
7. Community organization
8. Improving organizational environments
9. Organizational change

The government support for Ukrainian refugees has been inadequate, often delegating responsibilities to CSOs. These organizations, including religious groups, grassroots volunteer

organizations, community-based organizations, and international NGOs, play a crucial role in providing humanitarian and psychosocial assistance.

Research Methodology and Findings

The research utilized a mixed-methods approach, including semi-structured interviews with CSO members (N=26) and an online questionnaire for Ukrainian refugees (N=114). Key findings include:

- Many organizations lack formal needs assessment processes.
- Gaps in service provision, especially in healthcare and psychological support.
- Challenges in fundraising and coordination among NGOs and state agencies.
- The need for better integration strategies, especially for persons with disabilities.

Case Study of a CSO: Unite Together

One example of effective community social work is the CSO established by Ukrainians in Georgia, employing social workers known as Hresnyky. This organization provides diverse activities, including cash assistance, social support, and learning courses, demonstrating successful collaboration with other humanitarian organizations.

Conclusion and Recommendations

CSOs in Georgia have shown flexibility and responsiveness in addressing the needs of Ukrainian refugees, filling gaps left by government services. However, there is a need for improved skills in project proposal writing and fundraising among CSOs. Integration efforts should focus on economic, cultural, and spatial aspects, with particular attention to vulnerable groups such as persons with disabilities.

The study highlights the importance of ongoing support mechanisms to facilitate better integration and quality of life for refugees in Georgia. It also underscores the role of community social work in advancing the human rights of migrants and refugees.

Final Thoughts

The preliminary findings suggest that CSOs, as part of community social work, are vital in addressing the needs of Ukrainian refugees in Georgia. These organizations have the potential to minimize gaps in the protection system and promote social inclusion, despite challenges posed by ongoing conflicts and resource limitations.

Lgtbiphobic Incidents: Victimization, Prevention and Problems of Criminal Prosecution of the Criminal Phenomenona

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As a result of the discrimination that continues to exist towards the LGTBIQ+ collective and the invisibility of the criminal acts committed against it, the need arises to study lgtbiphobic incidents as a criminal phenomenon. Currently, public institutions lack the necessary tools to prevent and criminally prosecute them, mainly due to the lack of knowledge of the phenomenon and the prejudices that still exist towards people belonging to the LGTBIQ+ collective. Throughout this work, we will conceptualize in a clear way the variety of incidents that exist against the LGTBIQ+ collective, we will evaluate the criminal prosecution system regarding this phenomenon and we will analyze the measures of prevention and action that are carried out by public institutions in order to develop our own guide of good practices on the prevention of these incidents and a better treatment of the victims. Finally, the aim is to visualize this criminal phenomenon as a whole in order to give it importance and, thus, not only to prevent these behaviors in an effective way, but also to try to improve the treatment given to the victims.

Two types of methodological techniques have been used to develop the work. On the one hand, interviews with experts in LGTBIphobia and, on the other hand, bibliographic review. This has allowed us to visualize and understand the criminal phenomenon studied from different perspectives.

It could be said that our research is exploratory and explanatory. On the one hand, there is little information and few resources about this criminal phenomenon. Therefore, it is very difficult to obtain such information from the victims. We believe that extracting information from the needs of the victims through experts is less intrusive than interviewing the victims themselves. Furthermore, the experts chosen not only have knowledge of the phenomenon, but also have previous experience with LGBTBIQ+ victims. On the other hand, this research aims to find the causes or reasons why this phenomenon is problematic in today's society. That is, why it has increased in recent years and why most victims do not report this type of crime.

In relation to the experts interviewed, 14 professionals belonging to different public institutions in the province of Cadiz were interviewed in a structured interview. There is no established rule for the selection of these experts. The only thing that must be taken into account is that this selection serves to obtain the necessary information in order to fulfill the purpose of the study we are going to carry out. Specifically, these are people who have academic knowledge and/or professional experience in relation to the object of study. Likewise, the fact that they belong to different public institutions is to be able to analyze the different perspectives that exist with respect to the reality of this phenomenon. Therefore, this would also be a qualitative study with a purposive sampling.

This criminal phenomenon, lacking objective facts and official statistics, requires the subjective opinion of these experts, since they are people who are related to it in some way. The reason why we have not used other more conventional methods such as, for example, victimization surveys, focus groups or victim interviews to approach the reality of this criminal phenomenon is very simple. We think that by dealing with victims of this

type of criminal acts and asking them about what happened to them, the only thing we are doing is revictimizing them and making them relive the moment when they were assaulted, i.e., we would be causing them more harm than they already have. In addition, these people may feel reluctant to participate in this type of research aimed at vulnerable populations because for them it would mean exposing themselves even more and perpetuating the social stigma that society has imposed on them.

Therefore, we are dealing with a qualitative and deductive methodology since we have tried to answer the general hypotheses initially raised with the study of the interviews conducted with experts in the field in order to obtain specific conclusions. In summary, our main objective is to analyze, understand and approach the reality of lgbiphobic incidents, to know how to prevent them and to know how victims are treated by public institutions: health, school, university, institutional, etc.

Literacy around AI and Its Impact on Visual Stories of LGTBIQ+ Individuals

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The ecosystem of visual representations is being transformed with the arrival of AI and the different image generation systems. The entry of this new paradigm, as Joan Foncuberta said, opens Pandora's box of representation figurative, abstract, informative or artistic (Fon, 2011). These AI images coexist with us for at least two decades, restricted to professional or specialized, the novelty now lies in indiscriminate access and in the multiplication of its possibilities. This is generating a social and cultural impact. The still image and its production and use models are evolving in a way disturbing and at breakneck speed. The most alarming side of the generation and consumption of these images algorithms lies in the fact that this complex universe of generation and reception of AI images reach us through machines that process millions of other images with Big Data training systems (machine learning deep learning). The AI systems look for patterns in the data they are trained on, discarding outliers in favor of the results of the dominant trends. For this communication we bring to debate the importance of reflecting on the images that artificial intelligence technologies launch on the LGTBIQ+ community to question the biases that these algorithms reproduce and that show us a single way of being.

Building Foundations: Affective-Sexual Education in the Primary Education Stage

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GUADALUPE CALVO GARCÍA
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Summary

Sexual education refers to the transmission of knowledge about biological and social aspects that contribute to the comprehensive development of each student. Currently, this topic is still considered taboo, but it is essential that it is recognized as an important aspect of all students' education. Therefore, it is necessary to know how to address this issue and incorporate it into schools to transmit content that goes beyond the simple sexual act, such as gender identity, types of relationships, etc.

Moreover, data from reliable sources on the sexuality of young people will be presented, allowing us to corroborate the importance of conveying this content from an early age. This is due to the large number of students exposed to pornography, engaging in sexual acts, or maintaining relationships without knowing the appropriate measures. The lack of sexual education can lead to several harmful conflicts.

The main objective of this work is to develop a didactic proposal to address the issue of sexuality in educational centers, specifically at C.E.I.P Barrio Nuevo, targeting students in the 2nd, 4th, and 6th grades of Primary Education.

A series of varied activities is proposed, aimed at both students and families. The Project-Based Learning methodology is implemented to motivate and promote interest and curiosity in learning. Each activity will be adapted according to the students' educational needs.

The purpose of this proposal is to highlight and convey the importance of teaching content related to sexuality, aiming to form competent and critical students for society, promoting a healthier and safer life.

