

in2
destination

in2destination provides technical and strategic counselling for smart and sustainable development, strengthening and transformation of tourism industries and destinations.

Government agencies, Institutions, Destination Management Organizations, Academia, Private Sector Associations can benefit from **in2destination** value offer and expertise.

Three distinct services are offered: **innovative territories research and consultancy** on diverse areas from smart & sustainable destination management to tourism measurement; **capacity building** by training and by developing bridges and new degrees among universities across continents; and finally, **coordinating network of experts**.



Innovative Territories

Research & Consultancy

Given our role within INRouTe (International Network on Regional Economics, Mobility and Tourism) and the tight collaboration with UNWTO (United Nations Tourism World Organization) one of our clear specialization areas is tourism measurement and economic analysis at sub-national levels, both from the point of view of contributing to the development of international recommendations, as from the Tourism Big Data approach we follow as a complement to the existing robust traditional statistics framework.



Capacity Building

Consultancy & Training

We support and develop the conceptualization of syllabus mixing the sensitivity for the territory, its socio economic context, with innovation and competitiveness. We act as bridges for academic institutions in several continents. We advise and accompany the international mobility of tourism academics and students, with the aim of transferring better practices, broaden knowledge and professional experiences.



Network Coordination

Permanent Technical Secretariat

The tourism sector counts with multiple specialization areas and numerous experts. in2destination coordinates and contributes in specialized networks in order to advance in the building up and open management of knowledge. Currently in2destination acts as coordinator of the network INRouTe – International Network on Regional Economics Mobility and Tourism, managing both its image, communication, publications, WIKI, and flagship events.





Innovative Territories

in2destination collaborates in the responsible and smart construction of territories through tourism

- Innovative Tourism Measurement at national and sub-national levels
- Governance and Institutional Strengthening
- Smart and Sustainable Destinations Management
- Tourism Quality Plans
- Development Plans and Strategic Planning for emerging territories and transformation processes for mature destinations
- Accompanying the technical design of Tourism, Territory, Innovation and Sustainability Public Policies
- Tourism Innovation: BIG DATA, ICTs

Government agencies, Institutions, Destination Management Organizations often need guidance on governance, institutional strengthening, evaluation of policies and of stakeholder cooperation, destination management, re-thinking the destination value offer, moving towards sustainable tourism development, understanding concepts such as "smart destinations" and *ad hoc* implications, to name but a few.

Thus, **in2destination** works on:

- Product and Business Development for: Meetings Industries, Urban and Nature Tourism, Health & Wellness Tourism, Slow City.
- Counselling on International investment LATAM – EUROPE
- Planning and Execution of Sectorial and Institutional Competitiveness Plans ICT Implementation Maturity Diagnosis, Innovative Solutions, and R&D&i Tourism Plans Development
- Custom Project design and management
- Custom market research
- Production of studies, publications and sectorial publications (Tourism)



Capacity Building

Academic institutions need to build bridges with peers across the world for their faculty and students to be aware of the state of the art in their field. **in2destination** can help bridging given its international set of contacts and by designing and managing specific exchange projects.

Moreover, **in2destination** can design up-to-date undergraduate, postgraduate and doctoral programmes of interest to present and future generations.



Expert Network Coordination

Most Industry Associations are organized on a voluntary basis structure and the manager faces logistical, managerial and time constraints.

in2destination has the expertise to coordinate networks of experts, its membership programme, managing both its image, communication, publications, and flagship events.

Nagore Espinosa



Education

PhD

Awaiting to defend her Doctoral Thesis within the PhD program Business Competitiveness and Economic Development at the Basque Competitiveness Institute and the University of Deusto (Spain)

Master of Science

MSc Leisure Events and Facilities Management from Sheffield Hallam University (UK)

BA

Tourism Bachelors Degree from the University of Deusto (Spain), Event Management specialization and ERASMUS program semester at the Université d'Angers (France)

Experience

Nagore has more than 10 years experience in the tourism economic sector, from a private perspective: meetings industries and accommodation, from the public administration side on foreign promotion of Spain and US market research, as well as from the academic side focusing on sustainable smart and competitive destination management and measurement and economic analysis of tourism at sub-national levels.

Her professional activity has been developed in Europe (Spain, UK and Italy) and in the Americas (US & Colombia), where she has bridged strong relations with renowned professionals from trade, meetings industries, accommodation and creative industries, as well as local and regional public administrations and academia

Currently she collaborates with UNWTO, acts as External Expert evaluating R&D&i projects for different entities, is INRouTe's network coordinator and technical secretariat, member of the Travel and Tourism Research Association (TTRA), member of the International Federation of Information Technologies and Tourism (IFITT) and Destination Chair for ENTER2016.

Formerly, she was researcher and project manager for the Cooperative Research Center in Tourism ClCtourGUNE, Lecturer for the University of Deusto, Invited Lecturer for several Master Degree Programmes in Spain and Italy, Invited Researcher in the International Center for Economic Studies of Tourism Ciset, & University Ca'Foscari (Venice, Italy), Event Manager for Naider and Trade Relations Director for Tourspain Tourism Office of Spain in NYC (USA), among the most recent roles.



Natalia Restrepo



Education

PhD

Ph.D. Candidate in the Tourism and Leisure Doctoral Programme at the University Rovira i Virgili (Spain)

Master

Analytical Techniques and Innovation in Tourism at the University Rovira i Virgili (Spain)

BA

Tourism Business Administration from the University of Medellin (Colombia).

Experience

Natalia has over 10 years experience in the tourism sector. She has been involved in projects both in the public and private sectors in various cultural and geopolitical environments.

Her professional training and expertise have allowed her to consolidate knowledge and skills in specific processes of territorial development, internationalization, tourism innovation, tourism economics, tourism business models and intelligent systems in travel and tourism.

In the past, Natalia has had the following positions:

Tourism Director and Tourism Products Coordinator at the Government of the City of Medellin (Colombia); Director of Medellin Business Destination Project, within Medellin Chamber of Commerce, which was funded by the Inter-American Development Bank – IDB; Regional Tourism Director and Project and Research Coordinator at the Colombian Hotels Association - COTELCO; Executive Assistant at the Colombian Travel and Tourism Association - ANATO and recently, she was a researcher and project manager for the Cooperative Research Center in Tourism, CICTourGUNE (Spain).

Natalia has been a Board member of Medellin Convention & Visitors Bureau and Plaza Mayor Medellin Convention Center.

