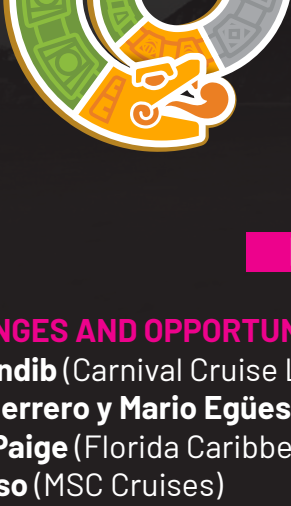


ACADEMIC PROGRAM OF THE TIANGUIS TURÍSTICO 2021

NOVEMBER 16TH - 19TH, 2021



A NEW BEGINNING
Merida
2021



MAGISTRAL CONFERENCES

CHALLENGES AND OPPORTUNITIES FOR THE CRUISE INDUSTRY IN THE NEW REALITY

David Candib (Carnival Cruise Line)
Karen Guerrero y Mario Egües (Royal Caribbean)
Michele Paige (Florida Caribbean)
Rick Sasso (MSC Cruises)
Wednesday 17 || 11:00 - 11:45 hrs || Maya Max Hall of Gran Museo del Mundo Maya

RAPID INNOVATION AND TRANSFORMATION BEFORE ADVERSITY: THE NEW MODEL OF DEVELOPMENT IN TOURISTIC PRODUCTS

Lourdes Berho (Alchemía Group)
Wednesday 17 || 12:00 - 12:45 hrs || Maya Max Hall of Gran Museo del Mundo Maya

THE IMPORTANCE OF TOURISTIC SUSTAINABILITY

Joan Passolas (AMFORT)
Wednesday 17 || 13:00 - 13:45 hrs || Maya Max Hall of Gran Museo del Mundo Maya

TURISMO EN YUCATÁN: UN OASIS PARA LAS INVERSIONES

Mauricio Vila (Governor of Yucatán)
José Chapur (Palace Resorts Group)
Miguel Quintana (Xcaret Group)
Rogelio Jiménez Pons (FONATUR)
Braulio Arsuaga (Group President)
Michelle Fridman (Secretary of Tourism of Yucatán)
Wednesday 17 || 17:00 - 18:00 hrs || Maya Max Hall of Gran Museo del Mundo Maya

RURAL TOURISM AS A SUSTAINABLE VEHICLE OF SAFEGUARD AND REGENERATION

Salomón Bazbaz
Adriana Molano (UNESCO Colombia)
Frédéric Vacheron (Director of UNESCO México)
Jordi Tresserras (President of ICOMOS España & Director of LAB-PACT)
Sayda Melina Rodríguez (Secretary of Sustainable Development)
Thursday 18 || 10:00 - 10:45 hrs || Maya Max Hall of Gran Museo del Mundo Maya

CONNECTIVITY AND CHALLENGES WITH AVIATION

Héctor Navarrete y Alejandro Vales (ASUR)
José Antonio Loret de Mola Gómory (General Director of CICLO Group)
Cuitlahuac Gutiérrez (IATA)
Luis Noriega Canaero (AirCanada)
Alex Benítez (Aeroméxico)
Thursday 18 || 10:45 - 11:45 hrs || Maya Max Hall of Gran Museo del Mundo Maya

ARE WE PREPARED FOR A NEW CRISIS?

Adolfo Favieres (LATAM Ambassador & Representative of WTTC)
Joan Passolas (General Secretary of AMFORT)
Alonso Cedeño (Founder of Online Strategy)
Andres Ávila (Climate Change)
Thursday 18 || 12:00 - 12:45 hrs || Maya Max Hall of Gran Museo del Mundo Maya

THE NEW TOURIST, PSYCHOGRAPHIC CHANGES OF THE PASSENGER POST COVID

Carlos Olivos (Director of RRPP AirBNB Mexico)
Adolfo Jiménez (Commercial Director of Amadeus México)
Javier Murillo (Founder, Chairman & CEO Metrics)
Thursday 18 || 13:00 - 13:45 hrs || Maya Max Hall of Gran Museo del Mundo Maya

