



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***

15:45 h. **Ponencia inaugural / *Keynote***

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

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

SALA
ROOM **1**

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

SALA
ROOM **2**

NUEVAS SOLUCIONES TECNOLÓGICAS PARA MEDIR LOS OBJETIVOS DEL TURISMO SOSTENIBLE
NEW TECHNOLOGICAL SOLUTIONS TO MEASURE THE OBJECTIVES OF SUSTAINABLE TOURISM

SALA
ROOM **3**

LA VINCULACIÓN DE LA ECONOMÍA CIRCULAR Y EL TURISMO
THE LINK BETWEEN THE CIRCULAR ECONOMY AND TOURISM

SALA
ROOM **4**

LA IMPORTANCIA DE LA ACCESIBILIDAD EN LOS DESTINOS TURÍSTICOS INTELIGENTES
THE IMPORTANCE OF ACCESSIBILITY IN SMART TOURISM DESTINATIONS

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



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

Francisco Wenceslao López Martínez, Mayor of Oviedo
Zurab Pololikashvili, Secretary General, UNWTO
Álvaro Nadal, Minister, Ministry of Energy, Tourism and Digital Agenda of Spain
Javier Fernández Fernández, President, Government of the Principality of Asturias

10:00 h. **Ponencia inaugural: El futuro de la economía digital y la sociedad**
Keynote: Shaping the Future of Digital Economy & Society

10:30 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

Moderator: Bernardo Hernandez, Jury Member of the Princess of Asturias Awards for Scientific and Technical Research, Entrepreneur and Business Angel

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

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 Energy, Tourism and Digital Agenda of Spain · João Ricardo Moreira, Board Member, NOS, Tourism Information Portal Portugal · Smart Dubai, UAE · Chief Transformation Officer, New York City

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**, General Manager, Sectoral Information Integration (SECTUR), Mexico
• **Riddell Graham**, Director of Industry & Destination Development, VisitScotland • **Raquel Huete**, Director, Valencia Region Tourism Board • **Angeles Muñoz Uriol**, Mayor of Marbella • **Roger Valencia Espinoza**, Tourism Vice Minister, Peru

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: **Eric Gundersen**, Founder of Development Seed & CEO Mapbox • **Jaime de Mora**, VP Sales International, Carto • **Simon Hughes**, Managing Director, Africa Unit, Hatfield Consultants • **Kathryn Seitz**, Director, Sales (Canada/ LATAM Region & Global Channel Program), DigitalGlobe

16:30 h. *Café / Coffee Break*

17:00 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 • **Carme Artigas**, Co-Founder & CEO, Synergic Partners • **Elke Michlmayr**, Software Engineer & Technical Lead, Google Zurich • **Federico Esper**, Director General, Market Intelligence and Observatory of Tourism, Buenos Aires

SALA
ROOM 2

AVANCE DE LA ACCESIBILIDAD EN LOS DESTINOS INTELIGENTES
ADVANCING ACCESSIBILITY IN SMART DESTINATIONS

Moderador / Moderator: **Marina Diotallevi**, Programme Manager, Ethics and Social Responsibility Programme, UNWTO
Ponentes / Speakers: **Olaf Schlieper**, Innovations Manager, German National Tourist Board, Germany • **José Luis Rivas Hernández**, Mayor, Ávila • ONCE Foundation/ Ilunion • Microsoft

20:00 h. *Programa Social para los asistentes / Social Programme for Participants*



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: **Sisa Ntshona**, CEO, South Africa Tourism · **Hermann Blomeyer**, Head of Environment, Munich Airport ·
Petra Stuček, Managing Director, Ljubljana Tourism, Slovenia · **Harald Friedl**, CEO, Circular Economy

SALA
ROOM 2

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

Moderador / Moderator: **Manuel Butler**, General Manager, Tourism Institute of Spain (Turespaña)
Ponentes / Speakers: **Chris Pomeroy**, Director of Global Strategies & Client Services, MMGY Global
· **Ted Sullivan**, Vicepresident, Resort & Destination Analytics, ADARA · Asociación de Hostelería y Turismo en Asturias

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)
· **Martin Soutcheck**, 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: **José Manuel Fernández Bosch**, Managing Director Non Regulated Business, AENA
Ponentes / Speakers: **Juan Villalba**, Global Deployment Director, Ozone Drive · **Grethe Bergsland**, Director, Innovation
Norway Madrid · **Iván Rejón**, Head of Strategy, Gov't & Industry Relations, Marketing & Communications, Ericsson · **Ignacio
Pérez-Carasa**, Director de Relaciones Institucionales, ALSA · TomTom

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

12:30 h. **Clausura del congreso / Conference Closing**