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“WHO IS WHO” SPEAKERS / CHAIRPERSONS

SESSION 1: *The Need for a New Approach to SMEs in Tourism*



Central Paper

Ms. Pilar González

Lecturer

University of the Basque Country, Spain

(ES) Pilar González Casimiro es Doctora en Ciencias Económicas y Empresariales por la UPV/EHU y *Master of Science (MSc)* en Estadística por la *London School of Economics* (Department of Statistics and Mathematical Science). Es Profesora Titular de Universidad en el Departamento de Econometría y Estadística (Economía Aplicada III) de la Facultad de Ciencias Económicas y Empresariales de la UPV/EHU, donde imparte docencia en Econometría y Análisis de Series Temporales, básico y avanzado, tanto a nivel de grado como de postgrado. Su labor docente se ha plasmado en la publicación de varios libros sobre Econometría, Análisis de Series Temporales y Técnicas de Predicción. Su labor investigadora se ha centrado principalmente en el campo de la Macroeconometría y el Análisis de Series Temporales (Coyuntura y Sistemas de Indicadores Económicos). Estas líneas de investigación se han desarrollado en las áreas de convergencia económica, economía regional y urbana, economía del turismo y economía de los recursos naturales, entre otras. Otra línea de investigación desarrollada en los últimos años es la medición de los impactos económicos mediante las tablas Input-Output y las Matrices de Contabilidad Social, tanto desde el punto de vista de la oferta como de la demanda. Los resultados de sus trabajos están publicados en revistas nacionales e internacionales: *Journal of Forecasting*, *International Journal of Forecasting*, *Annals of Tourism Research*, *Fisheries Research*, *Spanish Economic Review*, *Estadística Española*, entre otros; así como en varios libros.



Critical Contribution 1

Mr. Miguel Ángel Malo

Institute for Tourism Studies (Instituto de Estudios Turístico, IET), Turespaña and University of Salamanca, Spain

(ES) Miguel Ángel Malo es Licenciado en Ciencias Económicas por la Universidad de Alcalá de Henares (1992) y Doctor en Ciencias Económicas por la Universidad de Alcalá de Henares (1996). Actualmente es Profesor Titular de Universidad del Departamento de Economía e Historia Económica de la Universidad de Salamanca.

Entre los proyectos de investigación que ha dirigido se puede destacar uno financiado por el Instituto de Estudios Turísticos (Ministerio de Industria, Comercio y Turismo) en 2006 titulado “Seguimiento de las vidas laborales de los trabajadores de la industria turística”, financiado por el Instituto de Estudios Turísticos (Ministerio de Industria, Comercio y Turismo).

Es autor y co-autor de varios libros en temas de economía del trabajo, mercados laborales y crecimiento económico. Ha publicado en prestigiosas revistas nacionales e internacionales como *Journal of Socio-Economics*, *Research in Labor Economics*, *Review of Economics of the Household*, *Industrial Relations*, *Journal of Labor Research*, *Moneda y Crédito*, *European Journal of Law and Economics* y *Cuadernos de Economía*.

De julio 2007 a julio 2009 fue Presidente de la Asociación Española de Economía del Trabajo.



Critical Contribution 2

Mr. Eduardo Gutiérrez

Confederal Committee

Comisiones Obreras (labour union), Spain

(ES) Santiago Eduardo Gutiérrez Benito es Licenciado en Ciencias Económicas con especialidad en Teoría Económica por la Universidad Complutense en Madrid. Tiene amplia experiencia (1985-1996) en el marco del análisis, asesoría e investigación aplicada en la áreas de economía, análisis institucional, legislativo y social en el Gabinete Técnico de la Comisión Sindical de Comisiones Obreras (CC.OO.) como especializado en economía, relaciones laborales, medio ambiente e información política estadística.

Desde Octubre 2006 desarrolla labores de economista asesor en el Gabinete Interfederal de la Comisión Sindical de CC.OO. donde trabaja de economista especializado en gestión empresarial y políticas sectoriales, siendo a la vez consultor de cambio industrial continuo.



Critical Contribution 3

Mr. Francisco Madrid

Director of the School of Tourism

Anáhuac University, Mexico

(ES) Licenciado en Turismo, especialidad en Planeación y Desarrollo Turístico por la Escuela Superior de Turismo del Instituto Politécnico Nacional; cursos de especialización en Investigación de Mercados y Planificación Turística de la Organización de Estados Americanos; Maestría en Administración por el Tecnológico de Monterrey; Diploma de Estudios Avanzados del Turismo, Universidad Antonio de Nebrija de Madrid; Doctorando en Turismo en la misma Universidad.

Se desempeñó a lo largo de 23 años en la Secretaría de Turismo de México, ocupando diversas posiciones entre las que se destacan las de Director de Capacitación Turística, Director de Promoción Nacional, Director General de Turismo Interno, Director General de Desarrollo de Productos Turísticos, Director General de Política Turística, Subsecretario de Política Promocional, Subsecretario de Planeación y Subsecretario de Operación.