THE REBIRTH OF TOURISM

ORANGE TOURISM: THE CREATIVE AND CULTURAL TOURISM

Jordi Tresserras
(President of ICOMOS & LAB-PACT of University of Barcelona)
Wednesday 17 || 15:00 - 15:30 hrs || Auditorium V - Siglo XXI Theatres

LGBT SEGMENT AS A VEHICLE OF RECOVERY

Oriol Pamies (CEO of Queer Destinations)
Wednesday 17 || 15:30 - 16:00 hrs || Auditorium V - Siglo XXI Theatres

THE DIGITALIZATION OF TOURISM: OPPORTUNITIES FOR THE VALUE CHAIN

Adolfo Jiménez (Commercial Director of Amadeus México)
Wednesday 17 || 16:00 - 16:30 hrs || Auditorium V - Siglo XXI Theatres

DECIPHERING TOURISM THROUGH THE SCIENCE OF DATA

Javier Murillo (Founder, Chairman & CEO Metrics)
Wednesday 17 || 16:30 - 17:00 hrs || Auditorium V - Siglo XXI Theatres

SOCIAL RESPONSIBILITY IN TOURISM

Adriana Prieto (Aeroméxico)
Verónica Toller (Freedom Foundation)
Javier Barrera (Vice-president of Posadas Group)
Ferdinand Recio (Viva México Movement)
Wednesday 17 || 17:00 - 18:00 hrs || Auditorium V - Siglo XXI Theatres

TOURISTIC INNOVATION: GLAMPING AND NEW TENDENCIES

Guillermo Yasutake (Grup President)
Adolfo del Rosal (The Outdoors Financial)
Thursday 18 || 15:00 - 15:30 hrs || Auditorium V - Siglo XXI Theatres

THE COMPETITION IN TOURISTIC DESTINATIONS IN THE DIGITAL AGE

Adolfo Favieres (LATAM Ambassador & Representative of WTTC)
Thursday 18 || 15:30 - 16:00 hrs || Auditorium V - Siglo XXI Theatres

INTERSECTIONALITY IN THE TRAVEL CHAIN FOR INCLUSIVE TOURISM

Janeth Jiménez Santos (Consultant in Accessibility and Universal Design)
Thursday 18 || 16:00 - 16:30 hrs || Auditorium V - Siglo XXI Theatres

EXPERIENTIAL TOURISM: THE FUTURE OF TODAY

Eduardo Yarto (Incubatour)
Thursday 18 || 16:30 - 17:00 hrs || Auditorium V - Siglo XXI Theatres

ARCHEOLOGICAL TOURISM: PRESERVATION AND DIFFUSION OF HERITAGE

Salomón Bazbaz (Expert Immaterial & Cultural Heritage)
Frédéric Vacheron (UNESCO México)
Guillermo de Anda (INAH, NATGEO)
Jorge Huchim (Uxmal)
Ramon Lee (Uxmal)
Thursday 18 || 17:00 - 18:00 hrs || Auditorium V - Siglo XXI Theatres

SIGNING OF THE ENGAGEMENT LETTER FOR THE IMPLEMENTATION OF GASTRONOMICAL POLITICS OF YUCATÁN FOR THE YEAR 2022

Friday 19 || 9:00 - 9:30 hrs || Auditorium V - Siglo XXI Theatres

AMBASSADORS IN YUCATÁN AWARD CEREMONY "YUCA TAN ORGULLOSO"

Friday 19 || 9:30 - 10:30 hrs || Maya Max Hall of Gran Museo del Mundo Maya

PRESENTING RESULTS OF THE SUSTAINABLE TIANGUIS TURÍSTICO & AWARDING OF THE STAND WITH BEST PRACTICES

Federal SECTUR
Friday 19 || 11:00 - 12:00 hrs || Maya Max Hall of Gran Museo del Mundo Maya

THE NEW FACE OF THE DIGITAL TRAVELLER

Nate Blecharczy
(Co-founder of Airbnb, Chief Strategy Officer, and Chariman of Airbnb China)
Friday 19 || 12:00 - 13:00 hrs || Maya Max Hall of Gran Museo del Mundo Maya

