

MOVE 2011

2nd International Conference on the Measurement and Economic Analysis of Regional Tourism
BILBAO · SPAIN · OCTOBER 27TH-29TH · 2011

Organized by:



Programme

(provisional – 26/10/2011)

<p>Theme 1 - Policy-making for Seizing the Economic Potential of Tourism Destinations (Day 1: session 1; Day 3: technical visit)</p> <p>Theme 2 - New Technologies and Innovation: Empowering Regional Tourism Stakeholders (Day 1: parallel session 2a)</p> <p>Theme 3 - Linking Regional Economics, Mobility and Tourism in Applied Research (Day 2: sessions 3, 5, 6 and parallel sessions 2b, 4a, 4b) These sessions are comprised of presentations of papers selected by a Scientific Committee from a Call for Papers</p>
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27 October	
8:00 – 8:30	Conference Registration. Accreditations and distribution of Conference materials
8:30 – 9:30 Room E, Floor 0	<p>Opening Address:</p> <p>Mr. Vicente Monfort, <i>Director of the Tourism Studies Institute (IET) Government of Spain</i> Ms. Pilar Zorrilla, <i>Vice Councilor of Commerce and Tourism of the Basque Regional Government, Spain</i> Mr. Márcio Favilla, <i>Executive Director/ Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)</i></p>
9:30 – 11:00 Room E, Floor 0	<p>Session 1: Public Administration Collaboration within the framework of Regional Tourism Statistics (Panel, 1st part)</p> <p>Chair: Mr. Vicente Monfort, <i>Director of the Tourism Studies Institute (IET) Government of Spain</i> Ms. Teresa Guardia, <i>Vice-Director of the Tourism Studies Institute (IET), Government of Spain</i></p> <p>This session will present new challenges faced in the statistic field concerning tourism measurement at the regional level within the context of budgetary restrictions and information demand increase by the users.</p> <p>Panellists :</p> <ul style="list-style-type: none"> Mr. Fernando Cortina, <i>Vice-Director of the Statistics Unit, INE, National Statistics Institute, Spain. On "Regional Price Policy Analysis from the Accommodation Business perspective".</i> Mr. Christophe Demunter, <i>Head of Tourism Statistics, Eurostat</i>, Mr. Margus Tiru, <i>CEO Positium, Estonia</i> and Mr. Rein Ahas, <i>Department of Geography, University of Tartu, Estonia, On "Exploitation and Standardization of Inbound, Outbound and Domestic Tourism Statistics from Anonymous Mobile Positioning Data"</i>
11:00 – 11:30 1 st Floor	Coffee Break at the Euskalduna Jauregia Restaurant
11:30 – 13:00 Room E, Floor 0	<p>Session 1: Public Administration Collaboration within the framework of Regional Tourism Statistics (Panel, 2nd part)</p> <ul style="list-style-type: none"> Mr. Francisco Pacheco, <i>Catalonian Agency of Tourism (Agència Catalana de Turisme) Spain. On "Tourism Information Management: Key tool for the relationship between the Catalonian Agency of Tourism and the destinations embodied in the brand Catalonia".</i> Mr. Pascual Rivas, <i>Director, Granada Tourism Observatory, Spain. On "Tourism Statistic Analysis at</i>

