

## PARALLEL SESSIONS

Friday, May 3, 09.25-10.15

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### 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  
*Self-experience of VR and discussion of opportunities and risks*
- W2 OVERTOURISM: Experiences and solutions  
*Measurement and management of overtourism*
- W3 FUTURE EMPLOYMENT: Culture, talent and purposeful work  
*How to gain and hold the best talents?*
- W5 YOUR CONTRIBUTION: Create your own Workshop  
*Will be defined at the end of March, based on your ideas*
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### CREALAB



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

- C2 FUTURE EDUCATION: Prepare for disruption!  
*Design the future education model*
- C3 MOBILE HOTEL: Redesigning agile hospitality  
*Create a business plan for the new hospitality concept "Quad-rin"*

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### 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  
*How to create a culture of diversity and inclusion*
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### 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  
*Food and Beverage as a possibility to position a destination*
- S4 ADVENTURE TRAVEL: Emotions are priceless  
*Target group and size of the adventure travel market*
- S5 CUSTOMER RELATION: Know the millennials!  
*Can you satisfy the needs of the millennials?*