

huture SUMMIT

human • nature • tech • future

Walking the change

Humanity is at a turning point in the evolution process and one can easily feel confused about what is the most important lesson to be learned in this modern age. While focusing on digitalisation itself, many are still missing the broader view that it is not about the machines, or on the fourth or whatever technological revolution, it is about rethinking us, humans.

The amount of human knowledge is doubling every year but...

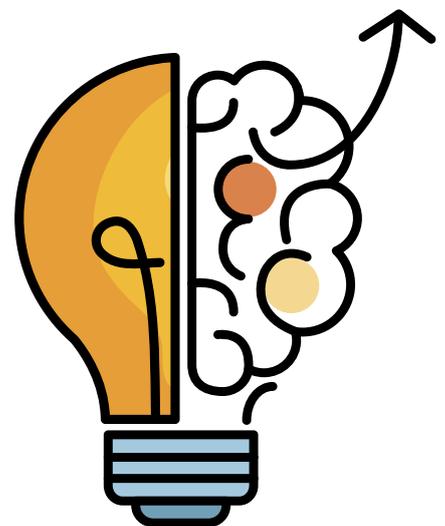
- 01 **Do** we really have more wisdom in this ever-changing world?
- 02 **What** is the role of young, old, educated, conservative and disruptive?
- 03 **What** are durable values for us to lean on while taking decisions?

In the past, people might have experienced deep changes once or twice in their life span, while nowadays it feels like the changes are happening all the time. Our true challenge is to learn how to serve permanent and rapid transformation(s) and create a future we want for us and future generations.

The answer to those challenges is the

HUTURE Summit.

It will shape a space for all key stakeholders to meet, rethink and co-create the future ... in which we, human beings, smartly walk the change using technology to happily live with and in nature. A HUTURE.



Tourism for the future

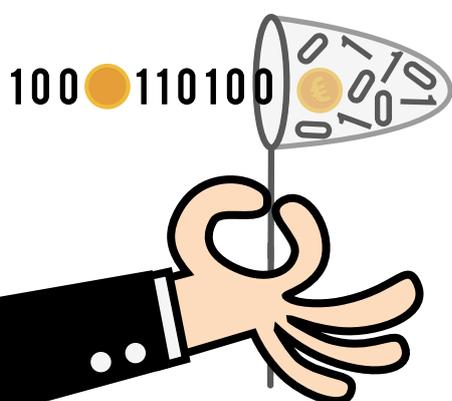
There are 1,3 billion persons travelling per year worldwide, if we consider domestic travel, there are 6,2 billion persons traveling yearly. If we create a small positive change in this sector, imagine what a huge impact we can make on the whole society. Thus, we believe that tourism could become the driving force to create a **HUTURE**. But only together we can achieve that.

People have always been traveling with the aim to experience something new. Throughout the history tourism business has been adapting to social and technological advancements. In the era of digitalisation and rapid technological development, one of the world's largest economic sectors is facing a new challenge and it needs to adapt again. Fast.

There are many burning issues that deal with tourism for the future.

Huture Summit 2019 focuses on:

- 01 **How** can local providers and community better cooperate with big players?
- 02 **How** can tourism benefit from the new technologies?
- 03 **How** can creative thinking bring us beyond our limits?



Experts representing the whole tourism ecosystem - local authorities, government, private and public sector, businesses and academia - need to join forces. The program of the **HUTURE Summit** is embracing new event formats with the aim of bringing persons from different worlds together to discuss, learn and stop fearing the changes. The event brings together creative tactics to form a collaborative mindset and develop wisdom to take advantage of technology, humans and nature.

The **HUTURE Summit** is not about where we are, but about where we want to go – about the why and the how. Join us to get ready for action and **walk the change with us!**