	<p><i>Provincial Level, Granada's Experience</i>".</p> <ul style="list-style-type: none"> ▪ Ms. Elena Fouce, <i>Tourism Studies Institute (IET), Spain, on "Tourism Current Situation Analysis, Coyuntur"</i> <p><i>Discussion</i></p>
13:00 – 14:30 4 th Floor Foyer	Lunch
14:30 – 16:00 Parallel session Room E, Floor 0	<p>Session 2a: Rethinking Regional Tourism Observatories (Panel, 1st part)</p> <p>Presenter: Ms. Pilar Zorrilla, <i>Vice Councillor of Commerce and Tourism of the Basque Regional Government, Spain</i> on <i>Trendsetting in the Basque Country: Basque Tourism Observatory</i></p> <p>Many countries possess statistical institutes or observatories that monitor flows and behaviours of visitors at the national level. This session explores a more comprehensive approach at the regional level, specifically focusing on the incorporation of the latest technologies applied to measurement, monitoring and analysis of flows and behaviour. Specifically, a case is presented that allows regional and local destinations to gain knowledge of visitors' social media behaviours (before, during and after the trip) and of visitors' destination consumption patterns in situ, among other aspects.</p> <p>Background document: <i>(title t.b.c.)</i></p> <p>Chair: Ms. Aurkene Alzua, <i>Executive Director of the Cooperative Research Centre in Tourism – CICtourGUNE, Spain</i></p> <p>Panellists:</p> <ul style="list-style-type: none"> ▪ Mr. Javier Forcada, <i>Director Eustat, Basque Country, Spain</i> ▪ Mr. Federico Esper, <i>General Director for Training and Research, and Responsible for the Tourism Observatory, Buenos Aires Tourism Board, Argentina.</i> ▪ Mr. Eduardo Del Valle, <i>University of Oviedo. Coordinator of the Tourism Information System of Asturias (SITA), Spain.</i> ▪ Mr. Karl Wöber <i>MODUL University Vienna and TourMIS, Austria, On "Lessons learned from a destination oriented tourism marketing information system"</i>
14:30 – 16:00 Parallel session Room C1, 1 st Floor	<p>Session 2b: Improving the Measurement of Mobility and Tourism (Papers, 1st part)</p> <ul style="list-style-type: none"> ▪ What Insights Can Google Trends Provide About Tourism in Specific Destinations? <i>Mr. Eddie Smith and Mr. Sean White, Office for National Statistics, UK.</i> ▪ The Effects of World Heritage Sites on Domestic Tourism: A Spatial Interaction Model for Italy, <i>Mr. Roberto Patuelli and Mr. Maurizio Mussoni, University of Bologna, Italy.</i> ▪ A new way of analyzing tourist flows: combining traditional questionnaires and GPS tracks information. <i>Ms. Eva Aranda and Mr. Vicente Castellanos, TNS Demoscopia, Spain and Mr. César Lapuente, Alborgis, Spain.</i> ▪ Multi-destination trip behaviours: methodological issues and the research design of a survey on incoming tourism in Sicily, <i>Ms. Anna Maria Parroco, Mr. Franco Vaccina, Mr. Stefano De Cantis and Mr. Mauro Ferrante, University of Palermo, Italy.</i> ▪ Improving time and spatial resolution of tourism statistics through imputation, <i>Ms. Elena Goni, Basque Institute of Statistics, Eustat, Spain, Mr. Fernando Tusell, University of the Basque Country, Spain; Mr. Jorge Aramendi, Basque Institute of Statistics, Eustat, Spain; Ms. María Jesús Bárcena, University of the Basque Country, Spain.</i> <p>Chair: Ms. Mara Manente, <i>Director of Ciset International Center of Studies on the Tourist Economy – University of Venice, Italy.</i></p>
16:00 – 16:30 1 st Floor	Coffee Break at the Euskalduna Jauregia Restaurant
16:30 – 17:30 Parallel session	Session 2a: Rethinking Regional Tourism Observatories (Panel, 2nd part)

Room E, Floor 0	<ul style="list-style-type: none"> ▪ Mr. Fernando Panizo, <i>Former Secretary General of Tourism in Spain, Current President of Tasman Partners, Spain.</i> ▪ Mr. Francisco Madrid, <i>Director of the Tourism Faculty at University of Anahuac, México.</i> ▪ Ms. Citlalin Durán <i>Expert on governance and tourism, UNWTO consultant, México.</i> <p>Chair: Ms. Aurkene Alzua, <i>Executive Director of the Cooperative Research Centre in Tourism – CICtourGUNE, Spain</i></p> <p><i>Discussion</i></p>
<p>16:30 – 18:00 Parallel session Room C1, 1st Floor</p>	<p>Session 2b: Improving the Measurement of Mobility and Tourism (Papers, 2nd part)</p> <ul style="list-style-type: none"> ▪ Scenarios for Mobility in the Year 2030 in Germany – Implications for Long Distance Travel and Tourism, <i>Mr. Tobias Kuhnimhof, Institute for Mobility Research, Munich, Germany.</i> ▪ Linking Regional economics, mobility and museum branding in the dominant tourism service logic, <i>Mr. Frank Go, Erasmus University, Rotterdam, Netherlands and Ms. Mariapina Trunfio, University of Naples, Italy.</i> ▪ The Hidden Side of Tourism Uncovered: Combining Traffic and Tourism Data to Estimate Same-day Trips and Hidden Tourism in South Tyrol, <i>Ms. Anna Scuttari Mr. Ludwig Castlunger, Statistics Institute of the Autonomous Province of Bozen/Bolzano, Italy</i> <p>Chair: Ms. Mara Manente, <i>Director of Ciset International Center of Studies on the Tourist Economy – University of Venice, Italy.</i></p> <p><i>Discussion</i></p>
<p>18:00 – 20:00</p>	<p>Leisure Time</p>
<p>20:00 Carlton Hotel</p>	<p>Official Cocktail Special Speech: <i>An Advance on the Technical Visit of Bilbao</i></p>
<p>28 October</p>	
<p>8:00 – 8:30</p>	<p>Conference Registration. Accreditations and distribution of Conference materials</p>
<p>8:30 – 10:30 Room E, Floor 0</p>	<p>Session 3: Moving the Regional Tourism Agenda Forward (Roundtable)</p> <ul style="list-style-type: none"> ▪ Mr. Alejandro Iglesias, <i>Coastal management and GIS spatial analysis, European Environment Agency.</i> ▪ Mr. Lars Nordström, <i>Chair of the Conference of Peripheral Maritime Regions of Europe (CPRM) North Sea Culture & Tourism Group, Concillor of Västra Götaland Region and Professor of Geography at the University of Gothenburg, Sweden.</i> ▪ Mr. Salvador Antón, <i>Director of GRATET and of Scientific Park, Tarragona, Spain.</i> ▪ Mr. Oscar Perelli, <i>Director of the Research and Studies Unit at Exceltur, Spain.</i> ▪ Ms. Alice Jude, <i>Coordinator of the Network of European Regions for a Competitive and Sustainable Tourism (NECSTouR).</i> <p>Moderator: Mr. Marcio Favilla, <i>Executive Director for Competitiveness, External Relations and Partnerships at the World Tourism Organization (UNWTO).</i></p>
<p>10:30 – 11:30 Parallel session Room E, Floor 0</p>	<p>Session 4a: Improving Economic Measurement tools (Papers, 1st part)</p> <ul style="list-style-type: none"> ▪ New technologies in the marketing of tourist destinations: tools to measure the economic profitability, <i>Mr. Raul Amestoy, and Mr. Gustavo Barrón Marroquín, Noski Consulting Tour, Spain and Mr. Iñigo de Jesús Marquinez, Auditor.</i> ▪ Comparing the economic impact of Tourism using different Input-Output models: An application for Galicia, <i>Mr. André Carrascal, Mr. Melchor Fernández, and Mr. Xesús Pereira, Institute of Studies and Development of Galicia, Spain.</i> ▪ A Multisectoral Model for the assessment of tourism as a key sector in the Community of Madrid, <i>Ms. Ángeles Cámara, Ms. Ana Medina and Mr. José Ramón Monrobel, Rey Juan Carlos University, Spain.</i>

