

PROGRAM

# SUN&blue.

Blue Tourism  
Innovation Congress

15, 16 and 17

NOVEMBER 2023

Cabo de Gata Exhibition and  
Conference Center – City of Almería

Almería, Spain



**sun&blue.**

Blue Tourism  
Innovation Congress

# Day 1

— Wednesday 15 november 2023

Room Andalucía

Room Cajamar

Room Cosentino

# Day 1 / Wednesday 15 november 2023 / Room Andalucía

9:00 to 10:15

## ACREDITATION

10:15 to 10:30

## WELCOME TO SUN&BLUE

ALEX NAVARRO — Master of ceremony.

10:30 to 11:30

## AND YOU: JUST WATCHING OR ACTUALLY HELPING?

THERESA ZABELL — Two-time Olympic sailing champion & president – Ecomar Foundation.

We open the Congress with an inspiring talk by Theresa Zabell, a marine conservation activist. “And you: just watching or actually helping?” is a call to action to become an active protagonist of care, to move to action starting with small things that we all can do and that would have a dramatic impact on the seabed. Do not miss this presentation if you are willing to stop being a spectator.

11:30 to 12:00

## CONGRESS INSTITUTIONAL OPENING

MARÍA DEL MAR VÁZQUEZ — Mayor – City of Almería.

MARÍA DEL MAR PLAZA — General Secretary for Sustainability, Environment and Blue Economy – Government of Andalusia.

JAVIER AURELIANO — President – Almería Provincial Council.

YOLANDA DE AGUILAR — General Secretary for Tourism – Government of Andalusia.

Institutional Opening by the organizations and administrations that have supported and promoted the Congress.

12:00 to 12:05

## WORLD TOURISM ORGANIZATION

NATALIA BAYONA — Executive Director – World Tourism Organization (UNWTO).

12:05 to 12:10

## CEOE

ANTONIO GARAMENDI — President – CEOE.

12:10 to 12:15

## SMART CITIES AND MUNICIPALITIES AROUND BLUE TOURISM

JOSÉ DE LA UZ PARDOS — Mayor – Las Rozas Madrid City Council and representation of the Smart Cities Network (RECI).

12:15 to 13:15

**iUrban.es**  
Expertos en digitalización turística

## ARTIFICIAL INTELLIGENCE AND TECHNOLOGIES REVOLUTIONIZING TOURISM

ANDRÉS MARTÍNEZ (Moderator) — CEO – iUrban.es.

BELÉN HIDALGO — Coordinator of the Innovation Area of the Institute of Tourism of the Region of Murcia (ITREM).

ALEJANDRO MULLOR — Worldwide Public Sector Industry Advisor, Tourism Lead – Microsoft.

MOISÉS RUBIÑO — Head of the Digital Marketing Department – Turismo Andaluz.

LOURDES NAVARRETE — Executive Consultant of the Tourism Intelligence Area – Turismo y Planificación Costa del Sol.

Technology changes everything and offers us the possibility of revolutionizing the way companies develop their economic activity and destinations manage their infrastructures or find a way to create differentiation in the market. Big Data, Artificial Intelligence or Predictive Analysis are some of the tools that convert management into SMART and that provide great competitive advantages in the combination of hospitality and technology.

13:15 to 14:15

**MACENAS**  
Mediterranean Resort

## MACENAS MEDITERRANEAN RESORT, WHERE ORDINARY BECOMES EXTRAORDINARY

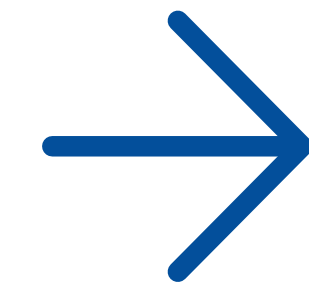
ANTONIO SÁNCHEZ — General Manager – Macenas Mediterranean Resort.

RAFAEL DE LA HOZ — Director of Rafael de la Hoz Architecture Studio. Architect Director Masterplan – Macenas Mediterranean Resort.

Macenas Mediterranean Resort is a new concept of tourism and residential sustainability that promotes a lifestyle connected to nature, in a simple and authentic way. A new way of approaching urban developments in a unique project created as a tourist experience based on the extraordinary and whose fundamental objective is the renaturalization of the place, preserving and enhancing its natural and cultural heritage. The project, promoted by the Cosentido family, will be launched at the congress.

14:15 to 15:15

## NETWORKING LUNCH



# Day 1 / (continued Room Andalucía)

15:15 to 16:15

## EVENTS, THE SEA AS A PROTAGONIST

JOSÉ VÉLEZ (Moderator) — Deputy Minister of Tourism, Culture and Sports in Almería – Government of Andalusia.

FRAN MELLÉN — Head of Marketing, Communications & Product Development – RPM Sports.

JUAN MANUEL FELIZ — President – Organizing Committee for the International Descent of the Sella (CODIS).

KIKO GONZÁLEZ — Director – Almería Sports Destination.

GONÇALO MIRANDA — Artistic Direction & Booking – Dreambeach Festival.

Events that take advantage of coastal destinations and, in general, the sea, oceans, rivers and lakes as the backbone of the tourist experience are another magnificent attraction for those new tourists who are looking for special occasions to go to tourist destinations that they have not visited. Sports competitions, festivals and regattas, among others, play an essential role in the development of sustainable tourism and in the promotion of tourist destinations that value and preserve their natural resources. These events not only attract visitors who are passionate about the marine environment, but also create a unique opportunity to raise awareness about the importance of protecting oceans and coasts. In addition, they promote quality tourism by offering authentic and exciting experiences related to local culture and nature. In this panel discussion we will learn about some success stories of events of this type and their impact on tourism in the territory.

16:15 to 17:15

## CLUSTERS AS TOURISM DRIVERS IN COASTAL REGIONS

FERNANDO ROBLEDO (Moderator) — Technical Director – Spanish Maritime Cluster.

JAVIER NORIEGA — President – Maritime-Marine Cluster of Andalusia (CMMMA).

IOLANDA PIEDRA — President – Maritime Cluster of the Balearic Islands.

JESÚS PICALLO — President – Tourism Cluster of Galicia.

The strengthening of clusters is key to the development of the European innovation strategy, as they are driving agents of innovative capacity and collaboration between universities, R&D centers and the productive fabric, fostering collaboration in their sectors or promoting the impulse of transformative projects and improving the competitiveness of the region. Maritime clusters have interconnected development solutions that include the different economic activities related to the industry and maritime activity in general. In this roundtable, we will learn about the role they play in the development of blue tourism in the different European regions and the key future trends for the sector.

17:15 to 17:45

## COFFEE BREAK

17:45 to 18:45

## amADEUS

### HOW DO FUTURE TOURISTS LOOK LIKE?

RAMÓN SÁNCHEZ — Head of Strategic Projects – Amadeus.

Trends are changing at a dizzying pace. Tourists are more and more connected and aware. As consumers, we are more demanding citizens who are no longer satisfied with just having a great experience and being treated wonderfully, but we are also focusing on how these tourism experiences take place. We want them to be sustainable as well as respectful of the environment and society and we want them to have a positive impact. In this presentation you will learn about all these trends, both today's and tomorrow's. You will discover the tools we have at hand to offer a better value proposition, greater customization and a more sustainable offer.

