

PROGRAM

(Provisional)

The 2025 International Conference on Management, Tourism and Technologies (ICMTT'25)

In-person and/or On-line

San Carlos – Costa Rica
TEC - Tecnológico de Costa Rica Campus San Carlos

8th and the 10th of May 2025

Time Zone: (GMT -6:00) Costa Rica

May 8	
09:00 – 10:00	Welcome Reception and Registration
10:00 – 12:30	S1- Session 1 (In-Person) Room1: Pura Vida Link: https://itcr.zoom.us/j/89874977725?pwd=gvBbKLpFeg7RZCCyRFSvU2t0zMUI7J.1 Chair: Patricia López Estrada
	Óscar López Villegas, Campus Director, San Carlos Local Technological Campus, Costa Rica Oscar Chaves Jiménez, Director of the School of Languages and Social Sciences, San Carlos Local Technological Campus, Costa Rica Ma. Marlon Pérez Pérez, Coordinator of the Degree Program in Sustainable Tourism Management, San Carlos Local Technological Campus, Costa Rica Pedro Miguel Gaspar, CETRAD - University of Trás-os-Montes and Alto Douro, AICI - Intercontinental Association for Science and Innovation, Portugal Avelino Victor, Polytechnic Institute of Maia, University of Maia, AICI - Intercontinental Association for Science and Innovation, LIACC – Artificial Intelligence and Computer Science Laboratory, FEUP – University of Porto, N2i – Polytechnic Institute of Maia, Portugal Keynote Session – (In-Person) Chair: Patricia López Estrada José Machado, University of Minho, Portugal - Theme: I.A. in Tourism. Yoselyn Walsh, Technological Institute of Costa Rica - Wow Emotions, Costa Rica - Theme: Immersive Technologies in Tourism.
12:30 – 14:00	Lunch

14:00 – 16:30	S2- Session 2 (In-Person) Room1: Pura Vida Link: https://itcr.zoom.us/j/85301482030?pwd=g7aiBgflxZ3DSI4hDAQVpKbxkVta3A.1 Chair: João Paulo Teixeira
	345 - The Impact of Chatbots on Organizations (Isabel Maria Lopes, Teresa Guarda, António Fernandes, Maria I. B. Ribeiro) 329 - Microservices-based architecture: case study, tourism cluster management system (Efraín Ortiz Pabón, Jhoseph Samirt Lizarazo Murcia, Lady Fernández Mora, Juan Camilo González Vargas, Nestor Armando Nova Arévalo) 316 - Metacognitive strategies and educational management mediated by Generative Intelligence in the natural sciences (Julio Freire Pazmiño, Marcos Chacón-Castro) Keynote Session – (On-Line) Link: https://itcr.zoom.us/j/89097506680?pwd=6quniPfWM61Bgx7rLvtvHZ4pVHxVaD.1 Chair: João Paulo Teixeira Soumodip Sarkar, University of Évora, Portugal - Theme: Gaming entrepreneurship- Emerging Web 3.0 transformations
	S3- Session 3 (On-line) Room2: Puerto Viejo Link: https://itcr.zoom.us/j/89097506680?pwd=6quniPfWM61Bgx7rLvtvHZ4pVHxVaD.1 Chair: Adriano Costa 414 - Analysis of homebuyers' expectations and marketers' perceptions of real estate social media content in Georgia (Anjelika Arutinova, Ana Gogichadze, Manuel Fonseca, Nuno A. Ribeiro, Paula Odete Fernandes) 421 - From 9-to-5 to 5-to-9: Navigating Stability, Passion, and Burnout in the Era of Hustle Culture and the Gig Economy (Isabel Barbosa, Elizabeth Real de Oliveira, Pedro Gaspar) 424 - Social Capital and Governance in Charities – A Scoping Review (Sandra Santos, João Carvalho, Pedro Miguel Gaspar) Keynote Session – (On-Line) Link: https://itcr.zoom.us/j/89097506680?pwd=6quniPfWM61Bgx7rLvtvHZ4pVHxVaD.1 Chair: Adriano Costa Soumodip Sarkar, University of Évora, Portugal - Theme: Gaming entrepreneurship- Emerging Web 3.0 transformations
16:30 – 17:00	Coffee break

