UHPA celebrated 20th anniversary by organising International conference ''Sustainability for Competitiveness in Tourism''

International conference ''Sustainability for Competitiveness in Tourism'' was held on 22nd and 23rd November 2012 in Zagreb. It was organized by the Association of Croatian Travel Agencies and it marked its 20th anniversary.

The conference was organised with the financial help of Central European Initiative (CEI) and Ministry of Tourism, with the sponsorship of Ministry of Environmental and Nature Protection, Ministry of Culture and Ministry of Science, Education and Sports of the Republic of Croatia.

Many renowned national and international lecturers participated at the conference as well as more than 200 representatives of the tourism trade associations, hoteliers, tour operators and travel agencies from The Netherlands, Belgium, United Kingdom, Germany, Portugal, Norway, Slovenia, Bulgaria, Montenegro, Hungary, Macedonia, Bosnia and Herzegovina, Serbia, Poland, Moldova, Latvia, Albania and Croatia.

During the press conference president of UHPA and ECTAA – Boris Žgomba highlighted significance of tourism in Croatian economy and importance of travel agencies. Competitiveness is key factor in maintaining good results and implementing sustainability is one way of achieving that.

Minister of Environmental and Nature Protection Mihael Zmajlović said that development of tourism is closely connected with nature and success can be expected only if the nature is well preserved.

On the first day of the conference Dr Irena Ateljević presented trans modern tourism and how it can change the world, Mr Luis Costa introduced the future of travel distribution, Mr Željko Trezner and Dr Xavier Font talked about the role of travel intermediaries in sustainable tourism, Mr Chris Thompson gave interesting examples how to integrate sustainability into business, Mr Michel de Blust, secretary general of ECTAA, talked about the future of industry in time of crisis and Mr Naut Kusters and Ms Nicola White's presentations reflected the importance of corporate social responsibility and the power of collaboration.

Second day of the conference was reserved for workshops. Chris Thompson showed the participants practical steps, examples and tools regarding sustainability. Travel agencies Kompas Rabac – Labin, Reneisance tours from Bulgaria and Adria D.M.C. from Montenegro shared their experiences and best examples were given by Falkensteiner group, hotel Split and Pustara Višnjica.

Gala dinner under the auspices of the President of the Republic of Croatia dr.sc.Ivo Josipović was held for all the participants of the conference and all renowned guests. During the dinner members and business partners were given certificates of appreciation.

All presentation you can find on: <http://www.uhpa.hr/index.php?id=228&langKonferencija=hr&subpart=m8>