

I INTERNATIONAL CONGRESS ON RURAL TOURISM IN ASTURIAS



SCHEDULE

DAY 1 – 19 NOVEMBER

Block 1 The new traveller and the evolution of rural tourism

1. Getting to know the new tourist: keys to today's rural tourism
2. Today's traveller and the transformation of the sector
3. Modernising without losing the essence: rural tourism in evolution of rural tourism

15:30 h **Registration**

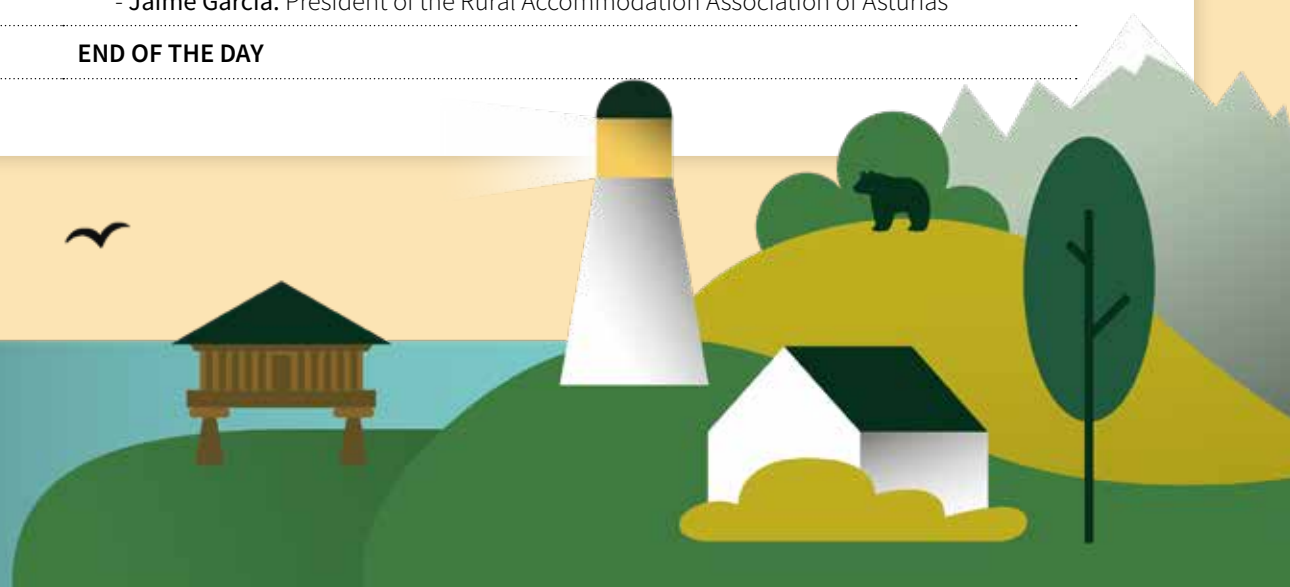
16:00 h. **OPENING**

16:15 h. **Presentation: *Current trends in rural tourism:***
An overview of habits, motivations and changes in the rural tourist profile
- Enric López, PhD. Lecturer and Researcher, Co-Director of the Rural Tourism Observatory, CETT-University of Barcelona

16:35 h. **Panel discussion: What are rural tourists looking for today?**
Moderator:
- Ana Paz Paredes. Journalist and Writer.
Panelist:
- Alejandra Torent. Head of Tourism Promotion at Escapada Rural
- Nerea Díaz. Head of Marketing, Vamos Rura
- José Pablo García. Travel Journalist and Blogger at A Tomar por Mundo
- Paco Huertas. Head of Territorio viajero en Radio Intercontinental.

17:20 h. **Panel discussion: Modernising a traditional sector:**
Can innovation coexist with the authenticity of rural tourism?
Moderator:
- Marcos Niño. Director General for Demographic Challenge.
Panelist:
- Jesús Blanco. Member of the Rural Tourism Association of Cantabria
- José Joaquín Sanz. President of the Rural Houses Association of La Rioja
- Luis Chico. President of the Rural Tourism Association of Castilla y León
- Jaime García. President of the Rural Accommodation Association of Asturias

18:15 h. **END OF THE DAY**



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DAY 2 – 20 NOVEMBER

Block 2 Sustainability and experiences that connect with the territory

1. Sustainability in action: experiences that make a difference
2. Rural tourism with purpose: territory, sustainability and local value
3. Activating the environment: responsible, authentic and sustainable tourism

10:00 h.	Presentation: <i>Tourism sustainability: Where we stand?</i> - Paco Rodríguez. Tourisme Area Ideas for Change
	Panel discussion: <i>Sustainable projects in rural tourism and how resources are being used.</i> <u>Moderator:</u> - Julio Bobes. Coordinator of the Tourism Board of FADE (Federación Asturiana de Empresarios)
10:30 h.	<u>Panelist:</u> - Raúl Melones. Head of Tourism Experiences, Apadrina un Olivo (Teruel) - Lucía González, PhD. PhD in Astrophysics and Director of Allande Stars (Asturias) - Alberto Ecay. Director of the Service for Sustainable Territorial Tourism Development, Government of Navarra
11:30 h.	Coffee break and networking
	Success stories: <i>National and international tourism initiatives developed in rural areas.</i> <u>Panelist:</u> Slovenia Green Gourmet Route: Sustainable cycling tourism with gourmet stops - Matija Klanjšček. Co-owner, Cartographer & Mountain Bike Guide at Visit GoodPlace Luxury Rural Tourism: Success Strategies from The Hide at Lindores - Anna Black. Manager at Lindores Vino de Rueda Route - Cristina Solís. Managing Directo, Vino de Rueda Route



