

The organiser reserves the right to modify the programme
The speeches will be made in the language mentioned in the programme

Thursday, January 26

from 13'00 Welcome at Mont Cervin Palace

14'30 Opening Ceremony
- Gérald IMFELD, Président fondateur du Symposium
- Jérémie ROBYR, Président de Valais Tourisme
- Jean-Michel CINA, Président du Conseil de Patronage du Symposium, Conseiller d'Etat

15'00 Alpine regions - innovation despite cash and brain drain ?
Chaired by Prof. Thomas BIEGER, Director of the Public Services and Tourism Institute, St. Gall University, with the participation of :

Michael BERRY, President of the NSSA, Lakewood/USA
- Future Trends. Ascendancy of America over Europe in Winter sports innovation ?

Break

16'00 Competitiveness. Europe : Quo vadis ?
- Alain DUPEYRAS, Chef du programme tourisme, OCDE
- Francesco IANNIELLO, Chef de l'Unité Tourisme, Commission Européenne

How to respond to the lack of economic dynamics ? Questions to the Symposium contributors
- Prof. Jacques SPINDLER, Président du Conseil scientifique, Directeur de l'Institut d'Administration des Entreprises de l'Université de Nice-Sophia Antipolis

18'30 "Questions and answers" session

20'00 Cocktail party at Mont Cervin Palace
- Speech by Mr Christoph BÜRGIN, Präsident der Einwohnergemeinde Zermatt

Friday, January 27

09'00 **Product Innovation**
Chaired by Mr Jürg STUCKI, Directeur UBS, with the participation of :
- Eric BLEUZE, Directeur du Développement du Groupe Pierre & Vacances, France
Innovater pour rénover les résidences de tourisme en montagne
- Stan CLAUSON, Stan Clauson Associates LLC, Aspen/Colorado
Design and atmosphere.
- Robert JERÔME, Intrawest Placemaking, VP Europe
Envisioning
- Hannes PARTH, Vorstand Silvetta Seilbahn, Ischgl/Österreich
How to manage the change

"Questions and answers" session

11'30 Break

Tourism Innovation in the Alps : results of the survey
- Joël GAYET, CEO CoManaging, France

12'00 Guest speaker
- Thorvald SVERDRUP, Ski business consultant
Building ski business to high profitability

Free Lunch

13'00 Open contact session
- Free workshops with speakers
- VIP Partners' meetings

16'00 **Marketing innovation**
Chaired by Mr Michel FERLA, Directeur adjoint de Suisse Tourisme, with the participation of :
- Vincent DUCROT, Responsable Grandes Lignes CFF-SBB-FFS, Suisse
Contribution of transport to tourism in the future
- Roberto IANNOTTA, Directeur de l'Hotel Milano, Bratto/Italie
Core business et développement
- Cris MICUT, General Manager of the IRECSON Institute, Romania
Branding contribution to competitiveness
- Jean-Pierre SONOIS. Président du Directoire de la Compagnie des Alpes, France
Innovation dans les domaines skiables : outils, méthodes, partenariats
- Albert X. WYLER, Managing Director of Titlis Rotair Cableways, Engelberg/Schweiz
Opening new markets and how to handle a crisis situation

"Questions and answers" session

19'h30 Aperitif
Official dinner at Grand Hotel Zermatterhof
- Speech by Mr Andreas BINER, Präsident der Burgergemeinde Zermatt

Saturday, January 28

09'00 **Process Innovation**
Chaired by Prof. Andrea MACCHIAVELLI, Université de Bergamo, with the participation of :
- Simona CONSTANTINESCU, Regional GM Ana Hotel, Romania
Regional cooperation for success
- Matteo FORAPANI, Presidente dei giovani imprenditori piemontesi, Torino/Italia
La durabilité de l'éphémère
- Joël GAYET, CEO de CoManaging, France
L'identitaire, levier du networking
- Charles MAGNIER, Directeur d'Energie-Environnement74, Annecy/France
L'adéquation entre le développement économique et le tourisme durable
- Sammy SALM, President of «Best of the Alps», Grindelwald/Schweiz
Networking between leaders

"Questions and answers" session

11'30 Break

12'00 **Conclusions**
Chaired by Mr Dominique CHARPENTIER, Président du Comité stratégique, Directeur général du CRT de la Riviera Côte d'Azur, with the participation of :
- Francesco FRANGIALLI, Secrétaire général de l'Organisation Mondiale du Tourisme, Madrid/Espagne
«L'arc alpin : perspectives 2020»
- Paul MATHEWS, Ecosign Founder, Whistler Blackcombe/Canada
Tourism Revolution in the Alps ?

13'30 Farewell lunch

Tourism Innovation Trophy

The objective of the «Tourism Innovation Trophy» is to honour a high profile personality in the tourism business who has given proof of his capacity to anticipate the market trends as far as products or services are concerned. The ceremony will take place at the Mont Cervin Palace.

Innovation in Alpine Tourism

On January 26th, at the opening session of the Symposium, will be communicated the results of the international survey «Innovation in Alpine Tourism», of which the objective was to measure the perception and opinions of actors in the alpine tourism industry and to list the best practices and innovations implemented recently in this sector.

Permanent Address

International Tourism Symposium
P.O. Box 133
CH-1971 Chexbres

Tel +41 (0) 79 412 85 72
Fax +41 (0) 21 946 32 69

symposium@idealp.org
www.idealp.org

Symposium Location

Mont Cervin Palace*****
Bahnhofstrasse 31
CH-3920 Zermatt

Tel +41 (0) 27 966 88 88
Fax +41 (0) 27 966 88 99,

montcervinpalace@zermatt.ch
www.seilerhotels.ch/montcervinpalace

Hotel booking

Zermatt Tourismus
Bahnhofplatz
CH-3920 Zermatt

Tel +41 (0) 27 966 81 00
Fax +41 (0) 27 966 81 01

zermatt@wallis.ch
www.zermatt.ch

Registration fees

Participants

- the prices mentioned on the registration form include attendance at the Symposium, cocktail party, official dinner, farewell lunch, refreshments and documents.

Non-participants

- no participation to the meetings but attendance at the social part of the Symposium.

Cancellations after January 10th are not refundable.

Rail Ticket

Foreign participants : for participants living outside Switzerland, one free rail ticket (Swiss border to Zermatt) is available if registration made before December 31st.

Swiss participants : free rail ticket (Brig to Zermatt) if registration made before December 31st.

Languages

Simultaneous translation from French, Italian and German into English and from English into French.

Symposium publications

The documents relating to the Symposium are published in the «International Tourism Symposium» collection.



8th International Tourism Symposium

January 26-28, 2006

Innovation and Networking Management in Tourism

- Product - Marketing - Process

during the Symposium :

- awarding of the Innovation Tourism Trophy
- results of the survey «Innovation Alpine Tourism»

French and German programmes available at :

www.idealp.org

Zermatt/Switzerland