



## Day 1 – 28 May 2024

08:30 am

**Registration on site**

09:00 am

**Welcome & opening remarks**

**Roland Psenner**, President of Eurac Research  
**Ulrich Höllrigl**, Director Department of Agriculture, Forestry, and Tourism of the Autonomous Province of Bolzano-South Tyrol  
**Thomas Streifeneder**, Institute for Regional Development of Eurac Research

09:15 am

**Turnaround: from Guides of the Past to Guides for Future**

**Evelyne Dengler-Mahé**, Austria Guides for Future, Vienna

09:45 am

**Research session A: Future, Innovation & Technology in Guided Tours**

**The Future of Tour Guiding: An Evaluation Based on the Changing Profile and Demand of Tourists**

Nazlı Aysin Örnek, Kurtuluş Karamustafa (Turkey)

**Online Guided Tour as a Pillar of a Resilient Tourist Guiding Business**

Mateja Kregar Gliha (Slovenia)  
Tatiana Lupascu (Moldova)  
Dimitria Papadopoulou (Greece)  
Jasna Potočnik Topler (Slovenia)

**Preparatory Education for the National Government Licensed Guide Interpreter in Japan: Issues, Challenges, and the Way Forward**

Hiroki Kojima (Japan)

11:00 am

*Coffee break*

11:30 am

**Research session B: Sustainable Tour Guiding and Regional Development**

**Tourist Guides as Mass Tourism Regulators**

Miguel Luis Brito, Ilidia Carvalho (Portugal)

**The Perception and Contribution of Tourist Guides as Mediators between Local Communities and Visitors: Sintra's Case Study**

Miguel Luis Brito, Cristina Carvalho, Carla Braga, Ilídia Carvalho (Portugal)

**Bibliometric Analysis of International Research Forum on Guided Tours (2009-2021)**

Duygu Yetgin Akgün (Turkey)

01:00 pm

*Lunch break @ networking*

02:30 pm

**Think Lab: Guided Tours for Future: create as a team, look for alliances, get known!**

Hosted by: **Evelyne Dengler-Mahé**, Austria Guides for Future, Vienna

04:00 pm

**Discover Bolzano: City Life, Architecture, Nature & Wine**

Urban development, architecture, landscape, and wine; duration ca. 2,5 hrs  
Brought to you by the Bolzano Tourism Board. Starts at Eurac Research.

07:30 pm

*Italian Pizza Dinner*

Ristorante Pizzeria Casa al Torchio, Via Museo 2/A, 39100 Bolzano

## Day 2 – 29 May 2024

09:00 am

**Respectful guidance – Lyon City Trek Best Practices**  
Patrick Mathon, Lyon City Trek, France

09:30 am

**Parallel workshops**

**A) Exploring the Future of Tourist Guiding: Open Space Workshop**

The aim is to generate concrete ideas for a joint project proposal to continue working on after the Forum. Both researchers and practitioners are invited to participate.

Hosted by: Miriam L. Weiß,  
Institute for Regional Development  
of Eurac Research

**B) Heritage Interpretation**

This hands-on workshop aims at developing interpretative capacities of tourist guides. Participants are invited to take part in various outdoor activities to explore strategies for interpreting heritage. They are enabled to apply the gained knowledge to a selected heritage resource.

Hosted by: Miguel Brito,  
Estoril Higher Institute for Tourism  
and Hotel Studies

*Coffee station*

11:30 pm

**Plenary session to share results from both workshops**

12:00 pm

*Lunch break @ networking*

01:30 pm

**Research session C: Research Agenda and Itinerary Design**

**Setting a Research Agenda for Tour Guiding**

Kevin Griffin (Ireland)

**Tackling Challenges of Mass Tourism by Analysing Historic Tourist Maps**

János Klaniczay (Hungary)

**Submerged Morning: A Potential Tourist Itinerary with the Literature and the Cinema**

Isilda Leitão (Portugal)

03:00 pm

**Urban exploration tour**

**A) Terra Incognita Tour – experimental guided walking tour of Bolzano** with Patrick Mathon, Lyon City Trek

(starts at Eurac Research)

**B) Historical Bozen: Lieux de memoirs between Nationalism and Regionalism** with Georg Grote, Institute for Minority Rights of Eurac Research

(starts at Palazzo Provinciale, Piazza Silvius Magnago 1, 39100 Bolzano, about 20 mins. walking distance from Eurac Research)

07:30 pm

*Dinner*

Restaurant Zum Bogen Bistro, Via Dr. Josef Streiter 31, 39100 Bolzano

## Day 3 – 30 May 2024

09:00 am

**How can Tourist Guides Add Value to a Regional Tourism Ecosystem?  
A Case Study of the “Republic of Grain” (The Netherlands)**  
Dineke Koerts (The Netherlands)

09:30 am

**Research session D: Education and Country Perspectives**

**Transferring ‘Generation Z’ Students and Their Knowledge  
into the Tour Guiding Work Environment**

Vitor Ambrósio, Carla Braga,  
Miguel Luís Brito (Portugal)

**Tour Guiding in Development – an Italian Example**

Jonathan Skinner (United Kingdom)

**The Importance of Guided Tours for the Sustainability  
of Folk Culture**

Saim Örnek, Nazlı Aysin Örnek  
(Turkey)

10:00 am

*Coffee break*

12:00 pm

**Wrap-up and outlook to the 9th IRFGT**

Moderated by:

**Miriam L. Weiß**, Institute for Regional Development of Eurac Research

### Scientific Committee

Miguel L. Brito, Estoril Higher Institute for Tourism and Hotel Studies, Portugal

Cristina Carvalho, Estoril Higher Institute for Tourism and Hotel Studies, Portugal

Bálint Kádár, Budapest University of Technology and Economics, Hungary

Reidar J. Mykletun, University of Stavanger, Norway

Thomas Streifeneder, Institute for Regional Development of Eurac Research, Italy

Miriam L. Weiß, Institute for Regional Development of Eurac Research, Italy

### Contact

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