

TOURISM BRANDING: THE KEY FOR DESTINATION DEVELOPMENT

“BE DIFFERENT BY COMMUNICATING EMOTIONS AND SENSATIONS”

September 26, 27 & 28, 2007 ParcBIT
PALMA DE MALLORCA, SPAIN

WEDNESDAY, 26 SEPTEMBER 2007

- 09:00 h** Registration
- 09:30 h** *M. Hble. Sr. Francesc Antich i Oliver*
Welcome speech President of the Balearic Islands Government
- Mrs. Zoritzza Urosevic*
Executive Secretary of Business Council. UNWTO.
- 10:00 h** *Mr. Juan Nonzioli*
Official opening Creative Director, Shackleton Group. Spain
- 11:00 h** Coffee Break
- 11:30 h** *Dr. Pere Oliver Reus*
Introduction to the seminar General Director of Research, Technological Development and Innovation, Balearic Islands Government

12:00 h SESSION 1: INNOVATION AND TOURISM BRANDING

- Chair** *Dr. Ana María Munar*
Centre for Leisure Management Research CEUS - School of Business – Denmark
- Presentation 1** From Marketing to Image, to Branding
Dr. Maja Konecnik
University of Ljubljana, Slovenia
- Presentation 2** Tourism and Development Marketing: Industry Challenges and Opportunities
Dr. Julio Aramberri
Professor of Tourism and Head of the Hospitality Management Department at Drexel University, Pennsylvania - U.S.A.
- Presentation 3** ‘Sol Meliá’ .Case Study
Mr. Luis del Olmo
Executive V.P. & Chief Marketing Officer, Sol Melia, Spain



THURSDAY, 27 SEPTEMBER 2007

09:30h

SESSION 2: DESTINATION IMAGE, BRAND AND BRANDING

- Chair** **Dr. Liping Cai**
Professor and Director - Purdue Tourism and Hospitality Research Centre- U.S.A.
- Presentation 1** The Necessary Pre-Conditions for Tourism Brand Development
Dr. Asli Tasci
Visiting assistant professor in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, China.
- Presentation 2** The Brand Exposed: What Accounts for Brand Equity
Dr. William Gartner
Professor of Applied Economics University of Minnesota, U.S.A.
- Presentation 3** Study of the Spanish regional brands
Dr. Josep Francesc Valls
ESADE Business School, Barcelona – Spain
- Presentation 4** 'Costa Rica'. Case study
Sra. Gina Guillén
Costa Rican Tourism Institute . Costa Rica.

11:00 h Coffee Break

11:30h **SESSION 3: BRANDING TOURISM AND HOSPITALITY BUSINESS**

- Chair** **Dr. Jafar Jafari**
Editor-in-Chief Annals of Tourism Research Department of Hospitality and Tourism University of Wisconsin-Stout. EEUU
- Presentation 1** Forging destination Brands –local and global challenges
Dr. Nigel Morgan
University of Wales Institute, Cardiff – England
- Presentation 2** e-Destination
Responsible of the project in the Balearic Islands
- Presentation 3** 'Iberostar'. Case study
Mrs. Heike Genschow
Marketing Director Iberostar, Spain



13:00h SESSION 4: BRANDING FOR NICHE TOURISM

- Chair** *Dr. William Gartner*
Professor of Applied Economics University of Minnesota, U.S.A.
- Presentation 1** Melting the global and the local; new experiences of tourism branding
Dr. Ana María Munar
Centre for Leisure Management Research CEUS - School of Business – Denmark
- Presentation 2** The Five Essentials for a Successful Small City Brand
Mr. William Baker
Total Destination Management – Oregon, U.S.A.
- Presentation 3** Bulgarian Destination. Case study
Mrs. Nataliya Dimitrova
Bulgarian State Agency for Tourism, Bulgarian
- Presentation 4** 'Rioja – Alavesa'. Case study
Mrs. Amaya López de Heredia
Akimu Tourist's Project , Spain

FRIDAY, 28 SEPTEMBER 2007

09:30 h SESION 5: PUBLIC AND PRIVATE PARTNERSHIP

- Chair** *Dr. Eugeni Aguiló Pérez*
Balearic Islands University. Palma de Mallorca - Spain
- Presentation 1** Public and private partnership
Mr. Eulogio Bordas
THR International Tourism Consultants, Spain
- Presentation 2** 'Wonderful Copenhagen'. Case study
Mr. Lars Bernhard Jørgensen
Managing Director, Wonderful Copenhagen. Dinamarca
- Presentation 3** 'Andalucía' .Case study
Sr. Luis Moya
Innovation Sub director. Turismo Andaluz. Junta de Andalucía. Spain.

Coffee break

11:00 h



11:30 h SESSION 6: BRANDING BEST PRACTICES

- Chair** *Dr. Juan Mulet Meliá*
General Director Cotec Foundation. Spain.
- Presentation 1** 'Paradores'. Case Study
Mr. Eduardo Marín
Managing Director Dockland, Spain
- Presentation 2** 'Grupo Hospes'. Case Study
Mr. Antonio Pérez
CEO Hospes Group. Spain
- Presentation 3** 'Greece'. Case Study
Mr. Alex Kouris
Co-founder PRC Group. Greece
- Presentation 4** Tourism Branding: Experiences and Sustainability
Dr. Liping Cai
Professor and Director - Purdue Tourism and Hospitality Research Centre- U.S.A.

13:00 h CONCLUDING SESSION AND OFFICIAL CLOSURE

- Concluding Session** *Dr. Pere Oliver Reus*
General Director of Research, Technological Development and Innovation,
Balearic Islands Government
- Official Closure** *Hble. Sr. Carles Manera Erbina*
Minister of Economy, Finance and Innovation. Balearic Islands
Government
- Hble. Sr. Francesc Buils i Huguet*
Regional Minister of Tourism. Balearic Islands Government

