

## ITB Young Professionals Day

Date	Time:	Location
March 6, 2019	10:45 - 19:30	Hall 11.1, Young Professionals Stage

Global travel industry trainees receive valuable career planning advice.

Well over 1,000 guests will listen to exciting keynotes, panel discussions and interviews about the business world of the travel industry. At the ITB Young Professionals Day, young professionals and academics in the global travel and tourism industry receive important guidance for their future careers. Top decision-makers from the tourism industry and politics give the young professionals valuable tips regarding career planning and necessary attitudes towards life and work. Things get very concrete when practitioners from travel companies, travel agencies and destinations indicate which tourism graduates they will need in the future. The questions regarding which types of people belong in which corporate environment, and the roles that motivation and emotion play in the travel business, are also exciting. The convention day is rounded off with the award ceremony of the DGT Science Award and the get-together of the German Society for Tourism Research DGT e.V.

**ATTENTION: All ITB Young Professionals Day sessions will be held in German, simultaneous translation will not be available.**

### Hosted by:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

**10:45 - 11:00**

### Greeting

#### Speaker:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

**11:00 - 11:45**

### Keynote Interview: Career Paths In Tourism: What's The Key To Success In An Upheaval Economy?

In professional life, professional qualifications and the right mindset are crucial to success. Our economy, and especially the tourism industry, is in an enormous, ever faster pace of change and requires new skills. What does VUCA mean for tourism professionals? Speaking from his many years of experience, Sören Hartmann explains which personality traits and which technical know-how in the global tourism industry are career-promoting and points out practical examples on how the key to success can look.

#### Interview guest:

[Sören Hartmann](#), CEO, DER Touristik Group, Member of the Executive Board, REWE Group

#### Interviewer:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

**12:00 - 12:45**

### Keynote: Travel Sales As The Cornerstone For Successful Careers And Lucrative Business Models

The travel agency is the first association one has with the travel industry. Within the industry, however, it has a rather unattractive image. But many great careers began in travel agencies, which acted as a door-opener because the skills learned there are essential. Thomas Bösl, a former travel agent who is now head of a mega-cooperation responsible for billions of dollars in sales, talks about the heart of tourism and what the market and managers can learn from travel sales. He clearly points out that no other place is as customer-centric. Exciting insights, unexpected career perspectives and polarizing ideas await the audience.

#### Speaker:

[Thomas Bösl](#), Managing Director, Raiffeisen-Tours RT-Reisen GmbH, Speaker of the Business Management Committee, Quality Travel Alliance (QTA) & TIC Travel Industry Manager of the year 2018

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**13:00 - 13:45****Which Tourism Graduates Will The Tourism Industry Need In 2020?**

Qualified young talent is of the utmost importance for the competitiveness of the global tourism industry. How will the demands tourism companies make on tomorrow's managers change? Well-known representatives from tourism practice give students and others interested in studying an indispensable overview and explain why the travel industry is an extremely attractive job market.

**Moderated by:**

[Prof. Dr. Jürgen Schmude](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

**Panel guests:**

[Diana Borde](#), Director Organisational Development & Talent, Thomas Cook Group Airline

[Prof. Kaye Chon, Ph.D.](#), The Hong Kong Polytechnic University

[Dr. Heike Döll-König](#), Managing Director, Tourismus NRW e.V.

[Werner Sülberg](#), Vice-President Corporate Development/Market Research, DER Touristik GmbH, Lecturer, Frankfurt University of Applied Sciences

**14:00 - 14:45****Quality Of Tourism Education: Tips For Students**

Tourism companies attach great importance to well-educated graduates. But when are graduates well educated? There are so many different universities that are all offering tourism degrees. Where can you get a good quality education? What should potential students pay particular attention to? Representatives from universities and the business world provide an indispensable overview for your study decision.