17:00 – 19:30	S4- Session 4 (In-Person) Room1: Pura Vida Link: https://itcr.zoom.us/j/85271649071?pwd=8Ox8l1WDWpaSbv5wPibiriInUwRoWc3.1 Chair: Yumisaca Tuquinga Jhony Ernesto
	351 - A Deep Learning-Based Framework for Feature Compression and Similarity in Tattoo Recognition (Efren Antonio Jimenez Delgado, Christian Quesada López, Abel Mendez Porras, Jorge Alfaro Velasco) 362 - Towards a Sustainable Tourist Destination: Evaluation and Strategy for La Fortuna (Emily Rojas-Alfaro, Ana Gabriela Viquez-Paniagua, Marlen Treviño-Villalobos, Luis Felipe Sancho-Jiménez) 411 - Service Quality assessment in Restaurants: Application of the Servperf Model (Adriano Costa, Joaquim Antunes, Gonçalo Fernandes) 296 - Effects of Public Finance Behavior: The Ecuadorian Scenario (Juan Salazar-Mera, Aracelly Fernanda Nuñez-Naranjo, Tania Morales-Molina) 368 - Ecuadorian companies in the digital age: innovate or disappear (Tania Morales Molina, Silvia Lorena Llamuca Pérez) 317 - Globalization and Migration of Intercultural Intellectual Capital in the Educational Process (Alexandra Minchenkova, Lidia Minchenkova, Claudio Ruff Escobar, Viktoriia Kuznetsova) 412 - Unlocking the Potential of Microlearning in Restaurant and Bar Staff Training (Sandra Vasconcelos, Daniel Azevedo, Leonardo Pistori)
	S5- Session 5 (In-Person) Room5: San José Link: https://itcr.zoom.us/j/84937781286?pwd=UfvnZ3lCwyOUPj71erC9l9f62n0pLd.1 Chair: Paula Odete
	417 - Labor skills and employability of university graduates in emerging economies: a correlational study (Thania Lizet Taipei-Salguero, Franklin Cordova-Buiza) 367 - Environmental status assessment model based on GIS and Remote Sensing as a baseline for ecotourism management in areas of significant natural value in Chile (Eduardo Manzano, Ernesto Cortés, Karen Quezada, Macarena Álvarez, Carlos Manzano) 295 - Navigating the Ethics of AI in Education: Insights from a Bibliometric Study and Systematic Literature Review (Diana Montero, Mario Rojas) 286 - Zoning through Georeferencing of Tourist Heritage in the Colonche Territory in Ecuador (Jhony Ernesto Yumisaca Tuquinga, Marcelo Fonseca Torres, Marcela Almeida Barona, Jenniffer Juliana Gonzabay Rosales) 303 - Innovation and Social Entrepreneurship: Challenges and Opportunities in the Digital Age (Ana Álvarez-Sánchez, Adriana Sigcha Onofre, Ariana Alejandra Almeida Ortega, Jimmy Sebastián Camacho Ortiz) 393 - Exploring Industrial Tourism: A systematic literature review (Elaine Scalabrini, Francisco Alves, Reginaldo Neto, Felipe L. Teixeira, Joaquín García, Miguel Velasco, João Paulo Teixeira, Roberto Vaz, Paula O. Fernandes) 391 - Culture and collaboration as barriers to regional innovation activity (Riia Korhonen, Jyri Vilko)

S6- Session 6 (On-line) | Room2: Puerto Viejo

Link: <https://itcr.zoom.us/j/89592174281?pwd=IQvsWGSiFMsvOeVWRaThvnByahaWN.1>

Chair: Mikel Ugando Peñate

250 - Optimization of Passenger Flow Management at Airports through Queueing Theory: Reduction of Wait Times and Improvement of User Experience (Ana Álvarez-Sánchez, Alexis Suárez del Villar-Labastida, Mateo Andrés Ríos Salinas, José Sebastián Coronado Rivadeneira)

284 - Transforming Revenue Management through Education in Social Entrepreneurship (Ana Álvarez-Sánchez, Alexis Suárez del Villar-Labastida, Stephanie Pamela Garzón-Espinoza, José Erazo-Quelal)

320 - Cultural rescue of the Achuar ethnic group of Taisha cantón preserving ancestral traditions (Pablo Alejandro Quezada Sarmiento, Masurash Victor Kukush Shakaim, Aracelly Fernanda Núñez-Naranjo, Janio Jadan Guerrero)

