



NBTC



kyden
a fast track to better



**BREDA
MARKETING**

**PLATFORM
KLANTGERICHT
ONDERNEMEN** PKO

CBTS - ATLAS
Industry Day
Powered by **CELTH**

**SUSTAINABILITY
TRANSFORMATIONS IN
TOURISM & LEISURE**

**BREDA
NETHERLANDS**

**WEDNESDAY
26 JUNE 2024**

ATLAS
ASSOCIATION FOR TOURISM
AND LEISURE EDUCATION AND RESEARCH

**Breda
University**
OF APPLIED SCIENCES

Industry Workshops

8 Industry Workshops have been organised between 11.30 and 13.00. These workshops are organised in two rounds of 45 minutes *. You can participate in two different workshops. Due to the large expected audience at the Industry Day we do invite you to chose in forehand the workshops you would like to attend. At the conference desk you can collect the vouchers of the two workshops of your preference on Tuesday and Wednesday morning before 11.30. This way we prevent that there will be over crowded or empty workshops.

(* There is one exemption: workshop 1 will last 90 minutes)

You can find the information on the content of the workshops hereafter.

Industry Workshop 1

Measuring resident benefits: Exploration of indicators and methodologies

90 minutes

Room: Horizon Chapel

Workshop organisers:

Jeroen Klijs – Breda University of Applied Sciences, the Netherlands

Elisa van den Heuvel – Breda University of Applied Sciences, the Netherlands

Simon Witt – HZ University of Applied Sciences, the Netherlands

Panel

Hildegard Assies – Breda Marketing, the Netherlands

Thijs de Groot – NBTC, the Netherlands

Bart Neuts – KU Leuven, Belgium

Karoline Wiegerink – Hotelschool The Hague, the Netherlands

The theme of this workshop is resident benefits and is linked to the CELTH project “measuring resident benefits: exploration of indicators and methodologies”, developed in correspondence with Perspective Destination Netherlands 2030 (NBTC, 2019) and the advice for desirable tourism by the Council for the Environment and Infrastructure (2020). To develop sustainable tourism, it is necessary to pay attention to one specific target group: the local residents. This is because, on the one hand, tourism can have an important influence on the daily lives of residents while, on the other hand, residents play an important role in welcoming visitors. In this regard, a shift from managing and mitigating tourism impacts to maximizing perceived resident benefits is central in this approach.

During the workshop we will provide insights into the definition and framework of resident benefits, elaborate on its relevancy and need, hold a panel discussion with participants from the academic and professional field and provide possibilities to the audience to interactively engage in the discussion.

The objective of this workshop is to discuss conceptual and practical insights on how to:

- Measure the benefits of tourism for residents
- Make residents aware of these benefits
- Develop interventions to improve the benefits

Industry Workshop 2

Human capital: Opportunity or biggest challenge?

2*45 minutes

Room: Frontier Fe1.019

Workshop organisers:

Lobke Elbers – Breda University of Applied Sciences, the Netherlands

Simone Romijn – HZ University of Applied Sciences, the Netherlands

Let's explore human capital and its impact on the tourism, leisure and hospitality landscape. This workshop is designed to keep you up-to-date with the latest insights of the most in demand competencies and provide practical insights to enhance your knowledge on human capital. In this 1,5 hour workshop, you'll delve into the 4 elements of employment in tourism, leisure and hospitality; attracting & retaining talent, current skills gaps and future skills needs. Learn from how to create an outstanding culture where people genuinely want to work and understand the critical components of employee experience and apply them effectively. We explore the intersection of business, education, and a successful HR strategy.

Industry Workshop 3

From Vision to Strategy: Operationalizing the Sustainability Vision of the Dutch Outbound Travel Industry

2*45 minutes

Room: Frontier Fe1.020

Workshop Organiser:

Ko Koens – Inholland University of Applied Sciences, the Netherlands

The ANVR has developed a sustainability vision for the Dutch Outbound Travel Industry. To operationalize this, six workshops have been conducted, using a backcasting methodology to outline necessary steps. While work is ongoing towards a comprehensive strategy, this workshop is an opportunity to reflect on current perspectives and suggest alternative ways to achieve the targets set in the vision. Can you contribute valuable ideas? Join us to help refine the approach and help shape a sustainable future for travel.

