

Abstract

Innovation is a key tool for firm competitiveness. In the service sector in general and in tourism in particular, innovation presents a specific set of characteristics, with non-technological forms of innovation playing an important role.

Innovations tend to refer to new services and new ways of producing or supplying them, to significant changes in existing ones in their distribution and delivery processes, and to changes in the organization or management of businesses.

This 1st International Seminar on Innovation and Tourism is designed to offer a forum for debate on research proposals and an opportunity for a critical analysis of innovation in different fields of tourism.

into
innovation
& tourism
international
seminar

information®istration:
www.visitinnovation.com

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Palma de Mallorca
29th, 30th September
& 1st October 2004



Target audience

Professionals from the tourist industry, staff attached to official organizations specialized in tourism studies and development and technological innovation, tourism federations and associations, and suppliers of technology to the tourist industry.

Accommodation

If you are interested, the event organizers have preferential agreements with certain hotels. For further information, please see our website: visitinnovation.com.

Activities

During the event, two dinners will be held. The first will take place on September 29th at the "Bahía Mediterráneo", restaurant located in the Paseo Marítimo, with spectacular views over the Bay of Palma. The second will be held in the Costa Nord Cultural Centre (www.costanord.com), in Valldemossa, one of the most fascinating places in the Serra de Tramontana mountains. On this occasion, a mini-bus will pick up participants from the "Tryp Bosque", "Gran Meliá Victoria" and "Palas Atenea" hotels.

For additional information of social programme, please visit our website (www.illesbalears.es) or contact the organizers of INTO.

Program

29th/09: THE INFORMATION SOCIETY	9:00 h.	9:30 h.	10:00 h.	10:30 h.	11:00 h.	11:30 h. 12:00 h.	12:30 h.	14:00 h. 16:00 h./ 18:00 h.	20:30 h.	
	Handing out of credentials	Welcome speech Mr. Jaume Matas , President of the Government of the Balearic Islands	Talk NEW TECHNOLOGIES: INNOVATION AND TOURISM. A EUROPEAN APPROACH Mr. Jean François Omnes , Head of the Tourism Unit. The European Commission's Directorate-General for Enterprise	Talk INNOVATION AND ENTREPRENEURSHIP IN TOURISM Mr. Jon Sundbo , Professor. Department of Social Sciences. Roskilde University, Denmark	Talk THE INFORMATION SOCIETY: TOURISM AND LEISURE Mr. Antonio de la Morena , Chief Executive Officer of Affiliate Members, WTO	COFFEE / BREAK	Talk OPPORTUNITIES IN THE GLOBAL MARKET Ms. Natalia Rodríguez Salmones , Director of the Institute for Tourism Studies	Round table debate TOURISM ON INTERNET: AN ANALYSIS AND ITS POTENTIAL Mr. Pere Joan Planas , Managing Director of the IBIT Foundation; Mr. Antonio Peña , Managing Director of Valadis; Mr. Jorge Rubio , Deputy Managing Director and Manager of the Tourism Quality and Innovation Department of Segitur Moderator : Mr. José Luis Zoreda , Executive Vice-Chairman of Exceltur	LUNCH	Round table debate PERSPECTIVES, CHALLENGES AND OPPORTUNITIES IN A GLOBALIZED ENVIRONMENT Mr. Christian Glet , Contract Manager for TUI Spain; Mr. Álvaro Middelmann , Managing Director of Air Berlin for Spain and Portugal; Mr. Ramón Pané , Chairman of Futura International Airways; Mr. Werner Stülberg , Vice Chairman of Deutsches Reisebüro (Rewe Gruppe) Moderator : Mr. Antonio Peña , Managing Director of Valadis
30th/09: HISTORICAL AND CULTURAL HERITAGE	9:30 h.	10:30 h.	11:30 h. 12:00 h.	13:00 h.	14:00 h. 16:00 h./ 17:00 h.	20:30 h.				
		Talk VIRTUAL REALITY - VIRTUAL HERITAGE: CYBERNETIC RECONSTRUCTIONS OF CULTURAL LANDSCAPES Mr. Mauricio Forte , Archaeologist and First Researcher at CNR-ITABC	Talk INNOVATION AND TRENDS IN CULTURAL TOURISM Mr. Michael Strasser , Director of the Österreichische Werbung	COFFEE / BREAK	Talk THE APPLICATION OF NEW TECHNOLOGIES TO THE FIELD OF CULTURAL HERITAGE. THE DIGITALIZATION OF CITIES Mr. Juan José Blasco Aguilera , Operations Manager of GEDAS Iberia	Talk A VIRTUAL RECONSTRUCTION OF ROMAN PALMA Mr. Carlos García-Delgado Segué , Architect in charge of the project	LUNCH	Talk CULTURAL HERITAGE AND NEW TECHNOLOGIES IN EASTER ISLAND Mr. Eugenio Yunis , Head of Sustainability and Environmental Affairs, WTO	Activity DINNER AT THE COSTA NORD CULTURAL CENTRE	
01th /10: RESEARCH AND INNOVATION	9:30 h.	10:00 h.	10:30 h.	11:00 h. 11:30 h.	13:30 h.	14:00 h.				
	Talk INNOVATION IN THE TOURIST SECTOR : THE BALEARIC CASE Ms. Marta Jacob , General Director of Research, Development and Innovation, Government of the Balearic Islands	Talk 3D TECHNOLOGY APPLIED TO THE TOURIST INDUSTRY Mr. Jordi Faci Lligadas , Manager of Wututu	Talk HISTORICAL AND CULTURAL HERITAGE Mr. Juan Ignacio Vidarte , Director of the Guggenheim Museum	COFFEE / BREAK	Round table debat TECHNOLOGICAL TRENDS AND THE DEMANDS OF BUSINESSES IN THE BALEARICS Iberostar , Sol Meliá, RIU, Barceló Moderator : Mr. Antoni Munar , Vice-Chairman of Hotel Chain Association	Closing speeches Mr. Joan Flaquer , Minister of Tourism Mr. Lluís Ramis de Ayreflor , Minister of Economy, Treasury and Innovation	END OF THE SEMINAR'S SESSIONS			

To be held at

Hotel Gran Meliá Victoria, Avenida Joan Miró, 21, 07014 Palma de Mallorca, Balears. Tel.: +34 971 73 25 42, e-mail: gran.melia.victoria@solmelia.com

Arrival information

From the airport, the easiest, most convenient way to reach Palma is to take a taxi from the Terminal Building. Alternatively, line number 1 bus (which travels from the airport to the city and on to the port) will take you to the Paseo Marítimo, where "Tryp Bosque" (trypbosque.solmelia.com), "Gran Meliá Victoria" (granmeliavictoria.solmelia.com) and "Palas Atenea" (meliapalatasatenea.solmelia.com) hotels are located.

