



**Tourism Think Tank 27-29 November, 2024: Programme – updated 2<sup>nd</sup> November 2024**

Day 1	When	Where	What	Who
<b>Wednesday 27 November 2024</b>				
	<b>07:00-08:00</b>	Reception - Lobby	#MorningMotivation: Bootcamp...	...with <a href="#">The Chedi</a> team - <i>please register: limited place for up to 7 participants</i>
	<b>08:30-09:00</b>	Entrance Pre Function Area, in front of the Plenary	Registration	
	<b>09:05-09:10</b>	The Ballroom - Plenary	Welcome and introduction to the programme	MCs <a href="#">Kirsi Hyvaerinen</a> , hyvae.com & <a href="#">Vicky Smith</a> , Earth-Changers.com
	<b>09:10-09:15</b>	The Ballroom - Plenary	Welcome to The Chedi Luštica Bay	<a href="#">Anthony Clement</a> , General Manager
	<b>09:15-09:20</b>	The Ballroom - Plenary	Welcome words from the Ministry of Tourism of Montenegro	TBC
	<b>09:20-10:15</b>	The Ballroom - Plenary	Redefining Tourism Success - Keynote and conversation with the audience	<a href="#">Doug Lansky</a> (online) - One of “The travel industry’s most insightful critics” - Arnie Weissmann, Editor in Chief, Travel Weekly 2024

<b>10:15-10:45</b>	The Ballroom - Plenary	Navigating the Green Horizon: Directions for Responsible Tourism After COP29 and EU Anti-Greenwashing Initiatives - Keynote and discussion with the audience	Prof. Emeritus <a href="#">Dr. Harold Goodwin</a> (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.
<b>10:45-11:30</b>	The Ballroom - Plenary	Panel: Anti-Greenwashing -The EU Green Claims Directive, its Impacts and Consequences on Businesses, Certification Market and Consumers	Prof. Emeritus Dr. Harold Goodwin (online); <a href="#">Dr. Ioannis Pappas</a> , Director, Mediterranean at GSTC; <a href="#">Dr. Renée Wagner</a> , Corporate Director of ESG and Quality Management, Orascom Hotels Management AG; <a href="#">Baptiste Carriere-Pradal</a> , BCG Senior Advisor (online)
<b>11:30-12:00</b>	The Ballroom - Plenary	Challenges and Perspectives in Protecting Cultural Landscape of World Heritage Sites: A Case Study of the Boka Kotorska Bay	<a href="#">Aleksandra Kapetanović</a> , Conservation Architect, Founder and Coordinator of the Cultural Heritage Sector EXPEDITIO - Center for Sustainable Spatial Development
<b>12:00-12:20</b>	Entrance Pre Function Area, in front of the Plenary	Coffee Break	
<b>12:20-13:00</b>	The Ballroom - Plenary	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	<a href="#">Taulant Hoxha</a> , Executive Director, High Scardus Trail – Destination Management Organisation
<b>13:00-13:45</b>	The Ballroom - Plenary	Panel: Quo vadis, Destination Management in the Western Balkans?	<a href="#">Danica Banjevic</a> , Consultant; <a href="#">Rudi Grula</a> , Director, Tourism Board of Medjimurje County; <a href="#">Minja Surlan</a> , Assistant Director for International Cooperation, Tourism Board Banja Luka; <a href="#">Taulant Hoxha</a> , Executive Director, High Scardus Trail – Destination Management Organisation
<b>13:45-14:00</b>	The Ballroom - Plenary	Round up	MCs <a href="#">Kirsi Hyvaerinen</a> & <a href="#">Vicky Smith</a> , with <a href="#">Dr. Ioannis Pappas</a>

<b>14:00</b>	<a href="#">The Restaurant</a> TBC	Lunch Local Products Showcase & Networking Afternoon	
<b>15:00-16:30</b>	The Spot Colonade	<p>Magic Round Table - Participatory session with <a href="#">Prof. Dr. Claudia Brözel</a>, University Eberswalde, Germany and <i>up to 20 participants - registration required.</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>	
<b>16:30-17:00 and 17:00-17:30</b>	Reception - Lobby	"Walk & Talk" – Sustainability Management in Practice	Tour of The Chedi with <a href="#">Milica Jankovic</a> , Director of Sustainability and Housekeeping- <i>registration required, each walking tour with up to 10 participants</i>
<b>17:30-18:30</b>	The Restaurant Terrace	Dance lesson with <a href="#">KUD Boka</a> Kulturno umjetničko društvo / Cultural and Arts Society	<i>Please register – max. number of participants TBC</i>
<b>18:30 onwards</b>	Free time to relax, mingle and for dinner at your choice		

