

## Joan Torrella

With a degree in Philosophy and Letters (Psychology section) from UAB (1982) and a Master of managerial function in the Public Administrations by ESADE.

Joan has worked in the public administration since 1983, taking on various management posts in the fields of social services, territorial management, human resource management, culture and economic promotion of the city.

In 2007, he was designated Director of Coordination and Strategic Programs for Economic Promotion, representing the City Council in several public-private sector entities, including the Consortium Turisme de Barcelona, as a member of the General Council and the Executive Committee until September 2018.

In 2010, the City Council created the Tourism Directorate and he was named director until August 2018. During this period, he participated as a member of the work team of the "Tourism Strategic Plan of Barcelona 2010-2015" and the follow edition 2017-2020.

Currently, he is the Managing Director of Turisme de Barcelona.

## Kontaktdaten

**Joan Torrella**  
Managing Director  
Turisme de Barcelona



## Veranstaltung

### [Overtourism: Smart Control Via Digital Technologies](#)

Mittwoch, 6. März 2019, 12.00 - 12.45 Uhr  
CityCube Berlin, Cube Club

### [Partnerschaften zum nachhaltigen Tourismus: Case Studies der Cruise Industry](#)

Freitag, 8. März 2019, 13.00 - 13.45 Uhr  
CityCube Berlin, Cube Club

Official Partner Country ITB Berlin 2019

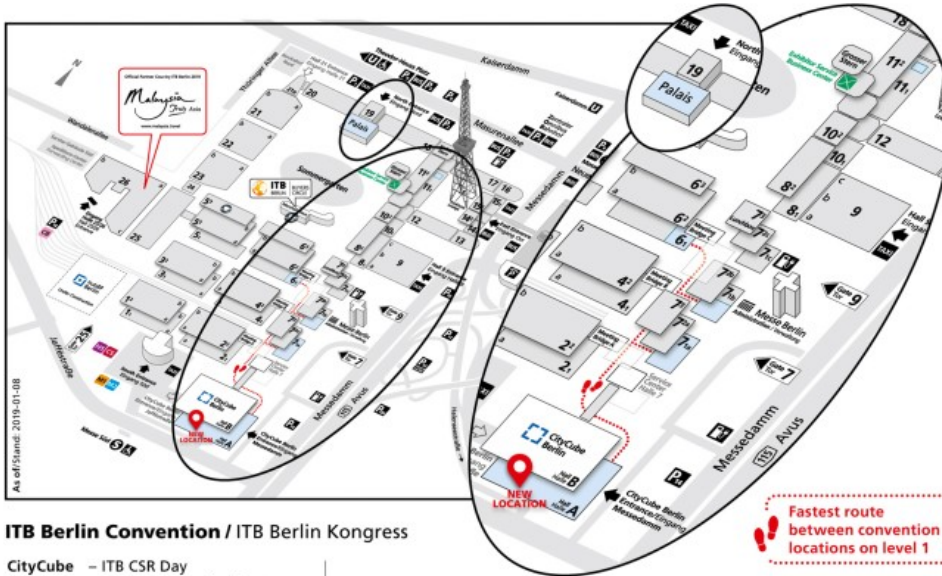


Co-Host ITB Berlin Convention 2019



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IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



## ITB Berlin Convention / ITB Berlin Kongress

- CityCube**  
**Hall A**
- ITB CSR Day
  - ITB Deep Dive Sessions
  - ITB Destination Day 1
  - ITB Destination Day 2
  - ITB Experts Forum Wellness
  - ITB Future Day
  - ITB Marketing & Distribution Day
  - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

Fastest route  
between convention  
locations on level 1

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

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World Tourism Cities Federation



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