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# Programme

for the European Conference  
**Ready for PESTO?**

**02 - 03 October 2014**  
**Hotel Europa, Graz (Austria)**

## 'Trends and developments in sustainable tourism'

E.N.T.E.R. - European Network for Transfer and Exploitation of EU Project Results in cooperation with Steiermark Tourismus has the pleasure of inviting you to the European 'PESTO' Conference.

### Thursday, 2 October 2014

<b>09.00 – 10.00</b>	<b>Registration and project fair</b>
	<b>Conference Opening - Plenary Session</b>
<b>10.00 – 10:15</b>	<b>Welcome and Introduction</b>
<b>10.15 – 10.30</b>	<b>“Short outline on sustainability in the field of tourism in Styria”</b> Mr Erich Neuhold . <i>CEO Steiermark Tourismus [Austria]</i>
<b>10.30 – 11.00</b>	<b>“The importance of Human Resource Development for Sustainable Tourism?”</b> Dr Shyam Patiar . <i>Grwp Llandrillo Menai Coleg Llandrillo [United Kingdom]</i>
<b>11.00 – 11.30</b>	<b>Coffee Break</b>
<b>11:30 – 12:00</b>	<b>“The Future of Social Media for Marketing Conversations in Tourism”</b> Mr Christian Maurer . <i>IMC University of Applied Sciences Krems [Austria]</i>
<b>12.00 – 12.30</b>	<b>“Examples of Best Practice in Regional and Sustainable Development “</b> Mr Dewi Davies. <i>Regional Strategy Director, Tourism Partnership North Wales [United Kingdom]</i>
<b>12.30 – 12.45</b>	<b>Introduction to the afternoon workshops</b>
<b>12.45 – 14.30</b>	<b>Lunch break and project fair</b>



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### Thematic Workshops

14.30 – 17.00

Parallel Workshops (including short coffee break at your convenience)

**Workshop A: Sustainable tourism and labour market challenges: qualifications and training**

Moderator:

*Dr Shyam Patiar . Grwp Llandrillo Menai Coleg Llandrillo [United Kingdom]*

**Workshop B: ICT based communication and web2.0 in/for sustainable tourism**

Moderator:

*Mr Çağdaş Özenmiş. Istanbul Chamber of Commerce [Turkey]*

**Workshop C: Sustainable tourism and regional development**

Moderator:

*Prof Wilhelm Steingrube. Ernst-Moritz-Arndt University Greifswald [Germany]*

## Friday, 3 October 2014

### Plenary Session

09.30 – 09.45

Welcome

09.45 – 10.15

“Learning for sustainable tourism - Tools and methodologies”

*Prof Dr Dagmar Lund-Durlacher . Dean and Department Head, MODUL University Vienna [Austria]*

*Chair of BEST EN – Building Excellence in Sustainable Tourism Education Network*

10.15 – 10.30

Introduction to Open Space

### Open Space

10.30 – 12.30

Open Space and Networking in the Project Fair  
(including coffee break at own convenience)

### Closing Plenary Session

12.30 – 12.45

Conclusions and final statements

13.00

End of Conference and networking lunch

### Contact

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