

International Conference



Sustainability for Competitiveness in Tourism

November 22 & 23, 2012

Hotel Westin, Zagreb

A unique opportunity to:

- Improve your knowledge on sustainable development in tourism and corporate social responsibility;
- Gain insight into new marketing and sales trends in the travel industry;
- Learn about sustainability management tools and systems;
- Improve your competitiveness through socially responsible business practices;
- Share experiences and create opportunities for new achievements in business.

The conference will gather:

- Representatives of travel associations from Central Europe;
- Travel agents, tour operators, hotels, and other tourism companies;
- Leading international experts in sustainable development and tourism business;
- Representatives of schools, tourism associations, and public institutions.



udruga hrvatskih putničkih agencija
association of croatian travel agencies



Day 1, Thursday, November 22, 2012; 10:00 a.m. to 4:00 p.m.

Renowned professionals present the trends that impact tourism and the challenges of implementing the sustainable development theory into practice:

Can transmodern tourism help change the world?

Dr Irena Ateljević, Wageningen University, Institute for Tourism, Zagreb

The role of travel intermediaries in sustainable tourism

Željko Trezner, UHPA, VERN' University of Applied Sciences, Zagreb

& **Dr Xavier Font**, Leeds University

Integrating sustainability into business – from theory to practice

Chris Thompson, Green Tiger Limited

Workshop on travel associations' initiatives presents experiences, achievements and successes, encouraging collaboration and the development of joint projects.

Travel Agents in Europe in 2013: The future of industry in time of crisis

Michel de Blust, Secretary General, The European Travel Agents' and Tour Operators' Associations (ECTAA)

Travelife Initiative – Towards a common European tour operator and hotel sustainability approach

Naut Kusters, Director, The European Centre for Eco and Agro Tourism (ECEAT)

The power of collaboration – experiences from the UK

Nicola White, Head of Destinations and Sustainability, ABTA

DestiNet – Knowledge Networking Portal for Sustainable & Responsible Tourism

Herbert Hamеле, Founding Director, The European Network for Sustainable Tourism Development (ECOTRANS e. V.)



Day 2, Friday, November 23, 2012; 10:00 a.m. to 3:00 p.m.

Workshop for travel agencies and tour operators offers an insight into practical solutions and tools for socially responsible business practices. Workshop for hotels will address low cost and no cost solutions for improvements and savings.

Workshops will be delivered by: **Chris Thompson**, Green Tiger Limited, one of the leading sustainable tourism auditors and trainers.

Best practice examples presented by **representatives of regional travel agencies, tour operators and hotels** will demonstrate the benefits of socially responsible business practices.

For details on the conference program, registration instructions and other information, visit www.uhpa.hr

The Conference is organized by the **Association of Croatian Travel Agencies** with financial support by **CEI – Central European Initiative** and the **Ministry of Tourism of the Republic of Croatia**, and the support of the **Ministry of Environmental and Nature Protection, Ministry of Culture, and the Ministry of Science, Education and Sports of the Republic of Croatia**.