**Moderated by:**

[Andreas Kailbach](#), Consultant, Dr. Fried und Partner

**Panel guests:**

[Prof. Armin Brysch](#), Faculty of Tourism, Kempten University of Applied Sciences

[Prof. Dr. Tilman Schröder](#), Faculty of Tourism, Munich University of Applied Sciences

[Prof. Dr. Ralf Vogler](#), Head of Tourism Management, Heilbronn University of Applied Sciences

[Angela Waerd](#), Head of Human Resources, Flyline Telesales GmbH

[Iris Wagner](#), Head of Human Resources, Nicko Cruises Schiffsreisen GmbH

**15:00 - 15:45****The Trends And Big Topics Of The Travel Industry**

Customer Centricity, Digitalization, Package Travel Directive, Artificial Intelligence, Basic Data Protection Regulation, NDC and Blockchain. How can young tourism professionals make sense out of all of this? The travel industry is in the middle of a structural change and we're getting bombarded with all these buzzwords every day. What is essential and needs to be focused on and which topics are related? With his broad knowledge, Markus Heller brings light into all these topics, so that young tourism experts can understand the basics and correctly classify them.

**Speaker:**

[Dr. Markus Heller](#), Executive Partner, Dr. Fried & Partner

**16:00 - 16:45****Motivation And Emotion In The Travel Business**

Selling, motivating people and inspiring is the door-opener for – nearly everything? Using the example of adventure trips, Ingo Lies movingly explains why emotions are the key to every human being, and thus the basis for every motivation. Without the right communication, products and services are worthless. But how do you manage to sell products well and convince others of your ideas? We are looking forward to thrilling images, terrific expertise and lots of emotion.

**Speaker:**

[Ingo Lies](#), Founder & Managing Director, Chamäleon & YOLO

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**17:00 - 17:45**

## **Presentation Of The DGT-ITB Science Award**

The German Society of Tourism Research (DGT) and ITB Berlin present awards for excellent thesis papers: The best dissertation, the best paper by a young talent, the best paper about sustainability in the tourism industry, and the best paper about the digitalization of the tourism industry.

**Moderated by:**

[Dr. Tanja Hörtnagl-Pozzo](#), Lecturer, Management Center Innsbruck (MCI)

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**18:00 - 19:30**

## **Get-Together For DGT Members**

Following the award ceremony of this year's DGT-ITB Science Award, a get-together for their members will take place at the DGT booth.

**Greetings:**

[Prof. Dr. Jürgen Schmude](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

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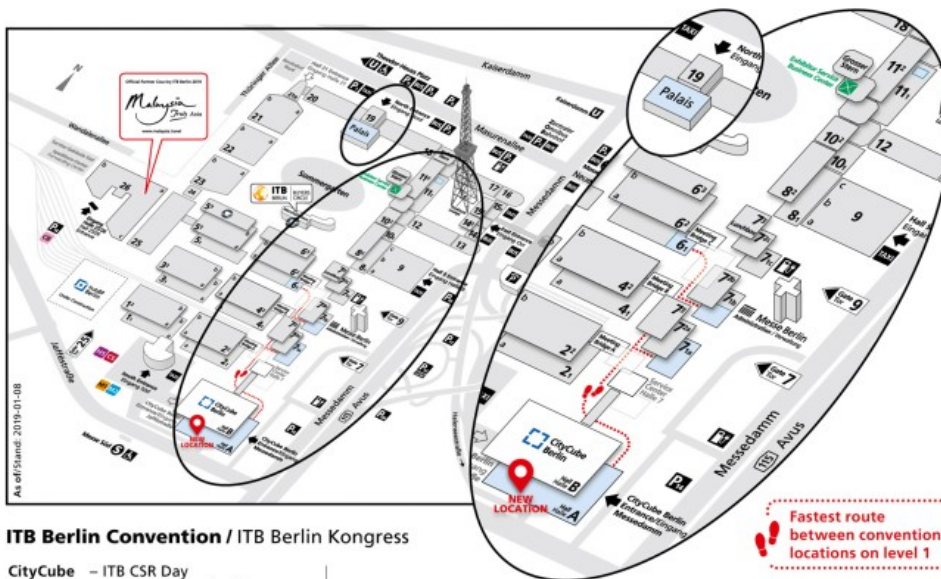


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### ITB Berlin Convention / ITB Berlin Kongress



- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
- ITB MICE Forum
- ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

### Contact

Please contact us for concerns or questions:

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