5th Outdoor und Adventure Conference
- Mountainbike and Tourism -

Agenda
07th and 8th of February 2016
Adventure Campus Treuchtlingen
Hahnenkammstr. 19, 91757 Treuchtlingen, Germany

Host: Prof. Dr. Manuel Sand
Patron: District Administrator Gerhard Wägemann

Tu, 07.02.2016
11:00 – 11:15 Opening
Prof. Dr. Dr. Claudius Schikora, Präsident of the UAM
Patron Gerhard Wägemann

11:15 – 12:15 Mountainbiking - possibilities and target group
Dr Steve Taylor, University of the Highlands and Islands, Scotland

12:00 – 13:30 Lunch break

13:30 – 14:00 Mountain biking in Altmühlfranken
RC Germania Weißenburg

14:00 – 14:45 Mountain Biking: touristic peak experiences for destinations
Tilman Sobek, Management Mountainbike Tourismusforum Germany

14:45 – 15:30 Coffee break

15:30 – 16:30 Workshop Session I

- Workshop 1: Mountain biking and Experiential Learning –
  activity-oriented learning on two wheels
  Dr. Simon Sirch, flow in concept & Jochen Simek
- Workshop 2: Club based organisation of MTB races
  David Lischka, RC Germania Weißenburg
- Workshop 3: Mountain Biking Destination Branding and Brand Identity
  Andrej Zigon, Alliance ASE, Slovenia

16:30 – 17:30 The science behind the flow in mountain biking
Dr. Simon Sirch, flow in concept

17:30 – 17:45 Outdoor und Adventure Award Ceremony
Award for outstanding thesis in the field Outdoor and Adventure

18:00 – 19:30 Conference-Dinner

20:00 Film presentation and talk „Flow“ with extreme mountain biker
Harald Philipp in the town hall of Treuchtlingen
WD, 08.02.2016
08:30 – 10:30 Activities
• Guided MTB Tour in the area
• Skills training on testbikes at the Adventure Campus
• Bouldern in the Boulderhall of the Adventure Campus

11:00 – 11:30 Facts and news from the German Initiative on Mountainbiking
Heiko Mittelstädt, DIMB

11:30 – 12:30 Workshop Session II
• Workshop 1: Mountainbike trails for Altmühlfranken
  RC Germania Weißenburg
• Workshop 2: liability for premises and other legal aspects in mountain biking
  Hugo Gebhard, RD a.D.
• Workshop 3: Mountain biking in Scotland
  Dr Steve Taylor, University of the Highlands and Islands, Scotland

12:30 – 13:30 Lunch Break

13:30 – 15:00 Parallel session (20 minutes presentation plus 10 minutes discussion)
• Session 1 – Sports science, trails and tourism
  - A scope on skills training – biomechanical analysis of different mountain bike skills using motion capturing
    Dr. Hermann Meyer, teaching team MountainBike DIMB
  - When is mountain biking the most fun? The importance of a masterplan for successful destination development?
  - The Relation between product development and travel motivation in mountain bike tourism.
    Tanja Brunnhuber, Inhaberin destination to market

• Session 2 – Mountainbike Tourism factors of success
  - Potential in MTB-tourism in Germany – Guiding as a key to success?
    Tobias Klöpf, Travel Industry Club, Bike Alpin GmbH
  - Factors of success for founding „AntsInPants Tours“ and offering fatbike tours in Lappland, Sweden
    Michael Ballas, Gründer AntsInPants Tours
  - Presentation of the award winning thesis
    Awardee of the Outdoor and Adventure award

15:00 – 15:45 E-Bikes – possibilities and risk in MTB tourism?
Norman Bielig, Editor in chief world of mtb magazine

15:45 – 16:00 Conference wrap-up
Prof. Dr. Manuel Sand, UAM