

Road2CPS – Workshop on “Digitizing European Business and Society: Paving the Way towards Smart Destinations and Sustainable Tourism”

Shaping Smart Tourism in the Era of the Circular Economy: Opportunities, Business Models and Visionary Scenarios enabled by CPS and IoT



When? 11 October 2016 (all-day event)

Where? Parc Bit, Palma de Mallorca, Spain

How do I participate? Register now on <http://www.road2cps.eu>.

The event is organized by the Horizon2020 project Road2CPS on behalf of the European Commission and is free of charge.

The **Road2CPS Consortium** is pleased to invite you to its **Workshop on « Smart Destinations and Sustainable Tourism »** on **11th October, 2016** in Palma de Mallorca.

Digital technologies have already penetrated day-to-day life massively, affecting all kinds of interactions between humans and their environment.

The phenomenon of digitization and the deployment of Cyber-Physical Systems (CPS) technologies and the Internet of Things (IoT) is expected to increase substantially over the next decades, holding great potential for novel applications, innovative products and services as well as new business models.

CPS and IoT technologies increase the ability to predict behaviour and can thus be used to reengineer business processes, e.g. designing them more sustainable, using available resources more efficiently and effectively – in line with the concept of circular economy.

Against this background, this all-day workshop will bring together about 20-30 experts from academia, industry, municipalities and policy-making to learn about and discuss new concepts, frameworks, challenges and opportunities for smart destinations and sustainable tourism facilitated by digitization efforts. It is further set to align specific challenges faced by cities and regions whose economic and labour market profiles are marked by tourism and the corresponding opportunities offered by CPS and IoT technologies.



CPS experts as well as end-users and businesses ranging from start-ups to large enterprises are invited to participate and contribute to discussions on visionary scenarios, disruptive innovations and their impact on the business ecosystem. Moreover, participants will take stock of and receive information on ongoing initiatives and funding schemes in relation to CPS and IoT and reflect on how technology best transfers to other domains that are yet less engaged in digitization efforts.

Discussion points and inputs from this event will be taken up by the Road2CPS project consortium and used for the development of a joint action plan for the future development of CPSs.

The **objectives** of the workshop are to stimulate:

- Visionary scenarios on the role and priorities for **CPS and IoT technologies** to support the evolution towards **more sustainable** tourism in smart destinations.
- Foster exchange on **CPS innovation perspectives** and generating future **business strategies**.
- **Aligning** priorities and reflection on **European initiatives and circular economy aspects** to ensure the coherence of results.
- **Assessing the impact on the business models** of long established sectors such as the tourism economy.
- **Constituency building**: become part of one of the flagship communities that will define the future of CPS!

The **agenda** includes short presentations, panel discussions and an interactive session.

About Road2CPS

The Road2CPS project is a 24-month coordination and support action, co-funded under the European Union's H2020 Research and Innovation Programme in the area of Smart Cyber-Physical Systems (CPS). The project aims to carry out strategic action for future CPS through roadmaps, impact multiplications and constituency building. Road2CPS is coordinated by Steinbeis-Europa-Zentrum and supported by six other partners (Loughborough University, Newcastle University, CEA, Fraunhofer IPA, AnySolution and ATOS Spain) from 4 European countries.

Cyber-Physical Systems find their application in many highly relevant areas to our society: multi-modal transport, health, smart factories, smart grids and smart cities among others. The inherent complexity of CPSs, as well as the need to meet optimised performance and comply with essential requirements like safety, privacy, security, raises many questions that are already beginning to be explored by the research community. Road2CPS aims at accelerating uptake and implementation of these efforts. The project will not only build a constituency united by the commonly faced challenges but will also create a joint action plan for the future development of CPSs, with dedicated task forces, dedicated to platforms above others, to further detail and implement the findings from impact analysis and foresight activities.

For more information, please visit: <http://www.road2cps.eu/>.

