

Thursday, November 3 2011

Thursday 3
9:30 - 10:00
Auditorium
Opening of the International Conference Tourism Futures by
drs. Leendert Klaassen, President Executive Board Stenden University
prof. dr. Frans Zwarts, professor-director at University Campus Fryslân

Thursday 3
10:00 – 10:45
Auditorium
Márcio Favilla Lucca de Paula
World Tourism Organization (UNWTO)
Tourism Towards 2030



International tourist arrivals are forecast to reach 1.8 billion by 2030 according to the newly released UNWTO long-term forecast, *Tourism Towards 2030*. The report, presented on the occasion of the 19th session of the UNWTO General Assembly, confirms that international tourism will continue to grow in a sustained manner in the next two decades (8-14 October 2011, Gyeongju, Republic of Korea).

International tourism will continue to grow in the period 2010-2030, but at a more moderate pace than the past decades, with the number of international tourist arrivals worldwide increasing by an average 3.3% a year. As a result, an average 43 million additional international tourists will join the tourism marketplace every year.

At the projected pace of growth, arrivals will pass the 1 billion mark by 2012, up from 940 million in 2010. By 2030, arrivals are expected to reach 1.8 billion, meaning that in two decades' time, 5 million people will be crossing international borders for leisure, business or other purposes such as visiting friends and family every day.

"The next 20 years will be of continued growth for the sector – a more moderate, responsible and inclusive growth," said UNWTO Secretary-General, Taleb Rifai. "This growth offers immense possibilities as these can also be years of leadership, with tourism leading economic growth, social progress and environmental sustainability," he said.

Mr. Favilla is a Brazilian national with background in Economics and International Development. He served for seven years as Vice-Minister in two portfolios – Tourism and Institutional Relations of the Presidency – before joining UNWTO as an Executive Director for Competitiveness, External Relations and Partnerships in January, 2010.

Workshops and Papers (Thursday, November 3 - morning)

Topic	Slow Marketing 1	Creative Cities 1	Global shift	Showcase European Tourism Research
Location	<i>Conference room 4</i>	<i>Conference room 6</i>	<i>Conference room 9</i>	<i>Conference room 11</i>
Thursday 3 11:20-11:50	Hans Revier Stenden university The Netherlands <i>Sustainable development of tourism in a newly designated World Heritage Site</i>	Albert Postma Stenden university The Netherlands <i>Leeuwarden in the future</i>	Elena Cavagnaro Stenden university The Netherlands <i>In 2035 is sustainability mainstream: what does it take for tourism to meet this challenge?</i>	Anders Steene Södertorn högskola Sweden <i>How will legislation on carbon discharge influence the income of future tourism industries</i>
Thursday 3 12:00-12:30	Tammy WEE Eng Ean Rikkyo University Japan <i>Exploration of the experience economy concept in tourism industry</i>	Paul Nkemngu Acha Anyi Tshwane University South Africa <i>Sustainable tourism as a springboard for sustainable community development: from theory to practice</i>	Craig Webster University of Nicosia, Cyprus <i>Tourism after the Fall of the American Empire: Globalization, Protectionism, and Resource Depletion</i>	Durk Schmücker NIT – Institut für Tourismus- und Bäderforschung in Nordeuropa GmbH <i>Trends, prognoses, impacts – some methodological aspects of tourism future analysis</i>
Thursday 3 12:40-13:10	Lollo Giuseppe/Ferri Valentina Università di Bari Aldo Moro Italy <i>The best performances of tourist attraction in Italy</i>	Ana Goytia University of Deusto Spain <i>Citysumers and their specific product and service requirements</i>	Omar Mouffakir Stenden university The Netherlands <i>Developing a Tourism Poverty Reduction Strategy</i>	Julio Mendes Universidade do Algarve <i>Slow Marketing for Slow Cities</i>

Thursday 3
14:45 – 15:45
Auditorium

Ari Björkvist
Haaga-Helia university of Applied Sciences, Finland
Hotel of the Future



When you invest 30 m€ in a hotel, you hope it will correspond to customers’ needs for the next 30 years. But does it? From the moment you start planning to the point you open the hotel, 5 years may have passed. So, seeing into and predicting the future is the key element in hospitality business. The same applies to the meeting business; are we transforming from “traditional meeting of each other” to more virtual forms of networking? Ari Björkvist, who is involved in the Finnish Hotel of Tomorrow and the Meeting of Tomorrow projects, tackles these questions together with the audience.

