

# BIH Travel and Tourism Forum



## Agenda

13-14 November 2018,  
Hotel Hills, Sarajevo

### DAY ONE

**9:00-9:30 - 10:00AM**

#### **Registration and World B2B Events Organizer Welcome**

Registration finishes up at 9:30

Opening Remarks from Organizer and Infinity Sponsor

**10:00 - 11:15 AM**

#### **World Travel Leaders Speak - BIH Markets - What possible advancements could be obtained by 2020**

- How destinations, airlines, hotels, travel agencies and authorized bodies can work together to attract more business in Bosnia & Herzegovina and nearby countries.
- How do we engage travelers and holidaymakers?
- Branding Strategies and Destinations Positioning, Opportunities and Challenges for Tourist Destination
- How big is The Risk of tourism services purchasing for BIH?
- Opportunities of BIH, EMEA for "Sustainable," "Eco," and "Green" Tourism

**11:15 - 11:45PM**

#### **Morning Networking Coffee Break**

Business networking platform in friendly environment, B2B meetings

**11:45 - 13:00PM**

## **Indicators of Sustainable Development for Tourism Destinations**

- What is your biggest experience of “culture shock” against another country Tourist?
- Important values which make tourists visit the countries again.
- Common current problems appearing in the tourism industry particular to the region and solutions to prevent
- Advancements in services , destinations and accommodations

**13:00 - 14:30PM**

## **Networking Lunch Break**

Good way of interacting with tourism industry leaders in a relaxing environment.

Exchanging perspectives and visions on best practices and build up new contacts

**14:30 - 15:45PM**

## **From Digital Strategy to Airline Strategy in a Digital World**

- How strategies of airlines changed and what are the impacts to regional airports?
- How digital trends in retail contribute regional airports development?
- How can airlines compete more effectively?
- How safe and healthy are the airline’s industry today?

**15:45- 16:15PM**

## **Afternoon Coffee Break**

Business networking platform in friendly environment, B2B meetings

**16:15- 17:30PM**

## **The Customer at The Heart of Your Strategy: The Role of Industry Partnerships to Ensure You Provide the Complete Customer Experience**

- How to balance passengers` growth with the costumer experience?
- Learn how tours & activities are core of guest experience
- What is the impact of a changing device and data landscape on product and partnerships?
- What is the role of the agency model in the current climate and what kind of partnerships does that involve? What is the role of the agent in providing this complete customer experience?

**18:00 PM**

## **Networking Dinner**

Private dinner special to sponsors, decision makers and government executives to discuss partnerships, taste BIH`s cuisine.

# DAY Two

9:00 - 10:00AM

## Networking Breakfast

Good way of interacting with tourism industry leaders in a relaxing environment.

Exchanging perspectives and visions on best practices and build up new contacts

10:00 - 11:15 AM

## Influence of Market Performance in the Hotel Industry

- How does market performance influence development of hotels, signatories and resorts?
- How important is hardware and software interface in hotel software?
- Which strategies work best for the hotel owners in Eastern Europe either Management contract, franchise or leasing?
- How difficult is maintaining food safety for hotels and restaurants?
- How healthy are hotel amenities and appliances

11:15 - 11:45PM

## Morning Networking Coffee Break

Business networking platform in friendly environment, B2B meetings

11:45 - 13:00PM

## Travel Trends On The Future of The Tourism Business

- How new IT technologies are changing the distribution of tourism products
- What are the influences of customer communities on the popularity of a tourism product or company
- How to use internal corporate community to respond proactively to changes on the market

13:00 - 14:30PM

## Networking Lunch Break

Good way of interacting with tourism industry leaders in a relaxing environment. Exchanging perspectives and visions on best practices and build up new contacts

14:30 - 15:45PM

## Online Travel Industry & The Next Big Battle in Online Travel

- How online tourism has successfully emerged as a platform that enables direct bookings, electronic payments, Business to Business (B2B) and Business to Consumer (B2C) trading among product marketers, travel agents, resellers and customers.
- What changes and impacts has online tourism caused in Travel industry?
- How does Online Tourism help to lower pricing?

15:45- 16:15PM

### **Afternoon Coffee Break**

Business networking platform in friendly environment, B2B meetings

16:15- 17:30PM

### **Closing Key notes and B2B Meetings**

World B2B Events Organizer team will arrange B2B meetings at stands and B2B meeting hall.

18:00 PM

### **Gala Night Dinner Reception**

Great opportunity to interact with market leaders in a relaxing environment. Exchange perspectives on best practices and build up new contacts



**World B2B Events Organizer**  
**13-14 November 2018, Hotel Hills, Sarajevo**