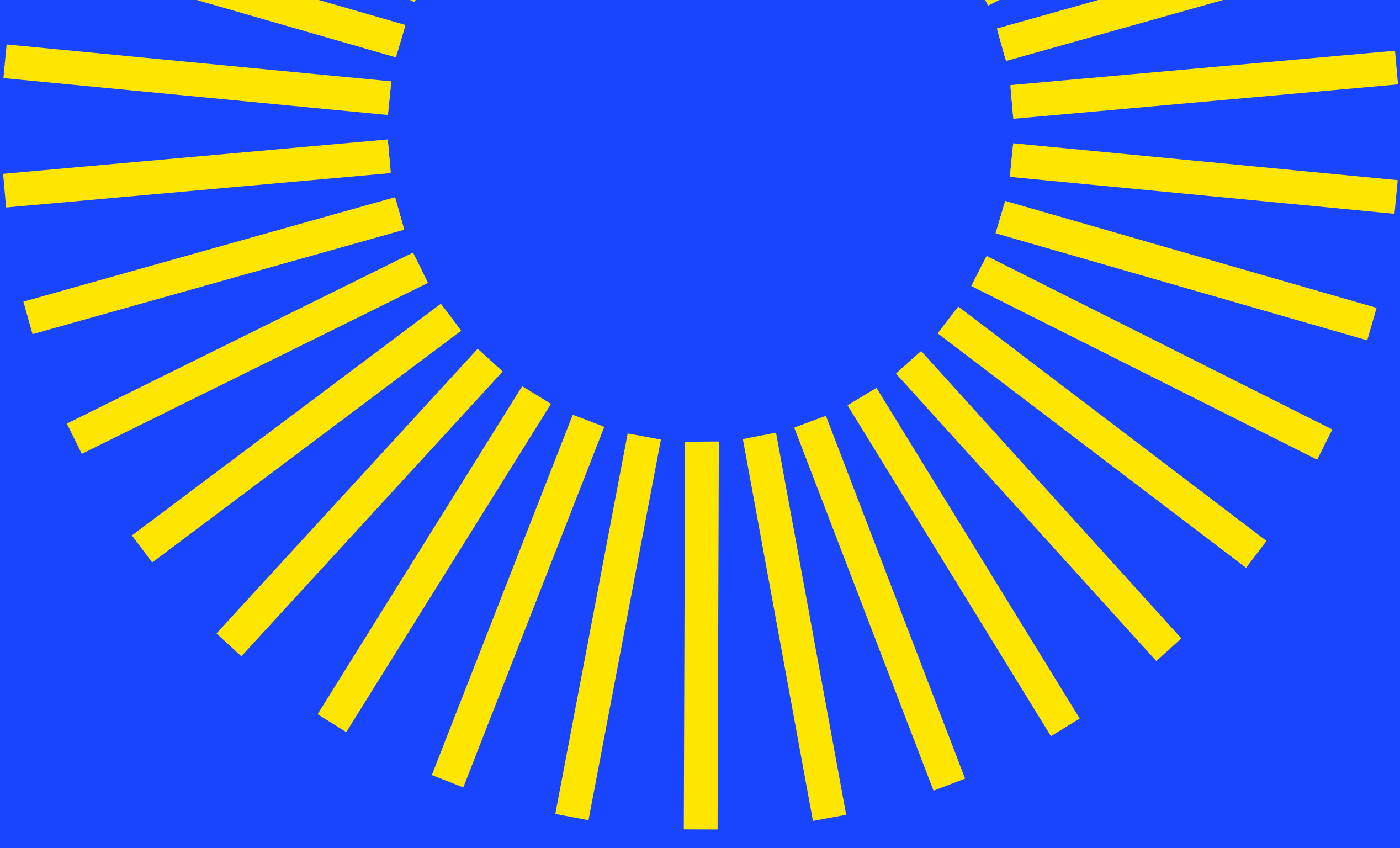


# Present and Future of Sustainable Tourism Destinations.


November, 23&24  
Hotel H10 Croma Málaga







The Observatory of Málaga is created with the aim of promoting sustainable, accessible, inclusive and participative tourism that acts as a catalyst for a positive change by bringing together all the data insights that are relevant to the smart, sustainable and resilient destinations, and to provide all stakeholders the opportunity to design a tourism model that can balance the needs of people, the planet and the prosperity of present and future generations.

