



Young vikings

by NORDIC TOURISM COLLECTIVE

30-under-30
Programme
2025

December 2024



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The travel and tourism industry is one of the most dynamic and fast-growing sectors in the world, offering endless opportunities for innovation, creativity, and personal growth. This modular programme is designed to provide young travel professionals a platform where they can have their voices heard and provide their own insights to enable our exciting industry to thrive in the future. Over the course of this programme, participants will discuss key aspects of travel and tourism and emerging trends shaping the future of travel.

2025 Modules

1. **Sustainability**
2. **Marketing & Product Development**
3. **Technology**
4. **Geo-politics, education and cross-cultural understanding**



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1. Sustainability

Sustainable development requires an integrated approach that takes into consideration environmental concerns along with economic development. In 1987, the United Nations defined sustainability as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." Today, there are almost 140 developing countries in the world seeking ways of meeting their development needs, but with the increasing threat of climate change, concrete efforts must be made to ensure development today does not negatively affect future generations. The Sustainable Development Goals form the framework for improving the lives of populations around the world and mitigating the hazardous man-made effects of climate change. Sustainable tourism considers the economic, social, and environmental impacts of tourism, and aims to improve the experience for tourists and support the needs of local communities

Discussion topics

- Sustainability and sustainable tourism
- The Global Sustainable Tourism Council
- Measurement and carbon literacy
- Regenerative tourism
- Seasonality
- Coolcations



2. Marketing & Product development

Tourism marketing is a strategic approach to promoting tourism products and services to potential customers. Effective tourism marketing strategies include a comprehensive understanding of the markets and of the buyer - of different demographics and their interests and preferences. The importance of matching the right product to the right market 'no one size fits all'. Promotional and marketing options

Discussion topics

- The tourism sectors
- Regional variations
- International source markets
- Matching products to customers
- Competitive advantage vs Collaborative advantage
- B2B and B2C
- PR and B2C engagement
- Coolcations
- Seasonality



3. Technology

Technology is a critical part of the tourism and travel industry, enabling businesses with marketing, operational and marketing tools while improving the customer experience including automating travel and related processes, saving time, reducing costs, and creating a more seamless travel experience for consumers. Technology is deployed to enhance the customer experience before, during, and after the trip. Many of the recent technology trends are influenced by the issue of sustainability

Discussion topics

- Technology in the tourism industry
- Techstacks
- Interactive websites
- DIT digital packaging
- Cyber security
- Development and integration of AI



4. Geopolitics, education & cross-cultural understanding

The tourism industry, destinations, and the wider tourism community and stakeholders face several significant short and long-term geo-political challenges that will substantially affect the future direction of tourism. Issues of social, economic, and environmental change are further complicated by geopolitical conflicts and competition. Soft power is the ability to co-opt rather than coerce (in contrast with hard power). It involves shaping the preferences of others through appeal and attraction. Soft power is non-coercive, using culture, political values, and foreign policies to enact change.

Discussion topics

- Soft-power and the role of tourism
- The role of the EU and the ETC
- Cross culture understanding
- DEI
- Links with academia
- Inspiring future tourism professionals

To join the Young Viking 30U30, individuals must be nominated or recommended – either by themselves or by colleagues. For more information:

<https://www.nordictourismcollective.com/youngvikings>



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