377 - Activism and sustainable consumption in Portugal: Gender as a differentiating factor (Maria Isabel Barreiro Ribeiro, Isabel Maria Lopes, Ana Isabel Ribeiro Fernandes, António Pedro Ribeiro Fernandes, António José Gonçalves Fernandes)

359 - Human talent management and its influence on job creation in Ecuador: a descriptive study in manufacturing SMEs (Fabricio Rolando Marcillo Vera, Mariana del Rocío Reyes Bermeo, Dominga Ernestina Rodríguez Angulo, Harold Elbert Escobar Terán)

371 - Study the economic profitability considering the internal operative control in companies of strategic sectors in Ecuador. (Fabricio Rolando Marcillo Vera, María Ximena Álava Rosado, Lugarda María Recalde Aguilar, Bélgica Cecilia Arias Macías)

402 - Microcredit and default loans in the Ecuadorian context (Daniela Chavez, Aurora Samaniego-Namicela)

354 - The Polarized View on the Use of Artificial Intelligence Systems in Private Law (Beatriz M. Cabrera, Luiz E. Luiz, Paula Odete Fernandes, João P. Teixeira)

S7- Session 7 (On-line) | Room3: La Fortuna

Link: <https://itcr.zoom.us/j/82668925834?pwd=bogKlasoKXb49uTjQ4scgmE28FPeGK.1>

Chair: Bruno Rebelo

408 - The mediating role of environmental awareness in purchase intention (Olger Gutierrez-Aguilar, Aleixandre Duche-Pérez, Ygnacio Tomaylla-Quispe, Luis Angel Chire-Quintanilla, Lis Magali Castro-Mamani, Sandra Chicana-Huanca)

376 - The Contribution of Traditional Gastronomy to the Safeguarding of Cultural Heritage in Quito (Pablo Alejandro Quezada Sarmiento)

401 - Machine Learning-based Tourism Site Recommendation System: A Case Study in Loja (Luis Sánchez, Priscila Valdiviezo-Díaz, Clara Gonzaga-Vallejo)

255 - An elementary overview of the application of network theory concepts to the study of a tourist destination: A literature review (Josef Toman)

264 - The economic-fiscal performance of the real estate, business and rental activities sector in Ecuador (Tania Morales-Molina, Ximena Morales-Urrutia, Steeven Pineda Villegas)

285 - Mitigating Misinformation: A Data-Driven Approach to Fake News Detection and Dissemination on Social Network X (Diego Gamboa, Graciela Guerrero)

341 - How Economic, Political, and Social Factors Influenced the Financing of Portuguese Companies for Innovation Activities (José Bilau)

350 - Vulnerability assessment of cultural heritage in coastal areas of Peru: A Geomarketing-Based approach for its conservation and tourist promotion (Gema Ramírez Guerrero, Vanessa Maribel Choque Soto, Victor Dario Sosa Jauregui)

397 - Educational Technology in Mathematics Learning (Héctor Daniel Morocho Lara, Edgar Rubén Toasa Alpapucho, Darwin Patricio Miranda Ramos, Yennifer Michelle Bustos Gamboa)

381 - Building Sustainable Internationalization: How Relational Embeddedness Affects Commitment of MSMEs in Post-Entry International Partnerships (Ghina Ufairroh Riyanti, Jurry Hatammimi)

399 - The Impact of Employee Training on Eco-Friendly Behavior in Hotels: The Mediating Role of Green Skills (Sandra Milanović Zbiljić, Ivana Marjanović, Jelena J. Stanković)

407 - Communications companies and the welfare of journalists in the city of San Gabriel in Ecuador (Darlyn Guevara, Abel Suing, Lilia Carpio-Jiménez)

409 - Security perception and public events management - The case of event management in the city of São Paulo (Wilian Feitosa, Giovanna Araujo)

344 - Training for sustainable social organizations (Paula Marques dos Santos, Sandra Antunes)

