



**The 2nd UNWTO Knowledge Network
Global Forum**
Innovation in Tourism: Bridging Theory and Practice
28 – 30 May 2014
Anahuac University, Mexico



Program

28 May (Wednesday)

- 09:00 – 18:00 **Registration (Venue: University Showroom)**
- 11:00 - 13:00 **Previous event (Venue: Rectory Auditorium)**
1st Anahuac Panel Discussion on Tourism
“Institutional Structure of Mexican Tourism: a view from 40 year foundation of SECTUR (Secretary of Tourism) and FONATUR (National Fund for Tourism Development); and 15 year foundation of CPTM (Mexico Tourism Board).”
- 15:30 – 18:30 **UNWTO Knowledge Network Meeting (Venue: Conference Hall, Faculty of Communication)**
- Opening Remarks
 - Introduction of the Knowledge Network Community
 - Mission of UNWTO & Role of Educational and Research Institutes
 - UNWTO Knowledge Network: Programme of Work 2014-2015
 - UNWTO Knowledge Network in the Americas
 - Member's Report
 - Opening Discussion
 - Concluding Remarks
- 18:30 – 19:00 **Coordination meeting for speakers (Venue: Conference Hall, Faculty of Communication)**
- 19:00 – 21:00 **Welcome Cocktail, offered by the Anahuac University (Venue: University Showroom)**

29 May (Thursday)

- 8:00 – 9:00 **Registration (Venue: University Showroom)**
- 9:00 – 10:00 **Opening and Welcome Remarks (Venue: University Showroom)**
- Francisco Madrid Flores, Director of the Faculty of Tourism and Gastronomy, Anahuac University
 - Carlos Vogeler Ruiz, Director, Executive-Secretary, Members Relations, UNWTO
 - Jesus Quirce Andres, Dean, Anahuac University
 - Eruviel Avila Villegas, State of Mexico Governor
 - Claudia Ruiz Massieu, Secretary of Tourism, Mexico
- 10:00 – 11:00 **Special Guests Speeches (Venue: University Showroom)**
- Claudia Ruiz Massieu, Secretary of Tourism, Mexico
 - Alfredo González, Senior Vicepresident Global Partnership Development, Brand USA
Hosted and introduced by Carlos Vogeler, Director, Executive-Secretary, Members Relations, UNWTO
- 11:00 – 11:30 **Coffee Break (Venue: University Showroom)**



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11:30 – 13:45

Keynote Speeches & Panel Discussion (Venue: University Showroom)

Innovation in Tourism: Products and Experiences

by Arnie Weissmann, Editor-in-chief, Travel Weekly

Innovation in Tourism: Competitiveness

by Alejandro Zozaya, CEO, Apple Leisure Group

Innovation in Tourism: Technology

by Jason Nash, Vice President, Product Innovation, Travelport

Panel Discussion

Moderated by Don Hawkins, Eisenhower Professor, George Washington University

Panellists:

- Alejandro Zozaya, CEO, Apple Leisure Group
- Arnie Weissmann, Editor-in-chief, Travel Weekly
- Jason Nash, Vice-president, Product Innovation, Travelport
- Jafar Jafari, Professor, University of Wisconsin-Stout

13:45 – 15:00

Lunch, offered by the Secretary of Tourism of the State of Mexico

(Venue: Parquet Room and *Mezzanine* of Library Building)

15:00 – 16:30

Session I: Papers presentation (*Parallel Sessions*)

I.A – Products and experiences

(Venue: Executive room A Postgraduate Building)

Chaired by Eduardo Fayos-Sola, President, Ulysses Foundation

Scientific Committee Representative: Victor Chale, Deputy Director, Institute of Tourism

Competitiveness (ICTUR), Secretary of Tourism of Mexico

Questions and Answers

I.B – Competitiveness

(Venue: Executive room B Postgraduate Building)

Chaired by Kaye Chon, Dean, Hong Kong Polytechnic University

Scientific Committee Representative: Eunji Tae, Coordinator, UNWTO Knowledge Network

