

III SMART TOURISM CONGRESS BARCELONA

PRESENTATION

In 2016 CETT the University of Barcelona, together with Barcelona City Council and CETT Foundation, promoted the UB Chair of Tourism, Hospitality and Gastronomy CETT, the first chair in tourism in the city of Barcelona. Since its inception, its main objective has been to promote research and transfer knowledge in the fields of tourism, hospitality and gastronomy.

One of the chair main lines of research has been the study of smart tourism, a phenomenon which is part of the current globalization experienced by tourism and a consequence of the appearance of new emerging markets that generate, among other things, a higher volume of people who want to travel, a change in the habits and interests of visitors and a global transformation towards a society increasingly focused on the most advanced technologies. These are great opportunities in tourism that will trigger important consequences for global mobility and for the sustainability of the destinations and companies in the sector.

Barcelona Smart Tourism Congress was the first project that emerged from this line of research, with the intention of generating a meeting space where, thanks to the participation of several international experts connected with the reality of Smart Tourism, this phenomenon is analyzed and synergies between academics and professionals are articulated, making it possible to draw the future of smart tourism from several perspectives.

- **Venue:** Hotel Alimara – Barcelona
- **Dates:** 11th – 12th November 2020
- **Edition:** 3rd
- **Languages:** English, Catalan and Spanish

TOPICS

Tourism smart management

Beyond a purely technological perspective, tourism management is understood as the need to find the balance and connection between data and knowledge generation for decision-making.

The above means that organizations and destinations must work to be committed to their citizens, be able to manage tourism flows and resources of a given destination in a sustainable way and integrate and make accessible their local culture to visitors, whilst adding value to experiences and making sure that these activities have a positive effect on the local economy and the quality of life of the residents.

Topics of interest:

- Sustainable Development Goals
- Governance and efficiency in tourism
- Sustainability and corporate social responsibility
- Tools to regulate tourism flows for tourism flows regulation
- Revaluation of identity and culture through gastronomic resources
- Experiential tourism
- Creation of sensory spaces
- How to attract new markets
- Generating knowledge for decision making
- Case studies: good practices and successful models

Digitalization in enterprises and tourism destinations

The unstoppable and exponential technological progress we experience in contemporary societies generates both uncertainties and opportunities for the tourism sector. Volatility and fugacity are some features in our present time that must be analyzed looking into the future too. This ever-changing context, characterized by drawbacks such as disruption, forces business to constantly re-design their practices and strive to understand the relationships between companies and destinations with their customers and visitors.

Topics of interest

- "Internet of things" linked to tourism
- Artificial Intelligence
- Wearable Technology
- Big Data and Open Data
- Intelligent information Management
- Communication and social media trends
- Combination of different technologies
- Advantages and disadvantages of the application of ICT
- Collaborative economy
- Successful models and cases

REGISTRATION FEES, DEADLINES AND INSCRIPTION PROCEDURES

CONGRESS REGISTRATION FEES	Until July 31th	From August 1th
General Fee*	150 €	200 €
Reduced fee (students from other universities)	75 €	100 €
CETT Community (Students, Lecturers, Alumni)	0€	0€

Participants should register for the Congress using the following [REGISTRATION FORM](#). Once registration is complete, you will receive a confirmation email. The corresponding fee should be paid by bank transfer to the account number you will find in the registration confirmation email.

***The Congress attendance fee includes attendance to all STCB sessions, certificates, Congress documentation, materials and coffee breaks.**

PRELIMINARY PROGRAMME

Wednesday 11th: Professional Day

Professionals Day is a unique forum aimed at gathering together academics and relevant players of the tourism industry. Its main aim is to transfer knowledge between academia and the industry through a *smart* conception of the sector whilst considering the present and future challenges and the needs of the tourism industry.