Fungió dos años como Representante Regional para las Américas de la Organización Mundial del Turismo (OMT), Durante seis años fue Presidente del Comité de Estudios de Mercado de la OMT.

Es profesor de diversas materias desde el nivel de preparatoria hasta el de Maestría en diversas instituciones a lo largo de 12 años. Ha impartido más de 300 conferencias en más de 20 países y es consultor para el BID y para la OMT. Actualmente es el Director de la Escuela de Turismo de la Universidad Anáhuac México Norte y profesor de posgrado de la Escuela Superior de Turismo del IPN. Colabora regularmente en la revista *Expansión*, el periódico *El Universal* y el programa de radio *Imágenes del Turismo*.



Mr. Daniel Fessenmaier

National Laboratory for Tourism and eCommerce

Temple University, U.S.A.

Daniel Fessenmaier obtained his Ph.D. from the University of Western Ontario, his M.S. from the Southern Illinois University and a B.E.S. from the University of Minnesota (U.S.A.). Currently, he is Professor and Director of the National Laboratory for Tourism and eCommerce for the School of Tourism and Hospitality Management, Temple University (U.S.A.).

Daniel R. Fessenmaier is author of over 150 articles that deal with tourism marketing, advertising evaluation and information technology. He is the author of *Assessing and Developing Tourism Resources*, co-edited five books, and is co-founding editor of the international journal entitled *Tourism Analysis*.



Chair

Mr. Antonio Massieu

*Chief, Department of Statistics and Tourism Satellite Account (TSA)
World Tourism Organization (UNWTO)*

Born in the Canary Islands, Mr. Massieu studied economics in Madrid, before joining the Spanish *Instituto de Estudios Turísticos* (Institute for Tourism Studies).

As Vice-Director of the Spanish Institute for Tourism Studies, he helped develop and launch various new systems of measuring tourist flows, among which Frontur –based on visitor movements across the country’s borders- and Familitur –which studies the domestic tourism market. He also began the first steps towards creating a Tourism Satellite Account for Spain. He worked with the World Tourism Organization (UNWTO) during two years as Chairman of the statistics Steering Committee, in his capacity of delegate from Spain.

Mr. Massieu began to work in the World Tourism Organization (UNWTO) in May 1999 as Chief of the Department of Statistics and Economic Measurement of Tourism and his immediate goals were to develop support systems for member countries and to expand cooperation with other leading organizations in the industry. Following the World Conference on the Measurement of the Economic Impact of Tourism in June 1999, he was deeply involved in gaining the United Nations approval for the Tourism Satellite Account methodology. The United Nations Statistical Commission (UNSC) adopted this document in March/April 2000 with the title: “Tourism Satellite Account: Recommended Methodological Framework” and an updated version of it was approved in February 2008.

SESSION 2: Innovation in the Tourism Enterprise



Central Paper

Mr. Vicente Monfort

*Institute for Tourism Studies (Instituto de Estudios Turístico, IET)
Turespaña, Spain*

(ES) Licenciado y Doctor en Ciencias Económicas y Empresariales por la Universitat de València. Es economista de la Generalitat Valenciana y actualmente es Director del Instituto de Estudios Turísticos.

Autor de ocho libros sobre turismo, entre los que se pueden destacar: Introducción a la economía del turismo en España -declarado de Interés Turístico Nacional-, Competitividad y factores críticos de éxito en la “Hotelería de litoral” -premio Tribuna Fitur-Jorge Vila Fradera 2000-, El Sector Turístico en España, Nuevos enfoques en el estudio económico del turismo, etc. A lo que se suman cuarenta capítulos en otros tantos libros, así como numerosos artículos en revistas especializadas.

Ha sido Jefe del Gabinete Técnico de la Conselleria de Industria, Comercio y Turismo, Jefe del Área de Planificación y Formación del Instituto Turístico Valenciano, Jefe del Servicio de Estudios de la Agencia Valenciana del Turismo, entre otros puestos desempeñados en el ámbito de la administración de la Generalitat Valenciana. También ha desarrollado una carrera docente en su calidad de profesor asociado del Departamento de Administración de Empresas y del Departamento de Estructura Económica de la Universitat de València y del Departamento de Administración de Empresas y Marketing de la Universitat Jaume I.

Fue editor de la revista *Papers de Turisme*, Secretario de la Fundación Cavanilles de Altos Estudios Turísticos y Secretario General de la Asociación Española de Expertos Científicos en Turismo (AECIT).

En la actualidad mantiene su actividad investigadora en el área de turismo dentro del Instituto Interuniversitario de Desarrollo Local (IIDL) de las Universidades de València y Jaume I; es miembro del comité científico, del consejo editorial y colaborador y evaluador habitual en diferentes revistas científicas.