	Chair: Mr. Steve MacFeely , <i>Director of Business Statistics and Innovation, Ireland Statistics Office, Ireland.</i>
10:30 – 11:30 Parallel session Room C1, 1 st Floor	<p>Session 4b: Making the Most of Existing Measurement Infrastructures for Generating Sub-national Level Information (Papers, 1st part)</p> <ul style="list-style-type: none"> ▪ Extending TSA framework for evaluating regional impact of tourism segments: an application to tourism in Madrid, <i>Mr. Agustín Cañada, Technical advisor to Madrid Statistics Institute, Spain.</i> ▪ TSA – reconciliation and synergetic use of survey and administrative data, <i>Ms. Tilda Khait, and Ms. Lena Ostrovsky, Israel Central Bureau of Statistics, Israel.</i> ▪ Measuring the Economic Contribution of Tourism at a local destination: The case of Navarra and Pamplona. <i>Mr. Kepa Aranburu Calafel, Araldi Statistical Consulting, Spain.</i> <p>Chair: Mr. Tad Hara, University of Central Florida, USA.</p>
11:30 – 12:00 1 st Floor	Coffee Break at the Euskalduna Jauregia Restaurant
12:00 – 13:30 Parallel session Room E, Floor 0	<p>Session 4a: Improving Economic Measurement tools (Papers, 2nd part)</p> <ul style="list-style-type: none"> ▪ Compilation of Japanese Inter-Prefectural Input-Output Table for Tourism Analysis, <i>Mr. Kozo Miyagawa, KEIO University, Japan</i> ▪ Economic impact of international academic tourism in Galicia, <i>Ms. Eva Pawlowska, Mr. Fidel Martínez and Mr. Xesús Pereira, University of Santiago de Compostela, Spain.</i> ▪ Application of an Input-Output Analysis for the Estimation of the Regional Economic Impact of Tourism: The Experience in Asturias, <i>Mr. Eduardo del Valle, Mr. Luis Valdés and Mr. José Baños, University of Oviedo, Spain.</i> <p>Chair: Mr. Steve MacFeely, <i>Director of Business Statistics and Innovation, Ireland Statistics Office, Ireland.</i></p> <p><i>Discussion</i></p>
12:00 – 13:30 Parallel session Room C1, 1 st Floor	<p>Session 4b: Making the Most of Existing Measurement Infrastructures for Generating Sub-national Level Information (Papers, 2nd part)</p> <ul style="list-style-type: none"> ▪ Evaluating tourism expenditure between northern and southern Italy, <i>Mr. Andrea Alivernini, Banca d'Italia, Italy.</i> ▪ Development and Utilization of National Statistics on Tourists in Japan, <i>Mr. Hiroyuki Kamiyama, Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency.</i> ▪ Background and Objective of Regional Tourism Economic Survey, <i>Mr. Sakuramoto Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency.</i> <p>Chair: Mr. Tad Hara, University of Central Florida, USA.</p> <p><i>Discussion</i></p>
13:30 – 15:00 1 st Floor	Lunch at the Euskalduna Jauregia Restaurant
15:00 – 16:30 Room E, Floor 0	<p>Session 5: Overcoming the Challenge of Measuring Employment Locally</p> <ul style="list-style-type: none"> ▪ Effects of tourism development in temporality, <i>Ms. Yolanda Pena-Boquete, University of Vigo, Spain and Ms. Diana Pérez-Dacal, Institute of Studies and Development of Galicia, Spain. (t.b.c.)</i> ▪ The contribution of the tourism industry to the European labour market in the last years, <i>Ms. Maria Carla Congia and Ms. Simona Staffieri, University of Rome "La Sapienza", Italy.</i> ▪ Using Business Registers to conduct a regional analysis of Enterprise Demography and Employment in the Tourism Industries, <i>Mr. Steve MacFeely and Ms. Jillian Delaney, Ireland Statistics Office, Ireland.</i> ▪ Tourism employment in Aragon: present and future perspectives, <i>Ms. Rosa Aisa, University of Zaragoza, Spain, Ms. María A. González, Economic Strategies & Initiatives, Spain, and Ms. Gemma Larramona, University of Zaragoza, Spain.</i>

