

Destination Heritage or Destination Future?

Different Dynamics in Asia, Europe and the Gulf Region

22.–23.08.2024

Eurac Research, Bolzano-Bozen
with a Fireside Talk in the South Tyrolean Dolomites



By hosting the international workshop “Global Tourism Futures,” South Tyrol is establishing itself as a platform for an in-depth examination of global tourism development with a special focus on futures studies. Various global challenges, such as climate change, technological advancements, geopolitical shifts, and demographic changes, are profoundly impacting our society. The tourism industry, being highly globalized, is inherently tied to these issues and needs to find innovative solutions to address them. Given the contested nature of these solutions and the different dominant paradigms across world regions, Global Tourism Futures aims to bring together experts from Asia, Europe, and the Gulf region to discuss their respective visions for tourism development.

Global Tourism Futures will convene experts, industry leaders, and researchers to engage in rigorous, cross-continental, and interdisciplinary dialogues. By fostering an inclusive and collaborative environment, the workshop aims to stimulate innovation and integrate diverse perspectives on the future trajectory of global tourism.

The workshop centers on the following thesis:

While many historic destinations in Europe continue to grow in popularity, they are forced to cope with overcrowding and all its associated negative social and environmental impacts. Consequently, these destinations mainly seem to focus on managing the influx of visitors, establishing visitor guidance systems, and trying to address the challenges of overtourism. In contrast, the emerging destinations in Asia and the Gulf region are developing entirely new attractions and construction projects from scratch with the ambition of incorporating critical issues related to the planet’s future from the outset. Tourism development in these regions often appears to be more closely connected to a broader vision of the future, challenging questions related to political and economic governance, and fostering a new perspective on the role of leisure and tourism in societies with a high interest in sustainability.

- How can a holistic approach to sustainability be embedded into global tourism development and what can the different world regions learn from one another?
- To what extent does global tourism address issues of social, ecological, and economic sustainability, or questions of inequality?
- How can a balance between destination heritage and destination future be achieved?
- What will global tourism 2.0 look like?

Interactive panels and discussions will provide participants with the opportunity to delve into specific topics and actively share their ideas and strategies.

DAY 1: Is the Future Tomorrow or Today?

09:00	<p>Opening Roland Psenner, President Eurac Research</p> <p>Introduction Harald Pechlaner, Head of the Center for Advanced Studies, Eurac Research Wolfgang Georg Arlt, Head of China Outbound Tourism Research Institute (COTRI)</p>
09:30	<p>(Re-)Globalization and Futures Roland Benedikter, UNESCO Chair in Interdisciplinary Anticipation and Global-Local Transformation, Eurac Research</p> <p>Panel discussion Christin Pfeiffer, Senior Consultant, Social and Human Sciences Sector, UNESCO Markku Wilenius, UNESCO Chair of Learning for Transformation and Planetary Futures, Finland Futures Research Centre, Turku-Helsinki Michael Shamiyeh, UNESCO Chair for Anticipatory Techniques and Future Design, Linz Harald Pechlaner, Head of the Center for Advanced Studies, Eurac Research (Moderation)</p>
11:00	<i>Coffee break</i>
11:30	<p>Transformation of Hospitality and Tourism in View of Global Changes (online) Kaye Chon, Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong</p>
12:00	<p>From Overtourism to Sustainability Governance Dirk Glaesser, Director, Sustainable Development of Tourism, World Tourism Organization (UN Tourism), Madrid</p>
12:30	<p>Climate Change and Its Impact on the Tourism Industry – Five Milestones to Future-Proof Tourism Rebecca Armstrong, Sustainable Tourism Specialist at The Travel Foundation, Bristol</p>
13:00	<i>Light lunch</i>
14:00	<p>Five Things the Global Tourism Industry Needs to Understand About Airports David Feldman, Managing Partner at Exambela Consulting, Lausanne</p>
14:30	<p>Incorporating Future Issues into Tourism Development: Short presentations and moderated discussion Rodolfo Baggio, Professor at Bocconi University, Milan Christian Ubbiali, Lecturer in the International Program in Sports Management (CIES FIFA), Sorbonne University, Abu Dhabi Alessandro Dassi, Travel and Hospitality Advisor, former executive at Thomas Cook and Fosun Group Rebecca Armstrong, Sustainable Tourism Specialist at The Travel Foundation, Bristol</p>
16:30	<i>Departure from Eurac Research to Selva-Wolkenstein</i>
18:00	<p>Fireside Talk – Supported by DOLOMITES Val Gardena-Gröden</p> <p>Unesco Heritage Sites and Its Challenges Regarding Visitor Management Kurt Luger, UNESCO Chair Cultural Heritage and Tourism, University of Salzburg</p> <p>Panel discussion Mara Nemela, Director of UNESCO Dolomites Foundation Greti Ladurner, President of FieraMesse Bolzano-Bozen Gerhard Vanzi, Founder and CEO HERO Dolomites</p>
19:30	<i>Dinner</i>
21:30	<i>Departure to Bolzano-Bozen</i>

DAY 2: No Future without Heritage?

09:00	<p>Future Paths for Cultural Heritage</p> <p>Creating Heritage Alliances for a Balanced Sustainable Development Elena Borin, Professor in Business Administration, Pegaso Digital University, Italy</p> <p>Case studies from different world regions: Presentations and moderated discussion</p> <p>Innovations in Heritage Utilization and Sustainable Development of Tourism Destinations: Cases from China (online) Chaozhi (Taylor) Zhang, Professor, Fudan University, Shanghai</p> <p>Balancing Authenticity and Modernity: The Example of Omani Tourism Ali Said Akaak, Lecturer, University of Technology and Applied Sciences, Oman</p> <p>Perspectives on Heritage and Innovation in Australia Michael Volgger, Professor, Faculty of Business and Law, Curtin University, Perth</p>
11:30	<i>Coffee break</i>
12:00	<p>Destination Future or Destination Heritage? (German speaking panel)</p> <p>Harald Pechlaner, Head of the Center for Advanced Studies, Eurac Research Wolfgang Georg Arlt, Head of China Outbound Tourism Research Institute (COTRI) Anna Scuttari, Associate Professor, Università IULM, Milan Kurt Luger, UNESCO Chair Cultural Heritage and Tourism, University of Salzburg Christin Pfeiffer, Senior Consultant, Social and Human Sciences Sector, UNESCO Michael Volgger, Professor, Faculty of Business and Law, Curtin University, Perth</p>
14:00	<i>End of the workshop and light lunch</i>
15:00	City tour with historian Hannes Obermair

Participation

Participation is free of charge and open to everyone.

For organisational reasons, we kindly ask you to register.

Please note: Attendance at the evening event is restricted to registered individuals only.

<https://eu.surveymonkey.com/r/GlobalTourismFutures>



Organization

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In cooperation with

