

# 1<sup>st</sup> UNWTO World Conference on Smart Destinations

Murcia 15 - 17 February 2017

## PROGRAMA *PROGRAMME*





**MIÉRCOLES, 15 DE FEBRERO / WEDNESDAY, FEBRUARY 15**

**15:00 h. Acreditaciones / Registration**

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

Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO

Antonio Nieto, Deputy Dir. 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

**15:45 h. Conferencia: LA INNOVACIÓN COMO PALANCA DE CAMBIO EN EL TURISMO**

**Conference: INNOVATION AS A LEVER OF CHANGE IN TOURISM**

Carlos Romero Dexeus, Director of R&D, SEGITTUR

**16:15 h. Presentaciones académicas y de empresas innovadoras**

**Innovative startups and academia - Parallel Presentations**

**SALA  
ROOM 1**

**EL DESTINO CREATIVO / THE CREATIVE DESTINATION**

Moderador / Moderator: María Pilar Barra Hernández, PhD.

Ponentes / Speakers: Marija Cimbajević, Lorie Tuma, Anna Picco-Schwendener, Aadaeze Udo Ekwueme, Inmaculada Mengual Bernal, Maria Lucila Salessi, Estela Mariné Roig

**SALA  
ROOM 2**

**"RESILIENCIA" COMO UN ATRIBUTO CENTRAL DEL DESTINO INTELIGENTE / BIG DATA  
"RESILIENCE" AS A CENTRAL ATTRIBUTE OF THE SMART DESTINATION /BIG DATA**

Moderador / Moderator: Margarita Capdepón Frías, PhD.

Ponentes / Speakers: Munthir M. Alansari, Rafael Fuentes, Deborah Picher Vera, Gema Ramírez Guerrero, Gema Ramírez Guerrero, Danna Acosta, María Concepción Parra Meroño, Adrina Jardon Salazar

**SALA  
ROOM 3**

**EL DESTINO INTELIGENTE CENTRADO EN LA RELACIÓN ENTRE EL CIUDADANO Y EL VISITANTE  
SMART DESTINATION WITH FOCUS ON THE RELATIONSHIP BETWEEN THE CITIZEN AND THE VISITOR**

Moderador / Moderator: Jorge López Carratala, PhD.

Ponentes / Speakers: Miguel Zuza Aranoa, Igor Calzada, Alfonso Vargas, Csaba Sidor, Ketan Bhatt, Antonio Jara, Fadoua Bolifa El Gharbi, Fernando Zornitta

**SALA  
ROOM 4**

**PRODUCTOS Y SERVICIOS DE EMPRESAS INNOVADORAS PARA DESTINOS TURÍSTICOS INTELIGENTES  
INNOVATIVE STARTUPS' APPLICATIONS FOR SMART DESTINATIONS**

Moderador / Moderator: Andrés Muñoz Ortega, PhD.

Ponentes / Speakers: Iñigo Valenzuela, Juan Prim Bernal, Carlo Capozzella, Paco Martínez, Antonio Jara, Carles Pons Ridaura, Andrés Martínez Vidal, Manuel Aragón Rubia, Rafael Mastroianni, Angel José Torrecillas, Ana Pizarro Jiménez, Tatiana Aleman Selva, José David Fernández, David Senar, José María Lamas, Antonio Armesto

**19:00 h. Conclusiones / Conclusions**

Aurkene Alzua, PhD., Department of Tourism - Social Sciences and Humanities Faculty, University of Deusto (Spain)

**20:00 h. Programa social: VISITA MURCIA CLÁSICA (necesario reserva previa)**

**Social Programme: CLASSIC MURCIA GUIDED TOUR (previous booking needed)**



**JUEVES, 16 DE FEBRERO / THURSDAY, FEBRUARY 16**

**09:30h. Acreditaciones y Networking Café / Registration & Networking Coffee**

**11:00h. Apertura Oficial / Official Opening**

Taleb Rifai, Secretary General, World Tourism Organization (UNWTO)  
Matilde Asían, Secretary of State of Tourism of Spain  
Pedro Antonio Sánchez, President of the Autonomous Community of the Region of Murcia  
José Ballesta, Mayor of Murcia

