



Tourism Think Tank 27-29 November, 2024: Programme – updated 12th October 2024

Wednesday 27 November 2024	
07:00-08:00	#MorningMotivation: Bootcamp with The Chedi team <i>(please register: limited places)</i>
08:30-09:00	Registration
MCs Kirsi Hyvaerinen , hyvae.com & Vicky Smith , Earth-Changers.com	Welcome and introduction to the programme
Anthony Clement , General Manager	Welcome to The Chedi Luštica Bay
Doug Lansky (online)	One of “The travel industry’s most insightful critics” - Arnie Weissmann, Editor in Chief, Travel Weekly 2024 Keynote and conversation with the audience
Prof. Emeritus Dr. Harold Goodwin (online) The pre-eminent academic who wrote the world’s first destination Responsible Tourism policy since worked with governments globally and the World Travel Market.	Keynote and discussion with the audience, Navigating the Green Horizon: Directions for Responsible Tourism After COP29 and EU Anti-Greenwashing Initiatives
Prof. Emeritus Dr. Harold Goodwin (online); Dr. Ioannis Pappas , Director, Mediterranean at GSTC; Dr. Renée Wagner , Corporate Director of ESG and Quality Management, Orascom Hotels Management AG; Baptiste Carriere-Pradal , BCG Senior Advisor (online)	Panel: Anti-Greenwashing -The EU Green Claims Directive, its Impacts and Consequences on Businesses, Certification Market and Consumers
Aleksandra Kapetanović , Conservation Architect, Founder and Coordinator of the Cultural Heritage Sector EXPEDITIO - Center for Sustainable Spatial Development	Challenges and Perspectives in Protecting Cultural Landscape of World Heritage Sites: A Case Study of the Boka Kotorska Bay
12:00-12:20	Coffee Break

<p>Taulant Hoxha, Executive Director, High Scardus Trail – Destination Management Organisation</p>	<p>Navigating the Future of Travel: Cross-Border Guiding, Adventure Tourism, and Sustainability in the Western Balkans, with Focus on Kosovo & North Macedonia Cross-Border Region</p>
<p>Danica Banjevic, Consultant; Rudi Grula, Director, Tourism Board of Medjmurje County; Minja Surlan, Assistant Director for International Cooperation, Tourism Board Banja Luka; Taulant Hoxha, Executive Director, High Scardus Trail – Destination Management Organisation</p>	<p>Panel: Quo vadis, Destination Management in the Western Balkans?</p>
<p>MCs Kirsi Hyvaerinen, hyvae.com & Vicky Smith, Earth-Changers.com with Dr. Ioannis Pappas</p>	<p>Round up</p>
<p>14:00-15:00</p>	<p>Lunch - local products showcase – networking</p>
<p>15:00-16:30 Participatory session with Prof. Dr. Claudia Brözel, University Eberswalde, Germany</p>	<p>Magic Round Table (<i>registration required with booking</i>) An open, moderated discussion with defined rules to surface and understand motivations, experiences, images, feelings and thoughts and develop shared visions. By actively and openly listening and speaking, removing the separation between speaker and listener, we create the space in which ideas develop.</p>
<p>16:30-17:30 Milica Jankovic, Director of Sustainability and Housekeeping</p>	<p>“Walk & Talk” – Sustainability Management in Practice Tour of The Chedi (<i>registration required</i>)</p>
<p>17:30-18:30</p>	<p>Dance lesson with KUD Boka (Kulturno umjetničko društvo / Cultural and Arts Society)</p>
<p>18:30 onwards</p>	<p>Free time to relax, mingle and for dinner at your choice</p>

Thursday 28 November 2024	
07:00-08:00	#MorningMotivation: Charity run with The Chedi team
08:30-09:00	Registration
	Welcome and short introduction to today's programme
Ramune Genzbigelyte Venturi - Policy Officer for Tourism - European Commission Georgios Emmanouil, Policy Officer, European Commission DG REGIO – Unit D.1 Macroregions, Transnational/Interregional Cooperation, Enlargement (both speakers online)	EU Tourism Policy: Opportunities for Destinations and Businesses in the Western Balkans Sustainable Tourism Actions in the Western Balkans via the Revised EUSAIR Action Plan Towards 2030
Jelena Krivcevic - Director, Regional Development Agency Bjelasica, Komovi and Prokletije	A Journey towards Sustainable Tourism in Montenegro: Katuns Unveiled
Klaus Ehrlich - General Secretary, Ruraltour - European Federation of Rural Tourism	Rural Tourism from the European Perspective
Bente Grimm, Head of Tourist Mobility Research at NIT - Institute for Tourism Research in Northern Europe	Tourist Mobility with Less Traffic - Good Solutions for Resident and Visitor Needs
Peter Syme, Partner, Tourpreneur: Strategic Travel & Tourism Advisor, Speaker, Travel Tech Advisor, Podcast Host, Adventure Specialist, Community Building	From AI to Z(en): Navigating the Tech Tsunami in Tourism's New Reality
Peter Syme, Partner - Tourpreneur Matija Marijan, CEO & Co-Founder, Turneo.com Virtyt Gacaferri, Owner & CEO, Balkan Natural Adventure	Introductions and Panel: Unlocking the Future of Tourism - Harnessing Technology and AI for Innovative Business Solutions!
MCs Kirsi Hyvaerinen, hyvae.com & Vicky Smith, Earth-Changers.com	Round up
14:00-15:00	Lunch & Networking till 17:00

<p>15:00-16:30 Participatory session with Prof. Dr. Claudia Brözel, University Eberswalde, Germany Internet economist in different sub-sectors of the tourism industry; with a focus on digital transformation and sustainability.</p>	<p>Magic Round Table <i>(registration required with booking)</i></p> <p>An open, moderated discussion with defined rules to surface and understand motivations, experiences, images, feelings and thoughts and develop shared visions. By actively and openly listening and speaking, removing the separation between speaker and listener, we create the space in which ideas develop.</p>
<i>or</i>	
<p>15:00-16:45 Milena Zivkovic</p>	<p>Mental Ecology Art Workshop <i>(registration required)</i></p>
<p>17:00-18:00</p>	<p>Opportunity for all the WB6 Green Destinations' Coordinators and others interested to meet with Balkan Green</p>
<p>18:00 onwards</p>	<p>Free time to relax, mingle and for dinner at your choice</p>

<p>Friday, 29 November 2024 07:00 - 08:00</p> <p><i>Included in your participation fee</i></p>	<p>#MorningMotivation: Yoga with The Chedi team</p> <p>Local Discovery Day <i>(registration required)</i></p> <ul style="list-style-type: none"> ● Insights into our marine mammals in Boka Bay and beyond & citizen science, by Montenegro Dolphin Research (DMAD) - at The Chedi ● Montenegro Destinations day trip with a local English-speaking tour guide: Scenic drive to Kotor Old town, walking tour, lunch in Perast and, weather dependent, boat ride to the Island of Our Lady of the Rocks, or visit to Aquarium Boka. ● Return approximately 17:00.
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Participation fee: Just 100,00€ per person for the whole event - *thanks to our kind sponsors and supporters.* Includes all sessions, coffee breaks, lunches, and side programme of activities - for some, the number of participants are limited, so make sure to register along with your booking.

If you have further questions, please don't hesitate to contact

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Looking forward to seeing you soon in Tivat!