



UNIVERSIDAD  
DE MÁLAGA



XV Congreso Internacional de Turismo y TIC



INSTITUTO ANDALUZ  
DE INVESTIGACIÓN  
E INNOVACIÓN EN TURISMO

**6th November 2025**

**09:00 - 09:30**

**Registration**

**09:30 - 10:00**

**Opening ceremony attended by the authorities**

**10:00 - 11:00**

**CONFERENCE**

***Cybersecurity without borders in the age of Artificial Intelligence***

**GERARDO FERNÁNDEZ** - Senior Security Engineer at Google

**11:00 - 11:30**

**Coffee Break**

**11:30 - 12:30**

**ROUND TABLE**

***Applications of Artificial Intelligence in tourism distribution***

**Moderator: INMACULADA GALLEGO** - Professor in the Dept. of Business and Marketing at the University of Malaga

**INMA MATEOS** - Account Manager Europe at Granicus-Simpleview

**JUAN TORRES** - Account Technology Strategist at Microsoft

**DAVID VIDAL** - Customer Success Management Southern Europe Director at AMADEUS

**GABRIEL RAMIS** - Chief Information Officer at Avoris

**12:30 - 13:30**

**CONFERENCE**

***Digital accessibility as a fundamental element for inclusion in the tourism sector***

**ENRIQUE GARCÍA CORTÉS** - Expert in digital accessibility

**LUNCH BREAK**

**16:00 - 18:00**

**PRESENTATION OF RESEARCH PAPERS IN PARALLEL ROOMS**

**ROOM 1**

**Digitalisation, mobility and  
tourism distribution**

**ROOMS 2A y 2B**

**Artificial intelligence  
and tourism**

**ROOM 3**

**Sustainability, platform  
economies and new realities**



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**7th November 2025**

Day sponsored by the European DIBEST project of Interreg Atlantic Area

**09:30 - 10:30**

**ROUND TABLE**

***Smart tourist destinations in Latin America: Ibero-American CYTED Programme***

**Moderator: LUIS JAVIER GADEA** - Head of Research, Development and Innovation at SEGITTUR

**JOSEP IVARS** - Director of IUIT and Coordinator of the CYTED Tourism Network

**ANA CLARA RUCCI** - Director of the Institute for Tourism Research at UNLP

**ALEXANDRE AUGUSTO BIZ** - Researcher at the Knowledge Engineering Group at UFSC

**LEDYS LÓPEZ** - Director of the GIET Research Group at Colegio Mayor de Antioquia University

**10:30 - 11:15**

**WORKSHOP**

***Digitalisation in blue tourism companies: European project DIBEST***

**11:15 - 11:45**

**Coffee Break**

**11:45 - 13:30**

**PRESENTATION OF TECHNOLOGICAL SOLUTIONS FOR TOURISM COMPANIES**

**13:30 - 14:00**

**CLOSING CONFERENCE**

***Technology and AI at the service of residents' wellbeing in tourist destinations***

**JACQUES BULCHAND** - President of International Federation for IT and Travel & Tourism (IFITT)

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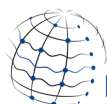
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