

# 17th European Tourism Forum

Designing Tourism for Quality of Life and Value Added

1 - 2 October 2018, Vienna, Austria

## Speaker



## Opening Session



Presidency of the Council of the EU, Austria

### **Elisabeth KÖSTINGER**

Federal Minister for Sustainability and Tourism

Elisabeth Köstinger was born on 22 November 1978 in Carinthia and grew up on a small family farm at St. Paul in Lavanttal. In 2009 she was elected Member of the European Parliament, and was spokesperson for agricultural, environmental and women's affairs of the delegation of the Austrian People's Party until 2017. From 2011 to 2017 she was Deputy Head of Delegation of the delegation of the Austrian People's Party to the European Parliament, from 2014 onward also Vice-President of the European Parliamentary Association. Köstinger was the President of the Ecosocial Forum Europe and Vice-President of the Ecosocial Forum Austria. In May 2017 she became the Secretary-General of the new People's Party; in the same year she was elected Member of the National Council as well as President of the National Council.

Since 18 December 2017 Elisabeth Köstinger has been Federal Minister for Sustainability and Tourism. The responsibilities of the Ministry comprise agriculture and forestry, environment, climate protection, energy and mining, tourism, and regional policy.



European Commission

### **Elżbieta BIEŃKOWSKA**

Commissioner for Internal Market, Industry, Entrepreneurship and SMEs

Elżbieta Bieńkowska is the Commissioner for Internal Market, Industry, Entrepreneurship and SMEs in the European Commission of Jean-Claude Juncker. Between 2007 and 2013, she was the Minister for Regional Development of Poland and from 2013 to 2014, the Deputy Prime Minister and the Minister of Regional Development and Infrastructure of Poland. As the Deputy Prime Minister and the Minister of Infrastructure and Development, she was in charge of the strategic development system of the country, including the effective investment of the European funds. Apart from the European funds, her tasks in the Polish Government included also the management of transport infrastructure (roads, railway, air traffic and ship transport) and issues related to construction and housing. Between 1999 and 2007 she worked for the local government of the Silesia Region in Southern Poland.



UNWTO

### **Zurab POLOLIKASHVILI**

Secretary General

Zurab Pololikashvili has been the Secretary-General of the World Tourism Organization (UNWTO) since 1 January 2018. Prior to his appointment he was Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain, the Principality of Andorra, the People's Democratic Republic of Algeria and the Kingdom of Morocco and Permanent Representative of Georgia to UNWTO up until December 2017. Over the last decade Mr. Pololikashvili has been instrumental in positioning Georgia amongst the top tourism destinations in its region in his capacity as Minister of Economic Development of Georgia, Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain and Deputy Minister of Foreign Affairs of Georgia. Mr. Pololikashvili has held senior positions at the prominent Georgian financial institution TBC Bank and was CEO of FC Dinamo Tbilisi, Georgia's leading professional football team. He has completed the Global Senior Management Program (GSMP) at IE Business School, Instituto de Empresa, Madrid, Spain, and holds a Bachelor's Degree in Banking from the Georgian Technical University, Tbilisi, Georgia. Mr. Pololikashvili speaks Georgian (native); English, Spanish, and Russian (fluent) as well as French, Japanese and Polish.



European Parliament

### **István UJHELYI**

TRAN Vice-Chair & Chair of Tourism Task Force

Istvan Ujhelyi graduated from the Faculty of Law and Political Sciences of the University of Szeged in 2002. In 1993 he joined the Hungarian Socialist Party (MSZP), where he has served in many leading positions. He was State Secretary for Tourism at the Prime Minister's Office from 2009 to 2010 and at the Ministry of Local Government and Regional Development. He was elected MP in the Hungarian National Assembly from 2002 and Deputy Speaker between 2010 and 2014. After the EP elections in 2014 he became Member of the European Parliament (Vice-Chair of TRAN) and Chair of the Tourism Task Force at the European Parliament. During the past few years he has initiated tourism-related programmes, such as the EU-China Tourism Year 2018, and the European Capital of Tourism project, aka "European Capital of Smart Tourism". Ujhelyi is the founder and president of the Europe-China OBOR Culture & Tourism Development Committee, 2016, and political mentor of the FreeInterRail-programme (DiscoverEU). In 2018 he was appointed special ambassador of the UN World Tourism Organisation.