**11:30h. UnionPay: la marca global de pagos electrónicos preferida por los turistas chinos. Claves del éxito**

**UnionPay: the global electronic payments brand preferred by chinese tourists. Keys to success**

Keynote speaker: Luis García Cristóbal, Head of Iberian Markets, UnionPay

**12:00 h. MESAS REDONDAS PARALELAS I / PARALLEL ROUNDTABLES I**

**SALA ROOM 1**

**TURISMO DE COMPRAS: OPORTUNIDADES PARA LA SOSTENIBILIDAD ECONÓMICA DE LOS DESTINOS INTELIGENTES**

**SHOPPING TOURISM: OPPORTUNITIES FOR THE SUSTAINABLE ECONOMIC DEVELOPMENT OF SMART DESTINATIONS**

Moderador / Moderator: Carlos Sentís, General Director, Henkuai (Spain)  
Ponentes / 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 Cierco, Communications, Corporate Affairs & CSR Director, IBERIA (Spain) · Juan Murillo Arias, Responsable of Urban Analysis, BBVA Data&Analytics (Spain)

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**SALA ROOM 2**

**LOS DESTINOS ANTE EL RETO DE LA ACCESIBILIDAD  
DESTINATIONS FACE THE CHALLENGE OF ACCESSIBILITY**

Moderador / Moderator: Jesús Hernández-Galán, Director of Universal Accessibility, Fundación ONCE (Spain)  
Ponentes / Speakers: José Luis Rivas, Mayor of Ávila (Spain) · 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)

**SALA ROOM 3**

**LA SOSTENIBILIDAD MEDIOAMBIENTAL COMO MODELO DEL CAMBIO  
ENVIRONMENTAL SUSTAINABILITY AS A MODEL FOR CHANGE**

Moderador / Moderator: Luigi Cabrini, Chairman, Global Sustainable Tourism Council (GSTC)  
Ponentes / Speakers: Sean P. O'Brien, Deputy General Manager and Head of Value Engineering for Public Services & Healthcare, SAP (UK) · Ingunn Sornes, 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)

**SALA ROOM 4**

**EL SISTEMA DE INTELIGENCIA TURÍSTICA: EFICIENCIA POR EL CONOCIMIENTO  
THE SYSTEM OF INTELLIGENCE TOURIST: EFFICIENCY BY KNOWLEDGE**

Moderador / Moderator: Carlos Romero Dexeus, Director of R&D, SEGITTUR  
Ponentes / 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 · R. J. Friedlander, CEO, ReviewPro (USA/Spain) · Ariel Juárez Morales, General Director of Tourism Information Integration, SECTUR (México)

**13:30 h. Conferencia REGIÓN DE MURCIA, DESTINO TURÍSTICO INTELIGENTE  
Conference THE REGION OF MURCIA BECOMING A SMART DESTINATION**

Keynote speaker: Juan Hernández Albarraçin, Counsellor for Economic Development, Tourism and Employment, Region of Murcia, Spain.

**14:00 h. Almuerzo libre / Lunch on own**



## 15:30 h. MESAS REDONDAS PARALELAS II / PARALLEL ROUNDTABLES II

SALA ROOM 1

### EL NUEVO TURISTA DIGITAL / THE NEW DIGITAL TRAVELER

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Moderador / Moderator: **Miguel Henales**, Digital Business & Direct Sales Director, Iberia (Spain)  
Ponentes / Speakers: **Raúl Jiménez**, CEO, 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)

SALA ROOM 2

### LA ACCESIBILIDAD DIGITAL / DIGITAL ACCESSIBILITY

Moderador / Moderator: **Mari Satur**, Director of Innovation, Vodafone Foundation (Spain)  
Ponentes / Speakers: **Martin Heng**, Accessible Travel Manager & Editorial Adviser, Lonely Planet (Australia)  
**Lourdes González**, Business Development and Knowledge Director, ILUNION Technology and Accessibility (Spain)  
**Toni Raurich Marcet**, Director Strategic Partnerships EMEA, Booking.com (Spain) · **Francisco Sardón Peláez**, President, PREDIF (Spain) · **Diego González**, President, Red Estable (Spain)