Central Paper

Mr. César Camisón

Professor of Strategic Management at the Department of Business Management and Marketing University Jaume I of Castellón, Spain

Bachelor of Economic and Business Sciences (1980) with Extraordinary Prize and PhD in Economics and Business Sciences (1984) with Cum Laude and Extraordinary Prize, both by University of Valencia. Mr. Camisón works as a Lecturer in Business Administration at University Jaume I of Castellón (Faculty of Economics and Law). He is the Principal Researcher of the Research Group on Strategy, Competitiveness and Knowledge and Innovation Management (GRECO) (www.greco.uji.es) and the Research Group on Tourism Quality and Strategy (ICTE).

Mr. Camisón has 25 years of experience in teaching, research and university management, which he has developed in some Spanish Universities, and as Visiting Professor in different European and American Universities (Surrey, Università Commerciale Luigi Bocconi de Milán, Viena University, Université de Montpellier I, Texas A&M University).

His fields of expertise are strategic management, especially the sources of international competitive advantages based on intangible assets and dynamic / innovation capabilities, the firm as a knowledge and learning organization, strategic alliances and competitive dynamic inside inter-organizational networks and industrial districts; specially, he has worked on these topics in tourism and small and medium-sized firms.

He has published more than 60 books as author, co-author or coordinator through publishers like Prentice-Hall, Elsevier Science, John Wiley & Sons, Information Science Reference, Idea Group Publishing, Sage, Routledge, and the Office for Official Publications of the European Communities. Likewise, he has published works as articles in closely 100 journals such as *International Marketing Review*, *Journal of Small Business Management*, *Journal of Business Research*, *Economics and Education Review*, *Environment and Planning A*, *Organization Studies*, *International Business Review*, *Management Research*, *M@n@gement*, *International Journal of Technology Management*, *Quality Management Journal*, *International Journal of Quality & Reliability Management*, *Total Quality Management*, *The Services Journal*, *Tourism Management*, *The Tourist Review*, *International Journal of Hospitality Management*, *The Learning Organization*, and *Universia Business Review*.



Panellist 1

Mr. Javier Bustamante

*President
SEGITTUR, Spain*

(ES) Nacido en San Sebastián (Guipúzcoa), es Licenciado en Ciencias Económicas y Empresariales por la Universidad de Barcelona y Diplomado en Función Gerencial de Administraciones Públicas por ESADE.

Fue consultor económico durante 1981 y 1982, director financiero de una empresa naviera en 1983, Gerente Patronato Vivienda de Palma de Mallorca en 1984, Técnico Administración Especial Economista en el Ayuntamiento de Calvià desde el 1985 al 2004, Director Económico- Financiero del Ayuntamiento de Calvià del 1985 al 1988 y Director de Desarrollo Estratégico del Ayuntamiento de Calvià y cargos similares desde 1988 al 2004. Desde este último cargo se responsabilizó de la elaboración, gestión y metodología de los Planes Estratégicos, de las relaciones y desarrollo de: Proyectos Europeos en los que ha participado el ayuntamiento de Calvià, Planes de Excelencia Turística de Calvià que sirvieron para una profunda renovación urbana y turística del municipio (con la elaboración de marcas y productos turísticos: “Calvià, Invierno Europeo”) y Plan Calvià Agenda Local 21 que mereció numerosos premios y distinciones a nivel nacional e internacional y que se caracterizó por conseguir poner a toda la organización municipal, representantes institucionales y ciudadanos en sintonía con él.

De 2001 a 2003 fue Gerente Municipal del Ayuntamiento de Calvià, simultaneando con el cargo de Director de Desarrollo Estratégico. Entre Febrero 2004 y Junio 2006 fue Gerente Municipal del Ayuntamiento de Ibiza y, de julio 2007 a Mayo 2008, Director General de Planificación Estratégica de la Conselleria de Trabajo del Gobierno de las Islas Baleares. Actualmente, y desde Mayo 2008, es Presidente de la Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas SA (SEGITTUR).

El Sr. Bustamante también ha participado en Comisión de trabajo Turismo FEMP durante varios años, participante desde el inicio en las reuniones de Directores de Planes Estratégicos organizados por Zaragoza a través de EBROPOLIS, participante en diversos Proyectos Europeos y Redes de Ciudades: Urbal... y experto del Comité Económico y Social Europeo para temas de Turismo (habiendo elaborado recientemente diversos

Dictámenes sobre: “Nuevas formas de Turismo”, “Cooperación público-privada en Turismo”, “Ampliación Europea y Turismo”, “Turismo y zonas en declive”, “Turismo Social en Europa”, “ Nueva política para el turismo europeo” y “ Agenda para un turismo europeo sostenible y competitivo”).

Además, es autor de diversas publicaciones en libros y revistas de especialización turística y sostenibilidad. Recientemente se ha publicado el libro *Destinos Turísticos Sostenibles* en el que ha colaborado con Francesc Valls de ESADE, aportando la visión económico-financiera de los destinos turísticos sostenibles.



Panellist 2

Mr. Antoni Costa

Superior Council of Chambers of Commerce and Industry of Spain

(ES) Nacido en Eivissa (Illes Balears) el 1 de mayo de 1953, inicia su labor profesional en el sector del turismo, desempeñando funciones en todos los departamentos que configuran el servicio hotelero, hasta ocupar el cargo de Director Gerente de Hotel.

