

INTO II

Innovation and Tourism Conference Series (2nd International Seminar)

Thursday, 29 September

9:00h Accreditation

9:30h **Official Inauguration**

10:00h Opening Conference

10:30h Coffee break

11:00h **Session 1: Nautical Tourism Development**

Chair: Introduction of the Session and Speakers

Dr. Michael Lück: Auckland University of Technology, New Zealand

Nautical Tourism Development: Opportunities and Threats—Seminar Perspectives on Nautical Tourism

Dr. Mark Orams: College Human Ecology, Coastal-Marine Research Group, Massey University at Albany, Nueva Zelanda.

The impacts of Hosting a Major Marine Sports Tourism Event (America's Cup in Auckland).

Professor John Pigram: Center for Ecological Economics and Water Policy Research, University of New England-Armidale, Australia

Water-Related Infrastructure for Nautical Tourism in Island Environments

Dr. Russell Arthur Smith: Cornell-Nanyang Institute of Hospitality Management, Singapore

Anchoring Tourism to the Coast: Nautical Tourism as the Catalyst for Innovative Development and Investment

13:45h Conclusions and Questions

14:00h Hosted Lunch

15:30h **Session 2: Dynamic Packaging: Online marketing and distribution of the tourist product**

Chair: Introduction of the Session and Speakers

Dr. Carl Marcussen: Center for Regional and Tourism Research, Denmark

Trends in Online Marketing and Distribution in Europe: A Nordic and Nautical Perspective

Round Table

Mr. Thomas Mandl: Director Consumer Division, Tiscover, Austria

Mr. Carlos Muñoz: Director of operations, Hotelbeds, Spain

Mr. Ramón Sanchez Álvarez: Director of Sales and Marketing. Savia Amadeus, Spain

Sra. Cristina Sastre. President of Delegated Commission of nautic charters APEAM, Spain

Dr. Carl Marcussen: Center for Regional and Tourism Research, Denmark

18:30h Conclusions and Questions

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Innovation and Tourism Conference Series (2nd International Seminar) (abstracts)

SESSION 1

NAUTICAL TOURISM DEVELOPMENT: OPPORTUNITIES AND TRETAS AND SEMINAR PERSPECTIVES ON NAUTICAL TOURISM

Nautical tourism, also referred to as marine tourism, has been the mainstay of the tourism industry for many years. However, it has been only the past two decades, where nautical tourism has slowly emerged as a tourism sector in its own right. Groundbreaking were works by Orams (Marine Tourism, 1999) and Garrod and Wilson (Marine Ecotourism, 2003). The marine environment constitutes a main resource for tourism development, and today businesses offer a much wider variety of tourist experiences than the classical "sun, sand, sex" tourism. This presentation will illustrate some of the opportunities and threats of nautical tourism development, illustrate by a variety of examples.

WATER-RELATED INFRASTRUCTURE FOR NAUTICAL TOURISM IN ISLAND ENVIRONMENTS

The need for flexible, resilient tourism infrastructure is stressed to respond to the demands of a rapidly changing global environment in which both the public and private sector must share in provision of essential facilities and services. Supportive infrastructure is even more essential for nautical tourism operating at the interface of land and sea, and often located in island environments. Criteria for environmentally and socially compatible infrastructure for nautical tourism are outlined with respect to type, design, capacity, scale, and location of appropriate facilities and services. These general principles are applied to water-related infrastructure to demonstrate its role in servicing nautical tourism in harmony with host communities.

ANCHORING TOURISM TO THE COSAT: NAUTICAL TOURISM AS THE CATALYST FOR INNOVATIVE DEVELOPMENT AND INVESTMENT

The oceans are the prime resource for nautical tourism. Dominating the surface of the earth, they provide extensive settings for touristic development. Nautical tourism, in all its manifestations, has universal appeal which draws millions of international and domestic tourists annually. These tourists are drawn to the maritime coast as this is the critical interface between demand and supply. The majority of nautical tourism is tied closely to the coast; with only some activities – such as cruise – having limited independence. Nautical tourism is driven by coastal infrastructure: gateways; transportation systems; tourism facilities; and other services. Concentrations of infrastructure become foci for nautical tourism either as tourism dominated nodes, such as large beach resorts, or other centers, such as coastal cities. In all cases there is duality of leverage: development potential off maritime resource; and nautical tourism off coastal infrastructure. Duality promotes unique developmental tension where maritime proximity delivers premiums for attraction, demand and investment return. Absolute proximity provides premium maximization. This tension drives strategies for nautical tourism so as to maximize development potential, such as: agglomeration enhancement; coastline to land area ratio increase; formal-informal commerce control; and return of investment timeline reduction. The paper would focus on innovative development principles for nautical tourism with related generalized ratios. International cases would add illustrative realism for these development strategies.

SESSION 2

TRENDS IN ONLINE MARKETING AND DISTRIBUTION IN EUROPE - A NORDIC AND NAUTICAL PERSPECTIVE

This presentation starts with a review of the overall trends in online booking (Internet Distribution) in the European market. This is followed by an illustration of the leading role which traditional air-inclusive tour operators in the Nordic countries have in the area of internet distribution, online booking. Also several (car) ferry-lines in Scandinavia, specifically some with routes to/from and within Denmark are well advanced in the area of online booking. Several examples will be included.

Finally it will be shown how a couple of players are able to offer online real-time booking of sea-inclusive holiday packages in the Nordic region, to Denmark.