International Seminar on New Technologies Applied to Tourism
Henry Morgan Beach Resort
Roatán, Honduras
1 June 2017

PRELIMINARY PROGRAMME

Thursday, 1 June

08:00 - 08:30 Welcoming Remarks
- Ernie Emilio Silvestri Thompson, Director, Institute of Tourism, Honduras
- Taleb Rifai, Secretary-General, UNWTO
- Juan Orlando Hernández, President of Honduras

08:30 - 08:45 Opening Remarks
- Fernando de Pablo Martín, President, State Society for the Management of Innovation and Tourism Technologies (SEGITTUR), Spain

08:45 - 10:15 Panel 1
ICTs and Tourism Observatories: The tourism observatories play an important role in helping destinations to better understand the impact of their visitors, evaluate the impacts of existing sustainable tourism initiatives and ensure tourism benefits both, the people and environment of the surrounding areas. Advances in the electronic-based information and communication technologies, contribute to the creation of viable sustainable models, mitigate some of tourism's negative impacts and also, it is critical for the achievement of the Sustainable Development Goals (SDGs).

Moderator: José Napoleón Duarte Durán, Minister of Tourism and President, Salvadoran Tourism Corporation (CORSATUR)
- Márcio Favilla, Executive Director for Operational Programmes and Institutional Relations, UNWTO
- Mariana Mangiarotti, Director General of Market Intelligence and Observatory, Ente de Turismo de Buenos Aires, Argentina
- Roberto Cárdenas Hernández, General Director for Planning, State Secretariat of Tourism, Guanajuato, Mexico
- Enrique Lancis, Director, Innovation and Tourism Intelligence, Globaldit, Spain

10:20 - 11:50 Panel 2
Big Data and Tourism: The concept of Big Data refers to the storage of large amounts of data and the procedures used to find repetitive patterns within that data set. In the case of tourism this mechanism offers the sector an excellent opportunity to tap on the potential of Smart Cities and in particular Smart Destinations. Big data can provide, among others, useful insights into the travel experience, trends and tourism patterns, as well as personalization of products and services and help create customer-centric experience.

Moderator: Carlos Vogeler, Executive Director for Member Relations and Regional Director for the Americas, UNWTO
- Leon Herce, VP & Head of Latin America and Caribbean, Amadeus IT Group
- Ariel Juárez Morales, Director General of Sectoral Information Integration, SECTUR, México
- Rodolfo Lizano, Director of Planning and Development, ICT, Costa Rica
- Pablo Casals, Undersecretary of Innovation and Technology, Ministry of Tourism, Argentina
Panel 3

New Platform Tourism Services: The emergence of the supply of tourism products and services by private providers through digital platforms has been welcomed by both, visitors and the providers of these services. However, at the same time this has also raised questions and concern among traditional operators as well as among destinations.

Moderator: Ernie Emilio Silvestri Thompson, Director, Institute of Tourism, Honduras (IHT)

- Juan Miguel Moreno, International Consultant Specialized in Tourism Innovation and Member of the Board of Directors, Spanish Association of Scientific Tourism Experts (AECIT)
- Shawn Sullivan, Policy Lead, Central America and the Caribbean, AirBnB
- Steven Paganelli, CDME, Head of Destination Marketing, Americas, Trip Advisor
- Paulo Lunzevich, Member of the Department of Informal Activities, Hotel and Gastronomic Business Federation of the Republic of Argentina (FEHGRA)
- Sandra Howard, Vice Minister of Tourism, Colombia

Conclusions and closing: Carlos Vogeler, Executive Director for Member Relations and Regional Director for the Americas, UNWTO