YUCATÁN

RESILIENCE IN THE MEETING INDUSTRY - YUCATÁN MEETINGS ANNOUNCEMENT

Moderator (Eduardo Yarto)
Manuel Redondo (Fira Barcelona)
Alejandro Ramirez Tabche (COMIR)
Eduardo Chaillo (Global Meetings And Tourism Specialists)
Ana María Viscasillas (PCMA Puerto Rico)
Wednesday 17 || 11:00 - 12:00 hrs || Auditorium VI - Siglo XXI Theatres

MÉRIDA: CAPITAL OF CULTURE AND GASTRONOMY IN THE MEXICAN SOUTHEAST

José Luis Martínez Semerena (City Council of Mérida)
Wednesday 17 || 12:00 - 13:00 hrs || Auditorium VI - Siglo XXI Theatres

THE PROGRESS OF PROGRESO AND THE YUCATECAN RIVIERA

Julián Zacarías (Municipal President of Progreso)
José Trinidad Molina (General Director Aviomar)
Armando Casares (General Director Controltur)
Raúl Paz (SEFOTUR)
Wednesday 17 || 13:00 - 14:00 hrs || Auditorium VI - Siglo XXI Theatres

GASTRONOMIC HERITAGE OF YUCATÁN PANEL

Salomón Bazbaz (Expert in Immaterial & Cultural Heritage)
Sol Rubín de la Borbolla (Vice-president of the Conservatory of Mexican Gastronomic Culture)
Luis Enrique García (Touristic Consultant & Investigator)
Wednesday 17 || 15:00 - 16:00 hrs || Auditorium VI - Siglo XXI Theatres

IMPLEMENTATION OF GASTRONOMIC POLITICS IN YUCATÁN

Luis Enrique García (Touristic Consultant & Investigator)
Wednesday 17 || 16:00 - 16:30 hrs || Auditorium VI - Siglo XXI Theatres

THE SUSTAINABLE FUTURE OF PUERTO MAYA:

LAS COLORADAS, RÍO LAGARTOS, SAN FELIPE Y EL CUYO
Eduardo Sansores (Director of Operations of the Salinera Industry of Yucatán)
Floricy del Carmen Alcocer (Mayor of Río Lagartos)
Wednesday 17 || 16:30 - 17:00 hrs || Auditorium VI - Siglo XXI Theatres

NATIONAL STRATEGY OF THE MAGIC VILLAGES

Marío Alberto González (General Director of Destination Management SECTUR)
Wednesday 17 || 17:00 - 17:30 hrs || Auditorium VI - Siglo XXI Theatres

CENTRE OF TOURISTIC INNOVATION OF YUCATÁN

Tony Yarto (Incubatour)
Thursday 18 || 10:00 - 10:30 hrs || Auditorium VI - Siglo XXI Theatres

365 DAYS IN YUCATÁN

Arturo Sánchez (SEFOTUR)
Thursday 18 || 10:30 - 11:00 hrs || Auditorium VI - Siglo XXI Theatres

RURAL TOURISM IN MAYAN VILLAGES AND PUUC ROUTE

Luis Enrique García (Touristic Consultant & Investigator)
Diego José Ávila Romero (Mayor of Tekax)
Thursday 18 || 11:00 - 11:30 hrs || Auditorium VI - Siglo XXI Theatres

SPORTING TOURISM: NEW RACETRACK AND SUSTAINABLE STADIUM

Estadío José Mena (Veloxity)
Estadio Sostenible (Céasa Esparza)
Carlos Sáenz (Moderator)
Thursday 18 || 11:30 - 12:00 hrs || Auditorium VI - Siglo XXI Theatres

TOURISTIC DEVELOPMENT IN THE CAPITAL MUNDO MAYA

Rodrigo Alvarez (Alvez Director)
Rodrigo Escalante (Director Mesones of Valladolid)
Thursday 18 || 12:00 - 13:00 hrs || Auditorium VI - Siglo XXI Theatres

SIGNATURES OF THE 5 STATES OF THE GULF. FOR THE DEVELOPMENT OF NAUTICAL TOURISM Y PRESENTATION OF THE PROGRAM OF TOURISTIC DEVELOPMENT FOR THE CITIES WITH NAUTICAL POTENTIAL IN YUCATÁN

