

PARALLEL SESSIONS

Thursday, May 2, 16.25-17.15

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
- W4 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.

- C1 WTFL VENTURE PLATFORM: An innovative ecosystem
Building a tourism ecosystem for start-ups and investors
- 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 present experts. The focus is always on the exchange of opinion and experience.

- M1 **DIGITAL TRANSFORMATION: Disrupting the industry**
How to prepare your company for the digitized company?
- M2 **BOOKING PLATFORMS: What is their future?**
How do tomorrows booking platforms look like?
- M3 **INNOVATION: A challenge for existing companies**
How to stay innovative?
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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.

- S1 **BLOCKCHAIN: A new disruptive force in tourism?**
Fields of application of Blockchain
- S2 **MOBILITY: The future of autonomous driving**
Impacts to the tourism industry