



with the cooperation of



INDUSTRIA, BERRIKUNTZA,
MERKATARITZA ETA TURISMO SAILA
DEPARTAMENTO DE INDUSTRIA,
INNOVACIÓN, COMERCIO Y TURISMO



WORLD TOURISM ORGANIZATION
ORGANISATION MONDIALE DU TOURISME
ORGANIZACIÓN MUNDIAL DEL TURISMO
BECHEHITHAP TIFHECTKAT OYFABHOSALP
منظمة السياحة العالمية

The First International Conference on the Measurement and Economic Analysis of Regional Tourism Donostia - San Sebastian (Spain), 27-28 October 2009

AGENDA

Day 1 / Institutional Sessions

Time	Description
8:30 – 9:00	Registration and accreditations.
9.00 – 9.30	<p>Opening Session: Official Inauguration of the Conference</p> <p>H.E. Mr. Odón Elorza González, (Mayor of Donostia – San Sebastián, Spain) H.E. Mr. Joan Mesquida Ferrando (Secretary of State for Tourism, Spain) Ms. Pilar Zorrilla (<i>Viceconsejera</i> of Commerce and Tourism of the Basque Regional Government, Spain) Mr. Taleb Rifai (Secretary General of World Tourism Organization – UNWTO)</p>
9.30 – 10.00	<p><u>Special Address:</u> <i>Governance in the Tourism Sector</i> Mr. Javier Blanco (UNWTO / Department of Affiliate Members and Partnership)</p>
10:00 – 11:30	<p>Session 1: <i>The Need for a New Approach to SMEs in Tourism</i></p> <p><u>Central Paper:</u> Ms. Pilar González (University of the Basque Country, Spain) <u>Critical Contributions (4):</u></p> <ol style="list-style-type: none"> Mr. Miguel Ángel Malo (Turespaña / Institute for Tourism Studies-IET and University of Salamanca, Spain) Mr. Eduardo Gutiérrez (Comisiones Obreras/ Confederal Committee, Spain) and Mr. Daniel Albarracín (Comisiones Obreras/ Research Committee FECHOT, Spain) Mr. Francisco Madrid (Anahuac University, Mexico) Mr. Daniel Fessenmaier (Temple University / National Laboratory for Tourism and eCommerce, U.S.A.) <p><u>Chair:</u> Mr. Antonio Massieu (UNWTO / Department of Statistics and TSA)</p>
11:30 – 12:00	Coffee break
12:00 – 13:30	Discussion Session 1

Also collaborating are the following institutions and entities: **Basquetour-Basque Tourism Agency**, the **City Hall of San Sebastian**, **CICtourGUNE** and **INRouTe**.

13:30 – 15:00	Lunch
15:00 – 16:30	<p>Session 2: Innovation in the Tourism Enterprise</p> <p><u>Central Paper:</u> Mr. Vicente Monfort (Turespaña / Institute for Tourism Studies–IET, Spain) and Mr. César Camisón (University Jaume I of Castellón, Spain)</p> <p><u>Panellists (6):</u></p> <ol style="list-style-type: none"> 1. Mr. Javier Bustamante (SEGITTUR, Spain) 2. Mr. Antoni Costa (Superior Council of Chambers of Commerce and Industry of Spain) 3. Ms. Beatriz Plaza (University of the Basque Country, Spain) 4. Mr. Octavi Bono i Gispert (Tourism Board of the Province of Tarragona, Spain) 5. Mr. Oscar Perelli (Exceltur, Spain) 6. Ms. María Velasco (National Institute for Statistics-INE, Spain) <p><u>Chair:</u> Mr. Luiz Gustavo Barbosa (Getúlio Vargas Foundation, Brazil)</p>
16:30 – 17:00	Coffee break
17:00 – 18:30	Discussion Session 2
20:00	Official dinner

Day 2 / Technical Sessions

Time	Description
8:30 – 9:00	Registration and accreditations.
9:00 – 9:30	<p>Opening Session: Introduction to the Technical Sessions</p> <p>Mr. Antonio Massieu (UNWTO / Department of Statistics and TSA)</p>
9:30 – 11:00	<p>Session 3: Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix</p> <p><u>Central Paper:</u> Ms. Teresa Guardia Turespaña / Institute for Tourism Studies –IET, Spain) and Mr. Juan Muro (University of Alcalá, Spain)</p> <p><u>Critical Contributions (3):</u></p> <ol style="list-style-type: none"> 1. Mr. José Luis de Zárraga (Spain) 2. Ms. Mara Manente (University of Venice / Ciset, Italy) 3. Mr. Steve MacFeely (Central Statistics Office, Ireland) <p><u>Chair:</u> Mr. Agustín Cañada (Madrid Regional Government / Directorate General of Economics, Statistics and Innovations Technologies, Spain)</p>
11:00 – 11:30	Coffee break
11:30 – 13:00	Discussion Session 3

13:00 – 13:30	<u>Special Address</u> : <i>Presentation of INRouTe: the International Network on Regional Economics, Mobility and Tourism</i> Ms. Aurkene Alzua (CICtourGUNE, Spain)
13:30 – 15:00	Lunch
15:00 – 16:30	Session 4 : <i>New Instruments for Measuring and Modelling Tourism Flows</i> <u>Central Paper</u> : Mr. Carlos Arce (NuStats, U.S.A.) <u>Panellists</u> (5): 1. Mr. Federico Fernández (National Traffic Administration, Spain) 2. Mr. Petter Dybedal (Norway Institute of Transport Economics, Norway) 3. Mr. Alfredo García and Mr. Jesús García (Araldi S.L., Spain) 4. Mr. Tobias Kuhnimhof (STRATA GmbH, Data and Information Management, Germany) 5. Mr. Fabien Girardin (Lift Lab, Switzerland) <u>Chair</u> : Mr. Calvin Jones (Cardiff University, UK)
16:30 – 17:00	Coffee break
17:00 – 18:00	Discussion Session 4
18:00 – 18:30	Closing Session Ms. Pilar Zorrilla (<i>Viceconsejera</i> of Commerce and Tourism of the Basque Regional Government, Spain)