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DAY 2 – 20 NOVEMBER

Block 3 Marketing and positioning in a changing market

1. Making the rural visible: selling, differentiating, positioning
2. Promotion strategies for competitive rural tourism
3. Winning over customers: key marketing and sales issues

Panel discussion: Is rural tourism being marketed effectively? Are we reaching the target audience? Promotion and communication challenges

Moderator:

- Carmen Sela. Member of the Executive Committee of OTEA and Representative of the Rural Tourism Sector

12:55 h.

Panelist:

- Pedro Carreño. President of the Spanish Association of Rural Tourism
- Sara Sánchez. CEO Rusticae
- Richina de Jong. Owner of Luz Verde Wandelreizen.
- Gustavo Nash. Owner of El Bulín Rural Houses and President of the Association of Tourism Entrepreneurs of the Sierra Norte of Madrid

13:45 h.

Lunch / Networking

15:15 h.

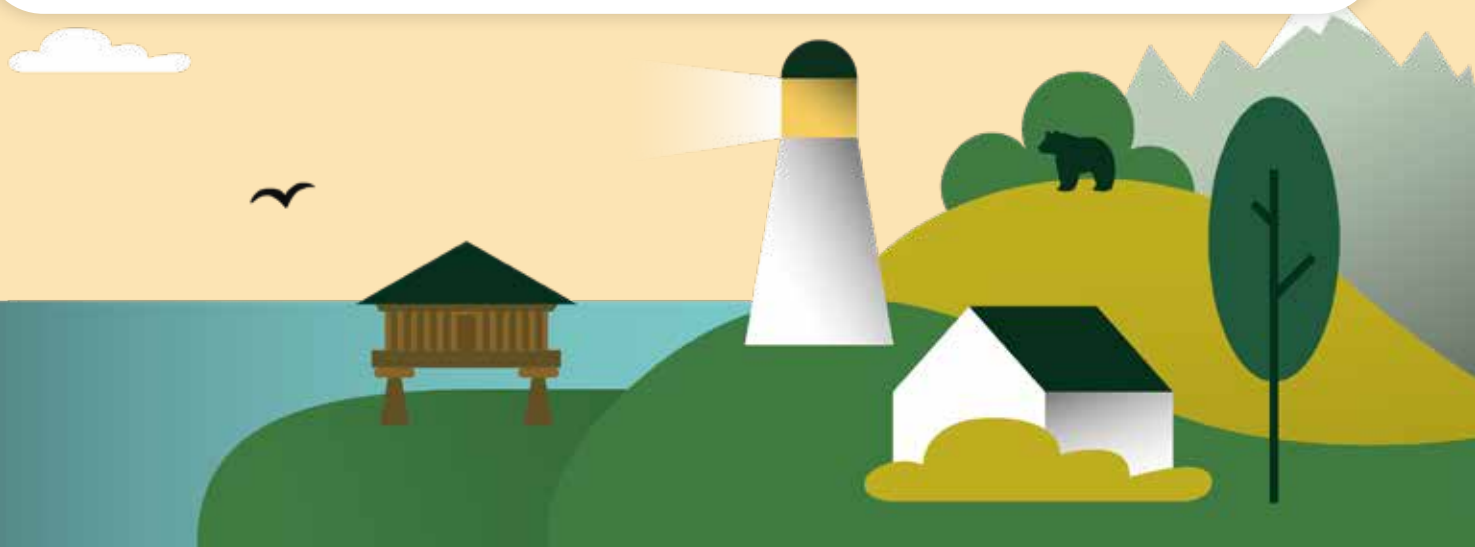
Presentation: *International marketing of rural tourism*

- Solange Escure. National Director of Gîtes de France

15:45 h.

Interview: *The power of digital influence: Social media, bloggers and platforms shaping travel decisions*

- Carlo Cuñado. Content Creator and Travel Communicator
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Block 4 Artificial intelligence applied to rural tourism

1. AI for rural tourism: technology at the service of the territory
2. Accessible innovation: how AI is boosting rural tourism
3. Digital transformation in rural areas: from tradition to artificial intelligence

16:15 h.	Presentation: Rural tourism in the IA era - Alex Rayón, PhD. CEO Brain & Code
	Panel discussion: Smart Rural Tourism: Challenges and Opportunities of Artificial Intelligence <u>Moderator:</u> - Javier Fernández. Director General de Estrategia Digital e Inteligencia Artificial
16:45 h.	<u>Panelist:</u> - Enrique Martínez. CEO Segittur - Alex Rayón, PhD. CEO Brain & Code - Daniel Morán. Owner and Director del Glamping El Regajo (Valle del Jerte). CEO de Hospedatur
17:30 h.	CLOSING

