



NATU Annual Meeting, October 20-21, 2022

University of Gothenburg

Thursday, Oct 20, at Handelshögskolan, Vasagatan 1 (Hus A, våning 6),
Matsalen in the Malmstensvåning

Friday, Oct 21, at Humanisten, Antikmuséet (Museum of Antiquities),
Renströmsgatan 6 (plan 3)

Torsdag, 20 Oktober

10.30 Tea & Coffee in the Malmstensvåning

11.00 **Meeting starts: Introduction & Welcome**

- Welcome to Centre for Tourism (CFT) and the University of Gothenburg
- Presentation round
- Practicalities and program
- Short introduction to education and research at CFT

11.45 **Lunch** – in the Malmstensvåning

12.45 **Report and updates** (education and research), what has happened since last year? Focus: after the pandemic – what has changed? (ca 10 minutes per university)

14.00 **Break** (tea and coffee is served)

14.15 **The future of education** – we discuss future pathways for tourism education.

15.00 **Reporting from the NATU workgroups**

- Research
- Network

15.45 **First day meeting ends** – leave bags at hotels and transport yourself to Liseberg.

17.00 **Site visit at Liseberg.** Presentations and tour with Andreas Andersen (CEO) and Thomas Sjöstrand (CPO Liseberg Expansion Project) – we hear about Liseberg and their future projects.

19.15 **Dinner at West Coast** (in Gothia Towers across the street from Liseberg)



Fredag, 21 Oktober

8.30 **Welcome to 2nd day and recap of 1st day**

9.00 **Guest: Peter Berggren** – Senior advisor, Lindholmen Science Park.

Introduction of the Strategic innovation program (SIP) application on tourism/experiences that is underway. Also presentation of the new innovation platform XperienceNext at Lindholmen Science Park and project with MasterCard data in tourism.

10.00 **Break** (tea and coffee is served)

10.15 **Discussion: How to handle new types of data in tourism research (and education)?**

- Data from social media, web sites, credit card data, visual data, mobile data etc.

11.00 **Break**

11.15 **Hot topics and activities during the year**

- *questions sent in and follow up from day 1*

- Creation of network for tourism PhDs in Sweden
- How to increase the awareness of tourism research among funders, regions, municipalities, and other external stakeholders?
- Collaboration NATU - BFUF (biannual meetings, SIP etc.)
- Discussion on the annual calls of BFUF.
- Tillväxtverket and their project on mapping of the Swedish tourism innovation and knowledge system
- How members can contribute to the communication channels of NATU (homepage, social media)
- How can we share seminar invitations?
- Other topics raised Day 1

- *Working groups for next year*

- *Next year's host and chair of NATU*

13.00 **Lunch** – served in meeting room and as take away if someone must run to the train