	<p>Chair: Mr. Sean White, Tourism Intelligence Unit, Office for National Statistics, UK</p> <p><i>Discussion</i></p>
16:30 – 17:00 1 st Floor	Break at the Euskalduna Jauregia Restaurant
17:00 – 19:00 Room E, Floor 0	<p>Session 6: Enhanced Measurement to Support Local Stakeholders</p> <ul style="list-style-type: none"> ▪ Internal touristic mobility in Italy: a regional analysis, Ms. Valentina Ferri and Mr. Giuseppe Lollo, University of Bari, Italy. ▪ City tourism: a successful product, Ms. Inmaculada Gallego and Ms. Ana Moniche, Department of Statistics and Market Research. Public company for the Management of Tourism and Sport in Andalusia. Department of Tourism, Commerce and Sport. Regional Government of Andalusia. ▪ Leisure Experience Tourism Policies (LEXTOP), Roberto San Salvador, Leisure Studies Institute, University of Deusto, Spain. ▪ SOSTUR – Improving Sustainable Destination Management through Dynamic Simulation, Mr. Ashok Chopra, TECNOTUR Foundation, Spain and Mr. Silvio Martínez Vicente, Institute of Economy, Geography and Demography CCHS-IEGD, Madrid, Spain. ▪ Hotel pricing dynamics applied to destination management, Mr. Jon Kepa Gerrikagoitia, Cooperative Research Centre in Tourism, CICtourGUNE, Spain. ▪ BASTIS – The Baltic Sea Heritage Tourism Information System, An innovative approach to supply tourism stakeholders with relevant information for their marketing decisions, Mr. Ulf Sonntag, Institute for Tourism Research in Northern Europe, Germany. ▪ Mobile positioning based marketing tools for promoting event tourism: South-Eastern and Vaaba lake regions in Estonia, Mr. Rein Ahas, Department of Geography University of Tartu, Estonia, Mr. Andres Kuusik, Faculty of Economics University of Tartu, Estonia, and Mr. Marcus Tiru, CEO Positium, Estonia. <p>Chair: Ms. Aurkene Alzua, Executive Director of the Cooperative Research Centre in Tourism – CICtourGUNE, Spain</p> <p><i>Discussion</i></p>
19:00 – 19:30 Room E, Floor 0	<p>Conclusions</p> <p>Mr. Douglas Frechtling, Ph.D., Chair and Professor of Tourism Studies, George Washington University, USA Mr. Antonio Massieu, Chair, International Network on Regional Economics, Mobility and Tourism – INRouTe</p>
19:30 – Room E, Floor 0	<p>Closing ceremony</p> <p>Closing ceremony by Ms. Ana Izaguirre, Director of Basquetour, Mr. Marcio Favilla, Executive Director/ Competitiveness, External Relations and Partnerships, World Tourism Organization (UNWTO)</p>

29 October	
9:30 – 12:00 (Meeting point t.b.c.)	<p>Technical Tour: Bilbao Regeneration Process and Basque Country's Tourism Policies</p> <p>Bilbao has undergone a notorious change in its productive model. Traditionally a heavily industrialized area, Bilbao is a remarkable tourism destination nowadays and complemented by other towns in the region historically attractive for tourism, like San Sebastian. A team of experts will be guiding a technical tour of the city, providing insights into the city's and region's competitive tourism policies. Special attention is paid to research, development, innovation and new technologies applied to tourism in the region.</p> <p>Guide and Speaker of the Day: Basque Tourism Agency – Basquetour</p>

t.b.c. = to be confirmed