20:30

## WELCOME PARTY BARCELÓ CABO DE GATA



# Day 1 / Wednesday 15 november 2023 / Room Cajamar

9:00 to 10:15

ACREDITATION

10:15 to 12:15

LIVE BROADCAST OF THE CONTENT OF ROOM ANDALUCÍA

The overflow from Room Andalucía can proceed to the adjacent rooms to watch the broadcast of the event.

12:15 to 13:15

DISCOVERING THE FLAVORS OF BLUE TOURISM

SERGIO GIL (Moderator) — President — Sustainable Restaurants Foundation.

JUAN DIEGO SANDOVAL — Chef — Restaurant Coque, Madrid (2\* Michelin y 1\* Green Michelin).

MARÍA JOSÉ MEDA — Chef — Restaurant El Batán, Teruel (1\* Michelin y 1 Sol Repsol).

XAVIER PELLICER — Chef — Xavier Pellicer Restaurant, Barcelona — Healthy Kitchen.

MIGUEL ÁNGEL DE LA CRUZ — Chef — Restaurant La Botica de Matapozuelos, Valladolid (1\* Michelin y 1\* Verde Michelin).

Leveraging the fact that this congress will also host the the Annual Meeting of the Foundation for Sustainable Restaurants, a selection of the most important chefs in Spain, some of them awarded with Michelin stars, will tell us how the restaurateurs are changing the concept of tourism gastronomy and how consumers are increasingly willing to choose only sustainable options and to pay more for those proposals that stand out for the quality of their produce. We will also talk about how gastronomy has become a decisive factor in the choice of a specific tourist destination.

13:15 to 14:15

QUALITY CERTIFICATIONS: COMPETITIVENESS TOOLS

MARINA DELGADO (Moderator) — Head of Service of Quality and Innovation in Tourism — Government of Andalucía.

MIGUEL MIRONES — President — Institute for Spanish Tourism Quality (ICTE).

VIRGINIA YUSTE — Vice-president — Association for Environmental and Consumer Education (ADEAC).

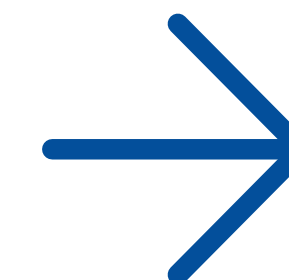
PALOMA GARCÍA — Director of Standardization Programs and Stakeholder Engagement — UNE.

JOSE ARCHER — President — Blue Flag of Europe Association, Portugal (ABAE).

In the dynamic context of Blue Tourism, quality certifications such as the prestigious “Q for Quality” or the highly reputed “Blue Flag Network”, have become key tools to boost competitiveness and excellence in this industry. These certifications do not only validate the high standards of sustainable services and practices offered by coast and marine tourism destinations and businesses, but also generate confidence among travellers, who are aware of the importance of supporting responsible and environmentally friendly options. By seeking and maintaining these distinctions, blue tourism stakeholders show their commitment to the conservation of marine ecosystems while providing enriching and authentic experiences. Ultimately, these quality tools not only enhance the competitiveness of destinations and businesses, but also promote a sustainable and high-quality blue tourism that will endure for the benefit of present and future generations.

14:15 to 15:15

NETWORKING LUNCH



# Day 1 / (continued Room Cajamar)

15:15 to 16:15



## INTEGRATION PORTS VS CITY

ROSARIO SOTO — President — Port Authority of Almería.

ISAIÁS PÉREZ (Moderator) — Partner — Cercania Consultores.

CARLOS RUBIO — President — Port Authority of Almería.

MARÍA JOSÉ ANDRADE — Professor of the Faculty of Architecture — University of Málaga.

Effective integration of the ports and the cities is becoming a key element in the development of high-quality blue tourism in destinations with well-developed port facilities. This harmonious link creates a seamless and attractive experience for visitors and increases the opportunities for cultural and economic improvement. A port that is well integrated into the urban fabric is not just a mere strategic access point for travellers but can also serve as a true showcase for local identity and maritime traditions. This collaboration between the port area and the city not only maximizes the tourism potential, but also contributes to the revitalization of urban areas and has a positive impact on the local community. Ultimately, port-city integration adds value to the tourism offer and also transforms these destinations into memorable and holistic experiences that resonate with travellers seeking authenticity and connection.

16:15 to 17:15



## INTEGRATION OF BEACHES IN URBAN CENTERS THROUGH SUSTAINABILITY CRITERIA

CARLOS PRIETO (Moderator) — Global Sales and Business Development Director — Libelium.

FRANCISCO CERDÁN — Tourism Deputy of the Community of Municipalities of the Western Costa del Sol and councilman of the Torremolinos City Council.

PABLO PIZARRO — Director of Tourism — Municipality of Viña del Mar (Chile).

CLAUDIA DA SILVA — Tourism Product Manager — RioTur (Rio de Janeiro, Brazil).

The coastal municipalities that have beaches in their urban centers have developed unequal projects around them in terms of urban planning and facilities that need to be updated or improved due to the evolution of the city itself or due to basic requirements such as accessibility or improved mobility. In this sense, the criteria of sustainability play a fundamental role in addressing the conversion of these environments that connect the beach with the urban core,

generating synergies between the two areas that allow, in turn, to take greater advantage of coastal areas, based on the use of the blue economy. Through this roundtable, we intend to address policies developed or planned in this regard that integrate a desire for urban regeneration, the creation of sustainable spaces and initiatives and a greater boost to the blue economy in mature and traditional tourist destinations.

17:15 to 17:45

## COFFEE BREAK

17:45 to 18:45

## BLUE TOURISM LEADERS TRAINING

EDUARDO SERRANO (Moderator) — Coordinator of the Master's Degree in F&B Management — Basque Culinary Center.

ROBERTO TORREGROSA — President of the Spanish Association of Hotel Managers in Catalonia (AEDH).

GINESA MARTÍNEZ — Director of the Chair of Tourism Intelligence of the Murcia Region — UCAM.

GASTÓN CEDRONE — Head of Marketing and Sponsorships — Ecomar Foundation.

ROBERTO RODRÍGUEZ — Director of Career Development and Internships Department — Les Roches.

In the current and future context of blue tourism, training emerges as a factor of vital importance for leaders in this field. The environmental and sustainability challenges faced by the marine environment require informed, trained and aware leaders of the fragility of marine ecosystems. Proper training not only provides a deep understanding of the impacts of human activity on the oceans, but also allows to develop innovative strategies to promote a responsible and beneficial blue tourism for both local communities and for the marine ecosystem as a whole. In this sense, investing in training of blue tourism leaders guarantees a more conscious, sustainable and ethical approach, ensuring the preservation of natural resources for present and future generations. Of all this and more we will talk at this panel discussion full of talent.