Day 2	When	Where	What	Who
<b>Thursday 28 November 2024</b>				
	<b>07:00-08:00</b>	Reception - Lobby	#MorningMotivation: Charity run...	...with <a href="#">The Chedi</a> team
	<b>08:30-09:10</b>	Entrance Pre Function Area, in front of the Plenary	Registration	
	<b>09:10-09:15</b>	The Ballroom - Plenary	Welcome and short introduction to today's programme	MCs <a href="#">Kirsi Hyvaerinen</a> & <a href="#">Vicky Smith</a>
	<b>09:15-10:00</b>	The Ballroom - Plenary	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	<a href="#">Marlène Bartès</a> - Policy Officer for Tourism - European Commission  <a href="#">Georgios Emmanouil</a> , Policy Officer, European Commission DG REGIO – Unit D.1 Macroregions, Transnational/ Interregional Cooperation, Enlargement (both speakers online)
	<b>10:00-10:30</b>	The Ballroom - Plenary	A Journey towards Sustainable Tourism in Montenegro: Katuns Unveiled	<a href="#">Jelena Krivcevic</a> - Director, Regional Development Agency Bjelasica, Komovi and Prokletije
	<b>10:30-11:15</b>	The Ballroom - Plenary	Rural Tourism from the European Perspective	<a href="#">Klaus Ehrlich</a> - General Secretary, Ruraltour - European Federation of Rural Tourism
	<b>11:15-11:35</b>	Entrance Pre Function Area, in front of the Plenary	Coffee Break	

<b>11:35-12:15</b>	The Ballroom - Plenary	Tourist Mobility with Less Traffic - Good Solutions for Resident and Visitor Needs	<a href="#">Bente Grimm</a> , Head of Tourist Mobility Research at NIT - Institute for Tourism Research in Northern Europe
<b>12:15-13:00</b>	The Ballroom - Plenary	From AI to Z(en): Navigating the Tech Tsunami in Tourism's New Reality	<a href="#">Peter Syme</a> , Partner, Tourpreneur: Strategic Travel & Tourism Advisor
<b>13:00-13:45</b>	The Ballroom - Plenary	Introductions and Panel: Unlocking the Future of Tourism - Harnessing Technology and AI for Innovative Business Solutions!	<a href="#">Peter Syme</a> , Partner – Tourpreneur Strategic Travel & Tourism Advisor <a href="#">Matija Marijan</a> , CEO & Co-Founder, Turneo.com <a href="#">Virtyt Gacaferri</a> , Owner & CEO, Balkan Natural Adventure
<b>13:45-14:00</b>	The Ballroom - Plenary	Round up	MCs <a href="#">Kirsi Hyvaerinen</a> & <a href="#">Vicky Smith</a>
<b>14:00</b>	<a href="#">The Restaurant</a>	Lunch & Networking Afternoon	
<b>15:00-16:30</b>	The Spot Colonade	<p>Magic Round Table - Participatory session with <a href="#">Prof. Dr. Claudia Brözel</a> and <i>up to 20 participants - registration required.</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 alternatively:</i>			
<b>15:00-16:45</b>	The Restaurant Terrace	<p>Mental Ecology Art Workshop - with <a href="#">Milena Živkovic</a> and <i>up to 30 participants - registration required</i> - Participants will be able to explore and discuss the connection between creativity, contemporary art, social responsibility and strength of an individual, resulting in strengths as a community. The holistic approach of the visual artist Milena Živković combines art, culture, ecology and education as an introduction to creating together a SOCIAL SCULPTURE.</p>	

	<b>17:00-18:00</b>	The Restaurant Terrace	Opportunity for all the WB6 <a href="#">Green Destinations</a> ’ Coordinators and others interested to meet with each other & <a href="#">Balkan Green</a> coaches and auditors	
	<b>18:30 onwards</b>	Free time to relax, mingle and for dinner at your choice		
<b>Friday 29 November 2024</b> <b>LOCAL DISCOVERY DAY</b>				
	<b>07:00-08:00</b>	Reception - Lobby	#MorningMotivation: Yoga time...	...with <a href="#">The Chedi</a> team
	<b>09:00-09:30</b>	The Ballroom - Plenary	Insights into our marine mammals in Boka Bay and beyond & citizen science...	...with <a href="#">Montenegro Dolphin Research</a> (DMAD)
	<b>09:45 - Return approximately 17:00</b>	In front of The Chedi - Entrance to the bus	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.	...with <a href="#">Montenegro Destinations</a>