Compatibiliza su trabajo de gestión turística con su labor como Diputado del Parlament de ses Illes Balears y como Consejero del Consell Insular (1983-1989), realizando tareas de portavoz en materia turística, además de presidir las comisiones de Economía, Hacienda y Presupuesto del Parlament Balear.

Es Diputado en el Congreso de los Diputados por Balears durante tres legislaturas,(1989-2000) destacando, en la legislatura (1989-2003), sus funciones en las comisiones de Industria, comercio y turismo y de Control de Radiotelevisión Española. En la V legislatura (2003-2006) y la VI (2006-2000) forma parte de la dirección del Grupo Parlamentario Socialista y desempeña funciones de Portavoz en la Comisión Mixta Congreso-Senado para la Unión Europea.

En el año 2000 asume las funciones como Director del Centro Balear Europa en Bruselas. Consorcio en el que participan la Universidad de las Illes Balears, la Cámara de Comercio y el Govern Balear entre otros.

En 2004 es nombrado presidente consejero delegado de Paradores de Turismo de España SA, cargo que desempeña hasta mayo del año 2008.

Ha dirigido (2004-2008) un seminario sobre distintos aspectos relacionados con el turismo en la Universidad Internacional Menéndez Pelayo en Santander.

A partir de junio de 2008 asume la función de director del Centro de Conocimiento e Innovación Turística en el Consejo Superior de Cámaras de Turismo. Proyecto cofinanciado por Cámaras, con recursos del FEDER, Fondo Tecnológico, y la Secretaría de Estado de Turismo.

A lo largo de su trayectoria ha participado como ponente en numerosos foros de diversa índole, de ámbito nacional e internacional.

Es Medalla de la Orden al Mérito Civil.



Panellist 3

Ms. Beatriz Plaza

Professor in Applied and Regional Economics

University of the Basque Country, Spain

Beatriz Plaza graduated in Economics from the University of the Basque Country (Spain) and obtained her Master degree in Business Administration (EMBA) from Iese Business School. She has a PhD in Economics from the Faculty of Economics of the University of the Basque Country and, at present, works as Professor in Applied and Regional Economics at this same university. Her research interests include: Regional Innovation Systems and Tourism; Urban Revitalisation; Economic Impact of Museums; Creative economies and Innovation; Regional Policy; Measurement and Economic Analysis of Regional Economics.

Among other current research project, Beatriz Plaza is working on one financed by the European Commission (2008-2011) entitled *The Contribution of Public and Private Services to European Growth and Welfare, and the Role of Public-Private Innovation Networks*. She has published numerous articles in journals like *Journal of Cultural Heritage*, *European Planning Studies*, *International Journal of Urban and Regional Research*, *Economía Industrial*, *Tourism and Hospitality Management*, and *Annals of Tourism Research*.

She is also referee (peer reviewer) for the following scientific journals: *Tourism Management* (2009-), *Journal of Cultural Heritage* (2009-), *International Journal of Urban and Regional Research* (2002-), *Urban Studies* (2006-).



Panellist 4

Mr. Octavi Bono i Gispert

Managing Director

Tourism Board of the Province of Tarragona, Spain

(ES) Nacido en Riudoms, el Sr. Bono i Gispert es Licenciado en Ciencias Políticas y Técnico de Empresas y Actividades Turísticas por el CETT en Barcelona. También es Titulado en Política Turística por la Organización Mundial del Turismo y Titulado en Marketing Estratégico por George Washington University, E.E.U.U. Su carrera profesional lo ha llevado a ser subdirector de diversos establecimientos hoteleros de la Costa Daurada Royal, Michellangelo, Da Vinci (1989-1991), pasando por Caixa de Catalunya (1992-1995), hasta ser Gerente del Patronato de Turismo de la Diputació de Tarragona, cargo que lleva desde el año 1995. Desde 2002 también es Director del Costa Daurada Convention Bureau.

El Sr. Bono i Gispert es miembro del Comité Ejecutivo y del Consejo General de Turismo de Cataluña, Miembro del Comité Organizador del SITC (Salón Internacional del Turismo de Cataluña), y fue miembro del Consejo General de Caixa de Tarragona (1998-2002).

Está casado y tiene dos hijos.



Panellist 5

Mr. Oscar Perelli

Exceltur, Spain

(ES) Licenciado en CC. Económicas por la Universidad Complutense de Madrid (1993), Master en Hacienda Pública y Análisis Económico por el Instituto de Estudios Fiscales (Ministerio de Economía y Hacienda) (1994), Oscar Perelli del Amo trabaja como Profesor Asociado de la Universidad Complutense de Madrid desde 1997.

En el Ámbito profesional, hasta junio de 2002 ha sido Socio-Director de Consultores de las Administraciones Públicas, perteneciente al Grupo Analistas Financieros Internacionales, y en la actualidad es Director del Área de Estudios e Investigaciones de Exceltur "Alianza para la Excelencia Turística".

