



2nd UNWTO World Conference on Smart Destinations

Oviedo, 25 - 27 June 2018

PROGRAMA
PROGRAMME



LUNES, 25 DE JUNIO / *MONDAY, JUNE 25*

15:00 h. Acreditaciones / *Registration*

15:30 h. Apertura Pre-Congreso I+D+i R&D Day / *Opening of R&D Pre-Conference*

AUDITORIO
AUDITORIUM

Julio González, General Director of Commerce and Tourism, Government of the Principality of Asturias (Spain)
Isabel Garaña, Regional Director for Europe, UNWTO
Antonio Nieto, Deputy Director General for Cooperation and Tourism Competitiveness, Secretary of State for Tourism, Spain
Santiago García Granda, Rector of University of Oviedo

15:45 h. Ponencia Inaugural / *Keynote*

AUDITORIO
AUDITORIUM

María Benjumea, Founder & CEO of SPAIN STARTUP - SOUTH SUMMIT

16:30 h. Sesiones Paralelas Académicas & Start-ups / *Parallel Sessions: Academia & Start-ups*

16.30 h.

SALA
ROOM 1

LA GESTIÓN DE DESTINOS TURÍSTICOS BASADA EN DATOS
THE DATA-DRIVEN MANAGEMENT OF TOURISM DESTINATIONS

Moderador / *Moderator*: **Prof. Dr. Antonio Guevara Plaza**, Presidente de la REDINTUR. Decano de la Facultad de Turismo. Universidad de Málaga
Mauricio Socías Prats, Robert Lanquar, Josep A. Ivars-Baidal, Francisco Femenia-Serra, David Giner Sánchez, Marco Antonio Celdrán Bernabeu, Susana Beatriz Darín, María Luisa Martínez Segarra.

17.45 h.

SALA
ROOM 1

LA GESTIÓN DE DESTINOS TURÍSTICOS BASADA EN DATOS
THE DATA-DRIVEN MANAGEMENT OF TOURISM DESTINATIONS

Moderador / *Moderator*: **Prof. Dr. Luis Valdés Peláez**, Director Cátedra Milla del Conocimiento "Xixón Sostenibilidad". Universidad de Oviedo
José Baños, David Boto, Emma Zapico, Deniza Alieva, Celia Romero Rodríguez, José Luis Vivancos Bono, Pablo Aragonés-Beltrán, Fernando Molina Pons, Daniela Fantoni, Jennifer Caroline Soarez, María Pilar Peñarrubia Zaragoza, Moisés Simancas Cruz, Nuria López-Mielgo, Enrique Loredo, Juan Sevilla Álvarez

16.30 h.

SALA
ROOM 2

LA GESTIÓN DE DESTINOS TURÍSTICOS BASADA EN DATOS
THE DATA-DRIVEN MANAGEMENT OF TOURISM DESTINATIONS

Moderador / *Moderator*: **Prof. Dr. Eduardo Parra López**, Presidente de la Asociación Española de Expertos Científicos en Turismo (AECIT). Universidad de La Laguna
Francisco Más Pérez, M^a Dolores Gil Quiles, Miguel José Oliveira, M^a De Fátima Farinha, Elisa M.J. da Silva, Rui Lança, F. Javier de la Ballina, Luis Valdés Peláez, Eduardo del Valle Tuero, Magdalena de Lucca, Saulo Ribeiro dos Santos, José Manoel Gonçalves Gândara, Thais Mendes Pinheiro, Denilson Silva, Fernando Antônia Carvalho Silva, Pryscilla Pérgola Bezerra Oliveira, Jorinilma Pinto Diniz, Amanda Soido da Silva, Pedro Berlie Mendes, Kiara Cristine Diniz Vieira, Rosliene Sá Ferreira, Ilka Alves Sousa, Manuel David Masseno, Cristina Santos.



18.00 h.

SALA
ROOM 2

SOSTENIBILIDAD Y TURISMO: LA ECONOMÍA CIRCULAR EN EL TURISMO
SUSTAINABILITY AND TOURISM: THE CIRCULAR ECONOMY IN TOURISM

Moderador / Moderator: **Prof. Dra. Ginesa Martínez del Vas**, Vicedecana del Departamento de Turismo. Universidad Católica San Antonio de Murcia
Andrea Serpagli, Michele Maccari, Emanuela Manca, Noelia Bueno Gómez, José Antonio Méndez Sanz, Ana I. Menéndez Suárez, Savina Nedyalkova, Anna Scuttari, Harald Pechlaner, Anja Marcher, Gerhard .

16.30 h.