20:30

## WELCOME PARTY BARCELÓ CABO DE GATA



# Day 1 / Wednesday 15 november 2023 / Room Cosentino

9:00 to 10:15

## ACREDITATION

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12:15 to 13:15

## THE IMPORTANCE OF BLUE TOURISM IN THE FRAMEWORK OF THE ANDALUSIAN STRATEGY FOR A SUSTAINABLE BLUE ECONOMY

MARÍA DEL MAR PLAZA (Moderator) — General Secretary for Sustainability, Environment and Blue Economy – Government of Andalusia.

JAVIER NORIEGA — President – Maritime–Marine Cluster of Andalusia (CMMA).

JERÓNIMO DE BURGOS — Director of the Sustainable Tourism Department – University of Almeria.

JUAN NÚÑEZ — Manager – Puerto Banús.

13:15 to 14:15



## MARKETING STRATEGIES: THE FASHION OF INFLUENCERS AND INNOVATIVE PROMOTIONAL ACTIVITIES

ENRIQUE ACOSTA (Moderator) — CEO – EA Branding.

FRANCISCO HUIDOBRO — Director of Digital Business Services – Orange.

SAMUEL MATEOS — Marketing & Communications Manager – Kampaoh.

EVA BALLARÍN — Expert in Tourism, Hospitality, Gastronomy and MICE Strategy.

ALBERTO RIBAS — Travel and Gastronomy Blogger – Alvientoo.

New marketing strategies, such as the use of influencers, social networks and the specialized travel press, represent an invaluable resource for the deployment of a positioning strategy for tourist destinations and to promote those unique places related to blue tourism that are

less conventional. Influencers can share their authentic and exciting experiences with global audiences, creating a genuine connection with destinations and encouraging others to explore the unknown. Social networks, for their part, allow destinations to share visually attractive content, inspirational stories and traveler testimonials, which contribute to creating greater visibility and attract the attention of travelers seeking unique and authentic experiences. The travel press plays a vital role in deepening into the stories and highlights of less conventional blue tourism destinations, educating the audience about the diversity of options available and highlighting the importance of conserving these natural treasures. Together, these modern marketing strategies can bring tourist destinations back to life and promote sustainable and responsible tourism that consciously values and preserves natural resources.

14:15 to 15:15

## NETWORKING LUNCH

15:15 to 16:15

## NEW TRENDS IN THE TOURISM CONSUMER

ADOLFO BORRERO (Moderator) — Senior Advisor – Sun&Blue.

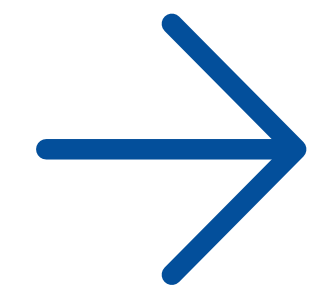
FELIPE FORMARIZ — Deputy Director General of Strategy and Services to the Tourism Sector – Turespaña.

FERNANDA RODAK — Sustainable Tourism Project and Research Coordinator – Pacific Asia Travel Association (PATA).

ESTRELLA DÍAZ — Associate Professor of Marketing and Market Research – UCLM.

JOSE MANUEL LASTRA — 1<sup>st</sup> Executive Vice President – Spanish Confederation of Travel Agencies (CEAV).

In the current tourist scenery, we can observe significant tendency changes in purchase forms and processes by tourists. The digital era has revolutionized the way in which travelers research, plan, and acquire experiences. Understanding the purchase drivers of these modern and connected tourists is essential to forging truly attractive and differentiated value proposals in the market. Personalization, authenticity, and sustainability emerge as key factors that influence purchase decisions. The experiences, where gastronomy or active tourism stands out, are the starting point of many of today's trips, above destinations, monuments, or coastal heritage. Travelers seek unique experiences that reflect their individual preferences, connect with local cultures, and minimize environmental impact. In this context, adapting the tourist offer to meet these changing demands not only guarantees competitiveness but also creates a deeper and more significant relationship with customers, resulting in a proposal that resounds and stands out in an increasingly dynamic and diverse market.



# Day 1 / (continued Room Cosentino)

16:15 to 17:15

## ACCESSIBILITY IN TOURIST INFRASTRUCTURE AND NATURAL RESOURCES

PILAR GUERRA (Moderator) — Director — DestinoVera.

PATRICIA CAVADA — Mayor — San Fernando City Hall.

CARLOS DOMÍNGUEZ — Business Development Area — Ilunion Accessibility.

VALENTÍN SOLA — President — Almeria Federation of Associations of People with Disabilities (FAAM).

BEATRIZ GARCÍA — Manager — Everyone Consultores.

Accessibility is being built into the DNA of Blue Tourism as an essential element that goes beyond the mere adaptation of infrastructures. It is a commitment to inclusion and equality that opens the doors to a range of enriching opportunities. In this context, technology is proving to be an invaluable ally, enabling us to overcome physical barriers and providing transforming experiences for people with different disabilities. The integration of tools such as virtual reality not only broadens the horizons of individuals with limitations, not just by giving them the opportunity to experience destinations and out-of-reach activities in a different way, but also by adding a new dimension to the tourism industry as a whole. Blue tourism becomes a more inclusive space and also demonstrates its capacity to innovate and adapt by combining accessibility and technology, creating memorable and meaningful experiences for everyone, regardless of their limitations. This panel will discuss how destinations are adapting their infrastructure and what innovative proposals technology is bringing to the table.

17:15 to 17:45

COFFEE BREAK

17:45 to 18:45

## SECURITY AS A DIFFERENTIATION AND INNOVATION DRIVER FOR BLUE TOURISM

FRANCISCO DE HARO (Moderator) — President of the Observatory of Intelligent Tourism of the Mediterranean (OTIM).

MANUEL BARROSO — Director — National Coordination Center for Rescue and Maritime Safety.

JACOBO ACOSTA — Head of Civil Protection Service of Almería — Junta de Andalucía.

FRANCISCO CANO — Prevention and Safety Manager — Royal Spanish Lifesaving and Rescue Federation (RFESS).

ADRIÁN PLAZAS — CEO — General Drones.

JUANJO ANDREO — General Manager — MySmartBeach.

In the current tourism context, maritime safety and rescue are emerging as crucial factors that not only guarantee the protection of visitors to coastal destinations but have also become a powerful distinctive to attract travelers concerned about their well-being. Incorporating innovations, such as drones for water rescue and smart monitoring water quality buoys, evidence an unwavering commitment to the safety and positive experience of tourists. These technologies not only speed up the response time in emergency situations, but also provide a new level of service and care, reinforcing the perception of destinations as leaders in safety and well-being. In the long run, investing in innovative safety measures not only distinguishes destinations but also helps to build a solid yet lasting reputation for blue tourism. We will talk about all of these innovations and the challenges that destinations face in becoming safer and sustainable.

20:30

WELCOME PARTY BARCELÓ CABO DE GATA



**sun&blue.**

Blue Tourism  
Innovation Congress

# Day 2

— Thursday 16 november 2023

Room Andalucía

Room Cajamar

Room Cosentino

# Day 2 / Thursday 16 november 2023 / Room Andalucía

9:00 to 10:00

## BLUE TOURISM ECONOMICS STRATEGIES

GONZALO ALFREDO LA ROSA (Moderator) — Director – Future Cities Institute (Argentina).

