



Universidad de Las Palmas de Gran Canaria

Bilateral Meetings

- Thursday 11.00 - 12:30
- Thursday 15:00 - 17:00

Description

Diego R. Medina Muñoz is professor at the University of Las Palmas de Gran Canaria (ULPGC), PhD on Economic Sciences and Management by the ULPGC and Master of Science in Hotel and Food Service Management by the School of Hospitality Management, Florida International University. He also collaborates with French universities. He actually holds three “sexenios de investigación”. His research has been mostly applied to the tourism industry and it relates to the following research lines: strategic management, competitiveness, innovation, sustainability, corporate social responsibility and poverty alleviation, wellness and well-being tourism, relationship marketing and collaborative strategies. He has authored manuscript published in the most relevant academic journals on tourism: Annals of Tourism Research, Journal of Sustainable Tourism, Tourism Management, Cornell Hotel and Restaurant Administration Quarterly, International Journal of Hospitality Management, Sustainable Development, Current Issues in Tourism, International Journal of Tourism Research, Tourism Economics, Scandinavian Journal of Hospitality and Tourism, Tourism Review, Regional Studies, The Service Industries Journal, International Journal of Leisure and Tourism Marketing, Greener Management International, Business Strategy and the Environment, Tourism and Management Studies. He has also collaborated with the World Tourism Organization and the United Nations Conference on Trade and Development (UNCTAD).

Organization Type

Other

Country

Spain

City

Islas Canarias, [Google map](#)

Areas of Activities

Tourism

Cultural heritage

Innovation

Environment

Sustainability