SALA ROOM 3

### LOS DESTINOS ANTE EL RETO DE LA INNOVACIÓN

#### DESTINATIONS FACING UP THE CHALLENGE OF THE INNOVATION

Moderador / Moderator: **Nuria Díaz**, Deputy Director of Innovation Promotion, Ministry of Economy, Industry and Competitiveness (Spain)  
Ponentes / 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 Region of Murcia (Spain) · **Ilanit Malkior**, Tourism Manager, Jerusalem Development Authority (Israel) · **Anna Díaz**, Council of Tourism, Conselh Generau d'Aran (Spain)

SALA ROOM 4

### CONECTANDO SENSORES Y DATOS: OPORTUNIDADES Y DESAFÍOS

#### CONNECTING SENSORS AND DATA - OPPORTUNITIES AND CHALLENGES

Moderador / Moderator: **Raquel Huete**, General Director of Tourism, Generalitat Valenciana (Spain)  
Ponentes / Speakers: **José Petisco**, General Director, Cisco (Spain) · **Kathrin Weise**, Optical Instruments - Project Manager, Jena-Optronik (Germany) · **Elisa Martín Garijo**, Director of Technology and Innovation, IBM (Spain)  
**Sérgio Guerreiro**, Director of Knowledge, Portugal Tourism

## 17:10 h. MESAS REDONDAS PARALELAS III / PARALLEL ROUNDTABLES III

SALA ROOM 1

### CONSTRUYENDO ATRACCIONES TURÍSTICAS INTELIGENTES.

#### La gestión del patrimonio natural y cultural

##### BUILDING SMART TOURIST ATTRACTIONS.

##### The management of natural and cultural heritage sites

Moderador / Moderator: **Ginesa Martínez del Vas**, Vicdean of Tourism, Catholic University of Murcia  
Ponentes / 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) · Rep. Spanish Group of World Heritage Cities (Spain)



SALA ROOM 2

### ENFOCANDO EN LA CALIDAD: CÓMO ASEGURAR LA SATISFACCIÓN DE RESIDENTES Y VISITANTES

#### FOCUS ON QUALITY - ENSURING LOCAL AND VISITORS SATISFACTION

Moderador / Moderator: **Dirk Glaesser**, Director, Sustainable Development of Tourism Programme, UNWTO  
Ponentes / Speakers: **Claudia Chavez**, Secretary of Tourism, Michoacán (Mexico) · **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 (Spain) · **Joan Torrella**, Director of Tourism, Barcelona City Council (Spain)

SALA ROOM 3

### NUEVAS EMPRESAS, NUEVOS MODELOS / NEW COMPANIES, NEW MODELS

Moderador / Moderator: **Maribel Rodríguez**, Regional Director Southern Europe & LATAM, World Travel & Tourism Council, WTTC (Spain) // Ponentes / Speakers: **Francisco Medina**, General Manager, Open Camp (Spain) · **Elena Foguet**, Business Director Spain, Value Retail (Spain) · **Diogo Corado**, Head of Travel, Cabify (Spain) · Representative, Secretariat of State of Commerce (Spain) ·



**VIERNES, 17 DE FEBRERO / THURSDAY, FEBRUARY 16**

09:00h. **Bienvenida Día 2 / Welcome Day 2**

09:10h. **KEYNOTE SPEAKER**

Manuel Butler, General Director, Turespaña

09:30h. **Exploration and practice of XiXi National Wetland Park as smart tourist attraction**

**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)

09:50h. **BIG DATA: transformando al sector turístico en la era digital**

**BIG DATA: transforming the tourist sector into the digital era"**

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

10:10h. **SMART DESTINATIONS: Construyendo el Futuro**

**SMART DESTINATIONS: building the future**

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

10:30 h. **Café / Coffee break**

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11:30 h. **MESAS REDONDAS PARALELAS IV / PARALLEL ROUNDTABLES IV**

**SALA ROOM 1**

**EL RETO DE LA MULTIMODALIDAD / THE CHALLENGE OF MULTIMODALITY**

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

Ponentes / 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)