European Cooperation as a Tool to Build a Europe against LGTBIQA+Phobia

CARLA TEJEDOR PERALES
BEGOÑA SÁNCHEZ TORREJÓN

Universidad de Cádiz

Addressing LGTBIQA+ rights through European eduartivist activities dedicated to queer youth from different countries in Europe promotes the normative deconstruction of learning processes. The realisation of and participation in European projects fighting for LGTBIQA+ rights promotes a broad perspective of the queer landscape and a visibilisation of the diverse inter-European LGTBIQA+ realities. The Latvian LGTBIQA+ activist association "Active Rainbow" creates the project "Pride Begins" consisting of six participants of diverse gender identities from different European countries, with the aim of carrying out a series of activities in support of the LGTBIQA+ community during the Pride month in Riga 2024. This indicates the need for European cooperation to build a Europe that makes gender-diversity visible and the fight against LGTBIQA+ in Europe.

Project GFORCE: European Universities against LGBTIQphobic Discourses

BEGOÑA SÁNCHEZ TORREJÓN

Universidad de Cádiz

We must be aware that the University, as a key social agent, must be committed to the promotion of all kinds of social advances that have an impact on improving the well-being and coexistence of citizens and on the construction of a fairer society, including gender diversity. There are still discriminatory factors to be removed, sequels of the past that still survive in the University that serve to position people unequally in society, according to characteristics that distance them from what is assumed to be normal.

For this reason, at the University of Cadiz we propose the project G-FORCE- enForcing gender equality and contributing to sexual orientation respect in a higher Education institutions alliance.

G-FORCE aims to a) make higher education community empowered on gender bias fighting and sexual orientation respect and create a network of universities, b) provide specialized information on gender equality issues and about gender discrimination, violence and sexual harassment within institutions, d) deal with gender-based violence according to the needs of a) students for self-education and their certification, b) teachers for the enrichment of existing university courses or creating new ones

Implementation: What activities are you going to implement?
We are going to implement 4 Work Packages and 11 activities,

5 Transnational Project Meetings (3 F2F, 2 Online), 7 Multiplier Events in all participating countries & 1 Final Conference in Greece

Results: What project results and other outcomes do you expect your project to have?

The project results are set internally to the Higher Education system and personnel involved and the society in its total. The results are A) Foundation & Development Results - G-FORCE Curriculum/Modules - G-FORCE Handbook/Guide – GFORCE platform & e-learning environment - 2 Mobile applications B) Sustainability & Dissemination Results – Artificial Intelligence Proficiency Assistant and Networking Center - Social Network Pages (Facebook, LinkedIn) - Youtube Channel - Posters/Leaflets

Development of Anxiety in Bisexual Women and Emotional Intelligence as a Protective Factor

ISAAC LAVI
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The minority stress model asserts that discrimination and prejudice against LGB individuals produce negative consequences on their psychological well-being. Although affirmative psychology has conducted studies on this population, there are few investigations focused on studying the consequences suffered by bisexual women. This study proposes to analyze, from an intersectional perspective, how contextual factors influence the development of anxiety and the protective role of Perceived Emotional Intelligence against psychological distress. Therefore, a study was conducted with a sample of 71 women, with an average age of 23.93 years ($SD = 4.25$). The variables were measured using the Spanish version of the Trait Meta-Mood Scale-24 (Fernández- Berrocal et al., 2004) and the Hospital Anxiety and Depression Scale (Zigmond and Snaith, 1983). The results obtained show a possible correlation between Perceived Emotional Intelligence and the development of Anxiety. It is concluded that Emotional Intelligence is a variable to consider in the development of prevention programs for the onset of psychopathologies in bisexual women.

The Role of Emotional Intelligence as a Mitigating Factor for Depression in Gay Men

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The theory of intersectionality proposes multiple forms of discrimination and oppression in the LGBTQ population, such as sexual orientation and gender, intertwined to create unique experiences of marginalization. Intersectionality and the minority stress model explain violence in sexual minorities, but few studies propose prevention and intervention models for gay men from affirmative psychology. This study, based on a sample of 35 gay men with an average age of 28.45 years ($SD = 7.92$), focuses on how these dynamics affect gay men, exploring the relationship between Emotional Intelligence subvariables (attention, clarity, and repair) and Depression. The Spanish version of the Trait Meta-Mood Scale-24 (Fernández-Berrocal et al., 2004) and the Hospital Anxiety and Depression Scale (Zigmond and Snaith, 1983) were used to measure the variables. The results showed a significant positive correlation between Emotional Intelligence subvariables and depression. These findings underscore the importance of considering both intersectionality theory and the minority stress model in the development of prevention and treatment programs for mental health in gay men.

**The Construction of Women's
Identity through Interdisciplinary
Studies**

Mass Culture References in the Construction of Feminist Identity: A Study through Memes

MACARENA HERNÁNDEZ
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Cultural studies and Political Economy of Communication have often held opposing views on the influence of cultural industry's products in the transmission of emancipatory values. From the political economy of communication perspective, products of capitalist cultural industry can only serve as a mechanism for reproducing dominant ideology, while for some cultural studies process of reception includes opposing or negotiated readings that can lead to favoring counter-hegemonic beliefs or attitudes.

Feminist studies have also presented opposing views: while some studies focus on the ability to transmit feminist values thanks to the massive reach of cultural industry, others criticize that only the values of a neoliberal individualistic feminism are reproduced, devoid of its full potential to subvert the current status quo. Through the study of memes generated by feminist collectives, we can observe how these mass culture references are put into operation. Memes can be a vehicle that promotes social participation but also a tool for generating collective identity, and feminists are using characters from the cultural repertoire at their disposal, that is, from mass culture, as pieces for self-representation. Through the study of over 500 memes published by various feminist accounts on Facebook, Instagram, and Facebook, we will attempt to map out which references are used and how, taking into account the possible processes of appropriation that occur in the "putting into operation" of references through memes. For this, we will rely on Grounded Theory, Critical Discourse Analysis, and multimodal analysis, always based on feminist epistemology.

**"And they, what do they want to be now?"
A study About Identity Tensions and
Ambivalences in Young College Women**

CELIA ESPADA
RUBÉN MARTÍN GIMENO
Pablo de Olavide University

The feminist movement has fought to redefine the concept of women from a more liberating perspective over the years, giving them greater capacity to define themselves as they wish and not only from the domestic space. Today, young women seem to start out constructing their identity from a scenario with a much broader imaginary than in previous decades. However, they do so within a socio-economic structure that often does not provide them with conditions that allow them to reconcile their work, personal and family life. This research is based on a qualitative methodology, carrying out two focus groups with young university women. The aim of this research is to respond to the possible tensions and ambivalences that young women today seem to face when constructing their identity.

Representation of Women in the Promotion of Volunteering on TikTok

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Universidad de Extremadura

Nowadays, TikTok is the most popular social network among young people, also serving as a platform to promote social actions such as volunteering. Historically, women have been closely linked to volunteering, reflecting the latent gender roles in society. This research aims to analyze the representation of women in the promotion of volunteering on TikTok. To this end, a qualitative methodology based on content analysis was applied. The analysis was conducted on a sample of the 150 videos uploaded to TikTok with the hashtag #voluntariado that received the most likes during the first quarter of 2023. The results show a predominance of women over men in these videos and highlight the reproduction of gender roles. In conclusion, TikTok reflects and perpetuates traditional gender roles, underscoring that gender stereotypes are deeply ingrained in the social representations within this social network.