Durante los últimos años ha trabajado en el mundo del turismo donde ha dirigido y participado en numerosos proyectos entre los que destaca: "Impactos territoriales socioeconómicos y sobre el empleo de los diversos modelos turísticos del litoral mediterráneo, Baleares y Canarias", "Informe Perspectivas Turísticas", "Plan Territorial Insular de Menorca (Premio Nacional de Urbanismo 2006)", "Plan de Competitividad para las Islas de Menorca, Ibiza y Formentera", "Estrategia del Turismo Gallego de cara al 2010", "Estudio del Impacto del Euro sobre la economía y el turismo de Canarias".

Es autor de varios artículos en revistas especializadas sobre turismo, economía regional, nuevas tecnologías y comercio, así como asiduo participante en congresos, estudios de postgrado y conferencias.



Panellist 6

Ms. María Velasco

National Statistics Institute (INE), Spain

(ES) Licenciada en CC. Matemáticas por la Universidad Complutense de Madrid (España), María Velasco Gimeno ocupa su actual puesto desde enero de 2006. Previamente llevó a cabo trabajos vinculados con la elaboración de estadísticas coyunturales al sector servicios, índices de precios del sector servicios, y estudios del sector servicios desde el punto de vista estructural.

Dentro del área de Estadísticas de Turismo del INE se realizan las Encuestas de Ocupación en Alojamientos Turísticos Colectivos, se calculan los distintos índices de precios de los distintos tipos de alojamientos turísticos colectivos, se desarrolla un proyecto de análisis del alojamiento privado de uso turístico.

María Velasco Participa en las reuniones de Eurostat referentes a las estadísticas de turismo y ha participado en distintos foros y cursos como experta en la materia.



Chair

Mr. Luiz Gustavo Barbosa

*Head Coordinator of Advanced Studies in Tourism and Management
Getulio Vargas Foundation, Brazil*

Luiz Gustavo M. Barbosa is an Economist and the head Coordinator of the Nucleus of Advanced Studies in Tourism and Management, at the Getulio Vargas Foundation (Fundação Getulio Vargas, FGV), in Rio de Janeiro, Brazil. Luiz is a PHD candidate in Tourism Management (Nottingham University) and holds a MA in Management. He is responsible for the activities involving trade agreements, consultancy and capacity building in tourism, such as: The Competitiveness Study in Tourism, The Economic Performance Bulletin of Brazilian Tourism (Ministry of Tourism); Observatory of Innovation in Tourism and MBA in Tourism.

SESSION 3: Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix



Central Paper

Ms. Teresa Guardia

*Technical Responsible of Tourism Statistics Institute for Tourism Studies
(Instituto de Estudios Turístico, IET)/ Turespana, Spain*

Teresa Guardia studied economics in Madrid and, through a Fulbright Scholarship, extended her education in Maryland and Washington DC. Ms. Guardia has been working as an Assistant Manager at the Institute for Tourism Studies (Instituto de Estudios Turísticos, IET) during the last five years.

At the present moment she is the person in charge for statistics from the demand side:

- Spanish Inbound Tourism Survey (Frontur)
- Spanish Domestic and outbound Tourism Survey (Familitur)
- Spanish Inbound Expenditure Tourism Survey (Egatur)
- Tourism Employment
- Low Cost Companies
- Visitors to the Prado Museum

At the same time, Ms. Guardia takes part in the Working Group for non residents Expenditure and coordinates the technical team on statistics at the Institute. She also attends to several national and international meetings regarding to tourism statistics.

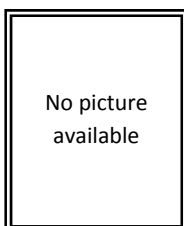


Central Paper

Mr. Juan Muro

*Professor of Economics
University of Alcalá, Spain*

Juan Muro is Professor of Economics at the University of Alcalá (Spain). His research interests include micro econometrics, tourism economics, labour economics, duration models, treatment effects and efficiency measures and production frontiers. He has published in a wide variety of national and international journals.



Critical Contribution 1

Mr. José Luiz de Zárraga

Spain

No summary CV available



Critical Contribution 2

Ms. Mara Manente

*Director of the International Centre of Studies on the Tourism Economy (CISSET)
University of Venice, Italy*

Mara Manente is, since 1996, Director of CISSET, the International Centre of Studies on Tourism Economics linked to the University Ca' Foscari of Venice.

She has over 20 years experience and is a project manager in the field of the macroeconomics of tourism, the economic impact of tourism, tourism demand analysis and forecasting, transport and tourism and tourism statistics.

She's been teaching tourism economics and regional economics at the University of Venice and she's also the author of many articles and books as well as of a "Manual on tourism economics" used in many Italian universities

She is a member of AIEST (*Association Internationale des Experts de Sciences Touristiques*), of TRC (Tourist Research Centre) and of the World Tourism Organization Steering Committee on Statistics and Macroeconomic Analysis of Tourism and Tourism Satellite Accounts.

