



TCWTA Workshop January 18 2019, Volkhaus Zürich

## ***Town and City Partnerships in a Digital World***

### *4 Core Topics*

- *Why are town and city partnerships so important?*
- *How can we obtain the highest advantage from town and city partnerships?*
- *How are town and city partnerships to be experienced and implemented in the present digital age?*
- *How can tourism support twin cities?*

### **Provisional Program**

09.30	<b>Opening (with coffee served)</b>	
10.00	<b>Welcome Speech</b> Introducing of Participants Introducing the core topics and some thoughts related to them	Thomas-Peter Binder President TCWTA
10.30	<b>Suggestions concerning the core topics</b> <ul style="list-style-type: none"><li>- Experiences with a twin city relation, expectations and recommendations</li><li>- The tourism professionals view</li><li>- Relevance of Digitization Trends for Twin Cities from a Marketing Research Perspective</li><li>- Communication between twin cities in the digital area</li></ul>	Prof. Dr. Said El-Batouty, Goethe Universität FFM  Günther Ihlau, UNWTO Affiliate Prof. Dr. Frank Hannich, Zürich University for Applied Science (zhaw), Marketing and Strategic Customer Relationship Managem. Dr. Christian Djaffel, Alexander-von-Humboldt-Istitute for Internet and society, Berlin

- 12:00      **Aperitif**
- 12.30      **Lunch**
- 13.30      **Suggestions concerning the core topics  
(continued)**
- Reasons and prerequisites for a working twin city partnership      Burhanettin Kocamaz,  
Mayor of Mersin, Turkey
- Advantages of twin city partnerships with Chinese cities as partners      Prof. Dr. Wolfgang Arlt,  
Director China Outbound  
Tourism Research Institute
- 14.30      **General discussion of all participants  
about the four core topics**      Hüseyin Baraner  
General Secretary TCWTA  
with all participants
- 16.00      **Coffee Break**
- 16:30      **Summary of the results of the discussion**      Hüseyin Baraner  
General Secretary TCWTA
- 17.00      **Closing Speech**      Thomas-Peter Binder  
President TCWTA
- 17.15      **Information about Zürich  
and sight seeing in the city**

18.00 Dinner in the heart of Zürich

TWIN CITIES WORLD TOURISM ASSOCIATION TCWTA



Thomas-Peter Binder  
President TCWTA



Hüseyin Baraner  
Secretary General