

SPRING SCHOOL SUSTAINABLE TOURISM MANAGEMENT



3- 8 May 2015

Kos Island, Greece

Caravia Beach Hotel & Bungalows

Organizers:



European Tourism Unit/ European Centre of Excellence, University of Athens



South Aegean Region

Supporters:



International Federation
for IT and Travel & Tourism



PROGRAMME

SUNDAY, 3 MAY 2015

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|----------------------|--|
| 15.00-18.00 | Visit to Asklepeion ancient medical centre and Kos Town visit (optional) |
| 18.00 – 20.00 | Registration |
| 20.00 | Welcome dinner and networking |

MONDAY, 4 MAY 2015

09.00 – 10.30 ***Fundamentals of Risk and Crisis Management***– an introduction to basic concepts and practical thinking surrounding threats, hazards, risks, issues, crises and disasters. Why do crises happen? What are the black swans and are there any grey ones? How can we recognize them?

Professor Alexandros Paraskevas, University of West London

10.30 – 12.00 ***Sustainable Principles***– Sustainable tourism has a high profile and generates much interest and debate. Understanding its origins, definitions and principles provide the framework for exploring the topic. What do we mean by sustainable tourism? What are its guiding principles? How do you recognise sustainable tourism? How do we define responsible tourism?

Professor Adele Ladkin, Bournemouth University

12.00 – 13.30 ***Strategic Use of Technology in Tourism Marketing***– Technology is changing best operating and strategic practices in tourism globally. How can we use the internet, social media and mobile devices for strategic tourism marketing? How can technology enables us to develop strategic competitive advantage?

Professor Dimitrios Buhalis, Bournemouth University

13.30 – 15.00 ***Lunch***

15.00 – 18.30 ***Workshop in Risk Management for Tourism Global Best Practice***

Professor Alexandros Paraskevas, University of West London

TUESDAY, 5 MAY 2015

09.00 – 10.30 ***Understanding the Risk Universe***– building on the concepts and discussions of Day 1 what tools and techniques can we use in order to identify potential threats and hazards to our business and its strategic objectives? How can we then assess the risk exposure of our business to these threats and what criteria do we use for such an assessment?

Professor Alexandros Paraskevas, University of West London

10.30 – 12.00 ***Sustainable Policy and Planning***– One of the fundamental elements of sustainable tourism is to ensure that its principles are part of tourism planning and policy. What role does public policy play in the development of sustainable

tourism? How can we best plan for sustainable tourism? How can sustainable tourism be monitored and evaluated?

Professor Adele Ladkin, Bournemouth University

12.00 – 13.30 ***Agile Tourism Marketing***– Agile strategic management and marketing techniques and demonstrates how technology tools and social media can support hospitality and tourism managers to develop their agility in order to attract more travelers, engage in active cocreation and enhance their competitiveness and profitability in the future.

Professor Dimitrios Buhalis, Bournemouth University

13.30 – 15.00 ***Lunch***

15.00 – 18.30 ***Workshop in Responsible and Sustainable Tourism Global Best Practice***

Professor Adele Ladkin, Bournemouth University

WEDNESDAY, 6 MAY 2015

09.00 – 10.30 ***Treating the Risks and Planning for Crisis***– following the risk assessment of Day 2 what risk treatment strategies are available and how do we make decisions on treating these risks? The concept of residual risk and how can mistreat risks become crises. The need for crisis plans and fundamentals of crisis and business continuity planning.

Professor Alexandros Paraskevas, University of West London

10.30 – 12.00 ***Sustainable and Responsible Operations***– The different elements that comprise the tourism industry have a role to play in the delivery of sustainable and responsible tourism. Transport operators, hotels, and tourist attractions can take steps to implement sustainable practices. What can these different sectors do to promote sustainable practices in their operations? What can we learn from best practice?

Professor Adele Ladkin, Bournemouth University

12.00 – 13.30 ***Tourism Marketing in the era of Social Media***– Social Media changed the way that organisations interact with consumers and how consumers are able to cocreate their experiences. As a result organisations and governments are now able to: accelerate knowledge and information distribution; apply knowledge management; increase their efficiency and productivity; improve and shorten the

decision making process; enhance their communication and co-ordination efficiency; and support their interactivity with all stakeholders.

Professor Dimitrios Buhalis, Bournemouth University

13.30 – 15.00

Lunch

15.00 – 18.30

Workshop in Tourism and Technology Global Best Practice

Professor Dimitrios Buhalis, Bournemouth University

THURSDAY, 7 MAY 2015

09.00 – 10.30

Crisis Management– developing crisis management and business continuity toolkits and crafting a crisis communications strategy.

Crisis Communications and Recovery process– a more in-depth view of crisis comms and a focus on the use of social media in crisis situations; do's and don'ts. In the aftermath of the crisis, what have we learnt? What processes and procedures do we use to evaluate the effectiveness of our crisis and business continuity responses? How do we use comms for image recovery?

Professor Alexandros Paraskevas, University of West London

10.30 – 12.00

A Sustainable Workforce –Human resources are an essential component of the long term success of the tourism industry. The recruitment, retention and development of employees is important for the sustainability of the business and competitive advantage. How can we develop a sustainable tourism workforce? What is the relationship between sustainability and tourism employment? What can businesses do to ensure principles of sustainability and responsibility in the workplace?

Sustainable Tourism Future Challenges– Sustainable and responsible tourism have a number of inherent contradictions that inevitably result in challenges for development and implementation. Given the growth in tourism activities worldwide and pressure for increased tourism development, what are challenges that will shape the future of sustainable tourism? How might they be addressed?

Professor Adele Ladkin, Bournemouth University

12.00 – 13.30

Technology Engagement and creating advocates– Engagement through technology enables strategic management and marketing opportunities to take advantage of the full range of ICT and social media capabilities in order to enable organisations to cocreate tourism experiences to attract higher spending customers and turn them into long term ambassadors.

Augmented Reality / SoCoMo Marketing and Future Innovations –Augmented Reality (AR) allows combining seamlessly physical world and virtual information, to create highly innovative AR experiences that showcase the potential of the technology to revolutionise the way we experience new destinations and services within the industry. Social media (So) marketing are combined with context (Co) and mobile (Mo) marketing enable the personalisation and contextualisation of product cocreation in real time.

Professor Dimitrios Buhalis, Bournemouth University

13.30 – 15.00

Lunch

FRIDAY, 8 MAY 2015

09.00 – 13.00

Team Presentations

13.00 – 14.00

Lunch

15.00 – 18.30

Conclusions and future global trends

Professor Alexandros Paraskevas, University of West London

Professor Adele Ladkin, Bournemouth University

Professor Dimitrios Buhalis, Bournemouth University