



## **27th-Sept. - LET THE WORLD KNOW ABOUT YOU! - Video streaming**

Also this year ATEST offers you the possibility to showcase your service or destination to a worldwide audience. In the afternoon of the World Tourism Day 2021, 27th-September from 3-6 p.m. (CEST) we broadcast a selection of videos under five themes:

- Country, Regional or Destination Videos
- Green and sustainable excellence
- Innovation and IT
- Tourism for Inclusive Growth (UNWTO World Tourism Day topic 2021)
- Gastronomy and Eno-Tourism

You can submit your videos online here: <https://forms.gle/ux2zithNCC28QL5D8>

From all videos received, a limited number of finalists will be selected for broadcast and public VOTE under each theme. Find more details on the process and rules on the following page.

**Let the world know about you!**

## **28th-Sept. (16:00 - 18:00) – Accessibility - a challenge for rural services and destinations**

Having special needs in terms of accessibility, privacy, leisure, relaxation and social activities should not prevent people from spending their holidays in the countryside. Many accommodations and destinations are adapted to this group in their facilities and leisure offers. They also have a plus for their environmental quality, respect for traditions and local gastronomy. A form of slow tourism that is also highly valued by seniors.

## **29th-Sept. (10:00 - 11:30) - Innovation in education and Training for Tourism**

To remain competitive globally and to meet their economic and social responsibilities, the European tourism industry needs to invest significantly in the up/reskilling of its professional workforce, particularly in digital, green and social skills. Disruptive changes since 2020 in topics such as sanitary measures, use of new IT / digital tools, and increased service quality demand from customers already lead to a dramatic lack of skills workers during 2021. A large part of estimated jobs in the sector by 2030 are not even invented yet, this showcases the urgent need for action in the field.

## **29th-Sept. (14:00 – 16:00) - The Future of Tourism - Inclusive Growth**

Link the change in society values and priorities post-COVID to opportunities for a Tourism model based on (more) sustainability – how does it make destinations more competitive. Link directly to UNWTO topic 2021 and 17 Sustainable Development Goals.

**All previous events will be broadcast in live streaming on Facebook:**

<https://www.facebook.com/agritravelexpo>