

Futurecast on Tourism Destinations- Visions, Paradigms and Scenarios

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Luiz Moutinho is the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow in Scotland. His areas of research interest encompass biomarketing, neuroscience in marketing, evolutionary algorithms, human-computer interaction, the use of artificial neural networks in marketing, modelling consumer behaviour, marketing futurecast and tourism marketing. He has 129 articles published in refereed academic journals and 26 books.

WHO SHOULD ATTEND?

This conference is geared to stimulate and stretch mindsets of key decision-makers in the travel, tourism and hospitality industries. This cohort will encompass general managers, directors, functional managers, consultants and researchers who wish to be exposed to new paradigms, trends, scenarios and concepts that are reshaping the contemporary world and society, having therefore, a huge and tremendous impact and influence on future developments in tourism.

WHICH TOPICS ARE COVERED?

- Emotional Authenticity, Transparency, Trust, Voluntourism, Holiday Labelling, The Multioptional Consumer, Mobile Information Technology
- and Sensual Destinations, Carbon-Neutral and Low Footprint Hotels, Intelligent Tourism Destinations, Living Brands, Visual Storytelling
- Consumer-Generated Advertising, Experience Planning, Transmedia Planning, Niche Social Networks
- Semantic Advertising, Social Media Scale-Back, Magnetic Marketing, Data Mining, Contingency Mentality, Application Economy and Emotionomics

WHAT ARE THE PROGRAM OBJECTIVES?

To introduce novel concepts and dissect new perspectives which are transforming society and markets-social values, consumer behaviour, disruptive technologies, new market structures, globalisation/deglobalisation, non-traditional competitive structures, new legal frameworks, sustain agility concerns, among others.

To embark on a joint voyage of discovery of new future insights, dissect plausible, emerging and unexpected scenarios, as well as jointly build-up new predictions that will affect not only the tourism industry in the world, but in particular the Alpes-Adria region.

To critically analyse paradigm shifts, key (r)evolutionary concepts in tourism destination management, consumer new roles and attitude shifts, experience mapping, experimentation as the new planning process, strategy by discovery, trends in management-driven programmes and destination visioning.

The program will be held in English.

IEDC-Bled School of Management in cooperation with **Terme Tuhelj Spa Resort** and **Association of Employers in Croatian Hospitality**.