She is a consultant to many national and international tourism institutions in Italy and abroad. She has closely collaborated with ISTAT (National Statistics Office of Italy), Eurostat and other Commission Directorate Generals, as well as the UN World Tourism Organisation.



Critical Contribution 3

Mr. Steve MacFeely

*Director of Business Statistics
Central Statistics Office, Ireland*

Steve MacFeely is the Director of Business Statistics at the Central Statistics Office, Ireland. He has overall responsibility for the production of Agriculture, Building & Construction, Industry, Services (including Tourism and Transport), Prices, Energy, Innovation and R&D statistics. He has a particular interest in Tourism and has contributed to the establishment of a number of new tourism surveys and databases in Ireland.



Chair

Mr. Agustín Cañada

*Directorate General of Economics, Statistics and Innovation Technologies
Madrid Regional Government, Spain*

Agustín Cañada is technical advisor in the General Directorate of Economics, Statistics and Innovation of the Region of Madrid. He is in charge of the regional Tourism satellite Account.

Previously (1987-2008) he worked for the National Accounts Department of the National Statistical Institute (INE), being responsible for the yearly Spanish National Accounts & Input-output, and head of the project of the Tourism Satellite Account. He was the representative of INE in the most relevant international forum on those issues (EUROSTAT' National Accounts Working group, UN' Statistical Commission, WTO international conferences, OECD-EUROSTAT International forum on tourism statistics...)

Agustín Cañada graduated in Economics and he obtained a PhD in Economics from Autonomous University of Madrid (UAM) (1984). In 1986 he passed the exams for Official Spanish statisticians.

In he has written numerous articles and books about Input-Output, Tourism economics and satellite accounts, and regional economics. He was co-author of the EUROSTAT Input-Output handbook and he published in 1987 the first Spanish textbook on the ESA95 National Accounts System.

He has also given many courses and seminars on National Accounts, and he is currently associated Professor of economics of the UAM.

SESSION 4: New Instruments for Measuring and Analysing Tourism Flows



Central Paper
Mr. Carlos Arce
President
NuStats, U.S.A.

(ES) Carlos es el fundador de NuStats, una consultora de ciencias del comportamiento con sede en Texas especializada en la medición de las actitudes relacionadas con los viajes, comportamientos y preferencias. Él ha diseñado e implementado numerosas encuestas de movilidad urbana, viajes, desarrollo turístico y gasto turístico entre otros temas. Es un innovador en soluciones metodológicas para encuestas al consumidor, especialmente en entornos multiculturales y multinacionales. Asimismo, en el campo del transporte, ha dirigido investigaciones sobre ciencias sociales y análisis de políticas sobre calidad medioambiental, salud y educación, inmigración y elección del consumidor.

NuStats y DataSource, una afiliada de recogida de datos que él fundó también, forman parte del grupo internacional de empresas PTV, con base en Alemania. Carlos es también socio fundador de GeoStats, compañía de ingeniería con base en Atlanta especializada en equipos informáticos con GPS y software para aplicaciones de movilidad relacionadas con la logística, viajes urbanos, flujos de tráfico, actividades y gasto turístico y actividad física. Ha sido un activo participante, miembro de la Comisión Directiva, y ha respaldado financieramente la serie de Conferencias sobre Encuestas de Viajes Internacionales. Es nativo de Méjico pero reside desde hace tiempo en los Estados Unidos. Tiene estudios en la Universidad de California en Berkeley y en la Universidad de Michigan.



Panellist 1
Mr. Federico Fernández
National Traffic Administration, Spain
No summary CV available



Panellist 2
Mr. Petter Dybedal
Chief Research Officer
Institute of Transport Economics (TØI), Norway

Petter Dybedal graduated as economist from Oslo University 1981. He has since then been employed as a researcher at the Institute of Transport Economics, an independent, applied research institution in Oslo, Norway. The Institute employs about 65 researchers, representing comprehensive competence within a wide range of transportation and travelling related topics. From 1998 Dybedal held the title of Senior Research Economist, and in 2007 he was appointed leader (Chief Research Officer) of the Institute's tourism research program, which employs 7-8 researchers.

Dybedal has specialized in tourism research, particularly economic and statistical analysis concerning tourism flows and national and regional economic impacts. Since 1999 he has been leading the institute's research on tourism economic impacts, preparing several reports comprising both methodological issues and results for various regions in Norway. Since 2008 he has been project leader of a major research project focusing economic impact methodology and tourism data collection, in cooperation with Statistics Norway and Centre of Regional and Tourism Research (CRT) in Denmark.

Other fields of research experience include sustainable tourism, cruise tourism and tourist attraction studies. Dybedal also held a position as Guest Researcher at CRT, Denmark in 1996 – 97.