GUSTAVO VENTURA — Secretary of Tourism – Municipality of Ushuaia (Argentina).

KARINA FORTETE — Project Coordinator – Montevideo Smart Destination (Uruguay).

EDURNE VIDAL — General Manager – Tourism Agency of Santander.

In nations where tourism plays a crucial role in GDP and where marine natural resources are abundant, the development of blue economy strategies applied to tourism not only becomes a viable option, but a strategic imperative. These strategies not only allow to take advantage and preserve the rich natural assets, but also give a unique opportunity to differentiate themselves in a saturated global market. By adopting innovative and sustainable approaches that prioritize the conservation of marine ecosystems and the integration of the local community, these destinations can highlight as leaders in responsible and high quality tourism. The blue economy applied to tourism not only creates a more competitive offer, but also establishes a model to follow for other destinations, establishing a harmonious balance between economic growth and the preservation of natural values, resulting in a winning approach for generations present and future. In a face to face format, facing the strategies of several countries, we will be able to enjoy the backbone elements of the Blue Tourism Strategies that are inspiration models in this area. Something unpublished so far...

10:00 to 10:50

## MINI FOR THE OCEANS AND SUSTAINABLE MOBILITY

MIRIAM ARISTEGUI — Strategic Alliances and Partnerships – Gravity Wave for #PlasticFreeOceans.

The “Mini For The Oceans” project by Mini Spain is an initiative in collaboration with Gravity Wave to promote actions aimed at cleaning of the sea bottom and retrieving fishing nets, the main type of plastic waste found on the seabed. The idea is to recycle the nets and create new products such as street furniture. This initiative is 100% in line with BMW Group’s sustainability policy, which aims at tackling the environmental challenges affecting the oceans and the sustainable mobility. Through this project Mini shows its commitment to leading the conservation of marine environments and to promoting more responsible mobility practices in terms of electrification, circular economy and clean technologies, demonstrating its commitment to a cleaner and healthier future, both on the road and in marine ecosystems.

10:50 to 11:00

## REFILL THE FUTURE, REFILL THE OCEAN

IVÁN BERGÉS — Growth Director – Aguakm0.

SANTI MIER — CEO – Ocean52.

11:00 to 11:30

## COFFEE BREAK

11:30 to 12:30

## WHAT CAN NATIONAL GEOGRAPHIC SPAIN DO FOR THE COASTAL DESTINATIONS OF THE COUNTRY IN THE 21<sup>ST</sup> CENTURY?

GONÇALO PEREIRA — Director Spain and Portugal – National Geographic.

National Geographic will show us the perspective of its experts, who are used to portraying the most extraordinary places in the world, the most unique tourist experiences and the most impressive flora and fauna we have on the planet, about Blue Tourism. Gonçalo Pereira, General Director of National Geographic for Spain and Portugal, will join us on stage to tell us not only what is seen behind the camera, but also the importance of media, such as them, to disseminate unique natural and tourist experiences, especially in Blue Tourism and how their journalism helps to bring this extraordinary nature closer to the general public.

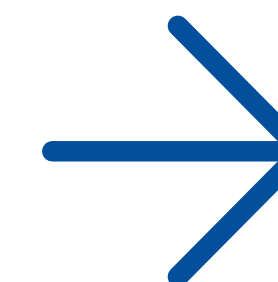
12:30 to 13:30

## INLAND BLUE TOURISM: GREAT LAKES OF CANADA AND THE U.S.A.

ANNA TANSKI — Tourism Director – Great Lakes U.S.A. and Canada.

13:30 to 14:30

## LUNCH



# Day 2 / (continued Room Andalucía)

14:30 to 15:30

## THE SUSTAINABILITY OF BLUE TOURISM

ARNAU TEIXIDOR — Ecosystem Resilience & Spatial Planning Programme Officer – International Union for the Conservation of Nature (IUCN).

GIULIA BALESTRACCI — Project Manager Blue Tourism Initiative – Eco Union.

Coastal and maritime tourism is one of the most important economic sectors of the blue economy. It enables the creation of jobs and the socio-economic development of destinations, but at the same time it contributes to global warming, fragilizes vulnerable ecosystems, and can generate tensions with local communities. It is therefore necessary to properly plan and manage blue tourism through inclusive and participatory mechanisms, nature-based services and solutions, and responsible and sustainable business models. In this session, the Blue Tourism initiative, led by two of the most innovative entities in this field, will be presented. The International Union for Conservation of Nature (IUCN), formed by governmental and civil society organizations, and the ECO-UNION association, a think tank and action center for environmental sustainability in the Euro-Mediterranean region.

15:30 to 16:30

## MUSEUMS, AQUARIA AND CLIMATE CHANGE: STORYTELLERS AND CONVENERS OF DISCUSSION

KATHERINE BURTON — Director of Museum Studies Program – Harvard Extension School.

JORGE ALBERTO JIMÉNEZ — Advisor – Axion.

Given their educational missions, museums are well placed to begin conversations with the public about climate change and the importance of environmental sustainability. They are the keepers of stories about the objects in their care and use these to inform

audiences about the need to take action. Museums are potential partners and collaborators with companies engaged in Blue Tourism. This session makes a case for museums as storytellers and conveners of discussion around these issues through real world examples, the technologies used now and the potential for future use in outreach and education.

16:30 to 17:00

## COFFEE BREAK

17:00 to 18:00

## THE TRANSFORMATION OF THE CRUISE SECTOR IN THE ERA OF SUSTAINABILITY

FIGEN AYAN — Chief Port Officer at Galataport Istanbul & President at MedCruise.

The cruise sector may be one of those that is most closely experiencing the transformation that sustainability entails in a comprehensive and holistic way. A renewed focus on environmental responsibility and quality of the passenger experience along with efforts to decarbonize operations, use renewable energy sources, electrify cruise fleets and implement advanced recycling programs waste paints a new scenario for this tourist product. This evolution towards sustainability also extends to the uniqueness, exclusivity and quality of tourist experiences, increasingly premium, becoming experiences that combine luxury, comfort and authenticity, while respecting the destinations visited and promoting awareness about the importance of preserve our planet.

21:00

## GALA DINNER & AWARDS CEREMONY



# Day 2 / Thursday 16 november 2023 / Room Cajamar

9:00 to 10:00

## MARITIME TOURISM

MARTA PASCUAL (Moderator) — Spanish National Hub – WestMed Initiative Assistance Mechanism.

PABLO MARIÑO — CEO – Bluscus Marine Tourism.

SHONIA CRUZ — CEO – La Mar Consultoras LMC.

INMACULADA TORRES — Manager – Local Action Group for Fisheries and Aquaculture of the Region of Murcia (GALPEMUR).