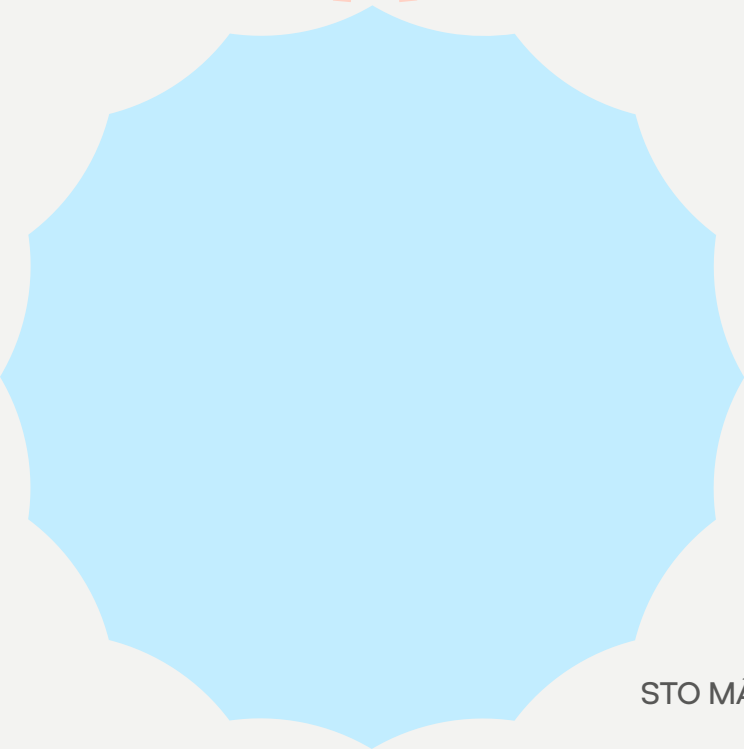
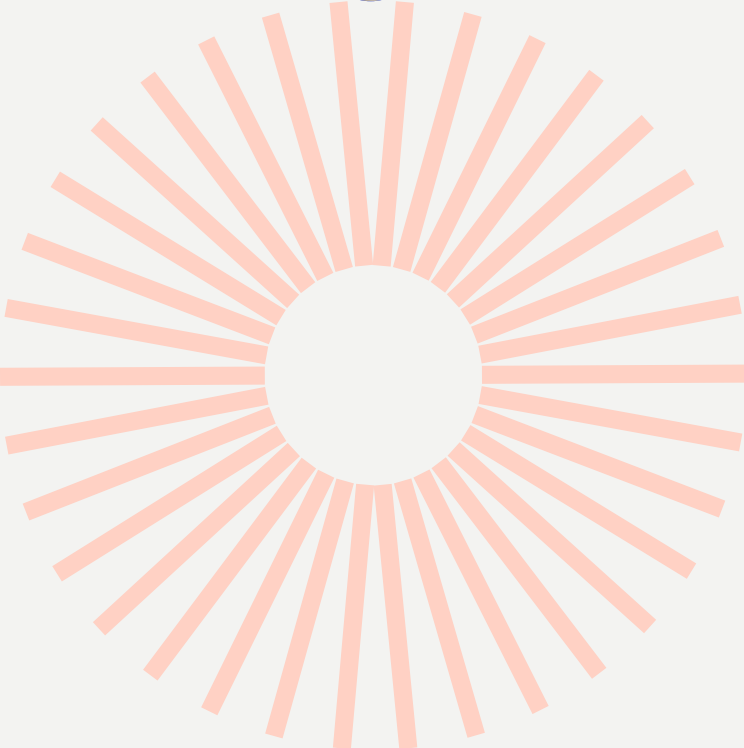