Ari Björkvist is programme director at the Haaga-Helia University of Applied Sciences in Finland. He has 25 years of experience in hotel business, mostly on managerial and senior management level. Mr. Björkvist is an expert in future-oriented concept development and in creating new hotel concepts, like the Finnish Hotel of Tomorrow and The Finnish Conference Hotel of Tomorrow”



Workshops and Papers (Thursday, November 3 - afternoon)

Topic	Slow Marketing 2	Creative Cities 2	Hotel of the Future
Location	Conference room 4	Conference room 6	Conference room 9
Thursday 3 16:00-16:30	Neels van Heerden Tshwane University South Africa <i>How slow is the caravanning experience?</i>	Steffen Fokkema Stenden university The Netherlands <i>City and region marketing: A sister act</i>	Mireia Ferri Sanz Universitat de València Spain <i>Accessible social tourism in hotels</i>
Thursday 3 16:40-17:10	Akke Folmer Stenden university The Netherlands <i>The role of wildlife in visitors' attachment to the Dutch Wadden Sea area</i>	Maaïke de Jong Stenden university The Netherlands <i>The rise of the citysumer</i>	Olomo Jerome Abiola The Federal Polytechnic Ede Nigeria <i>Future trends in hospitality operations for economic development</i>

Friday, November 4 2011

Friday 4
 9:00 – 9:45
 Auditorium
Katharina Grünberg
 Shell Global Solutions
Potential implications on tourism of Shell's global energy scenarios to 2050



For 40 years, Shell scenarios have helped us to gain a deeper understanding of global developments and the world's energy supply and demand. They help us to make crucial choices in uncertain times as we grapple with tough energy and environmental issues. Three years ago, we made public our Shell Energy Scenarios to 2050, which addressed the challenges facing the world and influenced our own strategic direction. Our scenarios – Scramble and Blueprints -- remain a credible vision of what may lie ahead. Signals & Signposts updates our thinking by taking into account the impact of recent events.

Dr. Katharina Gruenberg joined the "scenarios team" in Shell three years ago as energy demand modeller after having worked as a consultant in the research division of Shell. She holds a MSc in econometrics from Maastricht University (NL) and a PhD in Applied Social Statistics from Lancaster University (UK).

Workshops and Papers (Friday, November 4 - morning)

Topic	Hotel of the Future	Slow Marketing 3	Showcase European Tourism Research	Showcase European Tourism Research
Friday 4 10:00-10:30	Brian Hay Queen Margaret University Scotland <i>From Leisure to Pleasure: The Future of Sexual Services and Functions of Hotels</i>	Bertus van der Tuuk Grontmij/Stenden ETFI <i>Experiences with slow regions in the Netherlands</i>	Carlos Brebbia International School of Law and Business Lithuania <i>Eurobasket 2011: Good and Wrong Decisions of the Lithuanian Government and Companies of the Tourism Area for this Sport Event.</i>	Chirstou Evangelos Alexander Technological Institute of Thessaloniki Greece <i>"Exploring experiences in tourism marketing"</i>
Friday 4 10:40-11:10	Johan Kasper Stenden university The Netherlands <i>Scenario's for the hotel of the future</i>	Stefan Hartman Stenden university The Netherlands <i>Contested spatial development in the city-region of The Hague, The Netherlands: a peri-urban perspective</i>	Julio Mendes Universidade do Algarve	
Friday 4 11:20-11:50	Kiyota Hashimoto Osaka Prefecture University Japan <i>Chance Discovery for Future Tourism Resources from the Web</i>	Alexander Grit Stenden university The Netherlands <i>Slow movement as a molecular organizing mode. The case of City Camp in Castricum</i>	Girish Prayag Skema Business School France <i>SKEMA Tourism Research Activities – Project: Propensity for Chinese Independent Travel in Western Europe: Motives, Images & Amenities</i>	Marco Robledo University of the Balearic Islands Spain <i>Voyages of discovery: spiritual tourism and the search for meaning</i>

Friday 4
12:00 - 13:00
Auditorium

Ian Yeoman
Victoria University of Wellington, New Zealand
The Future of Sleep

By 2050 the hotel bedroom will be so technology advanced it will be almost alive. Cutting edge technology will monitor tourists energy levels, physic well-being, emotions and mood to help ensure a good night's sleep. Dream management education systems will help us learn new languages. The bed which will have built-in memory to remember a guest's preferred settings and adapt to changes in body posture. Taking this concept one stage further, claytronics will allow the bed to re-configure itself based upon programmable matter. Hotel bedrooms are a fundamentally a place between science fiction and reality in which anything is possible.



Dr. Ian Yeoman is the world's only professional crystal ball gazer or futurologist specializing in travel and tourism. Ian learned his trade as the scenario planner for Visit Scotland. In July 2008, Ian was appointed an Assoc. Professor of Tourism Management at Victoria University of Wellington, New Zealand. By 2010 Ian Yeoman joined the European Tourism Futures Institute.

Friday 4
14:30 - 15:30
Auditorium

Open Podium:
25 Years of Tourism Studies
Looking Back and Ahead

Friday 4
15:30 - 17:00
Auditorium

MacTafe / Reception
Wrap-up and summarizing activity for the conference, using the CAFE-method.
Followed by a networking reception.

Friday 4
19:00 - 17:00
Stenden
university Hotel

Closing dinner