



10th WORLD CONGRESS ON SNOW AND MOUNTAIN TOURISM

MOUNTAINLIKERS: “Shaping the Future of Hospitality in Mountain Destinations”

21-23 March, 2018, Escaldes-Engordany · ANDORRA

26 March 2018

Background :

- Since 1998, UNWTO has been addressing the field of snow and mountain tourism as a significant tourism activity with a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP, job creation, foreign exchange and services exports.
- The mountain destinations are seeking innovative strategies to respond to the current and future challenges in order to optimize the value of return on investments in infrastructure and to maintain their competitive edge. New technologies, new business models as well as the new consumer behavior all influence the pace and direction of the changes that mountain tourism stakeholders need to adopt.
- Along with innovative and diversified tourism products and services, mountain tourism consumers also seek authenticity, personalized, emotional and quality visitor experience and sense of place in the destination. These market trends also encourage the investors and the operators to embark on the de-seasonalization of the demand.
- The 10th World Congress will mainly address and explore:
 - The current challenges of the accommodation sector and the new paradigms of demand in mountain destinations,
 - The concept of “destination quality” as an important parameter of competitiveness in mountain tourism,
 - Current megatrends, state of the art technologies, new players in the development and management,
 - A strategic approach for integrated planning, efficient governance and knowledge management for sustainable and competitive mountain tourism.



Wednesday, 21 March, 2018

Venue: Congress centre of Andorra la Vella, Plaça del Poble, s/n – AD500 Andorra la Vella

08:00 – 09.00 **Arrival and registration of participants**

09:15 – 09:45 **Opening ceremony**

Master of Ceremony: Ms. Gemma Rial

Hon. Ms. Trinitat Marin Gonzalez, Mayor Comú Escaldes-Engordany

Mr. Zurab Pololikashvili, Secretary-General, UNWTO

H.E. Mr. Antoni Martí, Prime Minister, Principality of Andorra

09:45 – 10:15 **Opening Keynote**

- **Prof. Dimitrios Buhalis**, Director eTourismLab Bournemouth University, United Kingdom

10:15 – 10:45 **Round Table Discussion**

Moderator: Ms. Esencan Terzibasoglu, Advisor, Destination Management and Quality, UNWTO

Panelists:

- **H.E. Mr. Francesc Camp**, Minister of Tourism of the Principality of Andorra
- **Mr. George Tziallas**, Secretary General for Tourism Policy and Development, Ministry of Tourism of Greece
- **Ms. Ryoko Okada**, Director for International Tourism Relations, International Affairs Division, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism, Japan
- **Ms. Elvira Misheva**, International Cooperation and Investments in Tourism, Ministry of Tourism of Bulgaria

10:45- 11:15 **Coffee break**

11:15 – 13:00 **Session 1: Opportunities and Challenges for Mountain Hospitality Providers: Re-thinking of Traditional Accommodation Concepts**

Nowadays accommodation facilities in mountain destinations offer more than just a bed. This session aims at identifying new concepts for accommodation facilities in mountain destinations and to answer the question, why some properties are more successful than others.

Moderator: Mr. Albert Grau, Managing Partner, Magma Hospitality Consulting, Barcelona Spain

Panelists:

- **Mr. Albert Grau**, Managing Partner, Magma Hospitality Consulting
“Hotel repositioning”
- **Dr. Fiona Pià**, Laboratory of Architecture and Urban Mobility, Federal Institute of Technology, Lausanne (EPFL) and Architect Partner at dl-a, designlab-architecture, Geneva, Switzerland
“The Focus on Architecture – A New Leitmotif for Mountain Lodging”
- **Mr. Valeri Chekheria**, CEO of Adjara Group Hospitality, Georgia
“Rooms Hotel Kazbegi – The Reference for Mountain Tourism Hospitality in the Region”

12:30– 13:00

Q/A

13:00 - 15:00

Lunch break

15:00 – 16:45

Session 2: Diversification in Product Development, Accommodation Supply and Complementary Facilities

As competition increases, many mountain destinations try to regularly offer new outstanding tourism products, innovative accommodation facilities or new complementary amenities to their visitors. This session aims at providing food for thought for the mountain tourism industry.

Moderator: Mr. Albert Grau, Managing Partner, Magma Hospitality Consulting, Barcelona Spain

Panelists:

- **Mr. Jordi Daban**, CEO, Daguia Hotels, Andorra
“The Interrelation of International Brands in a Mountain Tourism Environment: How to Take Advantage of Knowledge on both Sides”
- **Ms. Niina Pietikäinen**, Director Business Development, Harriniva Hotels & Safaris, Finland
“New Aurora Domes: Glamping under the Northern Lights in Finnish Lapland”
- **Mr. Paul Bulencea**, Author of the book “Gamification in tourism” and Co-Founder of the College of Extraordinary Experiences, Romania
“Designing Extraordinary Experiences”
- **Mr. David Benito**, Digital Channels Manager, Meliá Hotels International, Spain
“The Snow Product and its Repositioning in Mature Tourist Areas - Online Distribution in the Big Data Era”

16:30– 16:45

Q/A

16:45 – 18:30

SESSION 3: Information Technology for Communication and Marketing – the Game-Changing Impact for Mountain Destinations

IT solutions, Big Data and Digitalization are currently creating a buzz in every industry – the tourism sector is not an exception. This session will discuss this fast developing segment and its impact on tourism destinations.