Victor Hugo Sevilla Méndez (Sub-director of Planning & Control FONATUR)
Thursday 18 || 13:00 - 14:00 hrs || Auditorium VI - Siglo XXI Theatres

REGIÓN HACIENDAS AND CENOTES:

PRESENTATION OF A MAJESTICAL AND SACRED HISTORY
Warnel May Escobar (Mayor of Izamal)
Carola Diez (Foundation Haciendas Mundo Maya)
Tirso Cervantes (Private Haciendas)
Matías González (Director of Foundation Coqui-Coqui)
Thursday 18 || 15:00 - 15:30 hrs || Auditorium VI - Siglo XXI Theatres

YUCATÁN IS COLOR

Thursday 18 || 15:30 - 16:30 hrs || Auditorium VI - Siglo XXI Theatres

SISAL, VILLAGE OF BEACHES

Marisa Franco (Mayor of Hunucmá)
Carlos Eduardo Quesnel (Proesur)
Thursday 18 || 16:30 - 17:00 hrs || Auditorium VI - Siglo XXI Theatres

NEW PROJECTS OF THE XCARET GROUP

Miguel Quintana Pali (Xcaret Group)
Arq. David Quintana Morones (Vice-President Xcaret Group)
Lizbeth Álvarez (Executive Commercial Director)
Ileana Rodríguez (Executive Director of Sustainability)
Thursday 18 || 17:00 - 17:30 hrs || Auditorium VI - Siglo XXI Theatres

MÉXICO

SUSTAINABLE LOBSTER FISHING TOUR AT PUNTA ALLEN MAYA KA'AN DESTINATION

Quintana Roo
Wednesday 17 || 10:00 - 10:30 hrs || Room I - Siglo XXI Theatres

AEROMEXICO PRESS CONFERENCE

Wednesday 17 || 11:00 - 11:30 hrs || Room IV - Siglo XXI Theatres

INCLUSIVE CARE, A SERVICE EXPERIENCE FOR EVERYONE

Wednesday 17 || 11:00 - 11:30 hrs || Room I - Siglo XXI Theatres

PRESS CONFERENCE: ROUTE OF THE V CENTENARY (Veracruz Section)

Wednesday 17 || 12:00 hrs || Room I - Siglo XXI Theatres

ANTOMEX PRESENTS ITS THREE REGIONAL TOURIST ROUTES OF MEXICO: NORTHWEST, NORTHEAST AND MAGIC OF TOLTECAS AND TONACAS

Wednesday 17 || 13:00 - 13:30 Hrs || Room I - Siglo XXI Theatres

HOW MORELOS HAS GROWN IN THE ROMANCE MARKET

Wednesday 17 || 13:00 - 13:30 Hrs || Room IV - Siglo XXI Theatres

TABASCO PRESS CONFERENCE

Wednesday 17 || 13:40 Hrs || Room I - Siglo XXI Theatres

DISRUPTIVE PROMOTION: HOW TO REACH THE POTENTIAL TOURIST AND ATTRACT HIM

Wednesday 17 || 14:00 - 14:30 Hrs || Room IV - Siglo XXI Theatres

CONCANACO PRESS CONFERENCE

Wednesday 17 || 15:00 - 15:30 Hrs || Room I - Siglo XXI Theatres

MIXOLOGY AND "AGAVE" TOURISM WITH PULQUE (Tlaxcala)

Wednesday 17 || 15:00 - 15:30 Hrs || Room IV - Siglo XXI Theatres

GUANAJUATO CLOSER THAN YOU THINK!