FINAL AGENDA

Road2CPS – Workshop on Smart Destinations and Sustainable Tourism	
09:45	<i>Registration</i>
10:00	<p>Welcome and Introduction <i>Introduction for the day (Dolores Ordonez, AnySolution)</i> <i>Road2CPS mission (Meike Reimann, Coordinator Road2CPS, Steinbeis-Europa-Zentrum)</i></p>
10:10	<p>Overview on related EC initiatives <i>Digitizing the European Economy: impact on business and society (David Servat, CEA LIST)</i></p>
10.30	<p>Smart Destination as part of the Spanish National Integrated Tourism Plan <i>Antonio López de Ávila, President SEGITTUR (National Ministry of Industry, Energy and Tourism)</i></p>
10:45	<p>Presentations <i>Presentation of the Use Case ‘Smart Island Mallorca’; Presentations on the concept, frameworks, components and tools for smart destinations (by industry, SME/start-ups, academia and municipalities) including:</i></p> <ul style="list-style-type: none"> ▪ Luis del Olmo, president of Balears.t / Jaume Monserrat: president of Turistec ▪ Cosme Bonet, executive minister of Economy and Finances Mallorca Island Government (Consell de Mallorca), "Brief introduction to the objectives of the SmartIsland project in Mallorca " ▪ Antonio Tirado, Municipality of Calvià, "Calvià City Council: Smart Destination plan" ▪ Elena Pedrosa, ISEEIDEA ▪ Prof. Tomeu Alorda, University of the Balearic Islands; director of the SmartDestinations working group "Research on Smart Tourist Destination: Learned Experiences through ITCs Analysis" ▪ Juan Ramon Santana, University of Cantabria, ClouT and FESTIVAL projects ▪ Rafael Guinea, General director Tirme, Circular economy and waste management ▪ José María Bauzá de Mirabó Waste management, Director MAC Insular ▪ Antonio Skarmeta, University of Murcia, MiMurcia project ▪ Joao Sarraipa, Institute for the Development of New Technologies, Portugal, Concepts for Agriculture and Tourism Cyber-Physical Ecosystems ▪ Marton Borbely, Xetics ▪ Michele Fuschillo and Pasquale Leone, Engineering, technology applied to Tourism <p><i>End-user expectations, challenges and vision for future smart destinations and tourism Connecting ideas to business</i></p>
13:00	<i>Lunch</i>

14:00	Panel and Interactive Session <i>With all speakers and in small working groups. The focus will be on defining key factors (technologies, business, policies) which have contributed to the success of the above initiatives and how such experiments can be replicated and/or transferred from one domain to another</i>
15:50	Conclusions and next steps
16:00	<i>Close of the Workshop</i>

To register for the workshop please use the following link: <http://www.road2cps.eu>
For further questions, please contact: meike.reimann@steinbeis-europa.de

How to get there

Parc Bit : Press Room
 Ctra Valldemossa km 7,4
 07121 Palma



Parc Bit is located near to the University of the Balearic Islands, 7,4 km from Palma Center. The best way to arrive is by taxi, it takes around 10-15 minutes (without traffic jump) from the hotels recommended). If you come by taxi, you have to ask to the taxi driver to leave you at the main building, NOT in the parking area!!!

By Bus: Lines 19. Consult the bus schedule on the website of [EMT](#).

Hotels close to the venue

There are not any hotels in the area. Some of the recommended ones are:
 Located in the seafront promenade:

- TrypPalma Bellver Hotel 4stars 125 €/night aprox <https://www1.melia.com/es/hoteles/espana/mallorca/tryp-palma-bellver-hotel/index.html>
- Hotel Palas Atena 4 stars 130 €/night aprox www.melia.com/Melia-Palas-Atenea
- Hotel Costa Azul 4 stars 140€ night aprox www.hotelcostaazul.es

Located in the main shopping high street

- HM Jaime III Hotel 4 stars 155 €/night <http://www.hmjaimeiii.com/>
- Hotel Nakar 4 stars 200€/night aprox <http://nakarhotel.com/>

Located in the city center

- INNSIDE Palma Center, 4 stars 140 €/night aprox www.melia.com/es/hoteles/espana/mallorca/innside-palma-center/index.html

Located close to Bellver Castle

- Hotel Horizonte 3 stars 50€/night www.hotelamichorizonte.com They are preparing a landing page to make the reservations directly 50€/night breakfast included

Hotel Tryp Bosque 3 stars 100€/night www.melia.com/TRYP-Mallorca-PalmaBosque