The European WestMED Initiative (WestMED Initiative) is the European Sea basin initiative that brings together the countries bordering the Western Mediterranean, including Spain, Portugal, Italy, France, Malta, Morocco, Algeria, Tunisia, Libya and Mauritania. This initiative seeks to promote cooperation on issues related to the sustainable development of the marine and coastal region of the Western Mediterranean. Within the framework of WestMED, and more specifically from its Spanish National Hub, work is being done to establish a National Maritime Tourism Network, whose main objective is to promote sustainable maritime tourism and the diversification of fishing activity towards other activities that promote the economic development of coastal and marine areas when, for various reasons, they cannot carry out their fishing activity. This network seeks to diversify fishing activities to promote authentic and environmentally friendly experiences. By doing so, it is intended to contribute to local economic development, the conservation of marine ecosystems and the promotion of fishing culture and tradition in the Western Mediterranean region. Hand in hand with this important initiative of the European Commission, we will learn about the importance of maritime tourism and all the development it is having at the European and national level. This session will serve to present 3 examples of Spanish companies and/or initiatives around Maritime Tourism, we will understand what they offer and what opportunities and barriers they have encountered when developing their activities.

10:00 to 11:00

## GREEN AND BLUE ENERGY GENERATION

MANUEL LARRASA (Moderator) — General Secretary of Energy – Government of Andalusia.

JOSÉ MARÍA REYES — Ports Business Development – Endesa.

PEDRO M. MAYORGA — CEO – EnerOcean.

ÁFRICA CASTRO — Director of Strategy, Communication and Business Development – H2B2.

The production of green and blue energy is emerging as a key factor in blue tourism, playing a crucial role in the sustainability and attractiveness of coastal and maritime destinations. The use of renewable and sustainable energy sources not only reduces the environmental impact of tourism activities but completes the backbone and enhances the attractiveness of these destinations. The possibility of experiencing an environment that embraces ecological and sustainable practices not only attracts conscious travellers, but also creates a positive and avant-garde image of the destination as a whole. Green and blue energy do not only transform the way tourism operates, but also establish a higher standard of responsibility and commitment to the preservation of marine ecosystems, creating an enriching and conscious tourism experience for travellers seeking to connect with nature and a sustainable future.

11:00 to 11:30

## COFFEE BREAK

11:30 to 12:30



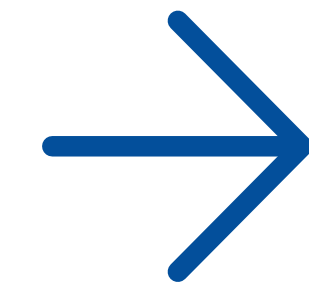
## ZERO EMISSIONS PORTS. THE SUSTAINABLE TRANSFORMATION OF THE PORTS

ESTHER MOLINA (Moderator) — Head – SunCruise Andalucía and President of the Tourism Commission of Cádiz.

FRANCISCO JOSÉ GONZÁLEZ — General Manager – Port Authority of Motril.

CARLOS DE LA ROCHA — Business Development Manager Energy Services South Zone – Acciona Energía.

The decarbonization of ports and their electrification as mechanisms for sustainable development, with the aim of achieving zero-emission ports, currently are the two hot topics and main lines of work. The activity of maritime transport, cruises and nautical tourism is transforming ports and their activity as one of the most polluting agents in the entire tourism ecosystem, but also as the main protagonist to articulate a change that is possible, that is already taking place and where there are technologies that can accelerate these processes of fossil fuel elimination and emission compensation.



# Day 2 / (continued Room Cajamar)

12:30 to 13:30

## THE GOVERNANCE OF TOURIST DESTINATIONS

ANA MONICHE (Moderator) — European Projects and International Networks Area Manager – Turismo Andaluz.

JEREMIE FOSSE — President – Eco Union.

DAGMAR LUND-DURLACHER — Senior Research Associate – Center for Sustainable Tourism at Eberswalde University (Germany) and the Institute for Tourism Sustainability in Vienna.

JUAN CASTRO — Manager – Cluster of Innovative Companies for Tourism of the Valencian Community – ADESTIC.

The transversal nature of tourism requires maximum coordination and consensus in the policies developed in tourist destinations. Destinations are called upon to articulate their value proposition with an accessible infrastructure, an innovative and differentiated offer, a sustainable and responsible approach to tourism, and a use of technology that allows maximum anticipation both of the market and the day-to-day management challenges. Local authorities must create trust and manage public assets with legitimacy, they must involve all strategic stakeholders and meet the expectations of tourists, residents and businesses. How to do this is a complex challenge and we will address it in this presentation.

13:30 to 14:30

LUNCH

14:30 to 15:30

## THERE'S NO SUSTAINABILITY WITHOUT LEADERSHIP

ANDREAS KOCH — Managing Director – blueContec.

There is a strong connection between sustainability, leadership and health. In his presentation, Andreas will share his insights after 25 years of working in sustainable tourism within a large tour operator (TUI), an NGO (Futouris), and his own consultancy (bluecontec). He will explore

the success factors and challenges of different sustainable tourism approaches and explain why he believes that we need to start sustainability from the inside out, in other words, our motivation and attitude. Thus, his presentation will dive into the new regenerative leadership approach, focusing on what we can learn from nature for our tourism businesses and gain a more holistic destination management approach.

15:30 to 16:30

## INNOVATIVE STRATEGIES TO DESEASONALIZE THE TOURISM INDUSTRY

ESTEBAN HERRERA (Moderator) — European Projects and International Networks Area – Turismo Andaluz.

PAULO CÉSAR NAUIACK — Superintendent – Municipal Tourism Institute Curitiba (Brazil).

TONO FRANCO — Managing Director – Fundació Visit València.

MAMUKA BERDZENISHVILI — Founder and Executive Director Tourism Institute – Georgia National Hub.

VÍCTOR GORGA — Country Manager for Tourism Development and Territorial Marketing – Inmark Group.

The development of innovative strategies to deseasonalize the tourism sector is of vital importance in the search for a more resilient and sustainable tourism industry. Seasonality is often a significant challenge as it can lead to extreme fluctuations in demand, affecting the economic stability of local communities and the quality of jobs in the sector. By promoting the diversification of tourism offers, adaptation to new travel trends and creating incentives to attract visitors throughout the year, these strategies not only help to smooth out seasonal fluctuations, but also contribute to the more equitable distribution of the economic benefits of tourism. Furthermore, by promoting the decongestion of destinations in high season, the traveler experience can be improved and pressure on natural and cultural resources can be reduced, in line with the trends of more sustainable and responsible tourism.



# Day 2 / (continued Room Cajamar)

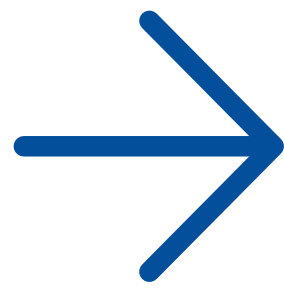
16:30 to 17:00

COFFEE BREAK

17:00 to 18:00

WESTMED INITIATIVE

MARTA PASCUAL — Spanish National Hub – WestMed Initiative Assistance Mechanism.