Influencers and the Folklorisation of Andalusian Femininity

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Universidad Europea Miguel de Cervantes

This exploratory work aims to approach the dynamics of folklorisation of Andalusian cultural identity, specifically its stylised paradigm in the female figure, by Spanish influencers. We propose to critically study the picturesque, essentialist, and aestheticised representations of Semana Santa, Romería del Rocío, and especially the Feria de Abril in Seville as portrayed by Instagram influencers, and how a certain way of (seeming) to be an Andalusian woman is associated with these representations. We understand that the intervention of influencers in these celebrations, and by extension in what is represented as Andalusian femininity, activates processes of folklorisation: that is, the deformation, reification, and degradation of the cultural expressions of people and territories in a situation of domination or subordination, reducing them to repetitive, traditionalist, and "popular" rituals that, within the framework of neoliberal globalisation, can be easily sold and consumed (Luz Enith López Estrada and Jair Hernando Álvarez Torres, 2016; Javier Reynaldo Romero Flores, 2015; Sandra Xinico Batz, 2017).

Our findings are the result, on the one hand, of a review of scientific literature (mainly gender and feminist studies, cultural and communication studies, post-colonial studies, anthropology, sociology, and geography). On the other hand, we have applied the method of digital ethnography by monitoring the Instagram

accounts of the most recognised influencers in the Spanish context to outline the general landscape of the research object. To make it more concrete, we have chosen the influencer Eme de Amores (@emedeamores), as she embodies a particularly liminal case study: born in Seville and familiarly linked to the province of Granada, she has been living in Madrid for years and dedicates a large part of her content to exhibiting her normative performance of Andalusian femininity in the context of the most mediatised spring festivals. Finally, to complete the study, we have consulted the thread dedicated to this influencer in the digital forum Cotilleando, which, as of 11 July 2024, has more than 2,800 posts.

Thus, after our exploration, we highlight the following results. Firstly, the dynamics of folklorisation we study here are framed within structural and institutional processes of intense touristification and exploitation of territories within the framework of the neoliberal hyper-commodification of life (María Barrero Rescalvo, 2024). Andalusia represents a paradigmatic case, having been turned into an amusement park for visitors seeking what we could call a "post-card experience": a plasticised and highly eroticised sublimation of the Andalusian stereotype (Pablo Domínguez, 2019), in which women play the role of identity totem (Dolores Juliano, 1989) as well as erotic-sexual lures to be seen (Laura Mulvey, 1975).

This necessarily leads us to what Stuart Hall calls "the problem of cultural identity" (1992). Identity, as a contested academic notion, is already problematic in itself, but its cultural inflection in the context of neoliberal globalisation confronts us with the risks of fabricating essentialised, idealised, frontier identities at the service of nationalist projects (Stuart Hall, 1992; Marie Moran, 2015). The flip side of the tense processes of fragmentation and standardisation of neoliberal globalisation is the fascination with cultural difference, which is exoticised and

commodified for the enjoyment of the dominant culture(s) (Stuart Hall, 1992). None of these problems escape the so-called "Andalusian cultural identity" (Isidoro Moreno, 2008), subjected in the current cultural cycle to a plasticised recreation of its artistic-creative expressions for the consumption of the (Andalusian, Spanish, and foreign) elites, with a marked class (romanticisation of genius and beauty supposedly derived from poverty) and gender (centrality of the brunette, exuberant, electric, and seductive woman-body in the spectacularisation of Andalusian culture) character.

Through the case study of the influencer Eme de Amores, we have been able to approach the concretisation of the processes of folklorisation within the framework of the Andalusian spring festivals. In general terms, the representations and discourse of this content creator about her experience of the Semana Santa in Granada, the Feria de Abril in Seville, and the Rocío in Huelva expose the following folklorising mechanisms:

- Essentialisation, naturalisation, and romanticisation of Andalusia as a particular and different experience, and of being an Andalusian woman as the cardinal archetype of this experience.
- The aestheticisation of festivals and of being a woman in them, thus also activating logics of competitiveness and differentiation between women. Within the framework of a culture of influencers, which is influenced by neoliberalism and post-feminist sensibility, this differentiation is key to building and exploiting their personal brand (Maria Castellví Lloveras, 2023; Stéphanie Genz, 2014).
- Simplification and reduction of culture to "removable" aesthetic elements, customary tropes, and festive rituals disconnected from their context and origin.

- Selection of certain territories and certain Andalusian festivals, which implies a logic of hierarchisation, discrimination, and delegitimisation of "other" festivals and "other" women (Mar Gallego Espejito, 2020; Javier Reynaldo Romero Flores, 2015).
- Normativisation from the outside, which implies, on the one hand, the (self-)disciplining of the enjoyment and participation in the festival, particularly for women, who must dress up, adorn themselves, and behave in a certain way. On the other hand, this normativisation leads to an elitisation of the popular festivals.
- Hyper-commodification of cultural expressions: the influencer studied is often accused of being a "consumerist," as well as of commodifying "Instagrammable" customs that bring her engagement and profits.
- Trendification of certain ways of being Andalusian and expressing oneself culturally as such, fundamentally linked to certain romanticised popular customs.

We hope that these initial findings can be useful in inspiring the outlines of broader, deeper, and more complex research into the mechanisms of hegemonization and inequality in women's production and consumption in social networks.

For A Change of Perspective in Audiovisual Creation Cases Studies

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Since the origins of audiovisual creations, it has been mostly men who have written the stories and directed the productions, so that the female presence has been relegated to the minimum expression, almost only to the acting section and always from a male perspective, even from a male chauvinist perspective. Society is advancing in equal rights and, also, in recent decades, women screenwriters and women directors have been incorporated more frequently into productions, in addition to actresses. Thus, these women have been able to create stories from a female perspective. In this work, an analysis is carried out of some cases that are understood as paradigmatic in which the transformation of the role of women can be observed in all areas of audiovisual creation.

Historical Juncture Fictions: The Representation of Fourth-Wave Feminism in Television Series

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In the second decade of the 21st century, the feminist movement reemerged during what is known as the fourth wave. Activism manifests both in the streets through collective popular demonstrations (such as the Women's March in Washington in 2017, 8M in Spain in 2018, and international mobilizations since 2020), and through social networks that connect experiences of abuse and violence worldwide, creating a discourse through hashtags like #MeToo or #YoSíTeCreo. The main demands are the condemnation of gender-based violence and the fight against any form of violence against the female body (rape, assault, prostitution, surrogacy, etc.) and against symbolic violence towards women (objectification, sexualization, fatphobia, power abuse dynamics, rape culture, consent, etc.).

Within this context, television fictions of historical juncture are produced, addressing these issues from a contemporary perspective, especially on streaming platforms. They are considered to even inaugurate feminism as a fiction genre (Cattien, 2019), as they are classified as aligned with the activist movement, sometimes even before being released (pp. 322-326), often as a post-feminist strategy serving commercial interests. Although they include transgressive themes, these productions are designed not to truly challenge power (Loock, 2018; Smith

et al. 2019; Cattien, 2019; Cappelli, 2019; Raya Bravo and López Rodríguez, 2022). Most explore the consequences of gender-based violence from a female perspective, as seen in *Big Little Lies* (HBO: 2017-2019), *The Morning Show* (Apple TV+, 2019), *Intimidad* (Netflix, 202), or *Ni una más* (2024).

