

4th UNWTO Euro-Asian Mountain Tourism Conference The Future of Mountain Tourism

AlpenCongress Berchtesgaden
2-5 March 2019, Berchtesgaden, Germany

Programme

The World Tourism Organization (UNWTO), jointly with the Bavarian State Government and the Berchtesgadener Country, is holding its 4th UNWTO Euro-Asian Mountain Tourism Conference in Berchtesgaden to present the ONE PLANET TOURISM CONCEPT and its related Sustainable Development Goals (SDGs) in order for tourism experts and scientists from both Asia and Europe to discuss and exchange insights that may serve as a recommendation for future global tourism strategies.

In the second part of the conference, the European speakers will present their approach on the challenges and opportunities of global tourism and how they plan on winning over the Global Tourist with an offer of culture, health and sports, including unique nature experiences in their role as hosts, who place “life” and “preservation” at the centre of their actions and thoughts.

Saturday, 2 March

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| 10:00 – 18:00 | Registration |
| 19:00 – 20:00 | Welcome of participants by Peter Nagel and Brigitte Schlögl , Managing Directors, Berchtesgadener Land Tourismus and cultural experience (AlpenCongress Berchtesgaden) |
| 20:00 – 22:30 | Reception hosted by Franz Rasp , Mayor of Berchtesgaden (Gasthaus Neuhaus) |

Sunday, 3 March

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| 08:30 – 13:00 | Registration (AlpenCongress Berchtesgaden) |
| 10:00 – 10:55 | Opening Ceremony
Hubert Aiwanger, MdL Deputy Bavarian Minister-President and State Minister of Economic Affairs, Regional Development and Energy
Georg Grabner , Chief Executive, Berchtesgaden District
Thomas Bareiss , Parliamentary State Secretary, Federal Ministry for Economic Affairs and Energy and Federal Government Commissioner for Tourism
Zurab Pololikashvili , Secretary-General, World Tourism Organization (UNWTO)
Master of Ceremony: Jens Schröder , Editor in Chief, National Geographic und P.M. |

- 10:55 – 11:00 Film Showing: The Berchtesgadener Alps
- 11:00 – 11:20** **Keynote address by Hubert Aiwanger**, MdL Deputy Bavarian Minister-President and State Minister of Economic Affairs, Regional Development and Energy
- 11:20 – 11:35 Coffee break
- 11:35 – 12:10** **Be inspired: Man and Nature**
Introductory remarks: Jens Schröder, Editor in Chief, National Geographic und P.M.
Keynote: Dr. Notker Wolf, OSB Abtprimas em.
- 12:15 – 13:15** **Session 1: Mountain Tourism and the Sustainable Development Goals (SDGs) - One Planet, travel with care**
Introductory remarks: Michaela Kaniber, MdL, Bavarian State Minister for Food, Agriculture and Forestry
Keynote and Moderator: Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO
Panellists:
- Matthias Jurek, Programme Management Officer, UN Environment (UNEP)
 - Sara Manuelli, Advocacy and Outreach Officer, FAO Mountain Partnership
 - Michael Maunsell, Vice President of the UIAA Mountain Protection Commission
 - Alina Ioana Szász, Coordinator, Carpathian Sustainable Tourism Platform (CSTP)
- 13:15 – 14:15 Lunch
- 14:15 – 15:15** **Session 2: The Future of Mountain Tourism: Challenges and Opportunities**
Moderator: Jens Schröder, Editor in Chief, National Geographic und P.M.
Keynote: Eva Štravs Podlogar, State Secretary of Slovenia
Panellists:
- Maksat Damir uulu, Deputy Minister of Culture, Information and Tourism of Kyrgyzstan
 - Neil Rogers, Board Member of the Adventure Travel Conservation Fund
 - Georg Sichelschmidt, Director of Tourism, Visit Lyngenfjord, Norway
 - Martin Francou, Vice President of Cluster Montagne and Business Development Director of MND group
 - KyeongMoo Jung, Deputy General Manager Sales & Marketing, Phoenix Hotels & Resorts, PyeongChang, Republic of Korea

15:20 – 16:20

**Session 3: The Future of Mountain Tourism in the Alps:
The Unique Selling Proposition Culture**

Moderator: Jens Schröder, Editor in Chief, National Geographic und P.M.