SALA
ROOM 3

SOLUCIONES TECNOLÓGICAS PARA LA ACCESIBILIDAD Y MEDICIÓN DEL TURISMO
SOSTENIBLE
TECHNOLOGICAL SOLUTIONS FOR THE ACCESSIBILITY AND MEASUREMENT OF SUSTAINABLE TOURISM

Moderador / Moderator: **Prof. Dr. José Fco. Baños Pino**, Director Sistema de Información Turística de Asturias (SITA). Universidad de Oviedo
Saulo Ribeiro dos Santos, Thais Mendes Pinheiro, Hugo Ricardo de Paiva Veiga, Vandilson Pinheiro Rodrigues, Denilson Silva, Fernanda Antônia Carvalho Silva, João Marcos Rabelo da Silva, Felipe Pereira Costa, Maria Cláudia Castro Silva, Claudinice Paiva da Silva, Carmela Isabel De La Hoz Montenegro, Martín Álvarez-Espinar, M^a Dolores Gil Quiles, Margarita Capdepón Frías, Jorge López Carratalá, Jesús Hernández-Galán, Maribel Campo.

17.45 h.

SALA
ROOM 3

SOLUCIONES TECNOLÓGICAS PARA LA ACCESIBILIDAD Y MEDICIÓN DEL TURISMO
SOSTENIBLE
TECHNOLOGICAL SOLUTIONS FOR THE ACCESSIBILITY AND MEASUREMENT OF SUSTAINABLE TOURISM

Moderador / Moderator: **Prof. Dr. Eduardo A. del Valle Tuero**, Coordinador Sistema de Información Turística de Asturias (SITA). Universidad de Oviedo
Paulo Roberto Zornitta, José Fernando Zornita, Silvia María González Fernández, Christopher Warren, Susanne Becken, Rod Connolly, Bela Stantic, Ranju Mandal, Noel Scott, Dung Lee, Luc Béal.

16.30 h.

SALA
ROOM 4

SOLUCIONES TECNOLÓGICAS PARA LOS DESTINOS TURÍSTICOS INTELIGENTES. LA IMPORTANCIA DE LOS DATOS (STARTUPS)
TECHNOLOGICAL SOLUTIONS FOR SMART TOURIST DESTINATIONS. THE IMPORTANCE OF THE DATA (STARTUPS)

Ignacio Barrios, CEO, Kido Insights · **Nicolas Bisceglia**, Executive & Creative Producer, Planet You · **David Díaz Pérez**, Product Manager, MisterPlan · **Faustino Fernández**, CEO, StayMyWay · **Emilio Gómez Salgado**, Co-Founder, Kolaboo · **Emilio Gómez Salgado**, Co-Founder, Kolaboo · **Alejandro Linde**, CEO, Travelest App · **Alejandro López**, CTO, Travelest App · **Esther Rodríguez**, CEO & Co-Founder, MyStreetBook · **Carlos Sánchez**, COO & Co-Founder, MyStreetBook · **Alex Tourski**, Founder, izi.Travel · **Alex Vилleyra**, Chief Operating Officer, Mabrian Technologies

19:00 h. **Clausura R&D Day / Closing R&D Day**

AUDITORIO
AUDITORIUM

Fernando de Pablo Martín, President, SEGITTUR
Natalia Bayona, Senior Expert on Innovation and Digital Transformation, UNWTO
Manuel Monterrey, General Director of Industry and Telecommunications, Government of the Principality of Asturias



MARTES, 26 DE JUNIO / TUESDAY, JUNE 26

09:00 h. Registro / *Registration*

09:30 h. Inauguración Oficial: Destinos Inteligentes en el Siglo XXI
Official opening: Smart Destinations in the XXI Century

AUDITORIO
AUDITORIUM

Francisco Wenceslao López Martínez, Mayor of Oviedo
Zurab Pololikashvili, Secretary General, UNWTO
Reyes Maroto, Minister, Ministry of Industry, Trade and Tourism of Spain
Javier Fernández Fernández, President, Government of the Principality of Asturias

10:00 h. Smart Talk Alto Nivel: Crecimiento, Digitalización y Sostenibilidad - El Futuro del Turismo
High Level Smart Talk: Growth, Digitalization and Sustainability - The Future of Tourism

AUDITORIO
AUDITORIUM

Moderator: **Bernardo Hernandez**, Jury Member of the Princess of Asturias Awards for Scientific and Technical Research, Entrepreneur and Business Angel
Invitado / Guest: **Isabel Oliver**, Secretary of State for Tourism, Government of the Kingdom of Spain · **Hon. John A.E. Amarathunga**, Minister of Tourism Development and Christian Religious Affairs, Sri Lanka · **Marcela Bacigalupo**, Minister-Executive Secretary, National Secretariat of Tourism (SENATUR), Paraguay · **Alberto Bernal**, Director for Smart Communities and Territories Global Practice, INDRA · **Bente Bratland Holm**, Director, Visit Norway · **Elisa Martín Garijo**, CTO, IBM Spain · **Hany Fam**, Executive Vice President, Enterprise Partnerships, Mastercard · **Francesco Palumbo**, Director - General for Tourism, Ministry of Cultural Heritage and Tourism (MiBACT). Italy · **Elena Gil**, Global Big Data Director at Telefónica and CEO of LUCA · **Brigitte Loehl**, Head of Amadeus for Destinations · **Mónica Zalaquett**, Undersecretary of Tourism, Chile