This analysis focuses on these productions, paying special attention to common elements related to a) the presence of female characters, b) story focus, c) intersectionality, and d) themes related to the feminist agenda. The goal is to observe what feminist elements these fictions introduce to be considered part of a genre or if they are closer to a post-feminist reading aligned with commercial exploitation interests.

Plastic Arts Today For a World of Equals Tomorrow

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From the earliest artistic manifestations it has been possible to see that images and cultural signs are forms in which social discourses have the power to construct definitions of women's identities based on the patriarchal vision. The presumption of men as spectators of works of art has been one of the main elements that have led to seeing women as muses or even as fetishes. Throughout the history of aesthetics, beauty and its representations have been the protagonists following an imposed canon that has remained practically unalterable in Europe until well into the 21st century. Fortunately this paradigm is changing, although the current educational model leaves the presence of women in the recent history of art practically nullified.

On the gaze of art it can be said that while the aesthetic category that corresponds to beautiful things ascribes benevolent qualities, in the category that corresponds to things that do not fit into the beautiful we find other undesirable attributes. That is to say, everything that is not perfect could be nullified by the forces of the desire for beauty.

Since the avant-gardes of the 20th century, the limits between the beautiful and the ugly have depended as much on the particular vision of the artist as on that of the spectator himself. Now in the 21st century we find ourselves with another paradigm: in order to reach the category of artistic work, the

work of art needs to pose questions to the spectator, who now does not need to renounce the beautiful or the ugly. In the current trend, the aesthetic experience takes second place, using the arguments of beauty as tools to articulate the visual scaffolding and set the stage for debate.

If the main characteristics of beauty in Renaissance representations of women are still in force (such as wide hips and firm breasts as a vindication of femininity and motherhood), we now find new representations that bring the feminine closer to broader formal values, even transgressing gender to cross the boundaries between men and women and explore new territories away from the traditional ones. In other words: moving away from the tendency of patriarchal production in artistic society.

Until the 20th century, cultural practices of artistic representation acted by producing meanings and positions for consumption from the point of view of man and for the consumption of men.

New boundaries are permeable in the visual arts. These barriers transit between men and women using the objectification of femininity that now invades the territories of what was once only masculine, including spaces in art galleries.

There are many women who have resisted through their artistic productions, advancing towards a scenario far from the pre-established where they have been occupying the place of 'the other' because their beauty is found only in their representation and not in their virtues for artistic creation.

While in the 1960s the slimness of the models was the imperative, in the 1980s the concept of woman began to be investigated as a non-binary identity territory. From that moment on, it was the women who worked for art themselves who tried to break out of the patriarchal construct, putting forward new arguments for the creation of new identities.

In the 1990s, artistic work became a useful scenario for thinking about violence, where some authors emerged, as in the case of Nora Aslan (1937), who worked on the definition of the body itself, constructing new realities with images of beauty that triggered different behaviors.

Today, since the artistic milestone of Lucian Freud (1922 - 2011), the perspective has changed and women have been able to position themselves as consumers of art, even eliminating gender roles in contemporary art, although a large part of society continues to idolise models of women who seem to be produced for the delight of men, such as the famous Beyonce, Kim Kardashian or the Spanish Rosalía. They all seem to be beautiful as well as different. Their beauty stems from their aesthetic appearance by using some of their feminine qualities in an exaggerated way.

Although the hegemonic patriarchal consciousness in the visual arts has been disabled, there is still a long way to go to broaden the repertoire of artistic practice.

The study of image and the arts in schools can become a key ally in a tangible change in societies. We also consider it fundamental to support the development of women artists and to obtain diverse cultural products that serve as a mirror for the new identities we want for our young people in the 21st century. From this point of view, the role of universities in the construction of policies that make possible the implementation of studies on teaching in the paradigm of gender in the arts today is highlighted.

Migration from a Female Point Of View: Experience of a Human Library of Migrant Women at the University of Cádiz

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Universidad de Cádiz

This work presents the experience carried out at the University of Cadiz in the period (October 2023-March 2024) entitled "Human Library of Migrant Women" which has been coordinated by the Library of the UCA, the Association Hypatia Amigos del Libro of the UCA and the Research Group PAIDI HUM-748 Télós.

This activity is inspired by the Human Library Project (<https://humanlibrary.org/>) born in Denmark in 2000 and aims to show the vision of migration through the eyes of 6 women who have gone through this experience. The event took place on 7 March in the Library of the Puerto Real Campus to commemorate Women's Day, but had been 5 months in preparation.

Our "human books" are women from different backgrounds who want to contribute to deconstruct stereotypes and prejudices about migration, sharing their life experiences in first person. Those attending the event had access to the human books that told them a story about migration from a female perspective.

The phenomenon of migration has always been a key point for social, economic and, above all, cultural development, and is currently a fundamental part of the construction of different societies (Sanz et al., 2016). For this reason, it is a priority to

reflect on how to cooperate with migrants, how to listen to them and understand them, an opportunity provided by this Human Library. In our specific case, we wanted to look at migration from a female perspective.

In this communication we will explain the process followed for the selection of the women participants, the methodology followed to train them as a human book, the guidelines, the organization and the development of the experience.

The methodology used to carry out this Human Library on Migrant Women is based on participation and recognizes the possibilities that allow for dialogue and enquiry based on questions to learn about life stories and relevant aspects of migration through collaborative work. According to Parrilla et al. (2017), the legitimacy and complementarity of this topic is recognized thanks to the interactive heterogeneous work teams and their complementary knowledge.

Data from the surveys with the opinions of the attendees who have "read" the human books are also provided to assess the opinion of the participants.

Getting to know stories through their protagonists favours the understanding of other situations, promotes tolerance, and helps to discover the realities that exist behind each migration experience.

**The Post-Pandemic Society from
the Prism of (Im)mobility**

Embeddedness and Circulation in Dockworkers Unionism. The Case of the Bay of Algeciras Port

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Sea ports are central nodes of the contemporary world economy. The so-called "logistics revolution" has accentuated the relevance of ports in world trade, but at the same time has increased pressures to reduce shipping costs. Cost reduction has been implemented through technological innovations (containerization, increased vessel size, labor automation...), and neoliberal deregulation of port labor (Moody, 2019). In this sense, the privatization of seaports has been one of the main (and most controversial) measures (Thomas, 1994; Baird, 2002; Cullinane&Song, 2002).

The aim of this paper is to analyze the way in which the spatial dynamics of rootedness and mobility are part of the trade union strategies of port workers. The study is based on a qualitative research carried out in the Port of Algeciras Bay. After analyzing the context in which the movement of goods and people and the rootedness of port communities are juxtaposed, it is argued that territorial control, the use of strike repertoires, negotiation and dialogue, and qualification are key elements in the processes of union renewal.

Gendered Impact of Telework during the Pandemic: Broadening the Gender Gap

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This presentation explores the gendered impacts of remote work during the COVID-19 pandemic, focusing on data from the European Union and Spain. It discusses how teleworking has different effects on gender roles and work-life balance needs, highlighting disparities in digital skills, unpaid care work, and access to flexible working arrangements. The pandemic has exacerbated gender inequalities, particularly in unpaid care responsibilities, as women face increased burdens due to school closures and limited childcare services. Flexibility in working arrangements like telework can support gender equality by helping workers balance work and family responsibilities, but without improvements, it risks reinforcing traditional gender norms. Additionally, teleworking during the pandemic in Spain has showcased challenges faced by women in balancing work and childcare duties, leading to emotional consequences and feelings of guilt, increasing the burden of family tasks. The results emphasize the importance of addressing these gendered effects of teleworking, and promoting more equitable work-family co-responsibility practices to support both men and women in navigating remote work effectively.