# A Glance into the Future

## Keynote presentations



### **Andrew VAN DER FELTZ**

Senior Director EMEA & APAC, Expedia Group

As senior director for the EMEA and APAC regions at Expedia Group Media Solutions, Andrew van der Feltz drives business development and sales for the growing display advertising space. His team works closely with agencies, destination marketing organizations, hotel and airline partners in the region. Prior to joining Expedia, Andy was the Director of Business Development & Operations at the Netherlands Board of Tourism & Conventions (NBTC) since April 2011. Prior to this, he also worked at NBTC in the London office as country manager for the UK and Ireland. He started his career at NBTC as marketing manager, after his role as an international marketing manager at VisitScotland. Andrew studied Marketing and French in Scotland, continued his postdoc education at the Institute of Marketing in Edinburgh, and attended the Executive Educational Programme in General Management at the London Business School.



### **Thomas SAUTER-SERVAES**

Programme Director “Transportation Systems”, Zurich University of Applied Sciences

Thomas Sauter-Servaes is Programme Director “Transportation Systems” at Zurich University of Applied Sciences (ZHAW) since 2013. At the same time, he is a senior researcher at ZHAW, focusing on innovative mobility services. Until 2008 he worked as researcher at the Chair of Track and Railway Operations at TU Berlin, focusing on multi-/intermodality and low-cost transport. Afterwards he joined Deutsche Bahn AG as business developer in the field of long-distance passenger transport, supported an NGO as tourism consultant and worked as mobility futurologist at the Institute for Transportation Design.



### **Doug LANSKY**

Travel Writer & Tourism Development Advisor

Doug Lansky is a tourism development thought leader who advises destinations and tourism companies around the world -- from Singapore to Aruba, Google Travel to Amadeus – on strategic branding, marketing issues, visitor experience, industry trends and sustainability. Doug has a background as a travel journalist and editor with 20 years of experience writing for publications that range from *National Geographic Traveler* to *The Guardian* to *Skift*, and traveling to over 100 countries.

# Strategic planning for sustainable tourism development

## Panel discussions



Moderator

**Richard DENMAN**

The Tourism Company, UK

Richard Denman is an international expert in sustainable tourism and destination management, with over forty years experience in the sector. Following a masters degree in economics from the University of Cambridge and a doctorate from the University of Edinburgh based on tourism research, he worked in development and marketing roles for the tourist board in central England. Since 1990 he has been Director of The Tourism Company, undertaking consultancy projects in over 50 countries worldwide. Richard has produced many policy documents and good practice studies for the World Tourism Organization (UNWTO) and for other UN bodies and international agencies. He was an active member of the European Commission's Tourism Sustainability Group and author of their report *Action for More Sustainable European Tourism*. He is an Associate Technical Director of the Global Sustainable Tourism Council.

## Panel I: Issues and responses



**Ana MENDES GODINHO**

Secretary of State for Tourism, Portugal

Ana Mendes Godinho was appointed Portuguese Vice-Minister for Tourism in November 2015. Before joining the Government of Portugal, she was Vice-President of the Portuguese National Tourism Authority (Turismo de Portugal), Member of the Board of Turismo Capital (venture capital company) and Member of the Board of Turismo Fundos (real estate fund company), among other leading positions. Ana Mendes Godinho holds a postgraduate degree in Labour Law and a Law degree from the Lisbon University (Universidade de Lisboa). She is also Coordinator of the postgraduate degree on Tourism Law at the Lisbon University. Born in 1972, Ana Mendes Godinho is married and mother of 3 children.



### **Anna ATHANASOPOULOU**

Head of Tourism, Emerging and Creative Industries, European Commission

Anna Athanasopoulou is Head of Tourism, Emerging and Creative Industries at the European Commission. An EU official since 2002, she held various posts relating to culture and media, creative industries and external relations, including Deputy Head of Creative Europe, Assistant to the Deputy Director-General at DG Education and Culture, Member of Cabinet of European Commissioner Androulla Vassiliou, and served at the EU Council Office in Geneva with responsibilities in human rights and humanitarian affairs. Before joining the EU civil service, Anna worked as Adviser to the Minister of Culture in Greece (2000-2001) and Director of Programme Planning for the 2004 Cultural Olympiad. In parallel she lectured on History of Art and Cultural Management. Anna studied Archaeology and History of Art at the Aristotelian University of Thessaloniki and holds a Master of Arts from the George Washington University and a Ph.D from the Courtauld Institute of Art.