11:30 h. Café / *Coffee break*

12:00 h. Entrevista: Sociedad en Transformación - Aprendiendo de la Historia
Interview: Society in Transformation –Learning from History

AUDITORIO
AUDITORIUM

Moderador / Moderator: **Marta García Aller**, Journalist & Author
Invitado / Guest: **Massimo Marchiori**, Professor, University of Padua and Research Scientist, MIT Computer Science. Creator of HyperSearch, Google's Search Engine

12:30 h. *Smart Talks*

AUDITORIO
AUDITORIUM

DESTINOS EN CAMINO HACIA LA TRANSFORMACIÓN DIGITAL
DESTINATIONS ON THEIR WAY TOWARDS DIGITAL TRANSFORMATION

Moderador / Moderator: **Juan Jesús García**, Head of Industry Affairs, EU, Amadeus IT Group

Ponentes / Speakers: **Enrique Martínez**, Coordinator National Smart Cities Plan, Secretary of State for Information Society and Digital Agenda (SESIAD), Ministry of Economy and Enterprise of Spain · **João Ricardo Moreira**, Board Member, NOS, Tourism Information Portal Portugal · **César Romera**, Director of New Business Development South Europe, IBM ·

Alma Pineda, CEO, PingPong Innovation · **Zonia Torres**, Director of Economic Development and Tourism Promotion, San Miguel de Allende, Mexico · **María del Mar Martínez**, Chief Commercial and Tourism Strategy, General Directorate of Tourism, Principality of Asturias

13:30 h. Comida (Tiempo libre) / *Lunch break (Free Time)*



15:30 h. *Smart Talks*

SALA
ROOM 1

GOBERNANZA INTELIGENTE DE DESTINOS / *SMART DESTINATION GOVERNANCE*

Moderador / *Moderator*: **Carlos Díez de la Lastra**, CEO, Les Roches Marbella International School of Hotel Management
Ponentes / *Speakers*: **Ariel Juárez Morales**, Director General, Sectoral Information Integration (SECTUR), Mexico
• **Riddell Graham**, Director of Industry & Destination Development, VisitScotland • **Raquel Huete**, Director, Valencia Region Tourism Board • **Baldomero León Navarro**, Delegate Councillor for Innovation and Electronic Administration, Marbella Municipal Council, Spain • **Nico Mulder**, Marketing Strategy, Amsterdam Marketing

SALA
ROOM 2

LA GEOLOCALIZACIÓN, CLAVE PARA ENTENDER EL CONTEXTO LOCAL

UNDERSTANDING LOCAL CONTEXT THROUGH LOCATION INTELLIGENCE

Moderador / *Moderator*: **Sergio Guerreiro**, Senior Director, Knowledge Management and Corporate Affairs, Visit Portugal
Ponentes / *Speakers*: **Jaime de Mora**, VP Sales International, Carto • **Simon Hughes**, Managing Director, Africa Unit, Hatfield Consultants • **Suchit Anand**, Cofounder, CeoForAll • **Albrecht Schmidt**, Computer Scientist at European Space Agency, Italy

16:30 h. *Pausa / Break*

16:45 h. *Smart Talks*

SALA
ROOM 1

CONECTANDO DISPOSITIVOS E INFORMACIÓN - NUEVAS PERSPECTIVAS A TRAVÉS DE BIG DATA
CONNECTING DEVICES AND INFORMATION - NEW INSIGHTS THROUGH BIG DATA

Moderador / *Moderator*: **Christophe Demunter**, Head of the Tourism Statistics, EUROSTAT
Ponentes / *Speakers*: **Fernando de Pablo Martín**, President, SEGITTUR • **David Sarciá**, Senior Account Manager for Destination Management Offices (DMOs), Travel Audience, an Amadeus Company • **Elke Michlmayr**, Software Engineer & Technical Lead, Google Zurich • **Federico Esper**, Director General, Market Intelligence and Observatory of Tourism, Buenos Aires • **Susana Ibañez**, Secretary General of Tourism, Andalucía • **Santiago González**, Director of Innovation, Synergic Partners