Home Delivery Companies: Between Transnational Financial Management and Local Labor Exploitation

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In the 21st century, we have witnessed the proliferation of home delivery companies. From the beginning, the basic and most voluminous work of these companies, that of riders, has been a subject of controversy. On the one hand, because most companies have hired the delivery drivers as freelancers instead of employees, even when they met the requirements to be considered employees. On the other hand, because the conditions under which the work was carried out, whether they were freelancers or employees, were particularly harsh due to the remuneration, the availability hours, the physical insecurity of the job itself, the lack of transparency in the assignment of work, or the control of the applications. All of this led to an early organization of the workers.

As discussed in a previous work (López-García, Ribón, Morales, and Roca, 2023), the organization of home delivery workers has transitioned from community unionism to traditional unionism, thanks to successive collective rulings and the enactment of the Rider Law in 2021. However, the expectation of a gradual normalization of the sector that would allow the development of traditional union action has not been fulfilled. Three years after the Law came into force, major companies that dominate the Spanish market offer self-

employment contracts, risking million-euro fines for breaking the law, or subcontract to other companies. Others strive to comply with the law, considering it unfair competition, and some, having started laborization processes, have ceased operations.

This work aims to contextualize this evolution in a double process of mobilities of capital and technologies, on the one hand, and immobilities, with nuances, of labor force, on the other, in order to explore in subsequent papers, the fit of unionism in it. For this, on the one hand, a bibliographic review of the literature on platform capitalism and financialization is carried out, and, on the other, the evolution of finance and labor in companies in the sector is analyzed through the specialized press. sector.

Delivery firms can be classified into what Srnicek (2018) calls "austere platforms" characterized by the fact that their most important asset is software that enables the service and does not have the physical properties that carry it out, in this case, the vehicles. of distribution. They also have features of what Grasten, Seabrooke, and Wigan (2023) call "networked accumulation platform firms", based on existing or easily replaceable assets with minimal infrastructure, launching local services under a cloud of "regulatory indeterminacy" (Stehlin, Hodson and McMeekin, 2020, p. 1256) relying on being "simultaneously embedded and disembedded from the space-times they mediate" (Graham, 2020, 454). As Grasten et al. (2023) explain, these companies provide a material service at a local scale, while information services are performed across multiple locations and financial management is coordinated at a transnational level. All of this allows delivery companies to move easily throughout the territories.

Delivery companies have been one of the great beneficiaries of the short-term and high-risk investments that have been possible thanks to the abundant cash capital caused by the financialization process initiated with neoliberal globalization. In Europe, according to Dealroom data, they received 6,000 million euros between 2016 and 2020 and in Spain, Glovo obtained 450 million euros in a financing round in 2021, the highest in the history of Spain. Until now, companies in the sector have required enormous and continuous financing because, in a context where many operators compete and their strategy is to gain the maximum market share based on low prices and low costs, they have not been able to maintain some positive accounts. For now, overfinancing has covered the offer of a service below its cost and non-laborization and the use of immigrant workers, mobile labor hired locally, has kept costs low. Issues that, on the other hand, raise doubts about the sustainability of this activity under normal conditions.

Delivery companies employ cannibalism and territorial strategies with a tendency towards monopolization (Srnicsek, 2018). These strategies involve companies entering a territory to capture market share, exiting if they fail to do so, merging, participating in, and buying out part or all of a market space. For example, the Spanish company La Nevera Roja was bought by the German Rocket Internet in 2015, four years after its inception, and resold to the Danish company based in Ireland, Just Eat, in 2016. The British company Deliveroo entered the Spanish market in 2015 and exited in 2021. The German company Delivery Hero began participating in funding rounds for the Spanish company Glovo in 2018 and ended up acquiring 99% of it in 2024. The Turkish company Getir arrived in Spain in 2021, bought its competitor, the German company Gorillas, in 2022, and left Europe in 2024. The American company Go Puff, after acquiring the British company Dija, began operating in

Spain in February 2022 and left just six months later. Each business move endangers employment contracts. For instance, Deliveroo's exit affected 3,800 workers; Getir's, 1,500; Stuart's, 200; Go Puff's, another 200; and the purchase of Glovo resulted in the dismissal of 165 workers (non-delivery) between 2023 and 2024.

In a context where home delivery companies spearhead the financialization of labor relations, while the sector strives for sustainability, the financial system shows signs of exhaustion due to unfulfilled profit promises or the activity volume being drastically reduced once the service is offered at its real cost. It is worth considering resistance actions through local, national, and transnational union efforts.

Between Algorithms and Streets. The Appropriation of Space in Movement among Riders

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The 'Delivery' platform companies that have been incorporated into the Spanish labour market in recent years with increasing importance, have led to a redefinition of Fordist work structures, configuring a new labour spatiality in which urban mobility constitutes the main vector of a new way of being in the city. The riders, located between the guidelines of the algorithmic platform and the organization of the urban space, are the ones who make the delivery around the city possible.

For the study of this phenomenon, we have focused on the organization of the work process, attending to how the use of space is configured through business strategies and labor tactics by riders. This has been specified in a case study from Seville where, through a socio-spatial analysis, (im)mobility is investigated as a form of social construction of space within the work processes of 'Delivery', attending to the tension between individual agency and control by the company. The presence of forms of collective appropriation has been observed in certain urban spaces, which have become niches of interethnic relations.

Riding and Resting: The (Im)Mobile Ways of Occupation Among Riders

JESÚS COMESAÑA MÁRQUEZ
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The incursion of companies like Glovo or Uber Eats into the Spanish labour market has started a change in the ways that places and spaces are occupied by riders and the rest of the population. The riders use the roads and the cycling lanes to perform their labour, occupying massively those spaces that used to be considered the fastest way to move through the city, or those places that used to be empty and only frequented while traversing through the city. The streets are the stage of daily transformations related to the uses and ways of occupation of urban spaces by these people.

We are particularly interested in the ways that the city has adapted to the presence of riders in their main roads and cycling lanes, and the changes that have taken place in the spots that the riders frequent while they wait for orders to be placed and their work began. An overrepresentation of the immigrant population is noticed due to the ethnic segmentation in this sector (Cant, 2020).. We provide a case of study focused in the city of Seville.

Returning Emigrant in Spain by Remote Working. Redefining Intra-EU Mobility in Post-COVID-19 Era

SIMONE CASTELLANI
JUAN ANTONIO ROA DOMÍNGUEZ
University of Cadiz

The COVID-19 pandemic disrupted the intra-EU mobility pattern and profoundly impacted the labor market. Travel restrictions hindered many Europeans living in other EU countries from maintaining their transnational lifestyles. As a result, many returned to their home countries because remote work allowed them to work from their countries of origin. The pandemic accelerated the transition to remote work. This trend has been gaining momentum since 2009, driven by technology and the gig economy, producing increasingly significant new phenomena such as digital nomadism, which challenges traditional notions of work and belonging to a Nation-State.

These changes can be explored from two scientific angles. On the one hand, studies on remote work have highlighted the positive impact on work-life balance and environmental benefits. It also shows challenges, such as global and local inequalities based on gender, country, sector, job, wages, and age. On the other hand, the literature on return migration is broader and has explored factors such as gender, life stage, care, economics, sustainability, and other crucial aspects such as migrant motivations, voluntariness, reintegration, and the politicization of return programs. The links between the two bodies of literature have hardly been explored.