Keynote: Michael Haefliger, Executive and Artistic Director of the Lucerne Festival

Introductory remarks: H.R.H. Luitpold Prince of Bavaria

Panellists:

- H.R.H. Luitpold Prince of Bavaria
- Cassiano Luminati, Director of Polo Poschiavo, Switzerland
- Christian Stückl, Director of the Passion Play Oberammergau
- Margitta Schulze-Lohoff, Journalist and Editor Travel, GEO Magazine

16:20 – 16:40

Coffee break

16:40 – 17:10

Demographic Change: The Thrill Seeking Society

Introductory remarks: Jens Schröder, Editor in Chief, National Geographic und P.M.

Keynote: Prof. Dr. Andreas Motel-Klingebiel, Department of Social and Welfare Studies (ISV) National Institute for the Study of Ageing and Later Life (NISAL), Linköping University (LIU), Sweden

17:15 – 17:40

Investment in Mountain Tourism

Introductory remarks: Jens Schröder, Editor in Chief, National Geographic und P.M.

Keynote: Holger Schroth, Chief Executive Vier Jahreszeiten Kempinski München

20:00 – 23:00

Bavaria State Reception hosted by **Hubert Aiwanger**, Deputy Bavarian Minister-President and State Minister of Economic Affairs, Regional Development and Energy

(Königliches Kurhaus, Bad Reichenhall)

Monday, 4 March

09:00 – 10:00

Session 4: Digitalization 4.0

Moderator: Jens Schröder, Editor in Chief, National Geographic und P.M.

Introductory remarks: From the Federal Chancellery Berlin, Dorothee Bär, Minister of State for the Federal Chancellor of Germany and the Federal Government Commissioner for Digitalisation* (*via video message*)

Keynote: Prof. Dr. Guido Sommer, University of Applied Sciences Kempten

Panellists:

- Roland Weigert, State Secretary of the Bavarian Ministry of Economic Affairs, Regional Development and Energy
- Diana Robino, Senior Vice President, Global Tourism Partnerships, Mastercard
- Sascha Nau, Head of Marketing & Communication, Northern, Eastern, Central & Southern Europe, Amadeus

10:05 – 10:30

Health Care: An Excellent Value of the Alps

Introductory remarks: Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness, UNWTO

Keynote: Prof. Dr. Peter Rieckmann, Medical Director & Chairman of Department Hospital for Nervous Diseases Medical Park Loipl

10:35 – 11:35

Session 5: Top Tier Sports and Technological Advancements

Moderator: Jens Schröder, Editor in Chief, National Geographic und P.M.

Keynote: Hofrat Prof. Dr. Karl Gabl, Former President of the Board of Trustees für Alpine Safety and Head of the Central Institute for Metereology and Geodynamics, Innsbruck

Panellists:

- Michael Schineis, President of Winter Sports Equipment, Amer Sports Corporation
- Martin Leitner, Member of the Board of Leitner AG
- Martin Kuenzi, Depuy CEO, Intersport International Corporation IIC
- Erwin Lauterwasser, FIS Ambassador on Sustainability and Personal Representative of the FIS Secretary General

11:35 – 15:00

Excursion and lunch¹

15:00 – 16:00

Session 6: Mountain Tourism and Sustainable Mobility

Moderator: Jens Schröder, Editor in Chief, National Geographic und P.M.

Keynote: Karlheinz Jungbeck, Member of the Advisory Board of ADAC

Panellists:

- Robert Bailey-McEwans, Director, BMWi Enabling E-Mobilität
- Manfred Pletzer, Executive Owner, Pletzer Group
- Veit Bodenschatz, CEO, Bayerische Oberland GmbH

¹ Selection of excursion is on a first-come, first-served basis, through the online registration form. More information on each excursion is available in the General Information Note.

16:05 – 16:30

Closing ceremony

Conference summary: Jens Schröder, Editor in Chief, National Geographic und P.M.

Closing remarks:

- Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness, UNWTO
- Peter Nagel, President of the Berchtesgadener Country Organizing Committee for the EAMTC 2019
- Carolina Cuen, Tourism Technician, Ministry of Tourism of Andorra, host of the 2020 World Congress on Snow and Mountain Tourism

18:00 – 19:30

Visit to Deutsche Post Eisarena Königssee and guests' bobsled run

19:30 – 23:00

Farewell dinner (Deutsche Post Eisarena Königssee)

Tuesday, 5 March

Morning

Departure of participants