

UNWTO NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES (INSTO)

2018 Global INSTO Meeting

UNWTO Headquarters, Madrid, Spain, 22 - 23 October 2018

Programme¹

Monday, 22 October 2018

9:00 – 12:00 Observatory Breakfast (Closed Event)

Until 13:00 Registration

13:00 – 13:15 Opening 2018 Global INSTO Meeting

- Manuel Butler, Executive Director, UNWTO
- Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO

13:15 – 13:45 Introducing the newest INSTO members

- South Tyrol, Italy
- Alentejo, Portugal
- Panama City, Panama

Translating Destination Needs into Data Needs

Session I: Latest experiences related to the socio-cultural impacts of tourism

13:45 – 14:45

- Introduction
- The case of the Adriatic Coast, Croatia
- Discussions

14:45 – 14:55 Keynote: Advances in the MITOMED+ Initiative

- Ana Moniche / Inmaculada Gallego, Representatives, Andalusia Tourism Government and NECSTouR Network of European Regions for a Sustainable and Competitive Tourism

14:55 – 15:05 Keynote: Measuring Tourism Flows

- Jose Javier Ramasco, Researcher, IFISC

Translating Destination Needs into Data Needs

Session II: Latest experiences related to the environment impacts of tourism

15:05 – 16:05

- Introduction
- The case of Sao Paulo, Brazil
- The case of California, USA

¹ Please note: the working language of the meeting will be English.

- Discussions

16:05 – 16:40
(Lobby)

Group Picture
Official Acceptance of Panama City & South Tyrol Observatories
Coffee Break

16:40 – 16:50

Keynote: Advances in the Smart Destination Initiative

- Carlos Romero Dexeus, Director of Tourism Research, Development and Innovation, Segittur

Translating Destination Needs into Data Needs

16:50 – 17:50

Session III: Latest experiences related to the economic impacts of tourism

- Introduction
- The case of Guanajuato, Mexico
- Discussions

17:50 – 18:00

Closing Day I

From 20:00

Networking Drinks & Tapas²

Tuesday, 23 October 2018

09:30 – 9:35

Welcoming/Intro Day II

09:35 – 9:45

Keynote: Advances in the MST Initiative

- John Kester, Director, Statistics, UNWTO

Workshop Sessions (in parallel)

09:50 – 11:50

Workshop A

ESRI & South Tyrol

- Opportunities Deriving from Spatial Data Analysis

Workshop B

Vizzuality

- Remote Sensing for Destination Planning

Workshop C

Segittur & Buenos Aires & Portugal

- Building a Smart Destination Data Platform

11:50 – 12:10

Coffee Break

12:10 – 12:20

Keynote: Latest Developments in Location Intelligence

- Jaime de Mora, VP Sales International, Carto

12:20 – 12:50

Conclusions Workshops & Closing

² With the kind support of the Ministry of Industry, Trade and Tourism of Spain