May 9	
9:00 – 10:30	S9- Session 9 (In-Person) Room1: Pura Vida Link: https://itcr.zoom.us/j/87140097219?pwd=zGfpDJYv5HQC3d1RwqxNjC05WW29hg.1 Chair: Carla Melo
	334 - MEDITOUR: A digital solution for Medical Tourism in San Miguel, El Salvador (Gisela Espinoza, Fernanda Gavidia, Laura Chavarría, Gabriela Martínez) 313 - Motivations and future behavior in Archaeological Museum Tourism (Mauricio Carvache -Franco, Vanessa León-León, Wilmer Carvache-Franco, Orly Carvache-Franco, Glen Robayo-Cabrera) 340 - Motivations and their relationship with satisfaction and loyalty. A study at a Cultural Festival (Mauricio Carvache-Franco, Miguel Orden-Mejía, Wilmer Carvache-Franco, Orly Carvache-Franco)
	Keynote Session – (On-Line) Link: https://itcr.zoom.us/j/81967042967?pwd=xpDxASul3d4cRSqK5nvixaZpBfcqQL.1 Chair: Carla Melo
	Ernestina Rubio, Universidad Rey Juan Carlos, Spain - Theme: Sustainable Strategic Management of Tourism Businesses and How They Can Generate a Triple Positive Impact on the Territory and Effectively Contribute to the 2030 Agenda and the United Nations SDGs.
	S10- Session 10 (On-line) Room2: Puerto Viejo Link: https://itcr.zoom.us/j/81967042967?pwd=xpDxASul3d4cRSqK5nvixaZpBfcqQL.1 Chair: Francisco Céspedes Obando
	260 - Web System for Document Automation in a Tourism Company (Linett Angelica velasquez Jimenez, Claudia Marrujo Ingunza, Santiago Linder Rubiños Jimenez, Juan Herber Grados Gamarra, Herbert Junior Grados Espinoza) 294 - Creative activities developed at Barcelos UNESCO Creative City and stakeholders' perceptions (Cátia Faria, Paula Remoaldo, Juliana Araújo Alves, Hélder Lopes) 422 - Relationship of Organizational Engagement with dimensions of Work Commitment - A sample of the North of Portugal (Pedro Gaspar, Isabel Barbosa, Elizabeth Real de Oliveira)
	Keynote Session – (On-Line) Link: https://itcr.zoom.us/j/81967042967?pwd=xpDxASul3d4cRSqK5nvixaZpBfcqQL.1 Chair: Francisco Céspedes Obando
	Ernestina Rubio, Universidad Rey Juan Carlos, Spain - Theme: Sustainable Strategic Management of Tourism Businesses and How They Can Generate a Triple Positive Impact on the Territory and Effectively Contribute to the 2030 Agenda and the United Nations SDGs.
10:30 – 11:00	Coffee break

11:00 – 12:30	S11- Session 11 (In-Person) Room1: Pura Vida Link: https://itcr.zoom.us/j/85332063694?pwd=hhrZTP55rSgEc38hTtwldzZCkP0Ucc.1 Chair:
	272 - The nature of the flow of knowledge and information between city and village residents (Jerzy Bański) 318 - Gastronomy Tourism in Taisha Country: Ancestral Knowledge and Traditions (Pablo Alejandro Quezada Sarmiento, Wilson Teodomiro Salas Alvarez, Janio Jadan- Guerrero, Patricia Marisol Chango Canaveral, Monica del Consuelo Sarauz-Montalvo, Washikiat Pedro Tsere Juwa, Carlos Martinez) 335 - Medical tourism network consolidation in San Miguel, El Salvador (Fernanda Gavidia, Gisela Espinoza, Laura Chavarría, Gabriela Martínez) 235 - Interactive Games for Teaching Mathematical Operations (Aracelly Fernanda Núñez-Naranjo, Mónica Sambonino-Alaciega, Ximena Morales-Urrutia, Pablo Quezada, Tania Morales-Molina) 353 - Determining factors of satisfaction and loyalty in Spring SPA Tourism in Portugal (Joaquim Antunes, Adriano Ramos, Adriano Costa, Gonçalo Fernandes) 315 - Motivations, satisfaction and Loyalty. A study of variable relationships in the Galapagos Islands (Mauricio Carvache-Franco, Miguel Orden-Mejía, Orly Carvache-Franco, Wilmer Carvache-Franco, Amalia Aguay-Tomalá) 394 - The Critical Role of Internal Control and Internal Audit in Hotel Operations Management (Ali Coskun, Landon DeKay)
	S12- Session 12 (On-line) Room2: Puerto Viejo Link: https://itcr.zoom.us/j/82691107576?pwd=wqfR4rAbwuJU17VdpaNUR5WfxG7Lw.1 Chair: Glória Gonçalves
	259 - Privacy and Security in Digital Communications: Current Challenges and Solutions (Nelson Salgado-Reyes, Jaime Meza-Ormaza) 312 - Optimization and Innovation in the Manufacture of Craft Beer: The Case of Quinta Esencia in Ecuador (Ana Álvarez-Sánchez, Alex Renato Guerra-Reina, Alexis Suárez del Villar- Labastida) 314 - Green Technology in Tourism with Projections and Opportunities from Sustainable Banking (Ana Álvarez-Sánchez, Alexis Suárez del Villar- Labastida, Enrique Casanovas-Cosío) 323 - Occupational Health and Safety as a Pillar of Sustainable Tourism in Galapagos (José Daniel Sánchez, Ana Álvarez Sánchez, Alexis Suárez del Villar Labastida) 385 - Intellectual Capital and Financial Performance in Microfinance: A Quantile Approach in an emerging economy (Miguel Peñarreta, Reinaldo Armas) 386 - Risk and profitability in microfinance institutions in Ecuador: A quantile regression approach. (Miguel Peñarreta, Reinaldo Armas, Nelson Chavez) 418 - Job Satisfaction and Talent Retention: Case study in the Portuguese Luxury Hotel Industry (Pedro Miguel Gaspar, Carlos Rui Madeira, João Lage, José A. M. Victor) 416 - Assessing the Impact of Electric Vehicles on Strategic Value Creation in SMEs: Insights from a Case Study (Sónia Gouveia, Daniel H. de la Iglesia, José Luís Abrantes, Alfonso J. López Rivero, Eduardo Gouveia)

