

Name and address of university	Universitat de les Illes Balears (UIB) Ctra. de Valldemossa km 7.5, 07122 Palma, Illes Balears, SPAIN. www.uib.es
Contact	 <p>Prof. Dr. José-Luis Groizard jose Luis.groizard@uib.es</p>
Short description of university	The UIB is a young general public university ranked 5th across all Spanish universities, according to the U-Ranking.
Relevant Faculty/department	Faculty of Economics and Business/Applied Economics Department
Study programme(s) in (sustainable) tourism	<a href="#">Economics of Tourism: Monitoring and Evaluation (M.A.)</a>
Duration and ECTS of programme(s)	1 year, 60 ECTS
Language(s) of instruction	English
Keywords describing programme(s)	Tourism economics, public policy, sustainable management, development, and planning.
(Sustainable) tourism research/transfer institute (if any)	Fundación Impulsa <a href="https://impulsabalears.org">https://impulsabalears.org</a>
Research/transfer topics	<ul style="list-style-type: none"> <li>• Industry competition</li> <li>• Tourism taxation</li> <li>• Digital economy and tourism</li> <li>• Sustainable destination management</li> <li>• Climate change</li> <li>• Political instability and crisis management</li> </ul>
Selected research projects on sustainable tourism	<p><b>P2P technology challenges of the lodging sector: competition, employment and local development (1/2019-9/2022)</b></p> <p>Funded by the Spanish Ministry of Innovation, Science and Universities, this project investigates the effects of a technology shock across the space. The emergence of new digital business models, often called peer-to-peer (P2P) marketplaces, is transforming the accommodation industry. While its implications go beyond the industry, our knowledge of its aggregate impact is limited. This project examines the effects of the P2P irruption on the local labor markets in Spain between 2016 and</p>

	<p>2020. We exploit exogenous regulatory changes in short-term rentals (STRs) across different municipalities and periods to investigate the employment outcomes and job reallocation patterns in response to the P2P technology shock. We find that the growing penetration of P2P platforms has a significant positive effect on local job creation and reduction of unemployment, while also promoting long-term labor contracts. Notably, the magnitude of these employment gains varies based on specific municipality characteristics. For instance, smaller localities and those with less tourism activity experience more substantial employment gains, highlighting the relative strength of the creative destruction mechanisms at play. The P2P technology shock also produced a reallocation of resources across industries being complementary to other services, construction, and manufacturing, and substitute to agriculture.</p> <p><b>Digital transition and innovation in the labor market and mature sectors. Taking advantage of artificial intelligence and platform economy (12/2022-12-2024)</b></p> <p>Funded by the Spanish Ministry of Innovation, Science and Universities, this project is focused on the renewal and digitalization of two key areas referred to as “problematic” by many experts, which are absolutely interrelated: the labor market and the tractor sectors (especially tourism). As a first step, an initial diagnosis of Spain's situation and its position in the global digital economy will be conducted. Then, we will analyze the changes that digital economy in general and specifically the platform economy is generating in both employment and the tourism sector, looking for improvements and providing feedback between the two areas. The main goal derived from this project is to propose knowledge-based solutions and to support national and European policies that promote the renewal of tractor sectors, improve employability in the Spanish economy and reduce the technological gap with neighboring countries.</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	
<p>Network of partners in the field of sustainable tourism</p>	<p><i>Double Degree</i></p> <p>University of Algarve</p> <p><i>Erasmus partners</i></p> <p>Eberswalde University for Sustainable Development</p>