Based on the results of the project "Moving forward by coming back" funded by the Plan Propio of the University of Cadiz, which explores the experiences of working-age adults (18-64 years old) in Spain within the EU, our paper investigates the nexus between intra-EU return migration and remote work in the post-COVID-19 era. First, the paper seeks to understand the role of remote work in facilitating the return of migrants and the implications of the 'partial' return. Second, it explores the influence of cultural, social, and economic factors, including gender, on return decisions. Finally, it examines the impact of structural issues related to state policies, such as welfare policies, labor rights, and taxation.

The paper shows that cultural, social, and economic capital and the centrality of care influence return decisions. Further, it displays the role of the nation-state in these return flows about access to welfare state social protection, labor regulation, and taxation.

Ethnic Minorities during the COVID-19 Pandemic: Difference, Control and Ethnic Exclusion in Berlin and Seville

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The COVID-19 pandemic had a significant impact on migrant and internal minority communities, resulting in job losses and precarious working conditions in sectors where these minorities are commonly found. However, political and media representations have unfairly portrayed ethnic minorities as high-risk groups, attributing the increase in COVID-19 cases in certain city neighbourhoods to their presence. Media coverage has often highlighted outbreaks in deprived neighbourhoods, leading to a distorted narrative. Instead of linking the outbreaks to urban-social conditions, they have been associated with perceived "cultural attitudes" and "lifestyles" that supposedly facilitated the spread of the virus.

This paper employs a mixed methodology, combining political and media communication analysis with in-person and virtual ethnographic practices, to investigate two COVID-19 outbreaks that were believed to have originated from overcrowded religious celebrations in the spring of 2020. These outbreaks resulted in the isolation of residential blocks in two deprived neighbourhoods: Neukölln in Berlin, Germany, primarily inhabited by Romani-Romanian migrants, and Tres Mil Viviendas in Seville, Spain, primarily inhabited by autochthonous Romani residents known as 'Gitanos'. The study presents a comparative analysis that examines the construction

of moral panic as a means of moral regulation, perpetuating social hierarchies through manifestations of cultural racism in different contexts.

Latin American Women Farmworkers in French Agriculture: Labor Mobilities in Post-Crisis Contexts

JUANA MORENO NIETO
Universidad de Cádiz

This presentation analyses the labor and mobility pathways of Latin American women who have re-emigrated from Spain to France to work in the agricultural sector. These mobilities, which began after the 2008 economic crisis, under the sponsorship of temporary employment agencies, have expanded to the present day thanks to the role of networks of family and friends. The analysis of the trajectories allows us to approach both the workers' strategies and the transformations that are taking place in this enclave of intensive agriculture. We do so from a feminist perspective, considering the articulation between care and paid work. The results show the ambivalent effects of these mobilities, which have allowed women workers to access higher salaries but have also relegated them to jobs with poor working conditions and with which they do not identify. It is also shown that alongside factors related to the socio-economic and labor market situation, reproductive work, specifically childcare, shapes these women workers' labor and mobility pathways.

This presentation is based on qualitative research, in which observations and in-depth interviews were conducted in 2019 and 2023.

Wine, Society and Sustainability

The Protection of the Wine Landscape of the Sherry Wine Region and Its Relationship with Wine Tourism

JOSÉ LUIS BAÑOS RAMÍREZ
University of Cadiz

The Sherry Wine Region is located in the northwest of the province of Cádiz, in Andalusia. The vineyard is the hallmark of this area, being the southernmost wine region in Europe. It extends across eight municipalities in the province of Cádiz (Jerez de la Frontera, Sanlúcar de Barrameda, El Puerto de Santa María, Trebujena, Chipiona, Rota, Puerto Real and Chiclana de la Frontera) and one municipality in the province of Seville (Lebrija).

The Sherry Wine Region has a rich natural, historical, cultural, architectural and environmental heritage, largely related to the production and aging of its wines. Wine tourism as a transversal axis, goes beyond the knowledge of wines, it involves immersing yourself in the culture of the territory with your senses.

Currently, the new needs of wine tourists and adaptation to changes require special attention. The sector is moving from solid tourism to liquid tourism, based on the concepts of wine tourism, sustainability and ICT, with the search for authentic experiences and the recovery of the cultural, social and environmental heritage of the territory.

Wine tourism in the Sherry Wine Region has established itself as a fundamental pillar for the economic and cultural development of the region, standing out as one of the most

visited Wine Routes in Spain. This phenomenon not only promotes the appreciation of the unique Sherry wines, but also boosts tourist activity, generating a positive impact on related sectors such as gastronomy, hospitality and cultural offerings. The influx of visitors attracted by wine tourism contributes to the preservation of wine heritage, promotes knowledge of local traditions and boosts the regional economy, turning the Sherry Wine Region into an unavoidable reference within the international wine tourism panorama.

The winemaking tradition has a direct relationship with the landscape and the natural environment. “European wine landscapes have historical roots and a close relationship with the natural environment, since they are part of the Mediterranean agricultural mosaic, in which the classic trilogy of wheat, vine and olive tree are combined, and configure a cultural, territorialized landscape system, that is articulated around a well-defined inhabited nucleus” (Bertrand, 2008). The vineyards, farmhouses and wineries are the result of human action that have been transmitted from generation to generation, creating a landscape space that is perceived as tradition and as a way of life.

“In this system, the vineyards, as a result of human work, individual and collective over generations, acquire their own personality, constituting a landscape space that today is perceived as a repository of ways of life, tradition and an ancestral relationship. with the natural environment” (Pintó i Fosalba, 2008).

In recent years, numerous initiatives have been launched in the historical payments of the Sherry Wine Region, such as the installation of wind and photovoltaic parks. These facilities have a strong impact on the territory, deteriorating the wine landscape and considerably affecting the protection of flora and fauna, the

wine industry itself and the development of new economic activities related to wine tourism and environmental education. These types of actions put at risk the ancient wine-growing tradition of the Sherry Wine Region, hence the importance of protecting the rich landscape and wine-growing heritage.

Currently there are no works related to the topic under study, which is why the need arises for research that allows us to determine what are the fundamental values that characterize the landscape of the Sherry Wine Region, the problems that affect the territory, and find possible solutions to maintain its cultural and ecological value. Therefore, the protection of the wine landscape appears as a key strategy to sustainably develop, in the near future, the Sherry Wine Region.

The main objective of the research is to propose strategies that guarantee the sustainable development of this landscape, answering the following questions:

1. What are the fundamental values that characterize the wine landscape of Sherry Wine Region?
2. What weaknesses, threats, strengths and opportunities does the Sherry Wine Region present?
3. What are the possible solutions to these problems and what are the challenges to improve the quality of the landscape?
4. Is wine tourism activity important for the development and protection of the landscape?

Understanding Young Consumers’ Motivations for Wine Consumption: A Market Segmentation Study

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MARÍN-DUEÑAS; SERAFÍN CRUCES-MONTES;
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Market segmentation is an essential strategy for tailoring a product to different segments of the population. These segments have distinct attitudes, beliefs, and levels of involvement that influence their final purchasing decisions. This study proposes a segmentation of young sherry wine consumers, based on a sample of 1,653 individuals aged 18 to 33 living in Andalusia, South Spain. The findings reveal three distinct groups within the young population: the believers, the disinterested, and the interested. Believers tend to consume Fino and Cream wines more frequently. The interested group shows a preference for Pedro Ximénez, Oloroso, Amontillado, and Palo Cortado wines. Disinterested individuals, however, do not exhibit loyalty to any specific type of wine. We believe this study can serve as a useful foundation for exploring whether these young consumer segments exist in other populations and if they exhibit different consumption behaviors towards other types of wine.

