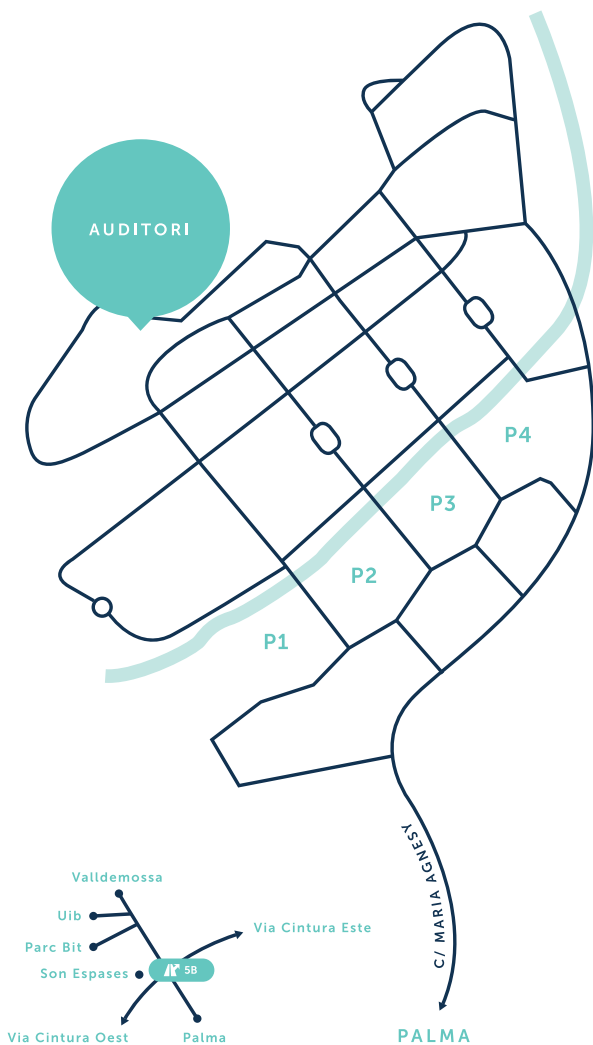


## WHERE?

### Auditori de l'Edifici Son Espanyol (Parc Bit)

Carretera Valldemossa km 7,4

Palma, Illes Balears, Espanya



2015

SHARING ECONOMY IN TOURISM

INNOVATION  
& TOURISM  
INTERNATIONAL  
SEMINAR

8/9 october  
Palma

## MORE INFORMATION

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### ORGANIZE



Vicepresidència i Conselleria  
d'Innovació, Recerca i Turisme  
Direcció General d'Innovació i Recerca



Fundació balear  
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### COLLABORATOR



Unió Europea  
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## DAY ONE

8 october 2015

- 
- 8.30 h** ACCREDITATION
- 
- 8.45 h** OFFICIAL OPENING BY THE VICE-PRESIDENT AND REGIONAL MINISTER OF INNOVATION, RESEARCH AND TOURISM OF THE GOVERNMENT OF THE BALEARIC ISLANDS
- 
- 9.15 h** KEYNOTE SPEECH: SHARING ECONOMY IN TOURISM  
**DR. DIANNE DREDGE** - Professor of the Department of Culture and Global Studies at Aalborg University - Copenhagen, Denmark
- 
- 10.00 h** Session I - SOCIOLOGY: FACTORS AND TRENDS IN THE BEHAVIOUR OF TOURISTS IN THE SHARING ECONOMY  
Moderator: **DR. SZILVIA GYIMÓTHY**  
**DR. SZILVIA GYIMÓTHY**- Value Co-creation with neo-tribes. Associate Professor of the Department of Culture and Global Studies at Aalborg University- Copenhagen, Denmark  
**DR. M<sup>a</sup> DEL PILAR LEAL**- The case of tourist guides. Director of Bachelor Programme in International Tourism at The Ostelea School of Tourism & Hospitality- Barcelona  
**MR. ÁNGEL MESADO**- Airbnb - A Success Story. Head of Public Policy of Airbnb, Spain & Portugal
- 
- 11.30 h** COFFEE BREAK
- 
- 12.00 h** Session II – DEVELOPMENT OF THE ECONOMIC IMPACT OF SHARED TOURISM  
Moderator: **DR. MARTA JACOB**  
**DR. JOANNA DRAKE** - Principal Advisor, Chair of Task Force on the Collaborative Economy, New Business Models and SME's. DG Internal Market, Industry and SME's, European Commission  
**DR. CARL HENRIK MARKUSSEN** - Senior Researcher at Centre for Regional and Tourism Research, Denmark
- 
- 13.30 h** LUNCH
- 
- 15.00 h** WORKSHOP – CREATING A BUSINESS MODEL BASED ON THE SHARING ECONOMY  
Leaders: **DR. ANA MARÍA MUNAR / DR. DIANNE DREDGE / DR. SZILVIA GYIMÓTHY**
- 
- 17.00 h** END OF SESSIONS

## DAY TWO

9 october 2015

- 
- 9.00 h** Session III – DEVELOPING, ADAPTING AND/OR REGULATING SHARED TOURISM (CASE STUDIES: CATALONIA, BALEARIC ISLANDS)  
Moderator: **DR. JUAN MULET**  
Case study, Barcelona:  
**DR. MARIÉN ANDRÉ** – Professor of Applied Economics at the University of Barcelona  
Case Study, Balearic Islands:  
**DR. JUAN FRANCH** - Lecturer of Financial, Tax Law and Commercial Law at the University of the Balearic Islands  
**MR. MIQUEL PASQUAL**- Councillor for Economy, Treasury and Communication of Bunyola City Council
- 
- 10.30 h** COFFEE BREAK
- 
- 11.00 h** Session IV- TOWARDS SUSTAINABLE SHARED TOURISM? SOCIO-CULTURAL PERSPECTIVES  
Moderator: **DR. ANA MARÍA MUNAR**  
**DR. DIANNE DREDGE** - The Importance of Governance. Professor of the Department of Culture and Global Studies at Aalborg University, Denmark  
**DR. M<sup>a</sup> DEL PILAR LEAL** - Employment Perspective. Director of Bachelor Programme in International Tourism at The Ostelea School of Tourism & Hospitality, Barcelona  
**DR. BEL LLODRÀ** - Reputation of the destination. Cyber society coordinator of the BIT Foundation
- 
- 12.30 h** ROUND TABLE – FINAL CONCLUSIONS AND FUTURE TRENDS
- 
- 14.00 h** CLOSE OF SEMINAR

