



CBTS

CBTS - ATLAS Industry Day

Powered by CELTH



SUSTAINABILITY TRANSFORMATIONS IN TOURISM & LEISURE

BREDA NETHERLANDS

WEDNESDAY 26 JUNE 2024



Wednesday, 26 June 2024

9.00 Registration with coffee

Horizon Big Atrium

9.30 Opening

Jorrit Snijder - Breda University of Applied Sciences

Hildegard Assies - Breda Marketing

Menno Stokman - CELTH

Tara Duncan - ATLAS

Chairman of the day: Rens de Jong

Horizon Chapel

9.45 Keynote presentation

Frank Radstake - ANVR - Dutch Association of Travel Agents and Tour Operators

On our way to a future-proof travel industry!

10.15 Keynote presentation

Jos Vranken - NBTC - Netherlands Board of Tourism and Conventions

Transition in progress...

10.45 Q&A

11.00 Coffee break

Horizon Big Atrium

11.30 **Industry Sessions**

	<i>Industry Workshop 1</i>	<i>Industry Workshop 2</i>	<i>Industry Workshop 3</i>	<i>Industry Workshop 4</i>	<i>Industry Workshop 5</i>	<i>Industry Workshop 6</i>	<i>Industry Workshop 7</i>	<i>Industry Workshop 8</i>
	<i>Measuring resident benefits: Exploration of indicators and methodologies</i>	<i>Human capital: Opportunity or biggest challenge?</i>	<i>From Vision to Strategy: operationalizing the Sustainability Vision of the Dutch Outbound Travel Industry</i>	<i>Influence your stakeholders with Behavioral Design</i>	<i>Combining business experience with research insights: paving the way for sustainable tourism in co-creation with consumers</i>	<i>AI-powered recommenders as a cure for overtourism?</i>	<i>City marketing; the strategy behind offline and online platforms</i>	<i>Future of conference organising</i>
Room	<i>Horizon Chapel</i>	<i>Frontier Fe1.019</i>	<i>Frontier Fe1.020</i>	<i>Frontier Fe1.023</i>	<i>Frontier Fe1.027</i>	<i>Frontier Fe1.028</i>	<i>Frontier Fe1.29</i>	<i>Frontier Fe1.30</i>
Chair	<i>Jeroen Klijs, Elisa van den Heuvel, Simon Witt</i>	<i>Lobke Elbers, Simone Romijn</i>	<i>Ko Koens</i>	<i>Peter Verheijde, Thirza Schaap</i>	<i>Stefan Schaap, Chris Barhorst</i>	<i>Ondrej Mitas, Rajneesh Badal, Jelena Farkic</i>	<i>Joyce Wijnen</i>	
11.30	90 minutes	Round 1 - 40 minutes	Round 1 - 40 minutes	Round 1 - 40 minutes	Round 1 - 40 minutes	Round 1 - 40 minutes	Round 1 - 40 minutes	
12.15		Round 2 - 40 minutes	Round 2 - 40 minutes	Round 2 - 40 minutes	Round 2 - 40 minutes	Round 2 - 40 minutes	Round 2 - 40 minutes	

13.00 Lunch

Horizon Big Atrium

14.00 Panel Discussion

Horizon Chapel

14.00 Destinations perspective

Jos Vranken - Director Netherlands Bureau for Tourism & Congresses
 Jeroen Klijs - CELTH / Breda University; professor of Societal Impacts of Tourism
 Ionna Farsari - Associate professor in Tourism Studies at Dalarna University Sweden

14.30 Travel Industry perspective

Floor Bregman - Sustainability manager of tour operator Corendon, the Netherlands
 Frank Radstake - Director of Dutch Association of Travel Agents and Tour Operators
 Ko Koens - Professor of New Urban Tourism; CELTH / InHolland University of Applied Sciences
 Jim Butcher - Senior researcher in political and cultural issues of mass tourism, Canterbury Christ Church University, UK

15.00 Network reception

Horizon Big Atrium

19.00 Social Program

Story Train / Blind Wall Galleries
 OPTIONAL