23

November



hour	activity
09:00 – 09:20	Welcome
09:20 – 09:30	<b>Institutional Opening and Family Photo</b> Inaugurates: Francisco de la Torre   Mayor of Málaga
09:30 – 09:45	<b>Technical Opening</b>  Participate:  <b>Network INSTO_Guide of change towards more sustainable and resilient tourism.</b>  <u>UNWTO Representative</u> Mr. Dirk Glaesser   Director, Sustainable Tourism Development, UNWTO.  <b>Benefits for destinations as members of the Network.</b>  <u>Representative of Málaga City Council</u> Mr. Jacobo Florido Gómez   Deputy Mayor representative of the Government department of Tourism and Promotion of the City, Málaga City Council.  <b>Collaboration importance of the main actors of the destinations in knowledge management.</b>  <u>Representative of the University of Málaga</u> Mr. Enrique Navarro Jurado   Coordinator of the Málaga Headquarters -IATUR, Andalusian Institute of Research and Innovation in Tourism of the University of Granada, Málaga and Seville. Assistant Director of IATUR Andalusia.  <u>Representative of Hotel H10CROMA Málaga</u> Mrs. Elia Beret   Director of Hotel H10CROMA Málaga
09:45 – 10:45	<b>Governance: basic pillar in tourism management of sustainable destinations. The role of strategic plans and participatory processes in evidence-based decisions making.</b>



**Sustainable and responsible tourism model. Commitment to society and environment.**

Participate:

Mrs. Isabel Pascual Villamor | General Director of the Area of the Citizen Participation, Málaga City Council

International Perspectives

- Sustainable Tourism Observatory of Thompson Okanagan, Canada  
Ms. Eve Layman | Destination Development & Stewardship Specialist, Thompson Okanagan Tourism Association, Canada.  
  
Mr. Mike Overend | Director of Destination Development, Thompson Okanagan Tourism Association, Canada
- Sustainable Tourism Observatory of Guanajuato, Mexico  
Ms. Miriam Adame | General Director of Tourism Intelligence, Technical Secretary of the Observatory of Guanajuato, Mexico.
- Sustainable Tourism Observatory of Cali, Colombia  
Ms. Maria Andrea Dorado Castillo | Director, Statistics and Economic Studies, SITUR Valle de Cauca



Hour	Activity
10:45 – 11:00	<div><div>[Success story in governance and public-private collaboration]</div><div>Importance of transparent, open and participatory management in the development of tourism processes. Málaga Tourism Forum.</div></div>
	<div>Participates:</div> <div>Mr. Jonathan Gómez Punzón   General Director of the Area of Tourism, Málaga City Council</div>
11:00 – 11:20	Coffee Break
11:20 – 12:00	<div><div>[Tourism in its economic dimension ]</div><div>Knowledge management in the sustainability of the destination. From data to the sustainable transformation of the destination.</div></div>
	<div>Participate:</div> <div><div><div>Representative of Junta de Andalucía</div><div>Mrs. Inmaculada Gallego Galán   Data Officer of Public Company for the Management of Tourism and Sports of Andalusia, Ministry of Tourism, Culture and Sports of Junta de Andalucía.</div></div><div><div>Representative of UMA</div><div>Mr. Antonio Fernández Morales   Representative of IATUR.</div></div><div>The University at the service of knowledge of the Smart Destination.</div></div>
	<div>International Perspectives</div> <div><div><div>—</div><div><div>Atlantic Sustainable Tourism Observatory, Ireland</div><div>Ms Fiona McKenna   Doctoral Researcher, Atlantic Technological University.</div></div></div><div><div>—</div><div><div>Australia's South West Sustainable Tourism Observatory.</div><div>Ms. Carolina Inés García   Researcher, Australia's South West Sustainable Tourism Observatory, Curtin University, Australia</div></div></div></div> <div>Chairs: Mr. Marc Collier Sanderson   Mayor's Advisor for matters related to Promotion of the City and the Attraction of Investments.</div>

12:00 – 12:20	<div>Shared international inspirations. Aspects they value to consider a sustainable tourist destination</div>
	<div>Participate</div> <div><div><div>Japon JTB</div><div>Mr. Kang Yibo   Global Marketing Team, JTB Tourism Research &amp; Consulting Co.</div></div><div><div>Observatories of China</div><div>Prof. Zhang Xiaoming and Ms Jiawei Jiang   Monitoring Centre of INSTO Tourism Observatories, Sun-Yatsen University, China.</div></div><div><div>Vienna Tourist Board, Austria</div><div>Ms. Petra Tschöll   Statistics &amp; Market Research, City of Vienna Tourist Board</div></div></div> <div>Chairs: Cordula Wohlmuther   Coordinator, Sustainable Development of Tourism, UNWTO  </div>

