

The First International Conference on the Measurement and Economic Analysis of Regional Tourism

Donostia - San Sebastian (Spain), 27-28 October 2009

PROVISIONAL AGENDA (updated 18/09/2009)

Day 1 / Institutional Sessions

Time	Description
8:30 – 9:00	Registration. Accreditations and distribution of Conference material.
9:00 – 10:00	<p>Opening Session: Official Inauguration of the Conference –</p> <p>Special Address: <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> (1): Ms. Pilar González (University of the Basque Country, Spain) <u>Critical Contributions</u> (3): Mr. Miguel Ángel Malo (Turespaña / Institute for Tourism Studies-IET and University of Salamanca, Spain); Mr. Eduardo Gutiérrez (Comisiones Obreras / Confederal Committee, Spain); Mr. Francisco Madrid (Anahuac University, Mexico) <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
13:30 – 15:00	Lunch
15:00 – 16:30	<p>Session 2: <i>Innovation in the Tourism Enterprise</i></p> <p><u>Central Paper</u> (1): Mr. Vicente Monfort and Mr. César Camisón (Turespaña / Institute for Tourism Studies-IET and University Jaume I of Castellón, Spain) <u>Panellists</u> (6): Mr. Javier Bustamante (SEGITTUR, Spain); Mr. Octavi Bono i Gispert (Tourism board of the Province of Tarragona, Spain); Mr. Antoni Costa (Superior Council of Chambers of Commerce and Industry of Spain); Ms. María Velasco (INE, Spain); (Department of Industry, Commerce and Tourism of the Basque Regional Government, Spain); (Exceltur, Spain) <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. Accreditations and distribution of Conference material.
9:00 – 9:30	Opening Session: Introduction to the Technical Sessions Mr. Antonio Massieu (UNWTO / Department of Statistics and TSA)
9:30 – 11:00	Session 3: <i>Measuring and Analysing Domestic Tourism: the Relevance of an Origin-Destination Matrix</i> <u>Central Paper</u> (1): Ms. Teresa Guardia and Mr. Juan Muro (Institute for Tourism Studies –IET and University of Alcalá, Spain) <u>Critical Contributions</u> (3): Mr. José Luis de Zárraga (Spain); Ms. Mara Manente (University of Venice / Ciset, Italy); Mr. Steve MacFeely (Central Statistics Office, Ireland) <u>Chair:</u> Mr. Agustín Cañada (Madrid Regional Government / Directorate General of Economics, Statistics and Innovations Technologies, Spain)
11:00-11:30	Coffee break
11:30 – 13:00	Discussion Session 3
13:00 – 13:30	Special Address: <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> (1): Mr. Carlos Arce (NuStats, U.S.A.) <u>Panellists</u> (4): Mr. Federico Fernández (National Traffic Administration, Spain); Mr. Peter Dybedal (Norway Institute of Transport Economics, Norway); Mr. Alfredo García (Araldi S.L., Spain); Mr. Tobias Kuhnimhof (STRATA GmbH, Data and Information Management, Germany) <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 Mr. Antonio Bernabé (Director-General of Turespaña, Spain)