Moderator: Mr. Albert Grau, Managing Partner, Magma Hospitality Consulting, Barcelona Spain

Panelists:

- **Mr. Hiroyuki Nishimura**, Co-Founder & Director, Venture Republic Inc., Japan

“Japan's Leading Travel Search Engine and Lessons Learned from Big Data Management”

- **Mr. Christopher Hinteregger**, Scientific Director of the Congress, Austria
“How to Generate and Use High-Quality Customer Data in Tourism Destinations”
- **Mr. Dan Holowack**, CEO, Crowd Riff, Canada
“The Future of Technology in Marketing and How to Enhance Consumer Confidence in Destinations by Using User-Generated Graphic Content”
- **Mr. Neville Isaac**, Director of Customer Experience, Beonprice, Spain
“How Putting the Customer at the Centre of Your Revenue Management Strategy Will Help to Maximize Profits”

18:15– 18:30

Q/A

20:30 – 22:30

Welcome Dinner

Thursday, 22 March, 2018

09:00 – 10:45

SESSION 4: Tools for Quality Management in Mountain Destinations

The customer's expectations towards quality are growing. This session will explore the ways to improve quality visitor experience in mountain destinations.

Moderator: Mr. Enric Torres, Director for Products and New Projects, Andorra Turisme

Panelists:

- **Mr. Victor Gorga**, Director Grupo Inmark, Spain
"The Certification Process and the Real Impact of the Associated Brands"
- **Ms. Chantal Beck**, Deputy Director Swiss Tourism Association, Switzerland
"One Country, Many Destinations, High Quality Standards: the Uninterrupted and Unique Travel Experience Switzerland"
- **Ms. Natacha Blanc-Gonnet**, Director sales and marketing, Groupe Montagnettes, France
"Quality Management in Mountain Hospitality in the French Alps"
- **Prof. Simon Milne**, Associate Head of School, Research and Development, Director of the New Zealand Tourism Research Institute, New Zealand
"Enhancing Destination Service Quality in New Zealand's Mountain Destinations: the Critical Role of Community Engagement"

10:30– 10:45

Q/A

10:45 – 11:15

Coffee Break

11:15 – 13:00

SESSION 5: Knowledge Management and Capacity Building: Keys to Success

Nice hotels, slopes and tourism facilities are only one side of the coin of a successful mountain destination – soft factors like knowledge management, service quality and capacity building is the other.

Moderator: Mr. Enric Torres, Director for Products and New Projects, Andorra Turisme

Panelists:

- **Prof. Dr. Tobias Luthe**, Founding Director at MonViso Institute, Lecturer at ETH Zurich, Switzerland/Italy
“The MonViso Institute as a Hub for Research, Education and Entrepreneurships in Sustainability”
- **Ms. Peggy Amelung**, Founder, Amelung & Partners Hospitality Consulting, Spain
“Hospitality Culture – the Key to Make your Guests Ambassadors of your Destination”
- **Mr. Omar Valdez**, Executive Director at UNWTO Themis Foundation
“Capacity Building as Main Goal of the Themis Foundation’s Activities”
- **Mr. Miquel Nicolau**, Rector of the University of Andorra
“The Postgraduate Diploma in Mountain Tourism Destination Management, Capacity Building and its Importance in Achieving Levels of Quality in Mountain Destinations”

12:45– 13:00

Q/A

13:00 - 15:00

Lunch break

15:00 – 16:45

SESSION 6: The Impact of New Platform Tourism Services on Accommodation in Mountain Destinations

New Platform Tourism Services offer new possibilities for mountain destinations to diversify the accommodation offer. This session aims at providing a state-of-the-art view on the topic from platform operators’ as well as from the mountain DMOs’ perspective.

Moderator: Mr. Enric Torres, Director for Products and New Projects, Andorra Turisme

Panelists:

- **Mr. Alexis Dussillol**, Ski & Wine Markets Manager, Airbnb France
“Revitalizing the Second Home Market and Catering New Demand for Accommodation”
- **Ms. Carola Scanavino**, Councillor for Tourism, Comune of Bardonecchia, Susa Valley, Italy
“Bardonecchia Ski Resort - Cold Beds and How to Deal with an Oversized Second Home Market as a Winter Games Legacy”
- **Ms. Eva Mur Caveró**, Director of the Service Inspection Unit, Urban Planning Department, Barcelona Municipality, Spain
“How Does a Municipal Government, such as that of the City of Barcelona, React to New Tourism Service Platforms?”
- **Mr. Bruno Hallé**, Managing Partner, Magma Hospitality Consulting, Barcelona Spain
“Legislation for Accommodation: Benchmarking Andorra with other Consolidated Destinations”

16:30 – 16:45

Q/A

16:45 – 17:45

Closing Keynote

- **Mr. Sam Martin**, Instructor and Tourism Enterprise Program Director, Warner College of Natural Resources, Colorado State University, United States of America

17:45 – 18:15

Technical Conclusions and Closing Ceremony

Technical Conclusions:

Mr. Christopher Hinteregger, Scientific Director of the Congress

Closing Session

Hon. Ms. Trinitat Marín, Mayor of Escaldes Engordany

Hon. Mr. Josep Mandicó, Mayor of Canillo, host parish of the 2020 Congress

Mr. Zurab Pololikashvili, Secretary-General, UNWTO

H.E. Mr. Francesc Camp, Minister of Tourism of the Principality of Andorra

18:30 – 20:30

Farewell Cocktail / Dinner

Friday, 23 March 2018

9:00 – 17:00

Enjoy Andorra!

Programme of cultural visits or sport and leisure activities

+ Cultural visit

9:00 – 12:00

Technical visit

City Scope - Changing places ActuaTech