Advertising Effectiveness on Facebook. An Eye-Tracking Study Applied to Wine Tourism

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ISMAEL TRABA OUTES, SERAFÍN CRUCES MONTES, DIEGO GÓMEZ
CARMONA
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This paper uses eye-tracking techniques to analyse the effect of different wine tourism advertisements on consumers. The study used the social network Facebook, given the parallelism between the users of the network and the subjects who carry out wine tourism. We analysed publications commonly used by companies to promote wine tourism, images of landscapes vs. people vs. wineries. Participants' engagement with the social network was considered to analyse the attention and recall generated by each advertisement. The results reveal that images using people to promote wine tourism are more effective from the point of view of attention. In addition, the effect of engagement on users' attention and recall was demonstrated.

Prior Recommendations, Experience, Satisfaction and Loyalty in the Context of Wine Tourism. A Behavioural Model

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Wine tourism, an industry with exponential growth over the last decade, has transformed how consumers interact with wine regions, particularly in Spain. Since 2010, participation in wine-related activities has grown significantly, reaching 43 million visitors in 2019, and the market is expected to expand to \$13 billion in the coming years. This boom reflects an increase in wine consumption, appreciation and the potential to generate social media strategies attracting potential customers.

This study explores how recommendations through social media and word of mouth influence wine tourists' perceptions and behaviour, which are crucial for loyalty and return to the destination. In particular, it analyses the transformation of expectations generated by interactions on digital platforms into tangible experiences that reinforce visitor trust and satisfaction. Advances in digital technology and the omnipresence of social media have reshaped the dynamics between wine tourism destinations and their visitors. These platforms facilitate disseminating information and personal experiences in real-time and have emerged as fundamental tools in wineries' and wine regions' perception management and communication strategies. The impact of these digital interactions on the decision to visit and loyalty to a destination is significant and worthy of detailed study.

The results shed light on these recommendations' crucial role in shaping the wine tourism industry, suggesting a more strategic integration of social media tools into marketing campaigns and customer loyalty initiatives. The relevance of this study lies in its ability to inform and improve marketing practices within a constantly evolving sector, marked by the growing influence of digital experiences on consumer preferences and behaviours.

Others

Professional Activism in Spain: Notes on its Culture

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This analysis examines a phenomenon that has significantly transformed the landscape of Spanish activism in recent decades: the professionalization of activist endeavors.

Since the Transition to democracy, Spain has witnessed a decline in traditional forms of political participation, such as party membership and trade unionism. In their place, new avenues of civic engagement have emerged, characterized by greater individualization and mediation through digital technology. Within this context, there has been a notable increase in political and associative projects articulated through economic and labor activities.

This new generation of labor associationism and political entrepreneurship conceptualizes economic organization as a direct form of intervention in the public sphere. These projects aim to blur the boundaries between work and private life, proposing work experiences that allow individuals to earn a living while adhering to values that challenge hegemonic norms.

However, this professionalized activism faces constant tensions. It must balance the development of an emancipatory project with the need to interact with state bureaucratic procedures and capitalist market dynamics. Moreover, its internal structure is marked by class biases and hierarchical dynamics, often expressed through formal organization or charismatic leadership.

The professionalization of activism significantly transforms the labor sectors it enters. Activists incorporate new practices and values into traditional ways of working, generating tensions with historically established trades. This reconfigures recruitment and training processes, imbuing them with a ritual character, and alters the mechanisms of professional distinction.

This politicized professionalization aspires to be disruptive. Activists penetrate regulated work spaces and initiate non-consensual innovation dynamics, which entails additional effort and risk for them, as they lack their own guild spaces to support their professional development.

Regarding organizational culture, activists must choose legal forms that adapt to both their commercial needs and political values. Although associations and cooperatives are the most common forms, in practice, effective organizational logics do not always perfectly correspond to the adopted legal forms.

Family and relational support play a crucial role in this phenomenon. Many professional activists come from middle and upper-middle-class backgrounds, with family networks that allow them to undertake uncertain projects or accept precarious working conditions. This reality significantly influences their position within organizational structures, favoring those with greater economic and social capital.

Informal relational networks, especially those linked to the university environment, are fundamental in this professionalization process. Many activists come into contact with this reality during their academic training, discovering the possibility of linking their future profession with unconventional political ideals.

Age also intervenes in various ways in professionalized activism. The pioneers, now in their fifties, have become role models and bosses for young people aspiring to be hired or

participate in their projects. At the same time, the consolidation and expansion of this phenomenon has allowed increasingly younger individuals to lead projects in this political and professional arena.

Regarding the current situation in Spain, the commodification of activism is increasingly common. Governments and private institutions foster this professionalization by providing economic resources, albeit unevenly across the territory. Large cities concentrate the majority of initiatives and resources, while peripheral areas are still in a phase of assimilating this political-entrepreneurial format.

Notably, public policies most favorable to these initiatives have been promoted by left-wing governments. However, activists primarily view public institutions as clients, regardless of their political orientation. Relationships with public administration technicians are crucial for success in obtaining grants and contracts.

Resources offered by institutional agents, public or private, are based on the logic of competition. This forces organizations into a kind of labor nomadism, adapting their practices and identity to different economic contexts to secure necessary resources.

A problematic aspect of this reality is the lack of visibility of the labor and commercial dimensions of professionalized activism. Political values often function as a smokescreen that conceals labor relations and business management practices that do not always comply with current regulations. Volunteerism, internships, self-employment, and the informal economy play an important role in the survival of these organizations.

In conclusion, the professionalization of activism in Spain represents a significant transformation in forms of political participation and collective action. While it offers new ways to link political commitment with working life, it also presents

important challenges in terms of economic sustainability, working conditions, and coherence with the values being advocated.

This reality reflects the tensions and paradoxes of attempting to develop emancipatory projects within existing economic and political structures. The future of this phenomenon will depend on how these organizations manage to navigate these challenges, maintaining their political integrity while ensuring their economic and labor viability.

The Role of Education in Sustainable Social Development

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Universidad Pablo de Olavide

We could say that the main objective of sustainable social development is to improve the quality of people's life in an equitable and fair manner without compromising natural resources or the environment in order to guarantee the well-being of current societies but also the well-being of future generations. This communication aims to reflect on the role that Education plays (especially formal education and public school) in achieving this objective. To do so, a first theoretical section will be developed, which will allow us to delve deeper into the relationship between quality education and sustainable social development. Next, the current educational law (the Organic Law that modifies the Organic Law of Education, the LOMLOE) will be analyzed from this perspective and, finally, some brief conclusions and final reflections will be outlined.

Before delving into the topic, it's important to emphasize that we work on the premise that education is not only a right but also a tool for improving the people's lives, and it's a fundamental aspect in achieving social and ecological justice as well as a key for generating social transformations that endure over time. Additionally, this text aims to make a clear statement in defense of public education, as it's the only way to ensure equal opportunities. Public schools, moreover, represent an authentic and unbiased reflection of society, providing spaces

where diversity is actively engaged with, thus fostering social cohesion, equality, and respect.