The European WestMED Initiative (WestMED Initiative) is the European Sea basin initiative that brings together the countries bordering the Western Mediterranean. It is the result of years of dialogue between ten countries in the Western Mediterranean region involved in the '5+5 Dialogue': five EU Member States (France, Italy, Portugal, Spain and Malta) and five Southern partner countries (Algeria, Libya, Mauritania, Morocco and Tunisia). These countries are ready and willing to work together on their shared interests for the region: increasing maritime security, promoting sustainable blue growth and jobs, and preserving ecosystems and biodiversity. The Initiative builds on the European Commission's long experience in macroregional and sea basin strategies (such as the Atlantic Strategy, the EU Strategy for the Baltic Sea Region and the EU Strategy for the Adriatic and Ionian Region). It also builds on other EU policies linked to the region, such as the priorities of the European Neighborhood Policy Review and the recent Communication on international negotiations in the Western Mediterranean. The session will explain what the WestMED Initiative is, what are the work areas and activities carried out so far and will present what opportunities for collaboration and financing for blue economy exist.

21:00

GALA DINNER & AWARDS CEREMONY



# Day 2 / Thursday 16 november 2023 / Room Cosentino

9:00 to 10:00

## COAST LEGAL FRAMEWORK

CARMEN PORRAS (Moderator) — Journalist – Hosteltur.

ARTURO CROSBY — CEO – Forum Natura International.

JAVIER NAVARRETE — Head of Service of Public Use and Ecotourism in Natural Areas – General Directorate of Protected Natural Areas of the Department of Sustainability, Environment and Blue Economy – Government of Andalusia.

FRANCISCO GARCÍA — President – Business Association Cabo de Gata-Níjar Natural Park – ASEMPARNA.

PEPE PALACIOS — President – Association for Environmental and Consumer Education (ADEAC).

The competitiveness of the coastal regulatory framework plays a key role in the development of blue tourism. While it is essential to ensure the protection of marine and coastal ecosystems, the challenges and problems associated with the beach management plans, the coastal legislation and the relationship with business operators can be quite complex. Sometimes the implementation of beach management plans and the application of regulations can create conflicts between the environmental protection and business needs, hampering their harmonious coexistence. The rigidity of the Coast Law can hinder sustainable tourism development, while the promotion of business investment can clash with conservation objectives. In this delicate balance, a careful yet strategic collaboration between authorities, businesses and environmental organizations is needed to ensure that regulations promote a responsible and high-quality blue tourism that protects our valuable marine resources and provides economic and development opportunities in harmony with the environment.

10:00 to 11:00

## NAUTICAL SPORTS TOURISM

ROBERTO ÁLVAREZ (Moderator) — CEO – Satour DMC & Tourism Consulting. Regional Manager of Andalusia – Institute for Responsible Tourism Biosphere.

RAFAEL MERINO — General Manager of the Public Ports Agency of Andalusia (APPA).

IGNACIO JAVIER DEL RÍO — Asset Manager – Ocean Capital Partners.

MANUEL CRESPO — CEO – Andalusian Institute of Professional Diving.

IGNACIO MURUBE — CEO – Over Limit Group.

11:00 to 11:30

## COFFEE BREAK

11:30 to 12:30



## EFFECTS OF CLIMATIC CHANGE ON BLUE TOURISM

CRISTINA ALONSO (Moderator) — Journalist – Actualidad Económica – El Mundo.

ANTONIO GARCÍA — General Director of the European Green Capital – Valencia City Council.

PEDRO TORRES — Marketing Manager – ESRI.

MARÍA C. UYARRA — Senior Researcher Marine Resources – AZTI.

PEDRO AGUILERA — Professor of Ecology – CEIMAR.

The effects of climate change on blue tourism are undeniable and require urgent and coordinated action. It is imperative for the business sector to play a leading role in promoting sustainable development objectives by adopting responsible and respectful practices for the environment. Instead of only focusing on prohibitions and sanctions, policies must promote responsibility and innovation, encouraging companies to embrace sustainability and

incorporate clean technologies in their operations.

Likewise, tourist awareness becomes an essential link in the protection of marine and natural ecosystems. By educating travelers about the fragility of these environments and their importance, a change of mentality is promoted that transcends beyond tourism, generating a solid base for long-term conservation. In this collective effort, the impulse of sustainability from all fronts becomes the key to ensuring a blue and responsible tourism, which not only enjoys the beauty of the oceans, but also contributes to their wellbeing and perpetuity.

12:30 to 13:30

## SPORT AS A DESEASONALIZATION FACTOR

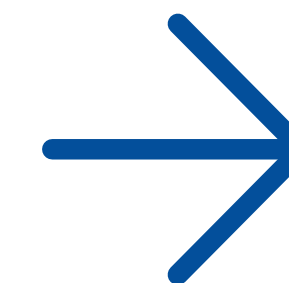
VÍCTOR ROMERO (Moderator) — Deputy Director of Sponsorship and Sports Promotion – Turismo y Deporte de Andalucía.

JOSÉ MIGUEL SEGURA — Head of the Documentation, Training, Research and Qualifications Service – Andalusian Institute of Sport.

EDUARD CENTELLES — President of the Spanish Federation of Underwater Activities (FEDAS).

PAKO ROMERO — Deputy in Almería – Andalucía ECO&ACTIVA.

The role of water sports is crucial for the deseasonalization of tourist destinations respecting blue tourism. The diversity of water sports, such as surfing, sailing, kayaking, and diving, not only attracts travelers throughout the year but also contributes to local economic development as it extends the tourist season. In addition, water sports promote a connection with the oceans and raise environmental awareness. People practicing these sports often develop a deep respect for the marine environment and become active marine conservationists. By promoting the sustainability and conservation of aquatic ecosystems, water sports become an ally in the fight against the degradation of the oceans, protecting their health and beauty for present and future generations.





# Day 2 / (continued Room Cosentino)

13:30 to 14:30

LUNCH

14:30 to 15:30

## SMART BLUE TOURISM LABORATORIES

JOHN MORA (Moderator) — Vice-president – Smart Cities Commission VP – AMETIC.

DANIEL CARO — Chief Data Officer – Turismo Andaluz.

ALEJANDRO MULLOR — Worldwide Public Sector Industry Advisor, Tourism Lead – Microsoft.

FRÉDÉRIC VIEUXMAIRE — Smart City & Tourism Manager – Telefónica Spain.

FRANCISCA RUBIO — General Manager – Gaia-X Spain.

The work carried out by SEGITTUR, including the concept of Laboratories within the Smart Destination Platform to establish “test beds” has been a significant step towards the digital transformation of the tourism industry. Tourism Living Labs, already operating in many cities, provide a collaborative space where companies, institutions, and citizens can experiment and co-create innovative solutions for tourism. There are numerous benefits of these laboratories, from technology and application validation to the enhancement of tourist experience and the promotion of destination competitiveness. Projects such as Gaia-X are defining new data spaces in the tourism sector, leading the way towards more efficient and secure management of information. SEGITTUR’s Smart Destination Platform initiative is key for establishing interoperability data standards, enabling the effective integration of systems and the creation

of a common data environment for tourism. Furthermore, within the framework of blue tourism, this platform facilitates the implementation of use cases, ranging from sustainable marine resource management to the promotion of authentic and responsible experiences in coastal destinations. Altogether, these initiatives are accelerating digitization and innovation in tourism, leading to a more efficient, sustainable, and traveler-centered industry.