S13- Session 13 (On-line) | Room3: La Fortuna

Link: <https://itcr.zoom.us/j/89895239964?pwd=anAWkzzX9KVPHNaASCmuNwtEbZ993j.1>

Chair: Jurry Hatammimi

388 - Working capital and profitability strategies for Ecuadorian manufacturing companies (Reinaldo Armas Herrera, Angel Alexander Higuerey Gómez, Mikel Ugando Peñate, Ángel Ramón Sabando García, Elvia Rosalía Inga Llenez, Pierina D'Elia Di Michele, Byron Vinicio Lima Rojas)

400 - Differences in satisfaction in access to digital financial services in Ecuador. (Yomira Guerrero, Aurora Samaniego-Namicela, Reinaldo Armas-Herrera)

365 - Commercial Communication Strategies in Pichincha Supermarkets and Their Impact on Consumer Perception and Preference (Juan Francisco Ávila Vélez, Wilson German Nieto Aguilar)

366 - Beyond cash: how digital payment methods impact the online and offline shopping experience in Pichincha supermarkets (John Omar Velastegui Pila, Wilson German Nieto Aguilar)

369 - Analysis of consumer behavior around supermarkets in Pichincha (Alexandra Carolina Reinoso Sulca, Wilson German Nieto Aguilar)

370 - Branding in Corporación Favorita's Own Brands: Impact on Consumer Perception and Preference (Kerly Gissel García Sánchez, Wilson German Nieto Aguilar)

360 - Voting Intention in Ecuador's Pre-Electoral Process 2025: A Multidimensional Analysis from Political Marketing and Ideological Polarization (Wilson German Nieto Aguilar, Pierre Gilles Fernand Desfrancois, Lorena Elisabeth Muquis tituaña)

363 - Forecasting Methodologies for Strategic Tourism Planning: An Analysis of Leading European Tourist Destinations (Le Quyen Nguyen, João Paulo Teixeira, Carlos Costa, Paula Odete Fernandes)

S14- Session 14 (On-line) | Room4: Santa Teresa

Link: <https://itcr.zoom.us/j/87370044437?pwd=BQbmgQBxlmknA01SXLtdrJB7oEpx0.1>

Chair: António José Gonçalves Fernandes

287 - Socioeconomic impact of the Tópa Ñembyahyi Project, in the town of Yaguarón, Paraguay during the period from 2019 to 2023 (María Raquel Ibarra de Ramírez, Chap Kau Kwan Chung)

271 - What do accountants need in their role as SME advisors? (Carola Salazar-Rebaza, Roque Ghiglino-Montañez, Marvin Aredo-García, Pamela Torres-Moya, Franklin Cordova-Buiza)

