

## **VII International Seminar on Innovation and Tourism – INTO -**

### **“Tourist, Sustainability and Technology. Fields of Research for Competitiveness in Tourism”**

**21st and 22nd October, 2010**

**ParcBIT, Palma de Mallorca**

#### **THURSDAY 21st October**

**9.00           Accreditations**

**9.30           Opening Conference**

**Sr. Francesc Antich**, President of the Balearic Islands Government

**Sra. Pilar Costa**, Minister of innovation, internal affairs and justice,  
Balearic Islands Government

**Sr. Michel Julian**. Tourism Trends and Marketing Strategies  
Programme. World Tourism Organization

**Sr. Pere Oliver**, General Director for Research, Technological  
Development and Innovation

**10.15           How to develop value in a **DESTINATION****

**Moderator: Dr. Javier Rey-Maqueira**. Professor, Department of Applied  
Economics, Balearic Islands University

Customer Lifetime Value. **Dr Ramón Díaz** Ph.D. Professor in Business  
Administration, IESE Business School

**Dr Juan Ignacio Pulido**. Professor of Applied Economics, University of Jaén

Can we break the code for a successful tourism destination? **Prof. em. dr. Myriam Jansen-Verbeke.** Prof.em.University Leuven – Belgium

**D. Sebastián Xamena.** Adjunto director general, Brújula

**11.30 Coffee break**

**12.00 How **DISTRIBUTION** benefits from research**

**Moderator: Mr Luis del Olmo.** Chief Marketing Officer, Sol Meliá

**Mr. Luis Hurtado de Mendoza.** Global Strategic Account Manager. Expedia

**Dr. Michael Haldrup Pedersen.** Associate Professor, Department of Environmental, Social and Spatial Change. Roskilde University, Denmark

**Dr. Jens Kristian Jacobsen.** Senior Researcher, Institute of Transport Economics. Norwegian Centre for Transport Research

**13.30 Lunch**

**15.00 Public **FINANCING** of innovation in the tourism sector**

**Moderator: Mr Juan Mulet.** Director, COTEC Foundation

European policy on the promotion of research into tourism. **Mr . Emilio Iglesias** - CDTI

Research into tourism within the National R+D Plan. **Mr Jose Ignacio Alonso**, Deputy Director General of Planning, Studies and Monitoring of the Ministry of Science and Innovation's National R+D+i Plan

The Ministry of Industry, Trade and Tourism's sectorial policy on innovation. **Mr Carlos Romero**, Director of Research, Development and Innovation, SEGITTUR

Tax credits for innovation. **Ms Anna Sánchez**, Director General AIDIT (Agency for Accreditation in Research, Development and Technological Innovation)

## FRIDAY 22nd October

### 9.30      How the **PRODUCT** benefits from research

**Moderator: Dr Ana M<sup>a</sup> Munar**. Associate Professor, Department of International Economics and Management, Copenhagen Business School

**Ms. Anna Domingo**, Loop partner

**Mr . Marcel Ilse**, Sport Manager of Bicycle Holidays

**Mr. Miguel Payeras**. Manager of the Cluster of Itechnological Innovation in Tourism of the Balearic Islands. Balears.t

**Mr. Jose Miguel Palou**. Partner of Outdoor Business Experiences S.L (OBEX)

### 11.00      Coffee break

### 11.30      **SCIENCE for COMPETITIVENESS**

**Moderator: Mr Mateu Amengual**. Director, CIDTUR Foundation

**Mr .Joan Mulet**. Director, COTEC Foundation

**Dr. Ana M<sup>a</sup> Munar**. Associate Professor, Department of International Economics and Management, Copenhagen Business School

**Mr. Luis del Olmo**. Chief Marketing Officer, Sol Melia

**Mr. Antoni Munar**. General Director of Tourism Development, Balearic Islands Government

**Dr. Javier Rey-Maqueira.** Professor, Department of Applied Economics,  
Balearic Islands University

**13.00 CLOSURE**