ATLAS SIG Business Tourism Conference Business Tourism, Sustainability, Health and Wellness Valencia, Spain November 25-27, 2024



Provisional Program

(Version 2024-11-25)

The address of the conference venue is: Universidad Europea de Valencia Campus Turia C/Guillem de Castro, 175 46008 Valencia https://maps.app.goo.gl/1c6XHcveRM9VeQBK9 Telephone: +34 961043883

Monday November 25th, 2024

17.00 Welcome Reception Chapel of the Campus Turia Building

Tuesday November 26th, 2024

9.30	Registration
10.00	Welcome to Universidad Europea de Valencia Room VG26 Chair of the day: Rob Davidson
10.15	Keynote Speech Jorge Treceño Pachón – Legacy Manager, Madrid Convention Bureau
11.00	Coffee Break – VG14
11.30	Workshop Session 1: Health – Wellness – Business Tourism Destinations
	Room: VG26
	Workshop Chair: Joan MacLatchie
11.30	Zahed Ghaderi; Rufaida Al Rawahi
	MICE business tourism and health-related risks in Oman
12.00	Kitti Boros
	The Role of Tourism Destination in Shaping Decision-Making Process Among Conference Participants
12.30	Natan Uriely; Orit Unger
	The role of tourism in shaping the business trip experience

13.00 Lunch – VG14



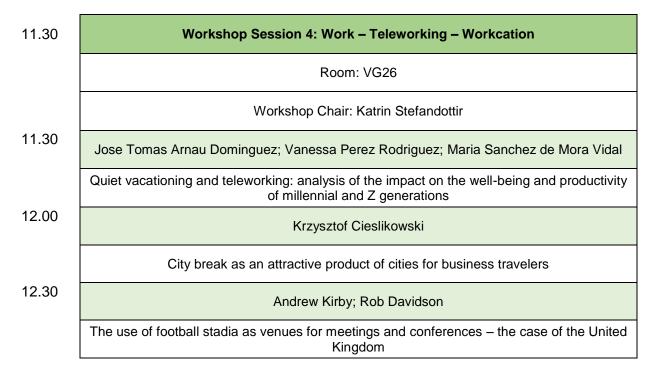
15.00 Coffee Break – VG14



- 16.30 Keynote Speech VG18 Adem Braco Suljic – Co-Founder and Director of MEETEX, Croatia Managing a national trade show for the meetings industry: the case of MEETEX, Croatia
- 17.00 Excursion to the City of Arts and Sciences
- 20.00 Conference Dinner Rocalla Restaurant Av. de l'Institut Obrer de València, nº20, Quatre Carreres, 46013 València https://maps.app.goo.gl/5ugmMpcfjBs5s33e9

Wednesday November 27th, 2024

- 10.00 Opening second conference day at Universidad Europea de Valencia Room VG26 Chair of the day: Rob Davidson
- 10.15 Keynote Speech Antonio Hermosilla – CEO, Global Destination Management DMC, Barcelona
- 11.00 Coffee Break VG13



13.00 Lunch – VG13



15.30 Coffee Break – VG13



Closing Rob Davidson - MICE Knowledge