423 - Rethinking Urban Tourism Planning under Extreme Weather Conditions. Results from the tourist survey in Porto, Portugal (Pedro F. Silva, Hélder Silva Lopes, Paula Remoaldo, Márcio Martins)

248 - Decision Making and Operational Research Methods: A Theoretical-Cognitive Approach Personal Experience (Ana Álvarez-Sánchez, Alexis Suárez del Villar-Labastida, Andy Nicolás Guerrero Aldana)

415 - Financial management strategies for micro and small enterprises: Approaches and perspectives (Lizeth Alejandrina Alianao-Chambi, Saul Felix Salcedo-Maluquis, Franklin Cordova-Buiza)

419 - Social marketing as a strategy to promote educational inclusion at school level (Geraldine Yessenia Quillay-Quiñones, Fabiana Alessandra Gomez-Amasifuen, Franklin Cordova-Buiza)

425 - The implementation of teleworking from the perspective of Human Resources Management: a case study in the banking sector (Diogo Ribeiro, Rui Madeira, Ana Paula Rodrigues, Albino Lopes, Pedro Miguel Gaspar)

S15- Session 15 (In-Person) | Room5: San José

Link: <https://itcr.zoom.us/j/85647490612?pwd=RtA1vBkit3erQXEvaUyeUjNge7Hr9n.1>

Chair: Patricia López Estrada

253 - Analysis of indicators that promote economic revitalization in the tourism sector in Tungurahua. (Tania Morales-Molina, Ximena Morales-Urrutia, Alejandro Chaviano-Quesada, Geri Bucheli-Vásquez)

392 - On Creating Regional Competitive Advantage Through Innovation Ecosystem Transformation (Katariina Karjalainen, Jyri Vilko)

396 - Inventory Management for Cost Reduction: A Systematic Literature Review (2010-2024) (Carlos Daniel Hernández Rivera, Lizeth Paola Muñoz Blas, Guillermo Segundo Miñan Olivos)

270 - Industry 4.0 for Enhancing Productivity in Enterprises: A Systematic Literature Review (2010-2024) (Daira Alexandra Chumpitaz Gonzales, Valeria Zared Gómez Mejía, Guillermo Segundo Miñan Olivos)

278 - Lean Six Sigma to Increase Productivity in Companies: A Systematic Literature Review 2014–2024 (Angel Sebastián Morales Candela, Kevin Víctor Silvano Otiniano, Guillermo Segundo Miñan Olivos)

12:30 – 14:00

Lunch

14:00 – 16:30	S16- Session 16 (In-Person) Room1: Pura Vida Link: https://itcr.zoom.us/j/83102770912?pwd=wldttOnCNPj0ja3ArEfBq85QW3cCoZ.1 Chair: Sandra Vasconcelos
	236 - Phonology and reading: its role in today's digital world (Aracelly Fernanda Núñez-Naranjo, Monica Mantilla-Sanchez, Erika Cabrera-Urbina, Ximena Urrutia Morales) 279 - Onboarding as a predictor of staff turnover in Mexican manufacturing companies (Tirso Javier Hernández-Gracia, Danae Duana Avila, Roberto Estrada Bárcenas, Enrique Martínez Muñoz) 239 - Analysis of Cyber Threats in the Educational Environ-ment: A Practical Approach (Javier Guaña-Moya, Enrique Augusto Luzuriaga Tejada, Paola Alejandra Espinosa Cevallos, Paulina Jaramillo Flores)
	Keynote Session – (On-Line) Link: https://itcr.zoom.us/j/87568754750?pwd=8vPa1gyQTKGFxsqnk80sGOdPXWCZb1.1 Chair: Sandra Vasconcelos
	Fabian Romao, Director of Grupo Plan21, Costa Rica - Theme: Sustainable Destinations in Latin America.
	S17- Session 17 (On-line) Room2: Puerto Viejo Link: https://itcr.zoom.us/j/87568754750?pwd=8vPa1gyQTKGFxsqnk80sGOdPXWCZb1.1 Chair: Francisco Céspedes Obando
	389 - Working capital efficiency of Ecuadorian manufacturing companies and its determinants in the period 2016-2023 (Reinaldo Armas Herrera, Angel Alexander Higuerey Gómez, Mikel Ugando Peñate, Ángel Ramón Sabando García, Elvia Rosalía Inga Llanez, Pierina D'Elia Di Michele, Byron Vinicio Lima Rojas) 398 - Entrepreneurship and climate change: a not very linear relationship (Angel Alexander Higuerey Gómez, Reinaldo Armas Herrera, Mikel Ugando Peñate, Ángel Ramón Sabando García, Pierina D'Elia Di Michele, Elvia Rosalía Inga Llanez, Byron Vinicio Lima Rojas, Miguel Angel Peñarreta Quezada) 309 - Bibliometric review of authentication methods for wireless networks with the IEEE 802.1X standard (Mikel Ugando Peñate, Omar Enrique Ajila Pinzón, Reinaldo Armas Herrera, Angel Alexander Higuerey Gómez, Ángel Ramon Sabando García, Byron Vinicio Lima Rojas, Elvia Rosalía Inga-Llanez, Pierina D'Elia Di Michele)
	Keynote Session – (On-Line) Link: https://itcr.zoom.us/j/87568754750?pwd=8vPa1gyQTKGFxsqnk80sGOdPXWCZb1.1 Chair: Francisco Céspedes Obando
	Fabian Romao, Director of Grupo Plan21, Costa Rica - Theme: Sustainable Destinations in Latin America.
16:30 – 17:00	Coffee break