### **Susanne KRAUS-WINKLER**

President, HOTREC

President of HOTREC since 1 January 2015, Susanne Kraus-Winkler has been a Member of HOTREC Executive Committee since 2004 and Vice-President since 2010. She is a longstanding entrepreneur and industry representative in the Hospitality Industry with 35 years of practical experience in the hotel and restaurant business as well as in tourism consulting and academic lecturing. Ms. Kraus-Winkler is a founding partner of the LOISIUM Wine & Spa Resort Hotel Group and a shareholder of several hotel management and tourism consulting companies such as Harry's Home Hotel group, RIMC Austria GmbH Vienna and Advisory Board Member of MRP-Hotels. Ms. Kraus-Winkler holds several positions in the management board of tourism representations in Austria and at EU level and is member of the Austrian chapter of the Royal Institute of Chartered Surveyors, as well as member of several official working groups and committees in the Austrian tourism industry.



### **Kerstin HOWALD**

Tourism Sector Secretary, EFFAT

Having studied Social Sciences at Bremen University and graduated from Applied Business Languages and International Management with a diploma in Chinese and Business Studies at Bremen University of Applied Sciences, Kerstin Howald has been working as Tourism Sector Secretary at the European Federation of Trade Unions in the Food,

Agriculture and Tourism Sectors (EFFAT) and as Coordinator of the European Trade Union Liaison Committee on Tourism (ETLC), a cooperation of European and International Trade Union Federations organising workers in tourism, since 1995. Being involved with European institutions, employers' associations and transnational companies in the hotel, restaurant and catering sector, EFFAT pursues decent work, fair remuneration, high-quality qualification and training, equal opportunities and workers' rights for all employees in the hospitality sector, through social dialogue, European Works Councils and shaping European social, labour and tourism policies.



### **Boštjan BRUMEN**

Head of Internationalisation, Chamber of Tourism and Hospitality, Slovenia

Co-lead of the Thematic Area "Digitalisation and Safety for Tourism" under the EU Smart Specialisation Platform for Industrial Modernisation

Boštjan Brumen received his PhD in Informatics from the University of Maribor, Slovenia, in 2004. He is an associate professor and currently serves as a dean at the Faculty of Tourism, University of Maribor. His research interest is the use of technologies related to the regional development of tourism. He is author and co-author of several books, scientific articles and conference papers. Dr. Brumen is a member of the Slovenian Smart Specialisation Strategy team in tourism and head of internationalization at the Slovenian Chamber of Tourism and Hospitality, participating as a co-leading region in the thematic area "Digitalisation and Safety for Tourism" under the EU Smart Specialisation Platform for Industrial Modernisation.

**Panel II: Successful implementation: processes, partnerships, networks**



### **Alain DUPEYRAS**

Head of the Regional Development and Tourism Division,  
OECD

As Head of the Regional Development and Tourism Division in the OECD (Organisation for Economic Co-operation and Development) Centre for Entrepreneurship, SMEs, Regions and Cities, Alain Dupeyras oversees OECD work on tourism, on rural policies and on other regional and territorial issues. Alain works closely with Members and Partners, the private sector and other international organisations to develop policies that address major challenges in all these policy areas. The Tourism Committee, the Regional Development Policy Committee, and the Working Party on Rural Policy are key OECD fora to assist governments in the assessment and improvement of these policies. Through the Working Party on Tourism Statistics, Alain also contributes to an improved measurement and analysis of tourism services.



### **Walter HAAS**

Managing Director, ITG Salzburg, Austria

Cluster “Alpine Health Tourism for Regional Innovation”

Walter Haas is Managing Director of the ITG Innovation and Technology Transfer Agency of the Austrian Federal Province of Salzburg (Land Salzburg). ITG coordinates and implements the technology- and innovation- related policies of the provincial government especially through SME support, Cluster Networks and knowledge/ technology transfer into SMEs. Walter Haas has more than seventeen years of experience in regional and business location development, coaching companies, institutions and regions in their implementation of innovative projects, and research. In tourism, one of Salzburg's economic strengths, he co-developed innovation initiatives and a new approach for Alpine Health Tourism. He coaches regions and helps SMEs to implement new services and business models, like “Hohe Tauern Health”, into their specialization strategies. Walter Haas spearheaded the foundation of the Alpine Health Tourism Cluster Salzburg with regional partners and companies and established cross boarder co-operation projects to scale up the health tourism approach in Alpine Space. Between 2001 and 2007 he was regional manager for the European Region Salzburg- Berchtesgadener Land- Traunstein with the aim of supporting the cross border co-operation between Bavaria and Salzburg including many tourism initiatives.