15:30 to 16:30

ecovidrio  
ENTIDAD SIN ANIMO DE LUCRO

## WASTE MANAGEMENT. CLEANING BEACHES AND OCEANS

JOSÉ CÁNDIDO SEBA (Moderator) — RECI manager and Civinet Iberia ambassador – Rota City Council and European Commission.

ANTONIO URDIALES — Deputy Councilor of Environmental and Energy Sustainability Area – Almería City Council.

JESÚS GUTIÉRREZ — Eastern Andalusia Manager – Ecovidrio.

DANIEL CHAVES — Environment Technician – Salobreña City Council.

JORGE REIG — Restaurant Casa Santi – Roquetas de Mar.

An efficient management of the infrastructures and their adaptation to the high seasons in tourist destinations has become an essential pillar to ensure high-quality and sustainable experiences. In particular, waste management, recycling, and beach cleaning play a key role in distinguishing those destinations committed to environmental protection and responsible tourism. The implementation of strong waste and recycling management systems not only ensures the preservation of the natural and marine environment but also reflects a proactive attitude toward sustainability. Destinations that focus their efforts on

keeping beaches clean and managing waste responsibly, create a more attractive environment for visitors and also convey values of respect for nature and the local community. In a market where environmental awareness and tourism ethics are on the rise, sustainable infrastructure management is becoming a valuable distinctive that recognizes those destinations that are truly committed to protecting the resources and the well-being of all.

16:30 to 17:00

COFFEE BREAK

17:00 to 18:00

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make it easy

## SMART WATER MANAGEMENT AS A NATURAL RESOURCE FOR BLUE TOURISM

EMILIO HERRERA (Moderator) — VP Smart Cities Comision AMETIC & Head of Public Sector Cibernos.

VÍCTOR SERRANO — General Director of the Mar Menor – Regional Ministry of Environment, Universities and Research of the Autonomous Community of the Region of Murcia.

PAULO CÉSAR NAUIACK — Superintendent – Municipal Tourism Institute Curitiba (Brazil).

CARMEN FARRÉ — Head of Innovation Nature based Solutions & Nutrients full Reuse | Innovation Business – Veolia.

21:00

GALA DINNER & AWARDS CEREMONY

**sun&blue.**

Blue Tourism  
Innovation Congress

# Day 3

— — Friday 17 november 2023

Room Andalucía

Room Cajamar

Room Cosentino



# Day 3 / Friday 17 november 2023 / Room Andalucía

9:00 to 10:00

## CONSCIOUS CONSUMPTION. CHILDREN EAT THE FUTURE

XANTY ELÍAS — CEO Xanty Elías Group & President of the Prenauta Foundation (1\* Green Michelln).

In the current and future context of blue tourism, training is emerging as a crucial factor for leaders in the field. The environmental and sustainability challenges of the marine environment require leaders who are informed, trained and aware of the fragility of marine ecosystems. With the right type of training they will have not only a comprehensive understanding of the impact of human activities on the oceans, but also they will develop innovative strategies to promote responsible blue tourism, a beneficial activity for both local communities and the marine ecosystem as a whole. In this sense, investing in the training of blue tourism leaders guarantees a more conscious, sustainable and ethical approach, ensuring the preservation of natural resources for present and future generations. All this and more will be dealt with in this panel discussion.

10:00 to 11:00

## SUSTAINABLE APPROACH TO THE BLUE ECONOMY IN THE EU

MANUEL PLEGUEZUELO — Directorate-General for Maritime Affairs and Fisheries – European Commission.

Europe has given significant attention to the blue economy, recognizing it as a key sector for

sustainable development and innovation. Within this approach, the vertical blue tourism has emerged as an intelligent specialization (S3) that combines the richness of marine resources with technological innovation and sustainability. In line with this vision, various funds and programs have been promoted to promote innovation in blue tourism. Initiatives such as Horizon Europe, the European Maritime and Fisheries Fund, and specific regional and national programs, seek to support projects that promote excellence in coastal and marine tourism. These funds not only support the creation and development of innovative tourist initiatives, but also promote research and collaboration in the search for sustainable solutions for the challenges facing this sector. In short, investment in the blue economy, and in particular in blue tourism, reflects Europe's commitment to employment creation, economic prosperity and protection of marine ecosystems through innovation and sustainable development.

11:00 to 11:30

## COFFEE BREAK

11:30 to 12:30

## GROWTH SOUL COMPANIES

ÁNGEL BONET — President – ImpactCo.

The greatest challenges humankind currently faces are the sustainability and regeneration of our planet, social inequality and the impact of the technological revolution at all levels. Businesses, from the smallest company to the

largest multinationals, can and should contribute to meeting these challenges. Their role is essential because they have the strength, creativity and flexibility that other organizations lack. Ángel Bonet proposes that companies, guided by a new type of leadership, review their foundations and transform themselves to play the role that society needs worldwide. They will become Growth Soul Companies, companies that grow with a soul, fully aware of the impact of their actions on the planet and on society.

12:30 to 13:30

*D-Marin*

## SUSTAINABLE MARINAS FOR TODAY'S AND FUTURE GENERATIONS

RAFAEL AZNAR — Country Manager – D-Marin Spain.

MATTHIAS GEHRING — Chief Digital Officer – D-Marin.

ARETI PRIOVOLOU — HSE Officer – D-Marin.

ESG is one of the main pillars of D-Marin Business and no longer a mere concept; it is an imperative and a responsibility to ensure a sustainable world, both environmentally and ethically, for company teams, suppliers, and the communities in which business operates. D-Marin meets company goals taking advantage of scale and technology using in-house digital innovations unique in the nautical industry. All these achievements and large investments in green energies ranked the company on top 25% worldwide of sustainable corporations in the global leisure industry audited by EcoVadis. D-Marin is a leading operator of premium yacht marinas with 23 locations across in Greece, Turkey, the United Arab Emirates, Montenegro, Croatia, Italy, Spain and Malta. D-Marin offers comprehensive

marina management, marina development and has a single focus of enriching the yachting experience of customers.

13:30 to 14:00

## CLOSING OF THE CONGRESS

MARÍA SACRAMENTO SÁNCHEZ — Deputy Mayor and Councilor for Tourism, Public Works, Maintenance, Accessibility and Blue Economy – Almería City Council.

FERNANDO GIMÉNEZ — 2<sup>nd</sup> Vice-president – Deputy Delegate of the Presidency, Demographic Challenge, Historical Heritage and Tourism Area.

RAMÓN FERNÁNDEZ-PACHECO — Regional Minister of Sustainability, Environment and Blue Economy – Government of Andalusia.

Institutional closing ceremony by the entities and administrations providing support and promoting the congress.



# Day 3 / Friday 17 november 2023 / Room Cajamar

9:00 to 10:00

## SMART AND BLUE ISLANDS

ADOLFO BORRERO (Moderator) — Senior Advisor – Sun&Blue.

ROBERT TABONE — Ministry for National Heritage, Arts and Local Government – Government of Malta.

GUSTAVO VENTURA — Secretary of Tourism – Municipality of Ushuaia (Argentina).

