



TOURISM DIGITALIZATION AND SMART TOURISM DESTINATION: TRANSITION PATHWAY FOR TOURISM

- **Organising university:** University of València.
- **Location:** Manuel Sánchez Ayuso Room, 1st Floor, Faculty of Economics, University of València. Campus dels Tarongers.
- **Coordination:** Rosa Roig.
- **Short description:** This mobility program will introduce students to the smart tourism destination model and will provide them international skills and competences for a digital world based on the EU values – such as the respect for the diversity.

The event will gather excellent and motivated students and professors interested on the digital transformation of tourism, coming from different branches due to the transversal nature of tourism activity -economy, social science, data business, etc.- due to its transversal nature: economic, social, environmental, political or ethical, among others.





DAY BY DAY PROGRAMME

MONDAY, 15/04/2024	
	ARRIVAL
17.30h	WELCOME
18.00h	CONFERENCE: Valencia Smart Destination: European Capital of Smart Tourism in 2022 Head of Valencia Convention Bureau Visit Valencia, Manuel Ferris
19.30h	WELCOMING COCKTAIL
TUESDAY, 16/04/24	
10.00h	BIG DATA and MICE. A SUCCESS CASE David Gómez, Visit Valencia Violeta Susu, CitiTravel Patricia Sanjuán, Turevents&Go
11.00h	COFFEE BREAK
11.30h	BIG DATA AS A LEVER FOR CHANGE IN TOURISM, THE SMART TOURISM Full Professor José M.Pavía Universitat de València Professor Darío Bertochi Universidade Udine (Italia) Professor Giuseppina Lo Mascolo de la Universidad UNIPA de Palermo (Italia) Moderator: Professor Víctor Fernández de la Universitat de València
13.00h	LUNCH
14.00h	SMART TOURISM PROJECTS Carlos Alarcón, Connecta Valencia Diputación Valencia
16.00h	VALENCIA: EUROPEAN GREEN CAPITAL The Green River





WEDNESDAY, 17/04/24	
10.00h	A SMART TOURISM DESTINATION AS A DEVELOPMENT MOTOR? (socioeconomic impacts) Professor Anna Jasinska-Biliczak ,University of Opole (Poland)
11.00h	COFFEE BREAK
11.30h	SUSTAINABILITY OF SMART TOURISM. ITS 3 DIMENSIONS: ENVIRONMENTAL, SOCIAL AND ECONOMIC Researcher Mateusz Musial, University of Opole (Poland)
	Professor Antoni Seguí, University of Valencia
	Moderator: Carmen Maria Hervas Cortina, Climate and Resources FORTHEM Lab
13.00h	LUNCH
14.00h	SUSTAINABLE and SMART TOURISM PROJECTS Sara Alcaraz, University of Valencia
	Carmen Maria Hervas Cortina, University of Valencia
	Julia Chudecka, University of Opole (Poland)
16.00h	ALBUFERA, A SUSTAINABLE DESTINATION Turisme Valencia - Diputación Valencia

THURSDAY, 18/04/24	
10.00h	TOURISM and CULTURAL HERITAGE Professor Magdalena Duda-Seifert ,University of Wroclawski (Poland)
11.00h	COFFEE BREAK
11.30h	TOURISM and CULTURE Researcher Jordi Sanjuan Belda, Econcult University of Valencia
	Professor Dario Bertocchi, University of Udine (Italy)
	Moderator: Fernando Alvarez Teresa, Econcult University of Valencia
13.00h	LUNCH
14.00h	WORKSHOP: CULTURAL TOURISM POLICIES Professor Magdalena Duda-Seifert ,University of Wroclawski (Poland)
16.00h	VALENCIA, SMART DESTINATION A historic center to share





FRIDAY, 19/04/24	
10.00h	CONFERENCE: SMART TOURISM, a NEW MODEL OF TOURISM
	Conselleria Turismo Generalitat Valenciana
11.00h	COFFEE BREAK
11.30h	FAREWELL
	Francisco Muji, Dean of Faculty of Economy University of Valencia
	Valencia City Council
	Conselleria Turismo Generalitat Valenciana

