

UNWTO NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES (INSTO)

2019 Global INSTO Meeting

UNWTO Headquarters, Madrid, Spain, 22 - 23 October 2019

Programme¹

Tuesday, 22 October 2019

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

Until 13:00 REGISTRATION

Opening 2019 Global INSTO Meeting

13:00 – 13:15

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

Introducing the new INSTO members: GROUP I

13:15 – 13:45

- The Navarre Tourism Observatory, Spain
- The Antigua Guatemala Sustainable Tourism Observatory, Guatemala
- The Tourism Observatory of the City of Buenos Aires, Argentina

Presentation I: Integrating Sustainable Consumption and Production Patterns into Tourism Policies

13:45 – 14:00

- Virginia Fernández-Trapa, Department Officer, UNWTO

Keynote: Supporting the Implementation of National Tourism Policy Objectives through Observatories

14:00 – 14:10

- Sérgio Guerreiro, Senior Director, Knowledge Management and Innovation, Tourism Portugal

Introducing the new INSTO members: GROUP II

14:10 – 14:30

- The Thompson Okanagan Tourism Observatory, Canada
- Australia's South West Tourism Observatory

14:30 – 15:00

**Discussion Round
Issue Area 1: Local Satisfaction**

- Alba Lajusticia, Coordinator, Barcelona Tourism Observatory, Spain
- The Thompson Okanagan Tourism Observatory, Canada

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



15:00 – 15:30	Discussion Round Issue Area 2 & 4: Economic Benefits and Seasonality <ul style="list-style-type: none">• Christophe Demunter, Head of Tourism Statistics - EUROSTAT, European Commission
15:30 – 16:00	Group Picture Official Acceptance of new INSTO Observatories Coffee Break
16:00 – 16:15	Presentation II: Global Transport Related CO₂ Emissions of the Tourism Sector – Newest Trends and Figures <ul style="list-style-type: none">• Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO
16:15 – 16:45	Keynotes: Understanding Tourism Dynamics in Destinations through Mobile Phone Data <ul style="list-style-type: none">• The Navarre Tourism Observatory, Spain• The Buenos Aires Tourism Observatory, Argentina• Miguel Picornell, Technical Director, Nommon Solutions and Technology
16:45 – 17:00	Presentation III: Advances in analysing trail accessibility for better transportation planning <ul style="list-style-type: none">• Anna Scuttari, Senior Researcher, Center for Advanced Studies, EURAC
17:00 – 17:30	Discussion Round Issue Area 3: Employment <ul style="list-style-type: none">• The Antigua Guatemala Sustainable Tourism Observatory• The Croatia Sustainable Tourism Observatory, Croatia
17:30 – 17:45	Keynote: IoT, Smart Cities and Citizen Services <ul style="list-style-type: none">• Javier de la Torre, Chief Strategy Officer & Founder, CARTO
17:45 - 18:00	Closing Day I
From 20:00	Networking Drinks & Tapas ²

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

Wednesday, 23 October 2019

09:30 – 9:35	Welcoming/Intro Day II
09:35 – 9:45	<p>Keynote: Growing Experiences in the Smart Destination Initiative</p> <ul style="list-style-type: none">• Victor Badorrey, Director, Institutional Relations & Technology, Segittur
09:45 – 10:15	<p>Discussion Round Issue Area 5 & 6: Energy and Water Management</p> <ul style="list-style-type: none">• The Alentejo Sustainable Tourism Observatory, Portugal• Presenting the Castwater Project, Jaume Mata, Visit Valencia, Spain
10:15 – 10:45	<p>Discussion Round Issue Area 7 & 8: Waste Water and Solid Waste Management</p> <ul style="list-style-type: none">• Miguel Ángel González, Director of Infrastructures, Cities and Connected Products, Minsait• Location Intelligence for Street Cleaning, Raúl Jiménez Ortega, Head of Startup and Spin-off Programs, Esri Spain
10:45 – 11:15	<p>Discussion Round Issue Area 9: Governance</p> <ul style="list-style-type: none">• The Guanajuato Tourism Observatory, Mexico• Jukka Punamäki, Senior Advisor on Tourism Development, Helsinki, Finland• Australia's South West Tourism Observatory
11:15 – 11:35	Coffee Break
11:35 – 11:45	<p>Keynote: Developing multi-criteria composite indexes to analyse destination's dependency and vulnerability to air transport</p> <ul style="list-style-type: none">• Inmaculada Gallego, Statistics and Market Research Area (SAETA), Andalusia Tourism
11:45 – 12:00	<p>Discussion Round New Issue Areas: Accessibility</p> <ul style="list-style-type: none">• Igor Stefanovic, Technical Coordinator, Ethics, Culture and Social Responsibility, UNWTO
12:00 – 12:45	<p>Discussion Round New Issue Areas: Climate Change</p> <ul style="list-style-type: none">• Sergio Moreno Gil, Vice Councillor of Tourism, Canary Islands• Kepa Solaun, Partner and General Director, Factor• Pamela Lanier, Sonoma Sustainable Tourism Observatory, California, USA
12:45 – 13:00	<p>Conclusions & Closing</p> <ul style="list-style-type: none">• Sofía Gutiérrez, Deputy Director, Sustainable Development of Tourism, UNWTO• Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO

