Abstract of Mr. José Alberto Terrasa

Title: Scenarios of inter-operability in the tourism destination

Abstract: Three trends in information and communications technology (Inter-operability of business processes, Natural User Interface and Cloud Computing) are activating a tourism destination paradigm: Can the various firms of a destination act as one vis-à-vis the end customer?

In this speech Mr. Terrasa will explain that to achieve this, in addition to joining these trends, the destination will have to set up certain infrastructures. Not just *physical* ones (access to communications), but also *logical* ones (the applications must understand one another and operate amongst themselves). Initiatives such as the CAVAL standard are helping to create new business scenarios.