Panellist 3
Mr. Alfredo García
Chairman
Araldi, S.L., Spain

Born in Donostia – San Sebastián, Mr. Alfredo García obtained his Bachelor degree from the University of Valladolid (Spain) which he complemented with several courses in statistics, analysis and computer programming, and Total Quality Management. He has ample professional experiences in research and mobility studies, ranging from socio-education and public services studies in Guipúzcoa, to questionnaires on recurrent and non-recurrent flows (Vitoria – Gazteiz), the realization of the Third National Survey on Commercial Road Transport for Spain's Ministry of Transport, Tourism and Communications, a Study on Industry Location in Navarra (published in *Papeles de Economía Española*), the implementation of an updated programme for the Labour Market Census in the Basque Country, and compilation of the EUSTAT continuous questionnaire on "Population in Relation to Activity" for the Basque Statistics Institute (1988-1993).

Mr. García's relation to tourism strengthens in 1995 with the compilation of Basic Data for the study "Understanding and Characterization of Traveller Traffic Flows in the Context of the Future High Velocity Track Barcelona – Narbonne" and the Tourism Border Movement (FRONTUR) for Spain's Institute of Tourism Studies since 1996, where, since 2001, he is also involved in the survey of Tourism Expenditure (EGATUR). He has offered technical assistance to the Tourism Ministry of Ecuador (2002-2003) in Tourism Statistics for the development of a Tourism Satellite Account (TSA), and he coordinated, organized and managed the Latin American encounters on the TSA (2001-2003) in cooperation with the World Tourism Organization, Spain's Institute for Tourism Studies and the UNECLAC. In 2004 he analysed the Statistical datasets on Tourism Markets and the FRONTUR and EGATUR Surveys for Spain's Ministry of Industry, Commerce and Tourism and in 2005 initiated the preparatory elaboration of the TSA for Guatemala under the Inter-American Development Bank.

Alfredo García is member of the Society of Basque Studies since 1982 where he is president of the Section of Social Sciences and Economics since 2004, member of the Board of Directors of the Association of Regional Science of the Basque Country since 1982, member of the Gipuzkoa Marketing Club, and member of the Poryecta European Society since 1997.



Mr. Jesús García
Director of the Madrid Delegation
Araldi, S.L., Spain

Jesús García was born in Madrid and has been working at Araldi since 1997. Before that, he was the General Director of O.Dati Española, a firm specialized in IT services, development and consultancy from 1990 to 1992 which was acquired by the French Sligos in 1991; Director General of Sligos Servicios Informáticos, the company emerging after the merger between O.Dati Española and two other firms; and Director General of

Seguridad de la Información, a consultancy firm in the field of data processing and information security.

His academic career began with a Bachelor Degree in Economics from the Complutense University of Madrid, whereupon he specialized as Insurance Actuary and Systems Analyst. He has taught several university courses at the Complutense University of Madrid (Mathematical Analysis, IT Applications to Economic Research, Statistics) and at ICADE (Mathematics of Finance). He has published works and presented on an array of topics, including titles such as: *Econometrics: Estimation and Simulation Techniques*, *Quantitative Marketing: Sales Previsions*, the *Multiplier Effects of Investments in the Iron and Steelworks Industry*, *Statistical Committee of the International Iron and Steel Institute*, *Software Engineering and Development*, *A Plan for IT Security*, and *Methodology and Construction of Models*.

Mr. García worked as a public administrations consultant on matters of: the effects of imports on domestic price levels, the impact of the energy sector on sectoral prices, environmental policy and the national economy, Input-Output tables of the tourism economy, and regional input-output tables. His experiences at Araldi, S.L. include the FAMILITUR survey of 1997, the 1995 Input-Output tables for Navarra (Spain), the development of a systematization and information tool on fieldwork of the Spanish Survey of Economic Activities in 1997, the 2000 Movilia survey on mobility of Spanish residents, and work for the World Tourism Organization.



Panellist 4

Mr. Tobias Kuhnimhof

Project Manager

STRATA GmbH Data and Information Management, Germany

Tobias Kuhnimhof studied civil engineering and applied cultural studies at the University of Karlsruhe, Germany and the University of Connecticut, USA. After receiving his diploma in 2002, Tobias Kuhnimhof took up a full position as researcher at the Institute for Transport Studies (IfV) of the University of Karlsruhe. After completing his doctorate degree in 2007, he has worked for INRETS, Paris, and resumed work in a postdoc position as researcher and lecturer at IfV. Since 2009, Tobias Kuhnimhof also holds a position as senior project manager at STRATA GmbH, Karlsruhe, a company specialized in data and information management for the travel and tourism industry.

Tobias Kuhnimhof has worked in several national and international research projects. His expertise covers design and analysis of household travel surveys in the field of everyday and long distance travel. Moreover, he specializes in agent-based modeling of travel behavior. Tobias Kuhnimhof is a leading expert in longitudinal data analysis and modeling. He is member of national and international committees on surveying, modeling and forecasting travel (COST 355, SHANTI, FGSV).

Tobias Kuhnimhof is married and has two children.



