



Title: Foster resilience of the tourism industry through innovative value chain

Venue: Permanent Representation of the Republic of Slovenia to the EU, rue du Commerce 44

Date: 21/02/2018

Draft Programme:

10:30 Coffee and registration

11:00 Moderated Panel discussion with the following panellists

Anna Athanasopoulou, DG GROW, Head of Tourism, Emerging and Creative Industries unit/F4

Marie Denninghaus, European Disability Forum, Mobility & Transport Officer

Bert Smit, Principal Lecturer and researcher Consumer Experience & Service Design, NHTV Breda University of Applied Sciences, Centre of Expertise Leisure, Tourism and Hospitality

Raúl Gay, Member of Cortese de Aragon (Parliament of Aragon)

dr. Aleksander Jevšek, Mayor of Murska Sobota

Helga Lukač, Institute for Culture, Tourism and Sport Murska Sobota

Jean-Bernard Titz, Vice-President Telecom Valley - tbc

12:20 Q&A

12:50 Wrap-up and closing

13:00 Networking lunch

14:00 End of the event

Tourism does not produce technological innovations. Yet, being innovative and reacting to the changing needs is vital for a resilient European tourism industry. Thanks to innovation, the tourism industry has the capacity to increasingly offer high quality and tailored services, but it leads to innovative business models, with respect to distribution and pricing, development of service design methodologies, etc. Tourism is a highly customer-focused and dependent industry. From idea to realisation the whole value chain delivers a lot of non-technological and social innovations. Innovative value chains imply collaboration between industries, brands, stakeholders and the involvement of the users, even more relevant when it goes to groups with specific needs, tastes and expectations. The workshop will bring concrete examples of building such collaborations to create innovative tourism and travel related services also for one particular sensitive group of citizens: people with disabilities.

Please register for this event here: <https://goo.gl/forms/HQnLpEhx2ypdFL1G2>