



1st UNWTO World Conference on Smart Destinations Murcia, February 15th-17th, 2017

- Programme -

Wednesday, February 15

1

R & D Day

- 3:00pm** **Registration**
- 3:30pm** **Opening of R&D Pre-Conference (Auditorium/Room 1)**
Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO
Antonio Nieto, Deputy Director General for Cooperation and Tourism Competitiveness, Secretary of State for Tourism of Spain
Juan Hernández Albarracín, Counsellor for Economic Development, Tourism and Employment, Region of Murcia
Josefina García Lozano, President, Catholic University of Murcia
- 3:45pm** **Keynote (Auditorium/Room 1)**
"Innovation as a lever of change in tourism"
Carlos Romero Dexeus, Director of R&D, SEGITTUR
- 4:15pm** **Parallel Presentations: Innovative startups and academia**
- Auditorium/Room 1 – The creative destination**
Room 2 – "Resilience" as a central attribute of the smart destination / The potential of big data for travel and tourism
Room 3 – Smart destination with focus on the relationship between the citizen and the visitor
Room 4 – Innovative startups' applications for Smart Destinations
- 7.00pm** **Conclusions (Auditorium/Room 1)**
Aurkene Alzua, PhD., Department of Tourism – Social Sciences and Humanities Faculty, University of Deusto (Spain)
- 8:00pm** **Social Programme**
CLASSIC MURCIA GUIDED TOUR

Thursday, February 16

9:30am Registration & Networking Coffee

11:00am Official Opening (Auditorium/Room 1)
José Ballesta, Mayor of Murcia (Spain)
Matilde Asián, Secretary of State of Tourism of Spain
Pedro Antonio Sánchez, President of the Autonomous Community of the Region of Murcia
Taleb Rifai, Secretary General, World Tourism Organization (UNWTO)

Video message from **Claudia Tapardel**, Member of the European Parliament, and the Co-chair of the Parliamentary Intergroup on Tourism Development, Cultural Heritage, Ways of St James and other Cultural Routes

11:30am Keynote (Auditorium/ Room 1)
"UnionPay: the global electronic payments brand preferred by Chinese tourists. Keys to success"
Luis García Cristóbal, Head of Iberian Markets, UnionPay

12:00 Parallel Roundtables I

Auditorium/ Room 1 : "Shopping tourism: opportunities for the sustainable economic development of smart destinations" - sponsored by UnionPay

Moderator: **Carlos Sentís**, General Director, Henkuai (Spain)
Speakers: **Javier Fernández Andrino**, International Marketing Director, El Corte Inglés (Spain)
Luis José Llorca, General Director, Global Blue (Spain)
Jennifer Zhang, CEO, AsialinkSpain – Ctrip (China)
Luis García, General Director Iberian Markets, UnionPay (Spain)
Juan Murillo Arias, Responsible of Urban Analysis, BBVA Data&Analytics (Spain)

Room 2: "Destinations facing up the challenge of accessibility"

Moderator: **Jesús Hernández-Galán**, Director of Universal Accessibility, Fundación ONCE (ESPAÑA)
Speakers: **Olaf Schlieper**, Innovations Manager, German National Tourist Board
Victor Calise, Commissioner at New York City Mayor's Office for People with Disabilities (USA)
Hideto Kijima, CEO, Japan Accessible Tourism Center (Japan)

Room 3: "Environmental sustainability as a model for change"

Moderator: **Luigi Cabrini**, Chairman, Global Sustainable Tourism Council (GSTC)

Speakers: **Sean P. O'Brien**, Deputy General Manager and Head of Value Engineering for Public Services & Healthcare, SAP (UK)
Ingunn Sørnes, Special Advisor on Sustainability, Innovation Norway
Heinz-Josef Klimeczek, Urban Development & Environment Conservation Department, Berlin Senate (Germany)
Irenka Krone-Germann, Focal Point Sustainable Tourism, Swiss State Secretariat for Economic Affairs (Switzerland)
Montserrat Fernández, Deputy Director of National Parks (Spain)

Room 4: "The system of tourist intelligence: efficiency by knowledge"

Moderator: **Carlos Romero Dexeus**, Director of R&D, SEGITTUR

Speakers: **Carlos Chaguaceda**, General Director of Tourism of the Community of Madrid (Spain)

Mariana Mangiarotti, General Director of Market Intelligence and Observatory of Tourism, City of Buenos Aires (Argentina)