Panellist 5

Mr. Fabien Girardin

Researcher and Engineer

Lift Lab, Switzerland

Fabien Girardin is researcher and engineer at Lift Lab, a research agency he cofounded and where he studies the interaction between urban infrastructure, ubiquitous technologies and people. His research employs qualitative observations to obtain information on the integration and assimilation of technologies by users in urban environments. Fabien combines this acquired data with engineering techniques for forecasting and modelling ideas and solutions for designers, suppliers of urban services, urban planners and for decision makers in general.

Fabien holds a Ph.D. in Computer Science and Digital Communications from the University of Pompeu Fabra in Barcelona, Spain, and he has an engineering degree from the School of Engineering and Information Technology in Biel, Switzerland. Throughout his academic career, Fabien has also been affiliated to Senseable City Lab at the Massachusetts Institute of Technology (MIT), Cambridge (U.S.A.) leading the development of methods for analyzing spatiotemporal records generated by human interactions with urban infrastructure.

Before his graduate studies, Fabian joined Tecfa at the University of Geneva to develop learning environments and later joined CRAFT Swiss Federal Institute of Technology in Lausanne (EPFL) to design, implement and study the location and the context of collaborative applications. Subsequently, Fabien co-founded the spin-off Simpliquity to design and develop systems for the detection of mobility to carry out a conscious experience of context based on sample surveys worldwide.



Chair

Mr. Calvin Jones

Reader in Economics

Cardiff University, UK

Dr. Calvin Jones is Reader in Economics at Cardiff Business School, having joined in 1998 after a number of jobs in the public sector. He has research interests in the economics of tourism and sport, and in the measurement of links between the economy and physical environment. He has published extensively on tourism satellite account issues at national and regional scale.

Outside of work, Calvin likes being outside of work.

SPECIAL ADDRESSES



Governance in the Tourism Sector

Mr. Javier Blanco

*Executive Director of the Department of Affiliate Members
World Tourism Organization (UNWTO)*

He holds a Law degree from the University of the Basque Country (Spain) and a Master's degree in Human Resources. He has been a practicing lawyer and has served as legal counsel for the Basque Parliament since 1984 (currently on extended leave of absence), while at the same time being responsible for the institution's Organization and Human Resources

Directorate.

From 1992 to 1998 he served as Vice-Minister of Tourism of the Basque Government, with direct responsibility for the planning, supervision and marketing of the destination. During his tenure, he was the driving force behind the creation of the first general tourism law of a Spanish autonomous region as well as the establishment of input-output tables for tourism, and carried out innovative marketing campaigns for the destination. From 2004 to 2008 he was the Managing Director of the Huelva Convention Bureau (Andalusia, Spain), a local public-private body devoting special interest to destination marketing, branding, market research, cooperation and innovation.

He has been a member of an experts' group of advisers on tourism regulations for the Regional Ministry of Tourism of the Regional Government of Andalusia (Spain) and of the experts' group (Grupo de Competitividad) that prepared the "Horizon 2020 Plan for Spanish Tourism", as well as an adviser to the Tourism Commission of the Spanish Federation of Municipalities and Provinces.

He is currently a member of the Spanish Tourism Council, as well as co-director of "Grupo de la Luz", (Universidad de Huelva), a multidisciplinary group composed of eight professors of different academic disciplines entrusted with developing the destination's brand.

He is the author of three published books on legal subjects, as well as of numerous publications, articles and monographs in specialized tourism journals, mainly on tourism policy, tourism law, cooperation and governance, safety and security, destination marketing, etc. He has also delivered lectures and papers at universities and tourism forums.



INRouTe: the International Network on Regional Economics, Mobility and Tourism

Ms. Aurkene Alzua

*Executive Director
Cooperative Research Centre in Tourism - CICtourGUNE, Spain*

Dr. Aurkene Alzua-Sorzabal (Ph.D.) received her Ph.D. in Outdoor Recreation and International Tourism from Purdue University, U.S.A (1999). Dr. Alzua is currently the Executive Director of the Basque Competence Research Centre in Tourism, CICtourGUNE, and an Assistant Professor at the University of Deusto (San Sebastian, Spain) where she conducts various graduate and undergraduate courses related to Tourism, Mobility and Technology. She actively collaborates with different organisations and governments, and is presently serving as a Board Member for several organisations including TTRA Europe Chapter, EUREKA TOURISME, the European network for technological innovations in the tourism sector and the Basque Innovation Agency.

In previous years, Dr. Alzua has focused on the application of social theory and methods in the area of natural and cultural heritage. In more recent years, Dr. Alzua has lead significant research programs in the field of Tourism and Information and Communication Technologies (ICT). Her latest works have focused on innovation, technology adoption and competitiveness of the Basque tourism sector.

Dr. Alzua's research revolves around three main interests: the strategic implementation and measurement of ICT in tourism; how the adoption and integration of ICT in tourism alters and impacts the social-psychology of tourism; and the development and incorporation of research and innovation policy in tourism. Her works continue to be published in several academic journals and international conferences.