

The importance of data and disruptive technologies in the provision of solutions for the tourism industry value chain

into
2022

Programme of the 17th International Seminar on Innovation and Tourism (INTO)

| 24 de November |

[09:00h.] Official opening

Public officials from the Regional Government of the Balearic Islands

[09:15h.] Keynote

Big data and analysis in the digital transformation of the hotel and tourism industries

Dr. Marcello Mariani, Senior Lecturer in Entrepreneurship and Management, Henley Business School, University of Reading - UK

*Streamed online

[10:00h] Session I: Data as a key factor in strategy design and demand analysis

Moderator: Mrs. Rosa Castells, journalist, director and creator of Jornades de Noves Tecnologies i Cultura Digital, Formentera 20

- 1. Data Project: establishing the foundations of the European Data in Tourism Space**
Mrs. Ms. Dolores Ordóñez; Director of AnySolution
- 2. Anticipating and analysing tourism demand for decision-making processes**
Mr. Carlos Cendra; CMO, Mabrian
- 3. Big Data in natural resource management for tourist destinations**
Ms. Helena Antich; Data Scientist at WDNA

[11:00h] Coffee break

[11:30h] Session II: Technologies which facilitate tourist intermediation

Moderator: Mrs. Rosa Castells, journalist, director and creator of Jornades de Noves Tecnologies i Cultura Digital, Formentera 20

- 1. Use of Big Data and Artificial Intelligence in real cases**
Mr. David Martín; CEO of Damavis
- 2. Technology disruption to change the rules of companies in the travel, tourism and leisure sectors**
Mr. Manuel Aragónes, CEO, Travelcompositor

[12:30h] Session III: Tourist accommodation and technology tools for the management of sustainable demand models

Moderator: Mrs. Rosa Castells, journalist, director and creator of Jornades de Noves Tecnologies i Cultura Digital, Formentera 20

- 1. R&D+i for a more sustainable economy in tourist accommodation**
Ms. Julia de Juan; Atmosphere Project Manager at WDNA
- 2. The use of data in tourist accommodation for the construction of human relations and hospitality with the customer**
Mrs. Malvina Soledad Costela, Sales Manager Iberia, MEWS
- 3. The use of data to connect, understand and build customer loyalty in tourist accommodation**
Mr. Javier Pérez-Llanera, CEO, Fideltour
- 4. The importance of data analytics in the holiday sector**
Mr. José Javier Ramasco, researcher, IFISC

[13:30h] Roundtable: Final conclusions and future trends

Mr. Carlos Cendra, CEO, Mabrian

Mr. Manuel Aragónes, CEO, Travelcompositor

Mrs. Malvina Soledad Costela, Sales Manager Iberia, MEWS

*The opening session will be held in English, and the remainder of the presentations will be held in Catalan or Spanish. You are kindly reminded that no simultaneous interpretation service will be provided during the Seminar.