

Exploring Visitor Psychology: The Role of Digital and Physical Nudges for Sustainable Mountain Tourism

DETAILED PROGRAM

09:30 – 09:45 Introduction and Opening Remarks

09:45 – 10:15 Pro-environmental behavior: a psychological perspective

Nicolao Bonini | Q&A

10:30 – 11:00 AI Bias and Human Cognitive Bias: What's the Link and Why Should We Care?

Massimo Morellato | Q&A

11:15 – 11:45 Designing Choice for Good: Sustainable Nudging in Tourism

Claudia Cozzio | Q&A

12:00 – 13:00 Lunch

13:15 – 13:45 How to Attract Sustainable Customers and What Sustainability Really Means in Hospitality

Markus Promberger, Director AMA Stay | Q&A

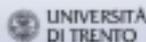
14:00 – 14:30 Follow-up on Giggo – Your Smart Travel AI Buddy

Carlo Runggaldier, CEO Cooperativa Turistica San Vigilio San Martin | Q&A

14:45 – 15:45 Hands-on Session: Designing Nudges for Sustainable Tourism

Group activity and discussion

15:45 – 16:00 Wrapping Up: Concluding Remarks



Euregio Mobility Fund