



WORLD CLASS SUSTAINABLE COMPETITIVE TOURISM CLUSTERS

TENTATIVE PROGRAMME

PRE TOURS: Optional visits to all Dominican Republic's tourism clusters and main touristic attractions.

Wednesday, April 7th, 2010

10:00am – 6:00pm Registration.

3:00 – 4:30pm **Clusters 101 – Introductory crash-course on tourism clusters.**

Introduction:	Patricia Valdenebro, General Manager of TCI.
Clusters 101:	Juan Manuel Esteban, Outgoing President of TCI.
Tourism Clusters 101:	Ifor Ffowcs-Williams, Cluster Navigators.
Dominican Experience:	Tamara Vasquez, DR- National Competitiveness Council.

6:00 – 10:00pm **Official Inauguration and Welcome Cocktail Party.**

Welcoming and introductory speeches:

Alberto Pezzi, President of TCI.
Andrés van der Horst Alvarez, Minister, Executive Director, DR-CNC.
Francisco Javier García, DR Minister of Tourism.
Haydee Kuret de Rainieri, President, ASONAHORES.

Guests of Honor:

Rafael Collado, Spokesman, Consorcio Dominicano de Competitividad Turística.
Ernesto Veloz, President, Cluster La Altagracia.

Thursday, April 8th, 2010

7:00am – 6:00pm **Tourism Clusters ON SITE. Visit to DR Tourism Clusters.**
Networking sessions.

Option 1: Cluster Turístico de La Altagracia (Punta Cana and around).
Introductory Session: Ernesto Veloz, President, Cluster Turístico de La Altagracia.

Option 2: Cluster Turístico de Romana-Bayahibe.
Introductory Session: Kelly Robinson, Executive Director, Cluster Turístico de Romana-Bayahibe.

8:00pm Dinner Party.

Friday, April 9th, 2010

8:30 – 9:00am **Opening session. "Role of clusters on tourism competitiveness".**

Andrés van der Horst Alvarez, Minister, Executive Director, DR-CNC.

WORLD CLASS

9:00am – 10:15am **Panel: Fostering excellence in tourism clusters.**

Innovation. Differentiation. Human resources. Quality.

Moderator: Alonso Ramos Vaca, Director of TCI.

Gabriel Hidalgo, General Manager, OCTANTIS. Chile.

Gloria Valdes, Director, Tourism and Hotel Administration School. UNIBE. DR.

Francisco Verdera, Director, International Relations and Cooperation, AENOR, Spain.

10:15am – 10:30am Coffee Break.

SUSTAINABLE

10:30 – 11:45am **Panel: Promoting sustainability in tourism clusters.**

Role of Climate Change. Social Corporate Responsibility.

Country Brand as an umbrella. Creative solutions. Financing.

Leadership.

Moderator: Jaime Moreno, DR-CNC.

Amit Kapoor, Director of TCI. India Competitiveness Institute.

Dr. Don Hawkins. George Washington University.

Charles Beeker/David Compton, Indiana University.

Camilo Casas, Corporación Andina de Fomento (CAF).

COMPETITIVE

11:45am – 1:15pm **Panel: Increasing competitiveness in tourism clusters.**

Branding and marketing. International rankings. Monitoring and evaluation.

Moderator: Alberto Pezzi, President of TCI.

Frank Rainieri. President. Grupo Punta Cana, DR.

Felipe Vicini. President. Grupo Vicini, DR.

Gayane Afrikian, Director, Dubai Competitiveness Council.

Chris Seek. Solimar International.

1:30pm – 2:30pm Lunch.

PARALLEL CONFERENCES AND WORKSHOPS

ROOM 1	ROOM 2
2:30pm – 3:30pm	
<i>Role of Logistics in Tourism Clusters.</i> Octavio Gonzalez; Autoridad Portuaria Integral de Acapulco (API).	<i>Enhancing entrepreneurship in Tourism Clusters.</i> Lina Volpini; SEBRAE Minas Gerais, Brasil.
<i>Civil Aviation and its role with Tourism Clusters.</i> Jannina Fernández de Castro. IATA.	<i>Innovation Clusters as a driver to attracting tourism.</i> Baard Jervan; Project Manager, Innovation Norway.
3:30pm – 4:30pm	
<i>Role of Media in fostering Tourism Clusters.</i> Dolores Vicioso. DR1. Miguel Calzada. Caribbean Traveling Network.	<i>Tourism Clusters as Regional Development Initiatives.</i> Carita Harju; Central Finland. Cecilia Tonelli; Tourism Cluster of Punta del Este, PACPYMES-Uruguay.
<i>Role of Culture on Tourism Clusters.</i> Inés Sagrario. Competitiveness.	<i>Themed tourism approach to clustering in tourism.</i> Kate Sutcliffe. Manager, North Australia Economic Development Forum Online.
4:30pm – 4:45pm - Coffee Break	
4:45pm – 5:15pm	
<i>Practical aspects of Tourism Clusters sustainability.</i> Magdalena Narbondo. Cluster Turístico de Rocha-Uruguay.	<i>Tourism Operators and Tourism Clusters.</i> Elizabeth Tovar, President, OPETUR-DR.

8pm **Emblematic Gala Dinner Party.**

President Leonel Fernández.

Saturday, April 10th, 2010

9:00am – 9:30am **Presentation: Articulation of all actors in Tourism Clusters.**
Involving the Academia, the Government and the private sector.

Juan Manuel Esteban, Director of TCI and Outgoing President

9:30am – 10:00am **Presentation: Dominican Tourism Clusters Case Study.**

Consortio Dominicano de Competitividad Turística.

10:00am – 10:30am **Presentation: Impact of tourism clusters in developing other (industrial, agricultural) clusters.**

Santiago Soler, IADB-FOMIN Tourism Clusters.

10:30am – 10:45am Coffee Break.

10:45am – 12:30pm **Panel: Exploring different niches for Tourism Clusters.**
Evaluation of success stories on specific niches.

Marynella Salvador. Agencia Regional de Desarrollo Productivo de Atacama (Chile).
Patrick Torrent. Agencia Catalana de Turismo. España.

12:30pm – 1:00pm **Final Panel: “Creating global and regional alliances for sustainable tourism clusters”**

Enrique de Marchena. Caribbean Hotel Association (CHA).
Michel Julián, United Nations World Trade Organization (UNWTO).
Roby Senderowischt, World Bank.

1:00pm – 1:30pm **Wrap up session and closing remarks.**

Alberto Pezzi. President of TCI.
Andrés van der Horst Alvarez, Minister, Executive Director of CNC-RD.

POST TOURS: Optional visits to all Dominican Republic’s tourism clusters and main touristic attractions.