17:00 – 19:30	S18- Session 18 (In-Person) Room1: Pura Vida Link: https://itcr.zoom.us/j/85162548601?pwd=cN9ehSjgrlvbMwFRRXJxUkIkM0DcTf.1 Chair: Sandra Milanovic Zbiljic
	321 - English in Ecuador's Tourism: Impact and Challenges (Alejandra Bonilla, Tania Morales-Molina, Fernanda Nuñez) 328 - Competitiveness of the Chemical Industry through a Cost Control and Price determination System (Danae Duana Avila, Tirso Javier Hernandez Gracia, Roberto Estrada Barcenas) 406 - Boosting the participation and sense of belonging of university students through interactive sessions and case-based learning (Gerardo Vicente Torres Pereira, Laura Magaly Chamba Rueda) 355 - Territorial Animation, Tourism and Linking Communities with their Traditional Activities – Project Mercabinhos de Montanha by Estrela Geopark (Gonçalo Fernandes, Adriano Costa, Joaquim Antunes) 308 - Importance of sustainable entrepreneurship and the application of innovative technologies in entrepreneurs in the city of Quito (Ana Álvarez-Sanchez, Adriana Sigcha Onofre, Connie Micaela Soto Flores, Joselin Damaris Espinosa Iza)
	S19- Session 19 (On-line) Room2: Puerto Viejo Link: https://itcr.zoom.us/j/82077682161?pwd=VZaQo08aVC2f50JsLzmW83AX4BzXuc.1 Chair: Graciela Guerrero Idrovo 358 - Analysis of the segmentation of the tourist market in Quito: an evaluation of hybrid segmentation based on its variables (Mikel Ugando Peñate, Diego Alfredo Salazar Duque, Reinaldo Armas Herrera, Angel Alexander Higuerey Gómez, Elvia Rosalía Inga Llanez, Pierina D'Elia Di Michele, Ángel Ramón Sabando García, Byron Vinicio Lima Rojas) 379 - Transformations of the Gastronomic Culture in Quinsaloma Under the Influence of Globalization (Pablo Alejandro Quezada Sarmiento, Cristhian Joel Cepeda-Aguilar) 342 - Redefining Hospitality in Papallacta: A Sustainable Approach to Tourism (Pablo Alejandro Quezada Sarmiento, Wilmar Hernandez) 352 - Essential Inclusive Elements for the Optimal Care of People with Disabilities in Hotels in Quito (Pablo Alejandro Quezada Sarmiento) 374 - Human Resource Management: Employees' perceptions and impacts of the onboarding process (Bruno Rebelo, António Morão) 375 - The effect of brand advocacy on the willingness to pay price premium mediated repurchase intentions in university students (Olger Gutierrez-Aguilar, Gabriel Benavides-Pinto, Claudia Daniela Curie-Reinoso, Samantha Quispe-Román, Allison Perca-Toledo, Aleixandre Duche-Pérez) 384 - A Review of Question-Answering Systems in Tourism Domain (Yahaira Benítez-Morejón, Janneth Chicaiza, Priscila Valdiviezo-Diaz)