María Garaña, Vice President EMEA, Microsoft Business Solutions

Michael Kessler, VP Sales, ReviewPro (USA/Spain)

Ariel Juárez Morales, General Director of Tourism Information Integration, SECTUR (México)

Leandro Bonfranceschi, Head of New Business, LATAM, Amadeus (Argentina/USA)

1:30pm **Keynote** (Auditorium/Room 1)

"The region of Murcia becoming a smart destination"

Juan Hernández Albarracín, Counsellor for Economic Development, Tourism and Employment, Region of Murcia, Spain

2:00pm **LUNCH BREAK**

3:15pm **Parallel Roundtables II**

Auditorium/Room 1: "The new digital traveler" sponsored by IBERIA

Moderator: **Miguel Henales**, Digital Business & Direct Sales Director, Iberia (Spain)

Speakers: **Carlos Rodríguez-Maribona**, COO, minube (Spain)

Justin Reid, Head of Destinations - Europe, Middle East & Africa, TripAdvisor (UK)

Andrew van der Feltz, Senior Director EMEA, Expedia Media Solutions (UK)

Ignasi de Delàs, President, European Cities Marketing (Spain)

Sandro Cuzzolin, Head of Strategic Projects, travel audience, an Amadeus company (Germany)

Peter Dickman, Engineering Director, Google (Switzerland)

Room 2: "Digital accessibility"

Moderator: **Mari Satur Torre**, Director of Innovation, Vodafone Foundation (Spain)

Speakers: **Martin Heng**, Accessible Travel Manager & Editorial Adviser, Lonely Planet (Australia)

3

Lourdes González, Business Development and Knowledge Director, ILUNION Technology and Accessibility (Spain)
Toni Raurich Marcet, Director Strategic Partnerships EMEA, Booking.com (Spain)
Tatiana Alemán, Technical Director, PREDIF (Spain)
Diego González, President, Red Estable (Spain)

Room 3: "Destinations facing up the challenge of innovation"

Moderator: **Nuria Díaz**, Deputy Director of Innovation Promotion, Ministry of Economy, Industry and Competitiveness (Spain)

Speakers: **Susana Ibáñez**, General Secretary for Tourism, Andalusia Tourism Government (Spain)

Federico de Arteaga, Director of Planning, Group JB Jose Cuervo (Tequila, Mexico)

José Antonio Belmonte, Director Innovation Office, Tourism Institute of the Regional of Murcia (Spain)

Ilanit Malkior, Tourism Manager, Jerusalem Development Authority (Israel)

Anna Díaz, Council of Tourism, Conselh Generau d'Aran (Spain)

Room 4: "Connecting sensors and data – opportunities and challenges"

Moderator: **Raquel Huete**, General Director of Tourism, Generalitat Valenciana (Spain)

Speakers: **José Petisco**, General Director, Cisco

Kathrin Weise, Optical Instruments – Project Manager, Jena-Optronik (Germany)

Elisa Martín Garijo, Director of Technology and Innovation, IBM

Sérgio Guerreiro, Director of Knowledge, Portugal Tourism

4:30pm COFFEE BREAK

5:00pm Parallel Roundtables III

Auditorium/Room 1: "Building smart tourist attractions: the management of natural and cultural heritage sites "by DRORE TECHNOLOGY

Moderator: **Ginesa Martínez del Vas**, Vicedean of Tourism, Catholic University of Murcia

Speakers: **Haiyong Bao**, Vice President, Zhejiang Drove Technology Co., Ltd. (China)

Alessandra Priante, Ministry of Heritage and Cultural Activities and Tourism (Italy)

Jorge Robles del Salto, Executive Director, Pastview (Spain)

Elizabeth Lee, Managing Director, CyArk (USA)

Marcela Bacigalupo, Minister & Executive Secretary, National Secretary of Tourism (SENATUR), Paraguay.