Sponsors and collaborators in previous editions:



PROFESSIONAL DAY

9.00-9.30 H: CONGRESS INAUGURATION

9.30-10.00 H: KEY NOTE

10.00 – 11.15 H. TOURISM SMART MANAGEMENT

[Roundtable]

11.15– 11.45 H. COFFEE BREAK

11.45 -12:15 H. KEY NOTE

**12.15 – 13.30 H. DIGITALIZATION IN ENTERPRISES AND TOURISM
DESTINATIONS**

[Roundtable]

13.30 – 14.00 H. CLOSURE

14.00 – 16.00H. CONGRESS LUNCH

Wednesday 11th: Entrepreneurs Day

Entrepreneurs Day will be held on November 11th, and its aim is to give a chance to projects that present an original idea that can contribute to the transformation of the tourism sector by applying ICT.

Sponsors participating in previous editions:



Thursday 12th: Academic Day

Academic Day will be a forum for researchers and students to share ideas and discuss relevant and cutting-edge issues on Smart Tourism. This way, views on the different topics will be exchanged by internationally renowned keynote speakers and visiting researchers. At the same time, authors of the presented papers will communicate and explain their research.



**ARA Journal of
Tourism Research**



**Tourism & Heritage
Journal**

ACADEMIC DAY

9:00 – 9:30 H INAUGURATION

9:30 – 10:15 H. KEY NOTE: TOURISM SMART MANAGEMENT

Parallel Sessions

10:15 h. - 11.30 h.

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11.30 – 12.00 H COFFEE BREAK

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12:00 – 12:45 H. KEY NOTE: DIGITALIZATION IN ENTERPRISES AND TOURISM DESTINATIONS

Parallel Sessions

12:45 h. - 13.45 h.

13:45 – 14:00 TANCAMENT I CONCLUSIONS CONGRÉS

ABSTRACTS & PAPERS SUBMISSION

Papers must deal with any of the Congress' topics of interest and will be evaluated anonymously by the members of the Scientific Committee. Selected papers will be presented orally during the III Smart Tourism Congress Barcelona and will be published, along with the speeches, in a digital and registered (ISBN) conference proceedings book.

All authors of the selected papers who wish to attend, must register as attendees and pay the corresponding fee. In the case of papers with several authors, at least one of them must attend to the congress. Non-attending authors who pay the registration fee will still receive the Congress documentation, certificates and conference proceedings.

Abstracts should have a maximum length of 4,000 characters. Abstracts must include the aspects discussed in your paper, an introduction, objectives, methodology and results. Abstracts may be in English, Catalan or Spanish and should follow this [template](#) available on the website.

A full version of the paper of accepted communications is to be sent to the following email address: stcb@cett.cat.

Deadlines for the submission of abstract and communications

31th May 2020	Deadline for sending abstracts
6th July 2020	Communication of accepted abstracts
31th July 2020	Deadline for advanced registration
11th September 2020	Limit for sending accepted communications
11th - 12th November 2020	Smart Tourism Congress Barcelona



Scientific Committee

- Dr. Oriol Anguera-Torrell, CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy, Catalunya - Espanya.
- Dr. Jordi Arcos – Pumarola, CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy, Catalunya - Espanya.
- Dr. Felio José Bauzá, Universitat de les Illes Balears
- Dra. Montserrat Boronat Navarro, Universitat Jaume I, Espanya.
- Dr. Dimitrios Buhalis, Bournemouth University, Regne Unit.
- Dr. Lorenzo Cantoni, Università della Svizzera italiana, Suïssa.
- Dr. Oscar Casanovas Ibañez, Barcelona School of Tourism, Hospitality and Gastronomy CETT - UB, Catalunya – Espanya.
- Sr. Jordi Ficapal Mestre, Turisme Sant Ignasi - Universitat Ramon Llull, Catalunya - Espanya.
- Dr. Jaume Font i Garolera, Universitat de Barcelona, Catalunya - Espanya.
- Dr. Xavier Font, University of Surrey, Regne Unit.
- Dr. Xavier Font Urgell, Diputació de Barcelona, Catalunya - Espanya.
- Dr. Òscar García-Pañella, Escola de Noves Tecnologies Interactives (ENTI-UB), Catalunya - Espanya.
- Dr. David Giner-Pañella, INVAT.TUR, Espanya.
- Dr. Joan Miquel Gomis López, Universitat Oberta de Catalunya, Catalunya - Espanya.
- Dra. Ulrike Gretzel, University of Southern California, Estats Units d'Amèrica.
- Dr. Antonio Guevara, Universidad de Málaga, Espanya.
- Dr. Daniel Imbert-Bouchard Ribera, CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy.
- Dr. Josep Ivars Baidal, Universitat d'Alacant, Espanya.
- Dra. Nayra Llonch Molina, Universitat de Lleida, Catalunya - Espanya.
- Dr. Rubén Camilo Lois González, Universidad de Santiago de Compostela, Espanya.
- Dr. Enric López C., CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy, Catalunya - Espanya.
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- Dr. Eduardo Parra López, Universidad de la Laguna, Tenerife, España.
- Dr. José Antonio Pérez-Aranda, CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy, Catalunya - Espanya.