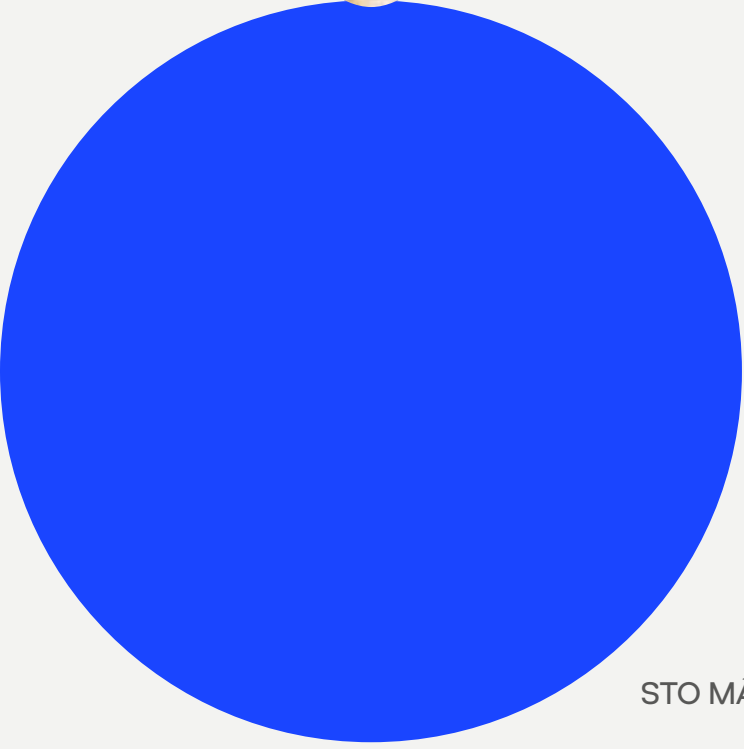
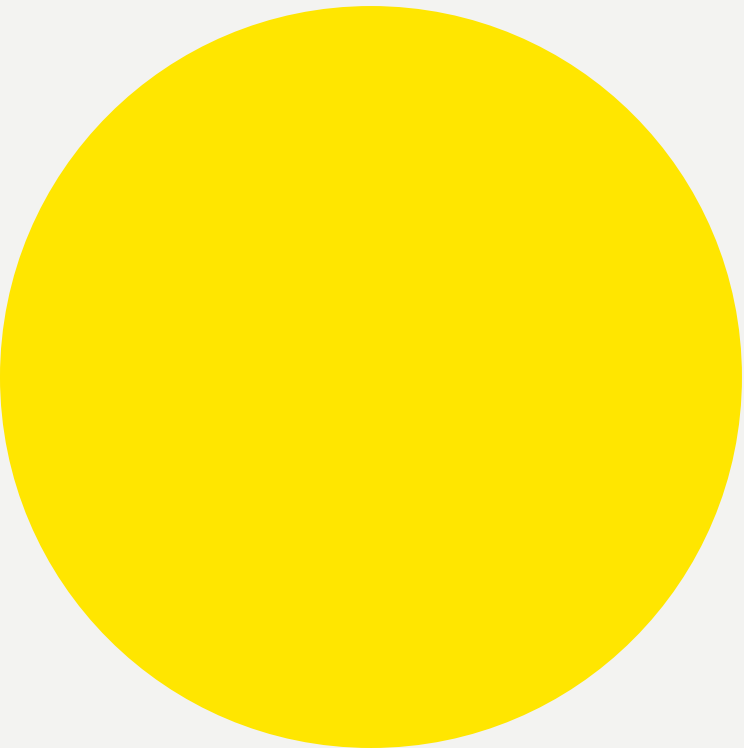
12:20 – 12:40	<div>[Success Story - Big Data- Turismo Costa del Sol] Technology as the main engine in the tourist development of the smart destination and the guarantee of its sustainable competitiveness.</div>
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Participate:

Mr. Rafael Fuentes | Director of the Area of Analysis and Tourist Intelligence. Turismo y Planificación Costa del Sol.



