

II Innovation & Tourism International Seminar

NAUTICAL TOURISM

Presentation

INTO (Innovation & Tourism) forum is hosted by the Ministry of Economy, Finance and Innovation from the Balearic Islands Government (Spain), under the Research, Development and Innovation Department. It is intended as an international platform to debate the different propositions of investigation and to analyze critically the subject of innovation within the different tourism sectors affecting the Balearic Islands—as one of the main European destinations—and elsewhere.

The first INTO forum, September 2004, focused on an equilibrium between tourism and technological contexts, including cultural tourism, new technologies applied to heritage, innovation in the tourism sector, opportunities in the global market, tourism and the Internet, technology tendencies, and enterprises' demands.

This year, the second INTO edition will focus on **Nautical Tourism**. The reason for selecting “innovation” within this sector is twofold. One, the growth of the sector within many tourism economies in the Mediterranean also includes the Balearic Islands, at 2.5% annually. In 2004, nautical tourism generated 445 million Euros, or 39% of the industrial GDP within the Islands and the 2.8% of the general regional GDP. Two, nautical tourism can revitalize many coastal areas whose attractiveness has started weakening with the well-known mature product of sun and sea.

Committee

Organizer:

Ministry of Economy, Finance and Innovation from the Balearic Islands Government, under the Research, Development and Innovation Department

With the support of:

- CITTIB Technological Innovation Tourism Centre of the Balearic Islands
- Ministry of Tourism of the Balearic Islands
- Trade, Industry and Navigation Chambers from Mallorca, Menorca and Ibiza
- Mallorca Hotelier Federation
- Pollença Hotelier Federation

Objectives

- To generate a wide debate about the adaptation of tourism enterprises that can influence the chain of values of the present products/services towards new paradigms.
- To discuss real experiences of diversification within nautical services and complementary offerings as integrated solutions for marina complex users and as improvements to such tourism offerings as nautical stations.
- To introduce opportunities and advances that technology permits in the nautical business, from the enterprise point of view and in terms of the impact of information and communication technology, to strengthen this sector and to promote tourism as a whole.

Place and date of venue

- **Place:** Pollentia Club Resort - Carretera Alcudia – Pto. Pollença, km 2 – 07400 Alcudia – Mallorca, Spain www.clubpollentia.com
- **Date:** 29 and 30 September 2005

Contents of the Seminar

SESSION 1: Nautical Tourism Development

This session will include presentations on the nature and scope of nautical tourism in general and on its diverse forms—such as marine wildlife tourism, cruise tourism, water parks, as well as other related developments—and geographic locations in particular. Its size, mix, growth, and importance will be among topics intended for this session, setting the stage for the rest of the forum program.

SESSION 2: Dynamic Packaging: Online Marketing and Distribution

Dynamic packaging has an evolving trend within all tourism sectors—nautical tourism included—where holiday choices, leisure arrangements, and bookings are made directly by consumers. Their ability to find and develop their own packages is ever present. Information technology and the Internet in particular continue to offer tools for fulfilling wishes and expectations of this new generation of tourists. Such technological advances/tools are designed to respond to their choices. Is tourism ready for this dynamic market, with its new and changing goods and services? What do the consumers expect or demand? How should coastal/nautical tourism sector responds to these changes? Who are the main stakeholders in this process? What roles these keyplayers should play in mastering and leading the sector?

SESSION 3 : Innovation in Nautical Tourism

This session is intended as a platform for presenting the latest advances within this booming sector, promoting a multidisciplinary discussion on the actual needs and tendencies of nautical tourism at national and international levels, illustrated with cases from throughout the world, including challenges and opportunities ahead. The interaction between nautical tourism and other tourism sectors, contributing to the growth and development of the tourism industry, may also be featured. In this session innovative, creative, and new nautical tourism developments are discussed.

SESSION 4 : Nautical Tourism as a driving-force

Planning and development is a complex and interactive process, involving many stakeholders in various tourism sectors, their diverse and changing consumers, public institutions and policymakers, and host populations. The importance of taking informed and shared responsibility in fostering a sustainable tourism development and operation is well documented. In its all-encompassing sense, sustainability now occupies the centre stage of tourism. Strategic and integrated planning, together with the use of technological tools, and how nautical tourism should position itself—as a contributing or driving force in destinations appropriate for this form of development—will bring this forum to a close.

Participants

Participation in the II Innovation & Tourism International Seminar will be of interest to tourism industry leaders and developers (both public and private), as well as those who conduct research and teach courses on nautical tourism and related subjects. Specifically:

Professionals within the nautical tourism sector
Professionals within the tourism industry in general
Tourism and nautical associations and policymakers
Technology providers within tourism and the nautical sector
Marinas, nautical stations, and water parks
Consulting agencies
Colleges and universities

Additional information

- www.visitinnovation.com
- info@visitinnovation.com
- www.clubpollentia.com