- Dr. Mohamed Reda Khomsi, Université du Québec à Montréal (UQAM), Canada.
- Dra. Elena Ridolfi, CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy, Catalunya - Espanya.
- Dr. Damià Serrano Miracle, Agència Catalana de Turisme, Catalunya - Espanya.
- Dra. Daniela Thiel Ellul, Universidad de Nebrija, Espanya.
- Dra. Anna Torres Delgado, CETT-UB Barcelona School of Tourism, Hospitality and Gastronomy, Catalunya - Espanya.
- Dr. José Fernando Vera Rebollo. Universitat d'Alacant, Espanya.
- Dra. Elisabeth Viladecans-Marsal, Institut d'Economia de Barcelona - Universitat de Barcelona, Catalunya - Espanya.

CONGRESS VENUE AND TRANSPORT

Salons Sitges + Llivia de l'Hotel Alimara 4*

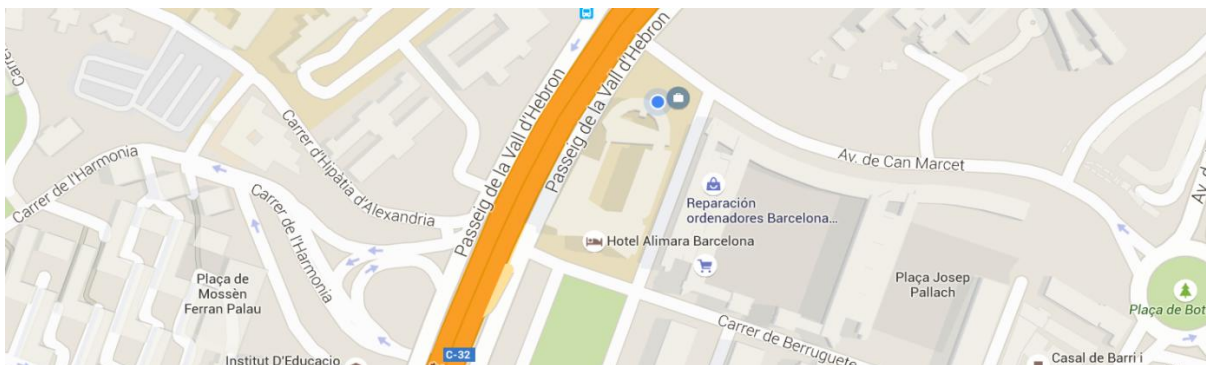


Adress: Berruguete, 126 08035 BARCELONA (Spain)

Bus lines: V21-27-60-73-76-B16-B19-N4

Metro: Línia 3 Mundet (green)

Localization map



ACCOMODATION

Specially priced accommodations for Congress attendees

[Hotel Alimara \(4*\)](#)

The Hotel Alimara (4*), located in Barcelona's Horta neighbourhood, is hosting the *3rd Smart Tourism Congress Barcelona*.

For the occasion, the Hotel Alimara (four stars) is offering all congress attendees and speakers the opportunity to stay at a special price and therefore enjoy a warm, comfortable environment during their participation in the Congress.

Rooms can be booked at a special price. For doing so, we need you to provide us with:

Arrival and departure dates	
Name and surname	
E-mail	
Phone	
Long numbers and expiration of a credit card	

This form must be send to reserves.alimara@cett.cat and it is requested to add Smart Tourism Congress Barcelona (STCB 2020) as the subject of the mail.

You can find more information on the [Hotel Alimara](#) at the following link.

CONTACT AND FURTHER INFORMATION

Organizing Committee:

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