



“INVESTING IN THE EUROPEAN TOURISM OF TOMORROW”



**22nd of February 2018
European Committee of the Regions**

SPEAKERS BOOKLET





Mr. Christof KIENEL,
Head of the Natural Resources Commission, European Committee of the Regions

Christof Kienel graduated in political science from the University of Bamberg (Germany) in 1997. He then worked as political advisor to the Minister for Research, Culture and Education in Sachsen-Anhalt (Germany) before moving to the Sachsen-Anhalt representation in Brussels (2002). In 2005, he joined the European Committee of the Regions and worked in various thematic commissions: EDUC (education, culture, research), ECOS (economic and social policy) and COTER (territorial cohesion and transport). In 2011 Christof Kienel became Head of Unit for strategic planning in the CoR and in 2015 he took over the NAT commission secretariat as Head of Unit. The commission for natural resources (NAT) is coordinating the CoR's work in various thematic fields: Agriculture, rural policy, maritime policy, fisheries, public health, tourism, civil protection, food policy, forestry and consumer protection.



Mr. István UJHELYI,
Member of the European Parliament, Vice-Chair, Committee of Transport and Tourism of the European Parliament and Chairman of the Tourism Task Force

Dr. István Ujhelyi is a Member of the European Parliament, Vice-Chair of the Committee on Transport and Tourism and responsible for the Task Force on Tourism. Previously, he was Vice-Chair and Member of the National Presidium of the Hungarian Socialist Party. After the 2010 national election he was elected to the National Assembly of Hungary and nominated as one of the deputy speakers of the National Assembly of Hungary. He graduated with a law degree from the József Attila University, Hungary.



Mrs. Claudia MONTEIRO DE AGUIAR
Member of the European Parliament, Committee Transport and Tourism

Cláudia Monteiro de Aguiar has been a Member of the European Parliament since July 2014. One year after the elections, her work in the European Parliament was recognized and Cláudia awarded the MEP of the year on Tourism. Since May 2016 she is the chair of the SME Europe Working Group on Tourism which has the aim of shaping EU policies in a more SME friendly way. Prior to this she was a member of the Portuguese Assembly of the Republic, serving in the Committee on Economics and Public Works and in the Committee on European Affairs. From 2008 to 2011, she was a communication and marketing consultant at Porto Bay Hotels & Resorts. Cláudia has a sociology degree with a major in social politics from Minho University and has a postgraduate degree in marketing and communication.



Prof. Dimitrios BUHALIS

Head of Department Tourism and Hospitality, Bournemouth University, UK

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Technology and Tourism. He is currently Director of the eTourism Lab at the School of Tourism at Bournemouth University. He was also the President of the International Federation of Information Technology for Travel and Tourism (IFITT) for the period 2010-2014. He previously worked at the Universities of Surrey, Westminster and the Aegean whilst he had visiting appointments at ESSEC in France, Hong Kong Polytechnic University, China, University of Aveiro, Portugal, and the Modul University in Vienna, Austria. He is widely regarded as an expert in the impacts of ICTs in the tourism industry, the management of tourism distribution channels as well as in strategic tourism marketing and management. He has recently included accessible tourism in his research portfolio. He has worked around the world and has written 18 books, including Accessible Tourism Concepts and Issues, Best practice in Accessible Tourism, Tourism Business Frontiers and Tourism Management Dynamics published by Elsevier, eTourism: Strategic Information Technology for Tourism published by Pearson (Prentice Hall/Financial Times) and Tourism Distribution Channels (Thomson) and more than 100 articles...



Mrs. Véronique CORDUANT

Director Public Policy – Europe Trip Advisor

Véronique is a qualified lawyer, specialised in European Union law, and active in Brussels since 20 years. After six years working on competition and regulatory matters, she became the deputy head of the representation office of Deutsche Post – DHL where she had to deal with a number of topics from transport to customs and sustainability. After having worked for Amazon, she joined TripAdvisor in 2015 to follow digital and tourism policies.



Mr. Eduardo SANTANDER

Executive Director, ETC

Multilingual executive. Educated in Spain, USA and Austria Mr. Santander holds a PhD and a MBA degree. He has broad experience in tourism marketing, advocacy and public affairs gained in diverse private companies and public institutions from the tourism and hospitality sector. He is also guest lecturer on tourism marketing at international business seminars in a number of US and European Universities. He's a frequent speaker in Tourism, Hospitality Industry and Destination Marketing forums and a passionate panellist.



