

PARALLEL SESSIONS

Friday, May 3, 09.30-10.20

WORKSHOPS



Participants are invited to participate actively in discussing the implications of the latest developments in the tourism industry. Each Workshop discussion is based on a presentation.

W1 VIRTUAL REALITY: A transformative potential

W2 OVERTOURISM: Experiences and solutions

W3 FUTURE EMPLOYMENT: Culture, talent and purposeful work

W4 YOUR CONTRIBUTION: Create your own Workshop

CREALAB



A CreaLab (creative laboratory) provides a frame for developing new concepts for the future of tourism.

C2 FUTURE EDUCATION: Prepare for disruption!

C3 MOBILE HOTEL: Redesigning agile hospitality

MASTERCLASSES



A Masterclass consists of a discussion among participants and the pre-sent experts. The focus is always on the exchange of opinion and experience.

M4 DIVERSITY: Driver of innovation and integration

SHOWCASES



A Showcase is a presentation of a best-in-class example, featuring an issue of great importance to the tourism, travel and hospitality industry.

S3 CULINARY REVOLUTION: Indulgence as an attraction

S4 ADVENTURE TRAVEL: Emotions are priceless

S5 CUSTOMER RELATION: Know the millennials!