Therefore, quality public education contributes to developing informed and critical citizens, capable of actively participating in democratic life and decision-making at both local and global levels. In this way, public education helps to promote sustainable practices and build societies that are better prepared to face the major challenges of this century (climate change, inequalities, discrimination, wars and conflicts, forced displacement, etc.). In short, quality public education not only allows the development of academic knowledge, but also promotes social and ethical skills that are essential to building real and effective sustainable social development in the short, medium and long term.

In this sense, it's important to say that education is not neutral; any space for the transmission of knowledge is based on a certain ideology, current or creed. In any educational space (both in formal education and in non-formal or informal education) a whole series of values are transmitted, some of them explicitly and others in a more implicit way that are reflected in the curricular content, in the methodologies used, in the way of evaluating, etc. In addition, education is developed in a specific sociocultural context whose values and social norms influence the presentation and interpretation of knowledge, as well as the importance given to it. We cannot ignore either that the educational system can be influenced by political and economic interests that shape education according to certain objectives.

All of this is not a negative thing per se. What we have to ask ourselves is what values we want to instill in the new generations: values of competitiveness and individualism? Or values of cooperation and respect? Educating based on the

postulates of sustainable social development will influence the construction of a more just and peaceful citizenship, fostering awareness of human rights and the responsibility we all have to defend them, promoting respect for diversity, conflict prevention, awareness of biodiversity and the environment, etc. In short, it promotes more inclusive and peaceful societies, preparing society to face current global challenges with a framework of fundamental values of dignity and social and ecological justice for all people without distinction.

As regards Spanish educational legislation, Organic Law 3/2020, of 29 December, which modifies the Organic Law on Education (LOMLOE from now on) determines that “education for sustainable development and global citizenship must be incorporated into the educational plans and programs of all compulsory education” (LOMLOE, 2022: 122871) in order to comply with the Sustainable Development Goals. The LOMLOE understands sustainable development as an essential element in the training of students, which is why it’s addressed in a transversal way: it’s not an isolated content but is promoted in all areas and stages of education. Furthermore, by emphasizing education for global citizenship, it promotes the formation of conscious, active and responsible citizens in the construction of sustainable societies.

In short, the LOMLOE reflects a great commitment to sustainable development, recognizing its importance in training citizens who can actively contribute to a more just, equitable and respectful world. To this end, it promotes specific skills (sustainability, critical thinking, ethical problem solving, equality and non-discrimination, attention to diversity, etc.) that are essential to provide students with the necessary tools to face the challenges of the 21st century. However, we must not forget that there must be minimum conditions to be able to carry out what is established in the legislation and, in the case of Spain,

public school teachers face challenges such as an overload of administrative work, high ratios per classroom, lack of resources, job instability, salaries perceived as insufficient, lack of support to manage diversity in the classroom, etc. These difficulties affect the emotional well-being of the educational community and put quality education at risk.

In conclusion, education has a direct influence on the production and reproduction of social imaginaries and individual and collective practices: education establishes which values are accepted by society and which are rejected. In this way, an Educational System that promotes values of respect for diversity, gender equality, care for the environment, etc., will allow students to be sensitized and develop a social and ecological conscience. Educating in these values from early childhood is necessary to confront socioeconomic systems based on inequality, as well as to prevent and/or alleviate the negative consequences that they generate. Therefore, a critical educational approach can profoundly change the organization of societies and their functioning. Education based on values related to sustainable social development trains agents of change committed to building a more just and sustainable future.

Translation and Validation of Management Instruments for Health Institutions Navigation

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Introduction: Healthcare organisations are currently facing increasing pressure to optimise the management of resources more efficiently and effectively. This pressure is influenced both by the authorities that regulate and fund them, and by the users and employees with whom they interact, who demand that they provide an increasingly efficient level of service in terms of both productivity and cost.

In recent years, it has been extensively discussed at the European Health Forum, the growing health crisis that has affected Europe in the aftermath of the COVID-19 pandemic. Also, the ageing of the European population, it's reaching very high quotas of average life expectancy (Eurostat, 2023), leads to an increase in the need for resources, as well as a greater demand for adequate efficiency in their management.

As a response to this scenario, the healthcare sector is faced with the need to implement organisational improvement systems, for which there are various business organisation methodologies and instruments that are being adapted to the healthcare sector by the scientific community. Due to the existence of this knowledge, developed and validated in different countries and

languages, it is possible to put into practice in the short- and medium-term organisational strategies and actions that could improve the existing efficiency in the health institutions. However, most of the instruments created are usually developed in the origin language and national context of its authors, which implies the need of being translated into different languages, in the case that third parties would like to implement it abroad, requiring an additional adaptation a different local context of implementation, as well as its subsequent validation study. But this work will bring the possibility of use existing and effective knowledge, instead of developing new instruments from the scratch which requires a new allocation of resources and time to duplicate work that was already carried out in the origin countries.

Resources and methodology: Considering the previous statements, the present study proposes the choice of an existing health institution management instrument, which has been developed in English and in the American environment, and which will be translated and adapted into Spanish, to be subsequently validated in the Spanish health sector.

In relation to the methodology of the study, firstly, an exhaustive review of the literature related to the various existing organisational methodologies has been carried out. In addition, the process of translation and adaptation of instruments and scales to languages other than the original language, will follow the methodology proposed by Guillemin et al. in 1995. Likewise, as statistical methodology study, the psychometric properties will be determined after piloting and fieldwork, with the aim of measuring the validity and reliability of the translated questionnaire.

Results: With regard to the current performance of this research project and its main results, the choice of the instrument to be

considered has been carried out (a 43-item questionnaire, which measures the degree of implementation of a continuous improvement method in healthcare institutions), which has been confirmed by the Spanish healthcare sector as relevant, due to the fact that it is aligned with the health organisational practices carried out in many hospitals in Spain. Likewise, meetings have been held with hospitals in the National Health System with the aim of raising the possibility of carrying out the piloting and field work necessary to validate the instrument in this sector.

As additional information, it should be noted that the original version (English) has already been translated into Spanish by means of 3 parallel and independent translations, carried out by a professional sworn translator, a bilingual nurse and a bilingual business administration professional, who have reached a consensus on the preliminary Spanish version of the translation. This first version has been reviewed and adapted to the Spanish national context by a committee of experts, made up of professionals and researchers with knowledge of management methodology, as well as on the Spanish healthcare sector, who have reached a consensus through discussions with the original research team, on the nuances necessary to understand the context in which the instrument was developed, and to be able to adapt it in the best possible way to the Spanish healthcare context.

Subsequently, a reverse translation of the final questionnaire in Spanish into the original language (English) was carried out by another sworn translator (who was not familiar with the object of the research), and the subsequent revision of this final reverse-translated version by expert researchers from the original development research team, who provided feedback that was considered in the second round to complete the translation and adaptation of the final version into Spanish.

The piloting the study is then proposed, maintaining 43 out of the 43 items that make up the questionnaire, having developed and adapted the specification of the job roles due to hierarchical and organisational differences between the two countries healthcare sectors. Equivalences have also been established in terms of health facilities and structures, and the 5 same dimensions contemplated in the organisational methodology, which will be subject to validation, will be maintained as the object of analysis.

The fieldwork will be carried out in the coming months of 2024 and 2025.

Conclusion: The current version of the 43-item instrument translated into Spanish and its validation will make available a relevant and necessary instrument, which will help managers of the Spanish healthcare system in the development of strategies and action plans focused on continuous improvement, efficiency and better resource management. It will also enable the development of management actions and will allow them to make decisions to steer their institution towards the improvement of their efficiency.



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