

INVENT TOURISMUS

Please send the form below to

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Registration form

Name _____

Surname _____

Position _____

Organisation _____

Street _____

CAP _____

City _____

Tel/Fax _____

e-mail _____

- I will attend the welcome dinner on Thursday 27th September 2005.
- I will attend the conference on Wednesday 28th September 2005.

Conference Fees

None

Language

The conference language is English

Location

Club Fondation Universitaire Stichting
Félicien Cattier
Rue d'Egmontstraat 11
B-1000 Bruxelles-Brussels

Accommodation & Directions

A limited contingent of rooms in nearby hotels is available. Please ask for further details. Detailed information will also be sent after registration.

Contact & Information

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Internet

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Project Partners



www.3fdesign.de

Conference

27th and 28th September 2005 Brussels



Beyond the Eco-Niche

Mainstreaming Sustainable Tourism

INVENT Innovative Marketing Concepts of Sustainable Tourism Offers for the Mass Market - Results and Discussion

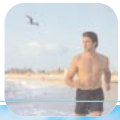
Project Partners:

Öko-Institut e.V., Institute for Applied Ecology
ISOE GmbH, Institute for Social-Ecological Research
AMEROPA-REISEN GmbH
University of Lüneburg
Deutsche Bahn AG

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Beyond the Eco-Niche

Hospitality and an intact environment are essential assets for the long-term, economically successful development of tourism. Tour operators and service providers decisively influence the development of the travel market with their business strategy and with their range of products.

How tour operators can tailor their range of products in a more sustainable way and successfully address the different wishes and motives of travellers beyond the eco-niche has been explored by the INVENT project.

The INVENT-team has developed a model of travel-styles and proposes marketing strategies for the short and the long term. Together with models of sustainable holiday packages, they contribute to a transformation of the mass-market towards sustainability.

The results will be discussed with stakeholders from science, industry and policy.

How can the tourism industry use the knowledge of customers' wishes and motivations to pave the way to a successful sustainable product portfolio?

How do tour operators and service providers assess the chances and challenges of shaping a more sustainable holiday mass market?

What can science, policy and industry do to support a transformation of the tourism value chain and the mass market towards sustainability?

In the eve of the conference a welcome dinner will give opportunity for opinion-making and individual exchange.

Programme

Thursday, 27th September 2005

19:00 Welcome Dinner

Wednesday, 28th September 2005

8:30 Registration

9:00 Welcoming Address

N.N., Bundesministerium für Bildung und Forschung
Federal Ministry of Education and Research (requested)

9:15 International Policies

N.N., European Commission
Enterprise and Industry DG, Tourism Unit (requested)
Giulia Carbone, United Nations Environmental Program
Division of Technology, Industry and Economics

9:45 Innovative Marketing for Sustainable Tourism –
Targeting the Mass Market

Ulrike Rheinberger, Martin Schmied, Öko-Institut,
Konrad Götz, ISOE,
Edgar Kreilkamp, University Lüneburg,
- Project Design
- Travel Styles and Target Groups
- Marketing Strategies

11:00 Coffee Break

11:30 Practical Examples from the Tourist Industry

N.N., Deutsche Bahn AG,
Claudia Schiese, AMEROPA,
Bernd Fischer, Tourismusverband Mecklenburg-Vorpommern
- Marketing Concepts
- Design of sustainable travel offers

12:30 Questions and Answers

13:00 Lunch

14:15 Sustainability meets Profitability

Tour Operators Views and Visions

Andreas Müseler, LTU Touristik,
Inga Schnapauff, TUI AG,
Kaspar Hess, Hotelplan AG (requested)
Naut Kusters, European Centre for Eco and Agro Tourism
Tour-Link (EU LIFE Project)

15:15 Break

15:45 Panel Discussion

Sustainable Production Seeks Sustainable Consumption
or vice versa?

Moderation:

Xavier Font, Leeds Metropolitan University

Guests:

Marja Verstoep, Netherlands Association of Tour Operators,
Nico Visser, European Commission,
Chris Thompson, Federation of Tour Operators,
N.N., ECTAA,
Martin Schmied, Öko-Institut,
Christian Baumgartner, International Friends of Nature,
Nadia Caïd, OECD Environment Directorate (requested)

17:00 Closing Remarks

17:15 End of Conference

