

# PROGRAM

## Conference on International Tourism - *Cross Cultural Behaviour*

26-28<sup>th</sup> June 2012  
Odense, Denmark



Film Fyn

Tuesday 26<sup>th</sup> of June:  
The Experience Economy Tourism & Heritage

MORNING

09.00-10.00	Registration
10.00-11.00	Welcome
11.00-11.15	Coffee break
11.15-12.30	The Experience Economy – New Perspectives Dr. Thomas Thijssen, Saxion University of Applied Sciences, Hospitality Business School, the Netherlands
12.30-13.30	Lunch
13.30	Walk to H.C Andersen’s Museum/the Tinderbox

AFTERNOON

14.00-15.00	Talent for Thrill – How to Achieve Growth by Changing Behaviour CEO at The Tinderbox Mette Genz, Denmark
15.00-15.30	Coffee break
15.30-17.00	Paper session at the Tinderbox
17.00-18.30	Guided Tour at H.C. Andersen’s Museum/the Tinderbox

EVENING

18.30-21.00	Dinner at the Tinderbox
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Wednesday 27<sup>th</sup> of June:  
Destination Management

MORNING

09.00-11.00	Paper session
11.00-11.15	Coffee break
11.15-12.30	Creative Places: Meeting the Relevancy Challenge Dr. Nigel Morgan University of Wales Institute, Cardiff School of Management, Wales
12.30-13.30	Lunch

AFTERNOON

13.30-15.30	Transport to Legoland
15.30-17.30	Merlin Resort Destination Management Senior Sales and Marketing Director at Legoland Niels Henrik Juul, Denmark
17.30-18.30	Walk About in Legoland

EVENING

18.30-21.00	Dinner at Legoland
21.00	Transport to Odense

Thursday 28<sup>th</sup> of June:  
Film Tourism

MORNING

09.00-10.30	Film Tourism – a New Path for the Experience Economy Julie Lindegaard, Head of Development FilmFyn, Denmark Anetter Unger, Producer the Bremedia Production GMBH, Germany
10.30-11.00	Coffee break
11.00-12.30	The Synergy Effects Between the Film and the Tourism Industry Dr. Stefan Roesch, Film Tourism Expert and Senior Consultant for Centouris Market Research Institute, Germany
12.30-13.30	Lunch

AFTERNOON

13.30-17.00	Film Destination Tour on Funen Experience some of the 35 film locations in the Southern Funen area, where films have been shot with support from FilmFyn – hear the anecdotes and see movie clips.
17.00-17.30	Thank You  Transport to Odense