## **Laurent QUEIGE**

Managing Director, Welcome City Lab Paris, France

Destination contract “Paris: la ville augmentée”

Laurent Queige, 49 years old, is a tourism and innovation professional. After his studies at Montpellier Business, he worked as a tour guide, then as a travel agent at Via Voyages, then as a press officer at the French Tourism Bureau in Milan (Italy), then as a consultant at consultancy agency Setel France, then as a project manager at the Paris Region Tourism Board. He was the manager of the tourism department at the Paris City Council from 2001 to 2013. Since 2014, he has been the general manager of Welcome City Lab, the first startup incubator focused on tourism innovation in the world. He advises thirty startups every year, in order to accelerate their growth and be successful worldwide. He aims at creating an international network of tourism incubators in the world. He also runs the international promotion strategy for Paris nightlife, in cooperation with the Paris tourist office.



## **Nina FORSELL**

Executive Manager, Finnish Lapland Tourist Board

Project “Visit Arctic Europe” - Finland/ Sweden/ Norway

Ms Nina Forsell is the Executive Manager of Finnish Lapland Tourist Board. Together with Swedish Lapland Visitors Board and Northern Norway Tourist Board they have successfully carried out the cross-border tourism project Visit Arctic Europe. In the project 90 companies from the northern parts of all three countries have worked together to develop and market international tourism to this arctic region. The main funding for the project comes from Interreg Nord. Nina has been working with building networks in tourism since the beginning of this century. In her previous role as the CEO of Ylläs Marketing and Ylläs Travel Association she worked with the 200 companies of the destination to market and develop the destination. Before that she worked in Lapland Marketing with companies from all of Finnish Lapland.

## Closing remarks



### **Cristina TĂRTEAȚĂ**

Secretary of State at the Ministry of Tourism, Romania

Cristina TĂRTEAȚĂ is a PhD student in Political Sciences and International Relations since 2016. She graduated in 2012 with a master's degree in Management of the National Security Information. Until 2017 she was a Parliamentary Counsellor at the Senate of Romania, having specific tasks concerning the debates and approvals of the legislative proposals within the Commission for Transports and Energy. In January 2017 she was appointed as Secretary of State at the Ministry of Tourism, where she coordinates the Marketing and Tourist Promotion Department and International Relations, European Affairs and Community Funds Department. She was designated to coordinate all the actions of the Ministry of Tourism during the preparation of exercising the Presidency of Romania at the Council of the European Union.



### **Anna ATHANASOPOULOU**

Head of Tourism, Emerging and Creative Industries, European Commission

For further information see Panel I.



### **Ulrike Rauch-Keschmann**

Director General, Tourism and Regional Policy, Austria

Ulrike Rauch-Keschmann has been the head of Directorate-General VII - Tourism and Regional Policy - at the Austrian Federal Ministry for Sustainability and Tourism since August 2018. After having completed her studies of law and the judicial internship she oriented herself towards public relations and lobbying and worked for different companies well established in this field. From 2002 to 2004 she was the press spokeswoman and deputy head of office of the Federal Minister of Education, Science and Research. During the past nine years she was the spokeswoman and head of Corporate Communications of the Austrian National Tourist Office, the national organisation for promoting Austria as a tourism country to increase competitiveness and added value in this sector. The responsibilities of Ms Rauch-Keschmann at the Federal Ministry include Austrian tourism policies, the coordination of regional policy instruments as well as several measures for rural development.

# Master of Ceremony



## **Howard NIGHTINGALL**

Howard Nightingall is from London and trained as an actor at the Academy of Live and Recorded Arts. Based in Vienna he has worked as a master of ceremonies for many events over the years, and most of these have related to tourism in some shape or form.

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