SALA
ROOM 2

AVANCE DE LA ACCESIBILIDAD EN LOS DESTINOS INTELIGENTES

ADVANCING ACCESSIBILITY IN SMART DESTINATIONS

Moderador / *Moderator*: **Marina Diotallevi**, Head, Ethics, Culture and Social Responsibility, UNWTO
Ponentes / *Speakers*: **Manel Alcaide**, CEO, Visualfy • **Sergio Foncillas**, Head of Visual Display Business, Samsung España • **Olaf Schlieper**, Innovations Manager, German National Tourist Board • **Roberto Torena Cristóbal**, Director of Digital Experience, Transformation & Innovation, Ilunion • **Daniel Zunzunegui**, Director Relaciones Internacionales, Red Estable



MIÉRCOLES, 27 DE JUNIO / WEDNESDAY, JUNE 27

09:00 h. *Smart Talks*

SALA
ROOM 1

LA IMPORTANCIA DE LA ECONOMÍA CIRCULAR EN LA SOSTENIBILIDAD DEL TURISMO *THE IMPORTANCE OF THE CIRCULAR ECONOMY FOR SUSTAINABLE TOURISM DEVELOPMENT*

Moderador / Moderator: **Dirk Glaesser**, Director, Sustainable Development of Tourism Programme, UNWTO
Ponentes / Speakers: **Hermann Blomeyer**, Head of Environment, Munich Airport · **Pekka Huovila**, Coordinator, One Planet Network Buildings and Construction Programme, Finland · **Judy Lain**, Chief Marketing Officer, Wesgro Cape Town & Western Cape, Tourism, Trade & Investment, South Africa · **Petra Stuček**, Managing Director, Ljubljana Tourism, Slovenia

SALA
ROOM 2

INNOVACIÓN EN MARKETING DE DESTINOS / *INNOVATION IN DESTINATION MARKETING*

Moderador / Moderator: **Beatriz Marco Arce**, Deputy Director of Intelligence and Tourism Studies, Tourism Institute of Spain (Turespaña)
Ponentes / Speakers: **Chris Pomeroy**, Director of Global Strategies & Client Services, MMGY Global
· **Ted Sullivan**, Vicepresident, Resort & Destination Analytics, ADARA · **Angel Zubizarreta**, VicePresident Asturias Hospitality & Tourism Association

10:00 h. *Smart Talks*

SALA
ROOM 1

LA RELEVANCIA DE LOS DATOS ABIERTOS PARA LOS ENTES GESTORES DE LOS DESTINOS INTELIGENTES / *THE RELEVANCE OF OPEN DATA FOR SMART DESTINATION MANAGEMENT*

Moderador / Moderator: **Barbara-Chiara Ubaldi**, Head, Digital Government and Open Data Unit, OECD
Ponentes / Speakers: **Davis Adieno**, Africa Regional Manager, Global Partnership for Sustainable Development Data (GPSDD)
· **Antonio Fernández Morte**, Marketing Industry Manager Channel and Sectors, ESRI · **Martin Soutschek**, Director R&D, Outdoor Active GmbH · **Juan José Hierro**, Chief Technology Office, Fiware

SALA
ROOM 2

MOVILIDAD INTELIGENTE: EL FUTURO DEL TRANSPORTE *SMART MOBILITY: THE FUTURE OF TRANSPORTATION*

Moderador / Moderator: **Carlos Romero**, Director R+D+i, SEGITTUR
Ponentes / Speakers: **Juan Villalba**, Global Deployment Director, Ozone Drive · **Grethe Bergsland**, Director, Innovation Norway Madrid · **Ignacio Pérez-Carasa**, Director of Institucional Relations, ALSA · **Jonathan Americo**, Product Manager, Smart Cities, Tom Tom · **Julio Echenique Carbonell**, E&U Offering Lead, IoT Ecosystem and Use Cases, Technology And Emerging Business, Ericsson · **Diana Robino**, Global Tourism Partnerships SVP, Mastercard · **Ignacio Tovar**, Head of Digital Transformation, Iberia

11:00 h. **Asturias Destino Turístico Inteligente - Estrategia de Digitalización** *Asturias Smart Destination - Digitalization Strategy*

Isaac Pola, Minister of Employment, Industry and Tourism of the Principality of Asturias

11:30 h. **Entrevista: ¿Cómo Impactará en el Futuro del Turismo la Inteligencia Artificial?** *Interview: How Artificial Intelligence Will Impact the Future of Tourism?*

Greg Land, Executive Director & Global Industry leader, Aviation, Hospitality & Travel Related Services at IBM



12:15 h. Conclusiones

Conclusions

Natalia Bayona, Senior Expert on Innovation and Digital Transformation, UNWTO

12:20 h. Clausura del Congreso

Conference Closing

Isabel Garaña, Regional Director for Europe, UNWTO

Antonio Nieto, General Director for Cooperation and Tourism Competitiveness, Secretary of State for Tourism, Spain

Isaac Pola, Minister of Employment, Industry and Tourism, Principality of Asturias



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