Questions and Answers

I.C – Technology

(Venue: Auditorium Postgraduate Building)

Chaired by Hazael Ceron, Coordinator, Anahuac Research Center in Tourism, Anahuac University

Scientific Committee Representative: Jafar Jafari, Professor, University of Wisconsin-Stout

Questions and Answers

16:30 – 17:00

Coffee Break (Venue: *Mezzanine* of Postgraduate Building)



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17:00 – 18:30

Session II: Papers presentation (*Parallel Sessions*)

II.A – Products and experiences

(Venue: Executive room A Postgraduate Building)

Chaired by Victor Chale, Deputy Director, Institute of Tourism Competitiveness (ICTUR), Secretary of Tourism of Mexico

Scientific Committee Representative: René Rivera, Coordinator, UNWTO Knowledge Network Forum 2014, Mexico

Questions and Answers

II.B – Competitiveness

(Venue: Executive room B Postgraduate Building)

Chaired by Yolanda Perdomo, Director, UNWTO Affiliate Members Programme

Scientific Committee Representative: Don Hawkins, Eisenhower Professor, George Washington University

Questions and Answers

II.C – Products and experiences

(Venue: Auditorium Postgraduate Building)

Chaired by Maribel Osorio, Coordinator of Tourism Studies Research Centre, Autonomous University of the State of Mexico

Scientific Committee Representative: Francisco Madrid, Director of the Faculty of Tourism and Gastronomy, Anahuac University

Questions and Answers

20:00 – 22:00

Welcome Dinner, offered by the Mexico Tourism Board

(Venue: Presidente Intercontinental Hotel, Santa Fe)

30 May (Friday)

9:00 – 10:30

Session III: Papers presentation (*Parallel Sessions*)

III.A – Products and experiences

(Venue: Executive room A Postgraduate Building)

Chaired by Jafar Jafari, Professor, University of Wisconsin-Stout

Scientific Committee Representative: Kaye Chon, Dean, Hong Kong Polytechnic University

Questions and Answers

III.B – Competitiveness

(Venue: Executive room B Postgraduate Building)

Chaired by Don Hawkins, Eisenhower Professor, George Washington University

Scientific Committee Representative: Ismael Rodriguez, Department of Tourism, Autonomous University of Aguascalientes

Questions and Answers

10:30 – 11:00

Coffee Break (Venue: Mezzanine of Postgraduate Building)



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- 11:00 – 11:30 **Special Presentation on Tourism Research Fund (Venue: University Showroom)**
Speaker: Ernesto Bartolucci, General Director, Institute of Tourism Competitiveness (ICTUR), Secretary of Tourism of Mexico
- 11:30 – 13:00 **Panel Discussion with UNWTO Ulysses Prize Laureates: (Venue: University Showroom)**
Innovation in Tourism: Bridging Theory and Practice
Moderated by Eduardo Fayos-Sola, President, Ulysses Foundation
Panelists:
- Don Hawkins, 2003 Laureate, George Washington University
 - Jafar Jafari, 2005 Laureate, University of Wisconsin-Stout
 - Kaye Chon, 2011 Laureate, the Hong Kong Polytechnic University
- 13:00 – 13:15 **Ceremony for Best Paper Award (Venue: University Showroom)**
- 13:15 – 13:30 **Closing Session (Venue: University Showroom)**
- Francisco Madrid, Director of the Faculty of Tourism and Gastronomy, Anahuac University
 - Carlos Vogeler, Director, Executive-Secretary, Members Relations, UNWTO
- 13:30 – 15:00 **Gastronomic Festival**, offered by the Visitors and Conventions Bureau of Tabasco
(Venue: University Showroom)
- 16:30 - 18:30 **Mexico City Tour - Double decker bus**, offered by the Mexico City Tourism Promotion Trust
Reserve assistance in the registration table

31 May (Saturday)

- 08:00 - 18:00 **Tour to the archeological site of Teotihuacan**, offered by the Secretary of Tourism of the State of Mexico
Reserve assistance in the registration table