

Tourism in the post-COVID era: Innovative and promotion strategies for safe and responsible destinations



Programme of the 16th International Seminar on Innovation and Tourism (INTO)

| 27 October |

| 11:30h | Official opening

Authorities of the Government of the Balearic Islands
Ms Natalia Bayona, UNWTO – Director of Innovation, Education and Investments

| 12:00h | Introduction: Tourism in the post-COVID era: Innovation strategies for the destinations

Mr Marc Vidal – Expert in Digital Transformation and Industry 4.0

| 10 November |

| 12:00h | Session I: Destinations and social responsibility in the post-COVID era

Moderator: Ms Rosa Castells – Journalist, director and creator of the New Technologies and Digital Culture Conferences, Formentera 2.0

- 1. Proposals for the sustainability and digitalisation of destinations in the post-COVID era**
Dr Enrique Navarro Jurado – Director of the University Institute for Research in Tourism Intelligence and Innovation of the University of Malaga
- 2. Marketing strategies for tourism recovery and support measures for employment and business activity: the case of the Canary Islands**
Ms Teresa Berástegui – Viceminister of Tourism of the Government of the Canary Islands
- 3. Marketing strategies for tourism recovery and support measures for employment and business activity: the case of the Balearic Islands**
Mr Francesc Mateu – Managing Director of the Tourism Strategy Agency of the Balearic Islands (AETIB)
- 4. Corporate social responsibility of tourism companies in the post-COVID era**
Mr Guillermo Díaz – Sales Director of ARTIEM Hotels

| 14:00h – 17:00h | Business meetings online

| 17 November |

| 12:00h | Session II: ICT and innovative solutions in the hotel, restaurant and catering sector

Moderator: Ms Rosa Castells – Journalist, director and creator of the New Technologies and Digital Culture Conferences, Formentera 2.0

- 1. Advantages of the digital transformation of the tourism sector in the post-COVID recovery period**
Mr Mateo Ramón – Corporate IT Director of Grupo Piñero and Digital Transformation Vice-President of Turistec
- 2. Technological solutions already available for the digital transformation the sector urgently needs**
Ms Dolores Ordoñez – Director of AnySolutions and Vice-President of Turistec
- 3. Technologies needed for the tourism sector to find the best ICT solutions in the immediate future**
Mr Alberto Terrasa – Director of Products and Innovation of CEI Europe and Vice-President of Technology of Turistec

| 14:00h – 17:00h | Business meetings online

| 24 November |

| 12:00h | Session III: Tourism demand in the post-COVID era and innovations to help regain traveller confidence

Moderator: Ms Rosa Castells – Journalist, director and creator of the New Technologies and Digital Culture Conferences, Formentera 2.0

- 1. Identifying and analysing tourist behaviour in the new normal**
Dr José Antonio Pérez-Aranda – Lecturer and head of the CETT University School of Hospitality and Tourism, University of Barcelona
- 2. Report on economic and social impacts**
Mr Javier Ibáñez de Aldecoa – Economist with the Sectoral Analysis Unit of the Research Department of CaixaBank
- 3. Regaining travellers' trust: responsible tourism as a crucial draw**
Ms Sandra Benbeniste – Director of EMEA Sustainability of the Iberostar Group
- 4. Academic studies on travellers' trends in the post-COVID era and innovations to regain their trust**
Dr Verónica Leoni – Assistant Researcher at the University of the Balearic Islands

| 14:00h – 17:00h | Business meetings online

| 1 December |

| 12:00h | Session IV: Business restructuring in the post-COVID era

Moderator: Ms Rosa Castells – Journalist, director and creator of the New Technologies and Digital Culture Conferences, Formentera 2.0

- Mr Helmut Clemens – Manager and founder of Es Reboast
- Mr Reto Stoeckenius – Head Global Development of RIU Hotels & Resorts
- Mr Ovidio Andrés – Founder of Logitravel Group
- Dr Xavier Puig – Associate Professor of the Department of Economics and Business at Pompeu Fabra University