Mr. Juan Jesús GARCÍA SANCHEZ

Head of Public Policy at Amadeus

Juan-Jesús García Sánchez works as Head of Industry Affairs Europe at Amadeus IT. In his current position, he is leading relevant Amadeus strategic initiatives undertaken with industry and regulatory bodies such as the European Commission, European Parliament and Travel & Technology Trade Associations.

He also represents Amadeus before relevant Tourism organizations such as United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTTC) and World Economic Forum (WEF) and provides assistance in the definition of programs and policies to foster tourism and economic growth.

Juan complements his professional background with relevant academic activities. He gained his PhD by Universidad Pontificia Comillas in Madrid with a research thesis about "Strategies of Spanish Tourism companies via mobile". He is also a member of the Tourism Committee at AECA (Asociación Española de Contabilidad y Administración de Empresas).



Mr. Christoph KLENNER

Secretary General of ETTSA - European Technology and Travel Services Association

Christoph Klenner is the Secretary General of the European Technology & Travel Services Association (ETTSA), which groups global distribution systems (GDSs) and major online travel companies. Christoph represents the interests of ETTSA and its members vis-a-vis European policy makers, industry stakeholders, consumer groups and the media.

Previously, Christoph was a partner at The Prisma Consulting Group, Brussels/Geneva. He advised, amongst others, Apax Partners, Boeing Co., the British Business and General Aviation Association, Emirates, Expedia.com, Japan Air Lines, P&O / DP World, and SITA. A graduate of the University of Maastricht and Budapest University, Christoph is based in Brussels, Belgium. He is a member of the Royal Aeronautical Society and the European Aviation Club. He is also a regular speaker at travel industry events in Europe and beyond.



Mrs. Ana Claudia TAPARDEL

Member of the European Parliament, Committee Transport and Tourism, Co-Chair of the Intergroup Tourism and Cultural Heritage

Claudia Tapardel is a Romanian Member of the European Parliament in the Group of the Progressive Alliance of Socialists and Democrats (S&D).

She is a member in the Parliament's Committee on Transport and Tourism and Committee of Constitutional Affairs. In 2014, she has been elected to Co-Chair the Intergroup on European Tourism Development that represents 140 members.

Holding the belief that a consistent and sustainable approach to the promotion of tourism within the European Union leads to strengthening the European economy, her work in the European Parliament is focused on bringing tourism into the spotlight of European policies.

Her work is dedicated to advancing the close connection between transport and tourism and underlying the necessity of building infrastructure that caters for the development objectives of the latter. For this reason, she has been keen on elaborating an integrated development strategy at EU level for Eastern and

Central Europe that accounts all particularities of transport infrastructure as well as requirements of the tourism industry.



Mrs. Anna ATHANASOPOULOU
Head of Tourism Unit DG Growth, European Commission

Anna Athanasopoulou is Head of Tourism, Emerging and Creative Industries at the European Commission. An EU official since 2002, she held various posts relating to culture and media, creative industries and external relations, including Deputy Head of Creative Europe, Assistant to the Deputy Director-General at DG Education and Culture, Member of Cabinet of European Commissioner Androulla Vassiliou and served at the EU Council Office in Geneva with responsibilities in human rights and humanitarian affairs. Before joining the EU civil service, Anna worked as Adviser to the Minister of Culture in Greece (2000-2001) and Director of Programme Planning for the 2004 Cultural Olympiad. In parallel she lectured on History of Art and Cultural Management. Anna studied Archaeology and History of Art at the Aristotelian University of Thessaloniki and holds a Master of Arts from the George Washington University and a Ph.D from the Courtauld Institute of Art.



Mr. Patrick TORRENT
Executive Director of the Catalan Tourism Board, NECSTouR Presidency

Patrick Torrent is graduated in Industrial Psychology for the Organizations by the University of Barcelona and Bachelor in Law by the UNED, he has formation in Marketing Management from ESADE, and in Systems Management Information by Master Associates

From 2005 to 2009 he was the General Deputy Director of the Consortium Turisme de Catalunya and Deputy Director of the Catalan Tourist Board form 2010, when it was created to 2013. Currently he is the Executive Director of the Catalan Tourist Board.

He was appointed Secretary of the Open University of Catalonia Foundation in 2010 and Patron from 2009 to 2011. He has been Associate Teacher at different universities and speaker and organizer of several symposiums, seminars, workshops and forums focused on tourism and its marketing.

On 22 October 2015 he was appointed President of NECSTouR based in Brussels, gathering 37 Tourism Regional Authorities associated and 36 associate organizations.