**SALA ROOM 2**

**EL PAPEL DEL EMPRENDEDOR: nuevas visiones, nuevas oportunidades**

**THE ROLE OF ENTREPRENEURS: new visions, new opportunities**

Moderador / Moderator: Representative, Spanish Chamber of Commerce

Ponentes / Speakers: Miguel Arias, Chief Operating Officer, CARTO (Spain/USA) · 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 Bemyquest (Singapore) · Juanma Revuelta, CEO, Finnova (Belgium)

**SALA ROOM 3**

**EL TURISMO COMO EJE VERTEBRADOR DEL TERRITORIO Y PALANCA DE DESARROLLO ECONÓMICO**

**TOURISM AS A DRIVER FOR TERRITORIAL ECONOMIC DEVELOPMENT**

Moderador / Moderator: Aurkene Alzua, PhD., Professor, University of Deusto

Ponentes / 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 (Spain) · Adam Banaszac, Vice President of the Regional Parliament in Kujawy Pomorze Region (Poland)

**SALA ROOM 4**

**DESTINOS INTELIGENTES FOMENTANDO LA GESTIÓN SOSTENIBLE DE LOS RECURSOS**

**SMART DESTINATIONS FOSTERING THE SUSTAINABLE MANAGEMENT OF RESOURCES**

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

Ponentes / Speakers: Merran Wrigley, Global Head of Brand Communications for B2B Systems, Philips Lighting (Netherlands) · 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

12:30h. **Conclusiones Conferencia / Conference Conclusions**

12:45h **Lectura: "Outcome Document" de la OMT sobre Destinos Turísticos Inteligentes**

**Reading of UNWTO Outcome Document on Smart Destinations**

13:00hs **Clausura Oficial / Official Closing**

Isabel Garaña, Regional Director for Europe, UNWTO · Antonio Nieto, Deputy Director General for Cooperation and Tourism Competitiveness, Secretary of State for Tourism of Spain · José Ballesta, Mayor of Murcia



# PLANO GENERAL EDIFICIOS

## *BUILDINGS MAP*



### **AUDITORIO Y CENTRO DE CONGRESOS VICTOR VILLEGAS** ***AUDITORIUM AND VICTOR VILLEGAS CONGRESS CENTER***

Avenida Primero de Mayo s/n - 30007 Murcia - Spain

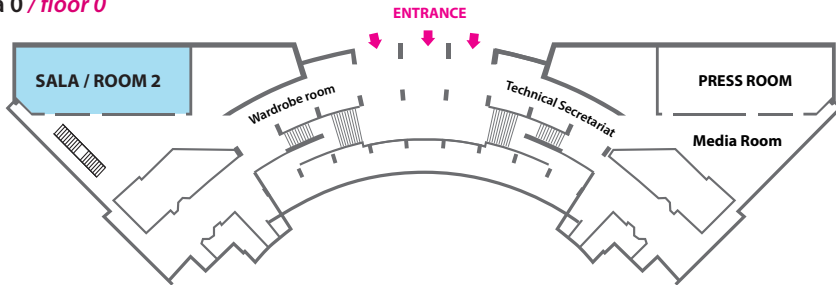
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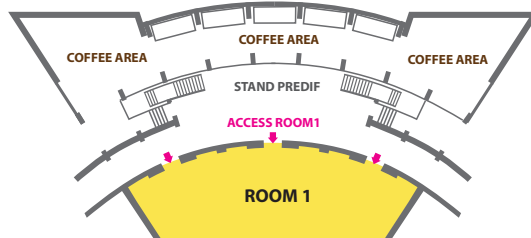


## AUDITORIO / AUDITORIUM

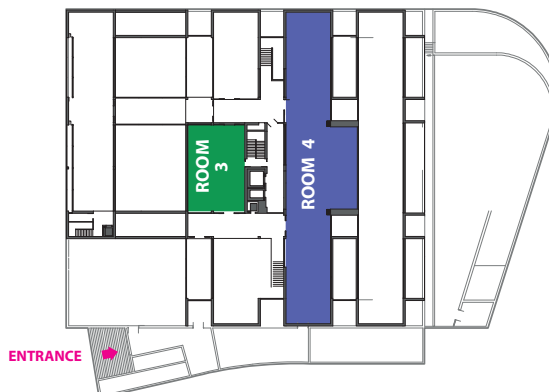
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### Planta -1 / floor -1



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