S20- Session 20 (On-line) | Room3: La FortunaLink: <https://itcr.zoom.us/j/81379686092?pwd=1wOF0xxWCta6nYySsDXbUhZ0T8CaeN.1>

Chair: Michelle Ramírez López

333 - The Impacts of Overtourism on the Tourist Image of Gramado-Brasil and on the Resident's Perspective on Tourism (Aline Delmanto, Vivian Iara Strehlau)

382 - E_Commerce Experience and Customer Satisfaction in Digital Platforms (Ygnacio Tomaylla-Quispe, Olger Gutierrez-Aguilar, Sandra Chicana-Huanca, Aleixandre Duche-Pérez)

238 - Analysis of the manufacturing process of refrigeration system racks (Alexis Suárez del Villar-Labastida, Ana Álvarez-Sánchez, Erick Marcelo Urjilez Moran)

339 - The Impact of Artificial Intelligence on Language Teaching: A Case Study with Duolingo (Sandra Esmeraldas Ayala Trujillo, Ana Julia Beltrán Cevallos, Santiago Damian Quishpe Morales)

405 - Marco de trabajo para detección del sesgo algorítmico en el desarrollo de aplicaciones de Inteligencia Artificial I.A. Caso de estudio: Laboratorio de Inteligencia Artificial-UPTC Facultad Seccional Sogamoso-Colombia. (Marco Javier Suarez Baron)

325 - Inclusive Accessibility in the Cultural Heritage of Ambato: Access at the Museo de la Casa de Montalvo and the Quinta de Juan Montalvo (Sara Jacqueline Arias Cox, Johanna Micaela Ortiz Martinez)

331 - Transforming Costing Systems with Web Technologies: A Project-Based Learning Model for Education (Irene Marisol Revelo Portilla, Santiago Damian Quishpe Morales, Cristian Xavier Cifuentes Figueroa, Marcela Fernanda Coronel Pinduisaca)

S21- Session 21 (On-line) | Room4: Santa TeresaLink: <https://itcr.zoom.us/j/88903313355?pwd=YUFDRL3Vg6ThOJdGy6OeFBDY8wkvXu.1>

Chair: Wilian Ramalho Feitosa

330 - Analysis of the impact of remittances on the reduction of poverty and inequality in Ecuador (Silvia Llamuca, Sandra Tejada, Diego Jordan)

310 - Withdrawal of pension funds and its impact on the profitability of AFPs in Peru (Carola Salazar-Rebaza, Sandy Díaz-Torres, Juliana Luis-Quispe)

361 - The impact of cultural diversity at Quevedo gastronomy in Ecuador and its impact on local tourism (Maritza Elizabeth Alcivar Saltos, María del Carmen Guzmán Macías, Veronica Alexandra Arrata Corzo, Rudy Ivonne Ortega Cabrera)

247 - Impact of the Integration of Digital Channels on Customer Service in Apparel Stores (Ana Álvarez-Sánchez, Alexis Suárez del Villar - Labastida, Daniela Alejandra Hidalgo-Potosí)

249 - Optimization of Inventory and Sales of Electronic Security Equipment (Alexis Suárez del Villar-Labastida, Ana Álvarez-Sánchez, Steeven José Maldonado-Ríos, Stalyn Raul Oña- Cahueñas)

243 - Systematic Approach in Industrial Engineering: A Focus on Queueing Theory (Ana Álvarez-Sánchez, Alexis Suárez del Villar-Labastida, Edison Deivy Atencia Uribe, Jeferson Ramiro Cuzco Sisa)

276 - Continuous Improvement for Productivity Growth in SMEs: A Systematic Literature Review from 2010 to 2024 (Dean Alessandro Velarde Laines, Sheydith Greysi Zavala Muñoz, Guillermo Segundo Miñan Olivos)

378 - Accessibility in Higher Education: The Use of Artificial Intelligence as an Auxiliary Tool for the Adaptation of Teaching Materials (Kailayne Santos Ferraz, Cíntia Pasa Lopes, Sabrina Fernandes de Castro, Vitor Gonçalves)

20:30 – 22:30**Conference Dinner**

Restaurant Palo Alto Glamping Hotel - Ciudad Quesada, San Carlos

May 10

07:30 – 17:00

Social Program - Trip to La Fortuna de San Carlos

Meeting Point: Puerta Principal (TEC - Tecnológico de Costa Rica Campus San Carlos)