hour	activity
12:40 - 13:30	<div><div>[Get to know STO Málaga] STO Málaga - knowledge and information transfer centre in tourism and sustainability field.</div><div>STO Málaga Presentation   Presentation of STO Málaga Methodology Reports   Participatory Process Presentation: Technical Roundtables</div></div>
	<div><div>Participate:</div><div><div><div><div>Representative of the Area of Tourism, Málaga City Council</div><div>Mr. Jonathan Gómez Punzón   General Director of the Tourism and City Promotion, Málaga City Council.</div></div><div><div>Representative of the Andalusian Institute of Research and Innovation in Tourism of the University of Granada, Málaga and Seville</div><div>Mr. Enrique Navarro Jurado   Coordinator of Málaga Headquarters - IATUR, Andalusian Institute of Research and Innovation in Tourism of the University of Granada, Málaga and Seville. Assistant Director of IATUR Andalusia</div></div><div><div>Mrs. Marta Lozano   Researcher of IATUR</div><div>Fátima Salmón   Director of communication at Fundación CIEDES.</div></div></div></div></div>



# 24

## November





PROGRAMME OF

# activities



hour	activity
10:00 - 11:00	Governance: tools to achieve a more accessible and inclusive Destination.

Participate:

Málaga Representative:  
M<sup>o</sup> Luz Alcarazo | Head of Universal Accessibility Section

Society Representative:  
Mr. Alfredo de Pablos | President of Accessible Málaga Development Group.

Representative of the Area of Tourism, Málaga City Council:  
Mr. Ricardo M. Fernández de la Cruz | Head of Service of the Area of Tourism and Promotion of the City, Málaga City Council

Chairs: Mrs. Cordula Wohlmuther | Sustainable Tourism Development Coordinator, UNWTO

Coffee Break

11:00 - 11:30	[The European Challenge] Sustainability as a transversal tool for the continuity of tourism activity in the future.
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11:30 - 12:30	<p>Participate:</p> <p>View of Junta de Andalucía: Mrs. Ana Moniche Bermejo   Head of European Projects and International Networks of Public Company for the Management of Tourism and Sports of Andalusia, Ministry of Tourism, Culture and Sports of Junta de Andalucía.</p> <p>View of Málaga City Council: Mr. Ricardo M. Fernández de la Cruz   Head of Service of the Area of Tourism and Promotion of the City, Málaga City Council</p> <p>[Success Stories] Next Generation: Vigilance Network and Air Quality and Noise Control associated with the Low Emissions Zone in Málaga..</p> <p>View of Málaga City Council Mrs. Mónica Sánchez Álvarez   Head of Service of Pollution Control and Circular Economy, Málaga City Council.</p> <p>Vertical Garden of the Hotel Mariposa.</p> <p>View of the Private Sector Mr. Juan Marín   Commercial Director at BIOTONOMY</p>
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12:30 - 13:00	[Success Stories. Sustainable Productions] Málaga as a "natural set" and sustainable.
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Participate:

Mrs. Luz Molina | PROMÁLAGA, European Green Screen, Interreg Europe.

Mr. Enrique Nadales Zayas | Head of Section of Biodiversity and Environmental Education.

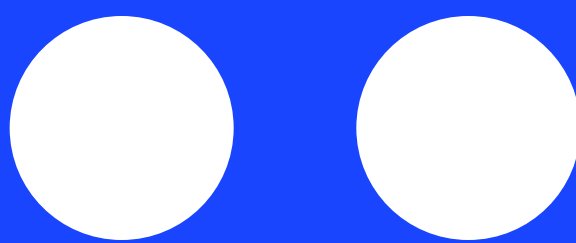
Mrs. Irene Palacio | Responsible Málaga Film Office





hour	Activity
13:00 - 13:30	<p><b>How to face the collective challenges of the future in a resilient way for the intelligent management of destinations.</b></p> <p><b>Participate:</b></p> <p>Mr. Dirk Glaesser   Director, Sustainable Tourism Development, UNWTO</p> <p><u>Representative of Málaga City Council</u> Mr. Jacobo Florido Gómez   Deputy Mayor representative of the Government department of Tourism and Promotion of the City, Málaga City Council.</p> <p><u>Representative of the University of Málaga:</u> Mr. Enrique Navarro Jurado   Coordinator of Málaga Headquarters - IATUR, Andalusian Institute of Research and Innovation in Tourism of the University of Granada, Málaga and Seville. Assistant Director of IATUR Andalusia.</p>
13:30 - 14:00	<p><b>Farewell and Closure</b></p>
14:00 - 15:30	<p><b>Farewell Cocktail</b></p>





#STOMálaga