



UNWTO Network of Observatories (INSTO)

2017 Global INSTO Meeting

UNWTO Headquarters, Madrid, Spain, 13-14 December 2017

Programme

Wednesday, 13 December

09:00 - 12:00 **Observatory monitoring breakfast (closed event)**

12:30 – 13:00 **Registration**

13:00 - 13:15 **Opening remarks and setting the scene**

- Mr. Márcio Favilla, Executive Director, Operational Programmes and Institutional Relations, UNWTO
- Dr. Dirk Glaesser, Director, Sustainable Development of Tourism Programme, UNWTO

SESSION I

13:15 - 15:00 **Local actions supporting the SDGs**

Commitment to improved local governance reinforces the role of local governments and their local stakeholders in attaining the goals of sustainable development. The observatories play a key role in monitoring sustainability in tourism at the destination level. This session will engage in and share the work of the observatories in support of the SDGs showcasing how their work can bridge the gap between global- and local-level activities as a basis for better decision-making and more sustainability in business practises.

- The Monitoring Centre for UNWTO Sustainable Tourism Observatories, Dr. Xu Honggang, Professor, School of Tourism Management, Sun Yat-sen University, China
- The Aegean Islands Sustainable Tourism Observatory, Dr. Ioannis Spilanis, Director, Greece
- Guanajuato State Tourism Observatory, Ms. Ileana Morales González, Coordinator, Mexico
- The Croatian Sustainable Tourism Observatory, Ms. Zrinka Marusic, Croatia
- The Blue Community Observatory, Dr. David Randle, Director, Sustainable Tourism, The University of South Florida's Patel College of Global Sustainability, USA
- Tourism Board of Brittany, Ms. Jessica Viscart, Head of Observatory and Prospective Division, France
- Ljubljana Tourism, Ms. Petra Stušek, Managing Director, Slovenia

15:00 - 15:30 *Coffee break*

SESSION II

15:30 - 17:00 **Catalytic areas in the tourism sector**

This session is focused on catalytic areas for a successful sustainable tourism development. A general discussion of these areas is necessary to understand the fundamental factors for the success of different approaches and initiatives, as well as the shortcomings, and to draw inspiration for policy directions for tourism as an enabling agent of change. Among others, field-testing innovative approaches, methodologies and sources for the collection of data and for the production of relevant indicators, will be presented.

UNWTO research on catalysts

- Dr. Dirk Glaesser, Director, Sustainable Development of Tourism Programme, UNWTO

Innovative business ideas

- Mr. Guy Bigwood, Group Sustainability Director, MCI (*by video conference*)

National tourism policies and observatories

- The case of Mexico – Secretariat of Tourism of Mexico, Mr. Ariel Juárez Morales, Director General, Sectoral Information Integration, Mexico (*by video conference*)
- The case of Indonesia – Ministry of Tourism of Indonesia, Dr. Frans Teguh, Director, Infrastructure Development and Tourism Ecosystem, Indonesia (tbc)

Participation and local satisfaction

- Dr. Damià Serrano, Coordinator, Barcelona Tourism Observatory, Spain

Locating/Identifying data sources for observatories

- Dr. Aurkene Alzua, Department of Tourism, Social Sciences and Humanities Faculty, University of Deusto, Spain

20:30 *Networking drinks & tapas*

Thursday, 14 December

09:30 - 09:40 **The Meet and Change concept**
○ Mr. Marco Oelschlegel, Deputy Director Conventions, Visit Berlin, Germany

SESSION III

09:40 - 11:20 **The Importance of geospatial analysis in tourism**

Given the complexity of tourism, a detailed analysis of the sector is necessary in order to have the needed evidence for analysis and management of overall sustainable development issues and as a basis for targeting future action. The session will discuss on the opportunities that the use of geospatial data, geospatial analysis and mapping brings in support of more accurate and timely trend analysis, detection of weak signals, modelling and forecasting for the sustainable development of tourism.

Improving the geographical granularity of Eurostat data with geographical information

- Mr. Christophe Demunter, Head of Tourism Statistics, European Commission (EUROSTAT) (*by video conference*)

EEA's tourism and environment reporting mechanism

- Ms. Silvia Giulietti, Directorate General for Sustainable Development, Ministry for the Environment, Land and Sea, Italy

Sustainable tourism indicators in Mediterranean destinations, *MITOMED+ project*

- Ms. Ana Moniche Bermejo, Regional Government of Andalusia, Spain and NECSTouR

Geospatial information for water management

- Mr. Sebastien Pellion, Sustainable Development Department, SUEZ, Spain

Cross-checking different sources of information

- Dr. José J. Ramasco, Researcher, Institute for Cross-Disciplinary Physics and Complex Systems, Spain

Supporting participatory approaches in tourism

- Mr. Ignacio Vázquez, Team Leader, Technology and Innovation, ESRI and Mr. Luis Javier Gadea, Manager, Tourism Research, Segittur, Spain

Tourism analysis based on transactional data

- Mr. Juan de Dios Romero Palop, Data Scientist, BBVA Data & Analytics, Spain

Visualization techniques for interpretation of unstructured data

- Mr. Jaime de Mora, EMEA Sales Director, CARTO, US and Spain

11:20 - 11:50 *Coffee break*

11:50 – 12:00 “My trip around the world” – A practical demonstration of spatial analysis

- Colegio Marianistas Santa María del Pilar, Zaragoza, Spain

SESSION IV

12:00 – 13:00 **Advancing circular economy thinking in tourism**

Identification and adoption of tourism planning approaches aimed at improving resource efficiency is key for the integration of sustainable consumption and production patterns in the tourism sector. This session will focus on advancing one of the key current approaches, the circular economy thinking in tourism- which promotes business models based on renewable resources, longer and diverse product life cycles, shared consumption and interconnected value chains and the important role that it can play in the design and improvement of resource management systems not only in the tourism sector, but for the sustainable development of destinations as well.

Circular economy in the EU (video message)

- Mr. Kęstutis Sadauskas, Director of Green Growth and Circular Economy, Directorate General for Environment, European Commission

Circular economy in the context of tourism

- Ms. Cinzia de Marzo, EU Legal Advisor and Tourism Expert on Sustainable Destination Management
- Mr. Jean-Pierre Hannequart, Honorary President, The Circular Economy Foundation, Spain

EU Screen project on circular economy

- Prof. Alfredo Di Filippo, Università della Tuscia, Viterbo, Italy

Life cycle application in the hotel industry

- Mr. Hubert Vendeville, President, Betterfly Tourism, France

13:00 - 13:15 **Conclusions**

- Dr. Dirk Glaesser, Director, Sustainable Development of Tourism Programme, UNWTO

13:15 - 13:30 **Closing remarks**

- Dr. Taleb Rifai, Secretary-General, UNWTO