Wednesday 17 || 16:00 - 16:30 Hrs || Room IV - Siglo XXI Theatres

PUEBLA, CONSERVATION AND HERITAGE

Wednesday 17 || 16:00 - 16:30 Hrs || Room I - Siglo XXI Theatres

CURRENT AMTAVE MEETING

Wednesday 17 || 17:00 - 17:30 Hrs || Room IV - Siglo XXI Theatres

MAYAN TRAIN

Rogelio Jimenez Pons
Wednesday 17 || 18:00 - 18:30 Hrs || Room I - Siglo XXI Theatres

MONTERREY TOURISM CLUSTER

Thursday 18 || 10:00 - 10:30 hrs || Room II - Siglo XXI Theatres

STATE OF VERACRUZ

Thursday 18 || 10:30 - 11:00 hrs || Room II - Siglo XXI Theatres

MONARCH BUTTERFLY SANCTUARIES OF MICHOACÁN

Roberto Monroy García (Secretary of Tourism of Michoacán)
Thursday 18 || 10:00 - 10:30 Hrs || Room I - Siglo XXI Theatres

TABASCO, MEMORABLE EXPERIENCES

Thursday 18 || 10:00 - 10:30 Hrs || Room IV - Siglo XXI Theatres

AGUASCALIENTES

Thursday 18 || 11:00 - 11:30 Hrs || Room I - Siglo XXI Theatres

TLAXCALA "TOURIST DESTINATION"

Thursday 18 || 11:00 - 11:30 Hrs || Room IV - Siglo XXI Theatres

WESTERN REGION

Thursday 18 || 11:00 - 11:30 Hrs || Room II - Siglo XXI Theatres

CENTRO OCCIDENTE ALLIANCE

Thursday 18 || 11:30 - 12:00 hrs || Room II - Siglo XXI Theatres

THIS IS BAJA CALIFORNIA

Alejandro Montalvo (Creative Director / Founding Partner Empírica - Specola)
Thursday 18 || 12:00 - 12:30 hrs || Room II - Siglo XXI Theatres

CHIAPAS "NATURAL TREASURES"

Thursday 18 || 12:00 Hrs || Room I - Siglo XXI Theatres

UNVEILING OF THE 45 ANNIVERSARY OF TIANGUIS LOTTERY TICKET

Thursday 18 || 12:00 Hrs || Room IV - Siglo XXI Theatres

FILUX

Thursday 18 || 12:30 - 13:00 hrs || Room II - Siglo XXI Theatres

THE ROUTES IN BAJA CALIFORNIA - HOMOLOGATED TRAILS IN MEXICO

Monica Véjar Corona (Executive Director of Baliza México)
Thursday 18 || 13:00 - 13:30 hrs || Room II - Siglo XXI Theatres

CDMX

Thursday 18 || 13:00 - 13:30 Hrs || Room I - Siglo XXI Theatres

TAMAULIPAS "THE SURPRISE OF MEXICO"

Thursday 18 || 13:00 - 13:30 Hrs || Room IV - Siglo XXI Theatres

STATE OF TAMAULIPAS

Thursday 18 || 13:30 - 14:00 hrs || Room II - Siglo XXI Theatres

RIOS MAYA (Tabasco)

Thursday 18 || 14:00 - 14:30 Hrs || Room I - Siglo XXI Theatres

PRESS CONFERENCE (Chihuahua)

Thursday 18 || 14:00 - 14:30 Hrs || Room IV - Siglo XXI Theatres

STATE OF MORELOS

Thursday 18 || 15:00 - 15:30 hrs || Room II - Siglo XXI Theatres

STATE OF SAN LUIS POTOSÍ

Thursday 18 || 15:30 - 16:00 hrs || Room II - Siglo XXI Theatres

CHICHÉN ITZÁ AIRPORT

Carlos Malloy (Director of Chichén Itzá Airport)
Thursday 18 || 16:00 - 16:30 hrs || Room II - Siglo XXI Theatres

CAMPECHE PURO AMOR

Thursday 18 || 16:00 - 16:30 Hrs || Room I - Siglo XXI Theatres

AWARDS: "THE BEST OF MEXICO DESCONOCIDO"

Thursday 18 || 16:00 - 16:30 Hrs || Room IV - Siglo XXI Theatres

TBD

Thursday 18 || 16:30 - 17:00 hrs || Room II - Siglo XXI Theatres

TBD

Thursday 18 || 17:00 - 17:30 hrs || Room II - Siglo XXI Theatres

SAN LUIS POTOSÍ

Press Conference
Thursday 18 || 17:00 - 17:30 Hrs || Room I - Siglo XXI Theatres

GOBIERNO DE MEXICO