Industry Workshop 4

Influence your stakeholders with Behavioral Design

2*45 minutes

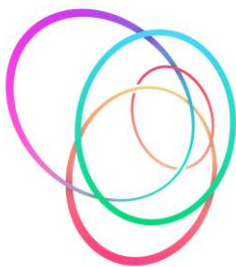
Room: Frontier Fe1.023

Workshop Organisers:

Peter Verheijde – CX Unraveled, the Netherlands

Thirza Schaap – CX Unraveled, the Netherlands

Discover the power of behavioral design in our workshop: “Influence your stakeholders with behavioral design.” Learn what behavioral design means in this interactive session. Increase your insight into human behavior. Map the forces that influence the behavior of your stakeholders with a practical template. Apply this knowledge and create effective strategies to achieve your desired results. A practical workshop to improve your skills and increase your impact on stakeholders, being it an important decision maker or your target customer. Do you want to learn what you need to do to get your key stakeholders to say YES to your initiatives and show a more sustainable behavior? Then this workshop is for you! Prepare for a fascinating experience full of insights and immediately applicable techniques.



CX UNRAVELED

Industry Workshop 5

Combining business experience with research insights: Paving the way for sustainable tourism in co-creation with consumers

2*45 minutes

Room: Frontier Fe1.027

Workshop Organisers:

Stefan Schaap – Kyden, the Netherlands

Chris Barhorst – Kyden, the Netherlands

Floor Bregman – Corendon, the Netherlands

Consumers increasingly expect organizations to take responsibility. How can the tourism, leisure & hospitality industry create sustainable value together with their customers, while addressing current societal challenges?

Many organisations struggle with the dilemma to become more sustainable and at the same time gain customer and organisational value. We believe these goals can be achieved in coherence. This requires rethinking your purpose and adapting how you deliver value to customers, with the goal of creating value for both society and the world around us. As complicated as the change is, it is ultimately about people. We believe in sustainable business models, products and services that inspire, engage and support people to change their behaviour for the better.

In this interactive session, we will inspire you with the models and tools we use for companies to create Sustainable Customer Value. Together with Corendon, we explore new ways for organisations to contribute to more sustainable travel and tourism.

kyden
a fast track to better

Industry Workshop 6

AI-powered recommenders as a cure for overtourism?

2*45 minutes

Room: Frontier Fe1.028

Workshop Organisers:

Ondrej Mitas – Breda University of Applied Sciences, the Netherlands

Rajneesh Badal – Travel With Zoey

Jelena Farkic – Breda University of Applied Sciences, the Netherlands

Tourists tend to concentrate in a few famous hotspots, which may lead to congestion and other issues. These places experience “overtourism,” while many more attractions would love to have more visitors. Why? In an experiment at campsites in the Vechtdal of Overijssel, Ondrej Mitas (Breda University A.S.) and Rajneesh Badal (Travel With Zoey, CEO) tested the assumption that it is because of the information tourists receive. By manipulating information channels including passive apps and AI-powered recommenders, we demonstrated that tourists are basically willing to go wherever the information sends them. A fireside chat will be hosted in which the workshop participants have the opportunity to discuss these interesting findings with Rajneesh and Ondrej.

Industry Workshop 7

City marketing; the strategy behind offline and online platforms

2*45 minutes

Room: Frontier Fe1.029

Workshop Organiser:

Joyce Wijnen – Brand Marketing Manager at Breda Marketing

Breda Marketing, is the official city marketing organization of Breda. We work together with the city to make Breda even more liveable and attractive for visitors, residents, companies and students. In 2024, Breda Marketing opened the new 'Explore Breda Store' and launched a new digital platform. With this development, a big step has been taken to better serve the 'Creative City Lover' offline and online. During the workshop, we will dive into the development of Explore Breda; the strategy behind and steps taken to bring the Explore Breda experience to life.

BREDA
MARKETING

Industry Workshop 8

Future of conference organizing

2*45 minutes

Room: Frontier Fe1.030

Workshop Organiser:

Tara Duncan - Dalarna University, Sweden