CARLOS D. GUTIÉRREZ — Fuerteventura Isla Inteligente Project Coordinator – Fuerteventura Island Council.

JUANMA REVUELTA — CEO Finnova Futurism. Startup Europe Accelerator Director. Senior Advisor Next Generation EU Economic Diplomacy.

PAOLA PLASENCIA — Consejera Delegada – HECANSA.

A round table on the perspective of islands as intelligent territories. It will address the problems of insularity as well as the management of natural disasters and water management in those destinations most prone to suffer it. It will also address the perspective of the European Funds and the forecast of projects to the Insularity.

10:00 to 11:00

## COASTAL COASTAL HERITAGE AS A BLUE TOURISM ENGINE

JOAQUÍN RODRÍGUEZ (Moderator) — Geology Professor – Huelva University.

MILAGROS ALZAGA — Head of the Center for Underwater Archeology.

CLIVE FINLAYSON — Director – Gibraltar Museum.

JOSÉ MARÍA CALAFORRA — Geology Professor – Almería University.

The coastal heritage stands as a key driver in the impulse of blue tourism, since its natural and cultural wealth attracts travelers in search of authentic experiences and in harmony with the marine environment. Although in the past there was a debate on the restrictive protection of these resources, the general opinion of the scientific community has positively valued its sustainable integration into tourist activity. The scientific community advocates a balanced

approach that considers both the conservation of ecosystems and the generation of economic interests through tourism. This perspective ensures long-term protection by encouraging investment in responsible practices, promoting environmental education, and promoting the active participation of local communities in coastal heritage management. The optimization of these resources, instead of their prohibition, emerges as a more effective path to safeguard their integrity and provide tourists with valuable and respectful experiences while stimulating the sustainable economic development of coastal regions. In this debate table we will discuss this perspective and the wealth of coastal heritage we have along the entire Mediterranean coast with leading figures in the fields of science and maritime conservation.

11:00 to 11:30

## COFFEE BREAK

11:30 to 12:30

## INTERIOR BLUE TOURISM. UNITED BY THE WATER: RIVERS AND LAKES AS ASSETS

FRANCISCO MORCILLO (Moderator) — CEO – MB3 Gestión.

RAFAEL CARMONA — President – Port Authority of Seville.

CAROLINA CASADO — Tourism Director – Badajoz Provincial Council.

ENRIQUE ACOSTA — CEO – EA Branding.

Blue tourism goes far beyond the seas and oceans reaching inland destinations through rivers, lakes and reservoirs, which are also natural resources with high added value. In an increasingly urbanized world, the rise of water-based resorts, spas and even water parks with premium facilities have made the use of water as a source of wealth in tourism. We will try to deepen their peculiarities and how they can live together.

12:30 a 13:30

## NEW TECHNOLOGIES APPLIED TO BLUE TOURISM

JOSÉ LUIS CÓRDOBA (Moderator) — Director – AndaluLab.

ENRIQUE LARA — CEO – OK Located.

FRANCESCO PITITTO — CEO – Envjoy Nature.

JAVIER ROMERA — Head of technological and educational projects – Valores Valientes Association.

MANUEL LARA — Co-Founder – MilenIA.

The new technologies applied to blue tourism play a pivotal role in shaping the evolution of coastal and marine tourism. Applications providing tourist and cultural information not only enhance the traveler's experience but also contribute to the preservation and promotion of marine heritage. Immersive technology, on the other hand, transports tourists to a new dimension, enabling them to virtually dive into coastal destinations and explore their rich biodiversity. Furthermore, artificial intelligence, used for predicting tourist flows and intelligently managing reservations, not only optimizes trip planning but also helps mitigate environmental impacts by efficiently distributing visitor influx. In summary, these innovations not only improve the tourist experience but also contribute to the sustainability and conservation of coastal tourist destinations, ensuring a harmonious balance between tourism growth and the preservation of the marine environment.

13:30 to 14:00

## LIVE BROADCAST OF THE CONTENT OF ROOM ANDALUCÍA

The overflow from Room Andalucía can proceed to the adjacent rooms to watch the broadcast of the event.

# Day 3 / Friday 17 november 2023 / Room Cosentino

9:00 to 10:00

## DATA SCIENCE PLATFORM FOR TOURISM SUSTAINABILITY

RAMÓN FERRI — Head of the Innovation and Digital Agenda Area – Valencia City Council.

ANTONIO GUEVARA — Dean of the Faculty of Tourism – University of Malaga.

The keynote will present the work developed by the Chair of Digital and Coastal Tourism of the University of Malaga, in collaboration with Andalusian Tourism public company, for the development of a Management System for the Transition to a Sustainable and Integrated Tourism Model in the Territory. The general objective of this project is the development of a system that discovers, incentivizes and promotes initiatives that pursue the sustainability objectives of the 2030 Agenda, the European Green Deal, the Sustainable Development Goals (SDGs). The presentation focuses on the variables and destinations of Blue Tourism.

10:00 to 11:00

## IMPACT OF TOURISM ON LOCAL COMMUNITIES

MARIANO TORRES (Moderator) — CEO – Sien Consulting.

JOSÉ ANTONIO GONZÁLEZ — Jefe de Promoción del Servicio Provincial de Turismo – Diputación de Almería.

JOSÉ JAVIER RUIZ — Major – City of Rota.

PEDRO BARRIONUEVO — Director of Tourism and Business Development – Turismo Costa del Sol.

MARÍA DEL MAR LÓPEZ — Tourism and Beaches Area – San Pedro del Pinatar, Murcia.

The impact of tourism on residents and their environment is a key factor to take into account in the development of tourist destinations and deployment of the industry's business fabric. Unsustainable tourism, characterized by overcrowding, saturation of infrastructure and deterioration in the quality of life of residents, has been a concern in many tourist areas and is a very popular topic today. However, sustainable, seasonally adjusted, and respectful blue tourism represents a paradigm shift that can have

a very positive impact on local communities and the well-being of their residents. By promoting a more balanced and conscious approach to tourism, we can create sustainable economic opportunities, preserve cultural authenticity and improve the quality of life of those living in blue destinations. Additionally, by deseasonalizing tourism, the visitor flow can be more evenly distributed throughout the year, reducing pressure on infrastructure and the environment, while encouraging a harmonious relationship between the local community and tourists. This transformation towards a more responsible tourism not only benefits visitors but also protects and enriches the lives of those who call these beautiful coastal regions their home.

11:00 to 11:30

## COFFEE BREAK

11:30 to 12:30



## SUSTAINABLE DEVELOPMENT STRATEGIES AND POLICIES FOR BLUE DESTINATIONS

EMILIO HERRERA (Moderator) — VP Smart Cities Comision AMETIC & Head of Public Sector Cibernos.

JOSÉ JAVIER RUIZ — Major – City of Rota.

KARINA FORTETE — Project Coordinator – Montevideo Smart Destination (Uruguay).

ANTONIO GARCÍA — General Director of the European Green Capital – Valencia City Council.

12:30 to 14:00

## LIVE BROADCAST OF THE CONTENT OF ROOM ANDALUCÍA

The overflow from Room Andalucía can proceed to the adjacent rooms to watch the broadcast of the event.



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