Francisco Castillo, CEO, DNA Expertus (Spain)

Claudia de Santos, Representative, Spanish Group of World Heritage Cities (Spain)

Room 2: "Focus on quality: ensuring local and visitors' satisfaction"

Moderator: **Dirk Glaesser**, Director, Sustainable Development of Tourism Programme, UNWTO

Speakers: **Vincent Nijs**, Research Manager, Visit Flanders (Belgium)
Vicente Moles, Advisor, International Sustainable Tourism Initiative (ISTI), Center for Health and the Global Environment, Harvard T.H. Chan School of Public Health
Joan Torrella, Director of Tourism, Barcelona City Council (Spain)

Room 3: "New companies, new models"

Moderator: **Maribel Rodríguez**, Regional Director Southern Europe & LATAM, World Travel & Tourism Council, WTTC (Spain)

Speakers: **Francisco Medina**, General Manager, Open Camp (Spain)
Marta Macías, Tourism Manager, Value Retail (Spain)
Diogo Corado, Head of Travel, Cabify (Spain)

5

6:15 pm **General Conclusions Day I (Auditorium/Room 1)**

Friday, February 17

09:00 am **Welcome Day 2**

09:10 am **Keynotes (Auditorium/Room1)**

"Turespaña's support for knowledge creation, key driver for managing sustainability"

Manuel Butler, General Director, Turespaña

"Exploration and practice of XiXi National Wetland Park as smart tourist attraction "

Yinghui Guo, Director, Comprehensive Administrative Office of Hangzhou XiXi National Wetland Park (West) Co., Ltd. (China)

"Big data: transforming the tourist sector into the digital era"

Elena Gil, Director Global Business Intelligence & Big Data, Telefónica (Spain)

"Smart destinations: building the future"

Antonio López de Ávila, International Expert on Smart Destinations and Professor at IE Business School

11:00 am **COFFEE BREAK - sponsored by** 

11:30 am Parallel Roundtables IV

Auditorium/ Room 1: "The challenge of multimodality"

Moderator: **Juan Jesús García**, Head of Industry Affairs, EU at Amadeus IT Group (Spain)

Speakers: **Jari Kauppila**, Senior Economist, Head of Outlook and Statistics Unit International Transport Forum, Organization for Economic Cooperation and Development (OECD)

François Davenne, Secretary General, Intergovernmental Organization for International Carriage by Rail (OTIF)

Francisco Cañamero, Commercial and Marketing Director, RENFE Travelers (Spain)

Paul Pontecorvo, VP Marketing and Business Development, Waynaut (Italy)

Federico Belausteguigoitia, Manager, ACETA & Responsible of the Aviation Department at Marimón Lawyers (Spain)

Room 2: "The role of entrepreneurs: new visions, new opportunities"

Moderator: **Carlos Romero Dexeus**, Director of R&D, SEGITTUR

Speakers: **Miguel Arias**, Chief Operating Officer, CARTO (España/EE.UU)

Rom Hendler, Founder & Managing Partner, Innovel Venture Capital (Israel)

Javier Gonzalez-Soria, PhD., CEO Top Seeds Lab and CEO & General Partner Travel Tech 1 SCR (Spain)

Clement Wong, CEO de Bemyguest (Singapore)

Juanma Revuelta, CEO, Finnova (Belgium)

Room 3: "Tourism as a driver for territorial economic development"

Moderator: **Aurkene Alzua**, PhD., Professor, University of Deusto

Speakers: **Miguel Jurado**, Chairman, FCC construction (Spain)

Ignacio Alcalde, Vice President, Fundación Metrópoli (Spain)

Haiyan Song, Chair Professor of Tourism, The Hong Kong Polytechnic University (China)

José Ballesta, Mayor of Murcia

Adam Banaszak, Vice President of the Regional Parliament in Kujawy Pomorze Region (Poland)

Room 4: "Smart destinations fostering the sustainable management of resources"

Moderator: **Dirk Glaesser**, Director Sustainable Development of Tourism Programme, UNWTO

Speakers: **Merran Wrigley**, Global Head of Brand Communications for B2B Systems, Philips Lighting (Netherland)

Rafael Guinea, General Director, TIRME (Spain)

Juan Pedro Sánchez, CEO, Gorona del Viento (hydro-electric / wind power plant), El Hierro (Spain)

Stefanie Pfahl, Head of Division Associations, Sports and Tourism, Federal Ministry for the Environment, Germany

12:30pm **Conference Conclusions** (Auditorium/Room 1)
Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO

1:00pm **Official Closing** (Auditorium/Room 1)
Isabel Garaña, Regional Director for Europe, UNWTO
Antonio Nieto, Deputy Director General for Cooperation and Tourism Competitiveness, Secretary of State for Tourism of Spain
Manuel Fernández-Delgado, Director General, Institute of Tourism of the Region of Murcia