

## **‘Challenges for the Governance of Tourist Rental in Holiday Destinations’**

On 10 February, Calp will host a conference to analyse the challenges of the governance of tourist rental in holiday destinations. This is a debate that is being addressed for the first time and will feature specialised speakers from all sectors involved in tourist rental in our region.

The day will begin with a welcome address by the mayor, Ana Sala, and the Councillor for Tourism Planning, Mireia Ripoll, together with the Director of the University Institute for Tourism Research, Josep Ivars. This will be followed by a presentation by the urban architect, Gerardo Roger, entitled ‘Housing and tourist rentals in urban planning and management’.

The first roundtable of the day, entitled ‘Apartments and tourist rentals: the current situation from a business perspective’, will feature the participation of Silvia Blasco Benito, President, Association of Tourist Apartments and Homes of the Valencian Community (APTUR CV), Mayte García Córcoles, Secretary General, Hotel and Tourism Business Association of the Valencian Community (HOSBEC) and Carmen Ibáñez Pascual, LSO Manager Interhome. This debate will be moderated by Ana B. Ramón Rodríguez, Professor of Applied Economics at the University of Alicante.

The second roundtable, entitled ‘The complex regulation of tourist rentals’ will feature Sonia Badal Sáez, Head of the Tourism Planning and Processing Service, Regional Ministry of Innovation, Industry, Trade and Tourism, Marta Echevarría Lombart, Deputy Director General of Tourism, Regional Ministry of Innovation, Industry, Trade and Tourism and Jorge Moya Ballester, Professor of Commercial Law at the University of Alicante. The moderator will be Reyes González Ramírez, Professor of Business Organisation at the University of Alicante.

The last roundtable, entitled ‘New analysis techniques and instruments for the management of tourist rentals in holiday destinations’ will be made up of Natacha de Freitas Silva, from Geoinnova, César de Mingo Calvo, from Global Omnium, Manuel Miró Navarro, Head of the Territorial Area of Calp Town Council and Armando Ortuño, professor of Civil Engineering at the University of Alicante. José F. Perles Ribes, Head of the Department of Economic Promotion at Calp Town Hall, will moderate the debate.

The aim of this conference is to reflect on and debate the situations generated by tourist rentals, their impact and regulation, and at the same time establish forms of collaboration in the future of tourism in holiday destinations.

For those interested in attending, a registration form has been provided:

<https://forms.gle/RrMznPJULwn9i7wV6>