



BLED STRATEGIC FORUM: '(RE)SOURCES OF (IN)STABILITY'
(2nd – 3rd September 2019, Bled)

TOURISM PANEL
**'TOURISM FOR ALL DESTINATIONS:
DISPERSAL OVER PLACE AND TIME'**
3rd September 2019, Grand hotel Toplice, Bled

International tourism is growing exponentially. Forecasts have been optimistic, but not sufficiently, and the UNWTO has already announced a correction of long-term growth by 2030. Natural disasters, economic crises, epidemics and terrorism are the principal causes of instability in tourism. Tourism is considered as a tool for peace and a tool to achieve a balance between different, more and less developed parts of the world.

Countries, destinations and companies in the global tourism market are "fighting a sophisticated battle" for tourists. This important economic branch brings prosperity and generates 10% of global GDP, creates one in 10 jobs and accounts for 30% of services exports.

Digitalisation has transformed concepts of destination promotion. In the era of Society 5.0 and hyperconnectivity, tourists easily exchange advice about where and when to travel. Instagrammable locations gain further popularity, while others struggle to catch the attention of visitors, in spite of hard efforts. Owing to new technologies and a variety of tourist capacities, travel has become cheaper and more accessible to wider groups of people and different generations. The need to travel is becoming a fundamental need of many who wish to visit the most popular and best-rated global destinations.

According to experts, modern technologies and smart solutions are among the most powerful tools. Can we develop sustainable tourism to satisfy tourism stakeholders, visitors and local residents? Do we possess enough knowledge, skills and other resources to steer tourist flows in sense of effective destination management?

At this year's tourism panel within the framework of the Bled Strategic Forum, we will try to provide practical strategies on how to address the growth of tourism in Europe to the benefit of all.

Tuesday, 3rd September 2019, Grand hotel Toplice, Presidential Lounge

9.30 – 10.00 Reception for panellists

Tuesday, 3rd September 2019, Grand hotel Toplice, Grand Hall

Speakers:

10.00 - 10.10 Zdravko Počivalšek, Minister of Economic Development and Technology

10.10 - 10.20 Maja Pak, Director of the Slovenian Tourist Board

10.20 - 10.50 Daniela Wagner, PATA for Europe

11.00 - 12.30 Panel discussion:

- ❖ **Eva Štravs Podlogar**, State Secretary at MEDT, Slovenia
- ❖ **Daniela Wagner**, PATA for Europe
- ❖ **Andrew Agius Muscat**, Mediterranean Tourism Foundation, Malta
- ❖ **Valeria Dufлот**, Venezia Autentica, Venice
- ❖ **Tanja Mihalič, PhD.**, Faculty of Economics
- ❖ **Marjan Beltram**, NOMAGO

Sergio Emidio Bini, Regional Minister for Industry and Tourism, Friuli Venezia Giulia (FVG) Region will also be among the guests of the panel.

Moderator: Jaka Repanšek, Founder, RePublis Consulting

12.30 - 13.00 Discussion with the audience

13.00 Lunch buffet “Taste of Slovenia” at the Terrace of GH Toplice