

INNOVATION AND TOURISM INTERNATIONAL SEMINAR 2009

THEME: **Tourism and the New Technological Frontiers. Consumer-based Innovation**
DATE: 21st, 22nd and 23rd of October 2009
PLACE: ParcBIT - Palma de Mallorca

INTRODUCTION

In the previous five editions of the INTO Seminar that have taken place since 2004, have been analyzed several topics connected with tourist goods such as cultural, nautical or health; marketing tools like branding, have been discussed to address the new gambling industry with sustainability issues like climate change. It has been deepened on these themes in order to promote innovation in the main knowledge areas that provide a more competitive value chain of the tourism product.

In this edition of the VI INTO Seminar, it has been proposed as a topic one concept that affects the positioning of the participants making up the sector: The new business model on the Internet promoted by digital consumers. The globalization and the development of the information and communication technologies –TIC- have contributed to tourist consumers to lead consumer trend, deciding which product want, how they want it and how to communicate their experiences. In this way, tourist producers have not the product control or the information that they want to transfer to the customers, neither the intermediaries.

In this context are more tourist companies that, in front of an era that has evolved towards the current unknown "web site 2.0", they use the Internet as a communication and commercialization route in front of a much more demanding adprosumer¹.

¹ Source: EconRed. Adprosumer: New generation of users, digital natives, who are rapidly approaching to the consumer market, creating the new consumer 2.0. Ad (ad), the satisfied customer with a product or service, share his experiences with other customers and become their best prescriber; pro (producer), the new generation of customers produces and shares information with others; submerged (consumer), in addition to producing information, it is also consumed

The General Directorate of Research, Technological Development and Innovation of the Balearic Islands Government bets once again offering a discussion platform about the innovation applied to tourism, with the firm goal to promote the transference of knowledge to the business tourism sector of the Balearic Islands.

The first session will discuss the new consumer profile in the network, his preferences as well as the process of decision making will be analyzed. In a second session the performance of the tourism industry in the development and marketing of digital tourism products will be discussed. Then, the third session will tackle practical examples of the digital tourist. Next, at the fourth session will be discussed new technological frontiers that portends a new era 2.0. Finally, in the fifth session, the discussion will focus on how the destinations are competing on the Internet.

SCIENTIFIC COMMITTEE

Chairman:

Dr. Pere Oliver, General Director for Research, Technological Development and Innovation. Regional Government of the Balearic Islands. Spain

Members:

- Dr. Eugeni Aguiló Pérez, University of Balearic Islands UIB. Spain
- Dr. Juan Mulet Meliá, Manager of the Cotec Foundation for Technological Innovation. Spain
- Dra. Ana Mª Munar Chacártegui, CEUS - School of Business. Denmark
- Dr. Jafar Jafari, University of Wisconsin-Stout. USA
- D. Luis del Olmo, Executive V. P. & Chief Marketing Officer, Sol Meliá. Spain
- Mr. Alvaro Middelmann, General Director of Air Berlin. Spain
- D. Mariano Sacristán, President of Turistec
- D. Toni Roig, Manager of the IBIT Foundation
- Dra. Bárbara Terrasa, Head of Service for the General Directorate of Research, Technological Development and Innovation.

OBJECTIVES

Innovation in the tourist industry. To encourage extensive debate on adaptation by tourism businesses from the tourism value chain in the face of new

To introduce the audience to new real experiences both at destinations and in tourist

To promote a first-class forum for exchanges among experts, academics and professionals with a view to improving tourism

To introduce opportunities and new developments by transferring knowledge and know how to the tourist sector, as means of innovation.

PARTICIPANTS AND AUDIENCE

The participants at the seminar come from a wide range of different disciplines, covering all the subject areas outlined above.

There will be representatives of international businesses specializing in each field of activity that makes up the tourism value chain, including companies operating in the real and virtual worlds.

Academics will also be present from international bodies and universities, together with representatives of the authorities.

In short, the aim is to appeal to a wide target audience working in the fields of tourism and innovation.

ADDITIONAL INFORMATION

Web: www.visitinnovation.com

Date: 21st, 22nd and 23rd of October 2009

Place: ParcBIT - Palma de Mallorca
Ctra. Valldemossa, km 7, 4
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