



*The INTER-AMERICAN DEVELOPMENT BANK (IDB) and SEGITTUR  
INVITE to*

*THE KNOWLEDGE SESSIONS of the FUTURE TOURISM PROGRAM*

**Webinar #1**

**Tuesday, June 14, 2022**

**10:00 am-12:00 pm EDT**

**“The strategic use of technology in the phases of the tourist trip”**

**Access link:** [https://us02web.zoom.us/webinar/register/WN\\_VKiZKt8ERk-PXWjduFIHaw](https://us02web.zoom.us/webinar/register/WN_VKiZKt8ERk-PXWjduFIHaw)

Within the framework of the Future Tourism Program of the Inter-American Development Bank (IDB), financed by the Spanish General Cooperation Fund, we present this *webinar* aimed at bringing visibility to the different technological solutions that exist in the different phases of the tourist trip, capable of responding to visitors' needs while contributing to improving destination management.

In the current competitive context, it is important to incorporate technologies throughout the entire travel cycle, developing a seamless physical and digital tourism experience, which complements and enriches the enjoyment of the destination and optimizes its management.

*Before the trip.* Technologies foster better knowledge of the preferences and behavior of the different traveler segments, allowing the destination to optimize its processes: from the identification of the demand with greater propensity to travel and tourist spending, to the adaptation of the promotion and marketing channels for better positioning of the tourism supply.

*Throughout the trip.* There are technologies that promote a more satisfying interaction of the visitor with the destination, as it is the case of augmented/virtual reality or gamification, which enriches the tourist experience through new narratives and innovation.

*After the trip.* Once the visitors have returned to their place of origin, different actions are possible to reinforce the loyalty processes, as well as to analyze the digital footprint of the visit perception, with the aim of managing the reputation of the destination and its tourism companies.



## AGENDA

10:00-10:05 am	Welcoming remarks. IDB and SEGITTUR
BEFORE THE TRIP 10:05 -10:25 am	How data helps attracting and managing tourism demand. <i>Juan Gomez</i> , Head of Market Intelligence, ForwardKeys.
THROUGHOUT THE TRIP 10:25 -10:45 am	Virtual reality to discover the destination <i>César Urbina</i> , Creative Director and Co-Founder, Iralta VR.
10:45 -11:05 am	Gamification to boost destination's supply <i>Ramón Martín</i> , CEO Gymkana Turística Digital.
11:05 -11:25 am	Advantages of digital tourist offices <i>Andrés Martínez</i> , CEO, iUrban.
AFTER THE TRIP 11:25 -11:45 am	Active listening, key to tourism loyalty <i>Juan Carlos Martínez</i> , CEO, Atribus.
11:45 am-12:00 pm	Q&A - Closing



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## PRESENTERS



**Juan Gomez**

**Head of Market Intelligence, ForwardKeys.**

After completing his postgraduate studies in Tourism Management at the University of Westminster (UK), he gained professional experience working as a Hotel, Leisure, and Tourism Research Manager in the consulting department at BDO LLP.



**Cesar Urbina**

**Creative Director and Co-Founder of Iralta VR.**

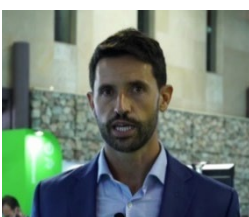
He has extensive experience in television and advertising. Iralta VR specialises in creating audiovisual content using virtual reality.



**Ramon Martin**

**CEO, Gymkana Turística Digital.**

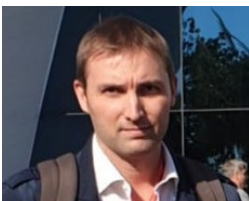
Over 10 years' experience in the digital world, with projects linked to Industry 4.0. For over 2 years, he has been Co-Partner and Director of Gymkana Turística Digital, a start-up dedicated to digitalising cultural routes in rural environments and cities.



**Andres Martinez**

**CEO of iUrban**

Originally an architect and holder of a Masters in Big Data (Tourism) from the EOI Business School. iUrban is a start-up accelerated by Wayra (Telefónica), specializing in digitalizing tourism. Over 300 destinations and 250 hotels use the platform to personalise the tourist experience at their destination, either from the offices or on the go with sustainable tools to provide information 24/7.



**Juan Carlos Martinez**

**CEO at Atribus.**

Expert in technology applied to digital monitoring, communication, and marketing.



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## Webinar #2

Thursday, June 16, 2022

10:00 am-12:00 pm EDT

**“Technological solutions to boost destinations sustainability”**

Access link: [https://us02web.zoom.us/webinar/register/WN\\_OL-t3hUOSfeIZt6AV0\\_UtQ](https://us02web.zoom.us/webinar/register/WN_OL-t3hUOSfeIZt6AV0_UtQ)

Within the framework of the Future Tourism Program of the Inter-American Development Bank (IDB), financed by the Spanish General Cooperation Fund, we present this *webinar* on technology for tourism sustainability. Sustainability has become a key element for the development of tourism. Destination managers and companies are aware that natural resources are finite and that negative impacts on the environment affect the ability to compete in the market. Initiatives that promote a model of sustainable development of tourism are indispensable.

In this context, technology can contribute to make destinations and companies more sustainable through solutions capable of managing destination's carrying capacity levels, tourism flows, a higher commitment to the circular economy, as well as the measurement of the travel carbon footprint, among many other possibilities.



## AGENDA

10:00-10:05 am	<b>Welcoming remarks.</b> IDB and SEGITTUR
10:05 -10:25 am	<b>Tourism Intelligence and Smart Office Green.</b> <i>Celia Romero, CEO, Tourist Intelligence.</i>
10:25 -10:45 am	<b>Balance of tourist carrying capacity using blockchain.</b> <i>Juan Manuel Corchado, President. Air Institute</i>
10:45 -11:05 am	<b>Measuring environmental impacts in the destination with Machine Learning.</b> <i>Marco Mendoza, Geographer and Founder of Trueworld.</i>
11:05 -11:25 am	<b>Tools to measure tourist carbon footprint in the destination.</b> <i>Juan Luis Pozo, Director of Sustainability, Global Omnium.</i>
11:25 -11:45 am	<b>Applications for tourist circular economy</b> <i>Iñaki Gaztelumendi, Expert in Tourism and Circular Economy.</i>
11:45 am-12:00 pm	<b>Q&amp;A - Closing</b>



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## PRESENTERS



**Celia Romero**

**CEO and Co-Founder of Inteligencia Turística.**

Graduate in Business Studies, Accounting and Economics. Expert in tourism intelligence applied to destination management. Responsible for the Smart Cities CTN 178 table.



**Juan Manuel Corchado Rodríguez Ph.D**

**Director of the IOT Digital Innovation Hub and President of the AIR Institute.**

PhD in Computer Science and PhD in Artificial Intelligence. Professor in the Area of Computer Science and Artificial Intelligence, Department of Computer Science and Automatics at the University of Salamanca.



**Marco Mendoza**

**Geographer and Founder of Trueworld.**

Trueworld is a company specialising in democratising the fight against the climate crisis.



**Juan Luis Pozo**

**Director of Corporate Sustainability at Global Omnium**

Global Omnium is a company specialising in measuring destinations' carbon footprint.



**Iñaki Gaztelumendi**

**Expert in tourist destination management, destination planning and development, as well as the circular economy applied to the tourism sector.**



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