

BUILDING SUSTAINABLE COASTAL AND MARITIME TOURISM POLICIES FOR MEDITERRANEAN DESTINATIONS

Draft Programme

Malaga, 5-6 April 2018

Venue: Turismo Andaluz - C/ Compañía nº 40, Malaga, (Spain)

Day 1: THURSDAY, APRIL 5, 2018

*“Learning how to Measure Sustainability in Coastal and Maritime Tourism
Destinations”*

9:00 – 9:30 Participants Registration

9:30 – 10:00 OPENING

Welcome address:

Mrs. Susana Ibáñez, General Secretary for Tourism, Ministry of Tourism and Sports of the Government of Andalusia

Introductory remarks:

Mrs. Ester Ruiz, Statistics department, Ministry of Tourism and Sports of the Government of Andalusia

Ms. Nagore Espinosa, CEO of in2destination Research and Consultancy in Tourism and Coordinator of INRouTe International Network

10:00 – 11:15 MODELS OF INTEGRATED TOURISM IN THE MEDITERRANEAN: MITOMED +

This session provides the audience the understanding of the purpose and scope of the MITOMED+ project as well as the achievements already reached and the path ahead.

Moderator: Ms. Nagore Espinosa, CEO of in2destination Research and Consultancy in Tourism and Coordinator of INRouTe International Network

“About MITOMED+”:

Mrs. Maria Luisa Mattivi, MITOMED+ Project Leader, Tuscany Region Economic and Tourist Promotion office

“About an Indicators system for measuring the coastal and maritime tourism destination’s sustainability”:

Prof. Lluís Prats University of Girona

“The right tool for transferring data: MITOMED+ online Platform”:

Mrs. Inmaculada Gallego, Statistics department, Ministry of Tourism and Sports of the Government of Andalusia

“Capitalizing smart solutions in the Mediterranean”

Mr. Davide Strangis, Executive Secretary of the CPMR Intermediterranean Commission

Mr. Josep Rodriguez, Barcelona Provincial Council

11:15 – 11:45 Coffee Break

11:45 – 13:15 Roundtable 1: “BUILDING A EUROPEAN SYSTEM OF INDICATORS FOR COASTAL AND MARITIME TOURISM DESTINATIONS: MAXIMIZING THE USE OF EXISTING INFORMATION”

In this roundtable you will learn about the instruments available to manage your tourist destination in a sustainable manner. Experts will share the available indicator systems and how they can contribute to destination management, how indicators can be adjusted to your territorial reality, the main challenges in calculating indicators, and the stakeholder’s collaboration in the collection / transfer of the necessary data.

Moderator: Mrs. Inmaculada Gallego, Statistics department, Ministry of Tourism and Sports of the Government of Andalusia

Panel debate:

Mr. Dirk Glaesser, Director for Sustainable Development of Tourism Department at the World Tourism Organisation of the United Nations, and Head of Team UNWTO International Network of Sustainable Tourism Observatories

Mr. Fernando Cortina, Associate Deputy Director of Tourism and Science and Technology Statistics. INE (Spanish National Statistics Institute)

Mr. Mateu Frau Barceló, Environment Manager, City Hall of Sant Llorenç des Cardassar

Ms. Elena Manzanera, Deputy Director of Coordination and Planning at the Institute of Statistics of Andalusia

Mrs. Ana Moniche, Leader of the NECSTouR Working Group Indicators, Statistics department, Ministry of Tourism and Sports of the Regional Government of Andalusia

Discussion with the audience

13:15 – 14:45 Lunch

14:45 – 16:30 Roundtable 2: “DESTINATION NEEDS: THE USE OF SUSTAINABILITY INDICATORS FOR EVIDENCE-BASED POLICY MAKING”

In this roundtable you will learn about how your tourist destination can use indicators to inform decision-making. We will learn about the difficulties in the use of sustainability data for tourism management, and the changes that destination management organisations have made to optimize the management of sustainability in your destination. Destination experts will share what tourism sustainability measures have been applied thanks to the use of indicators, how they have monitored the effectiveness of the measures undertaken to improve sustainability at your destination, and the aspects of their destination that were improved thanks to use of indicators.

Moderator:

Prof. Xavier Font, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey, UK

Panel debate:

Mrs. Teresa Muela, Secretary General, Andalusian Federation of Municipalities

Mrs. Charlotte Naezer, Project Manager on Tourism, Economic Affairs Department, University of Amsterdam

Mrs. Jessica Viscart, Head of Observation and Marketing Unit, Brittany Tourism Board, France

Dr. Damià Serrano i Miracle, Coordinator, Barcelona Tourism Observatory- city and region, Barcelona, Spain

Mrs. Apolónia Rodrigues, President, Dark Sky Association and Alentejo Network of Village Tourism, Portugal

Mrs. Jana Apih, GoodPlace Ljubljana, Slovenia

Discussion with the audience



16:30 – 17:00

WRAP UP INCLUDING PARTICIPANTS' FEEDBACK

Day 2: FRIDAY, APRIL 6, 2018

"Building an European Roadmap for Sustainable Coastal and Maritime Tourism Policy-making"

9:00 – 9:30 LESSONS LEARNT FROM THE EVE

Mr. Tomaso Comazzi, Communications officer, NECSTouR

9:30 – 11:00 "TRANSFERRING THE SYSTEM TO MEASURING SUSTAINABLE COASTAL AND MARITIME TOURISM DESTINATIONS FOR POLICY MAKING: JOINT SOLUTIONS FOR COMMON CHALLENGES INTO ONE ROADMAP"

Parallel Working Group 1 - Development and implementation of indicators for measurement

This working group is ideal for representatives of tourist destinations that have not yet introduced sustainable tourism indicators. Today you will get more practical examples about the instruments available to manage your tourist destination in a sustainable manner. Together you will identify cost-effectively use current sources of data, and how to complement it with new information sources.

Moderators:

Mrs. Inmaculada Gallego, Statistics department, Ministry of Tourism and Sports of the Government of Andalusia

Mrs. Ana Moniche, Leader of the NECSTouR Working Group Indicators, Statistics department, Ministry of Tourism and Sports of the Regional Government of Andalusia

Experts and case studies:

- DG ENV (tbc)
- Alicia Cau, Balearic Islands
- Istria (tbc)
- Christoph Schröder, European Environmental Agency, TOUREM leader
- Co-EVOLVE (tbc)

Parallel Working Group 2 - Use of indicators for policy-making

This working group is designed for representatives of tourist destinations that are already collecting data through indicators. Today we will you will get more practical examples about how your tourist destination can use indicators to inform decision-making. Together you will identify specific methods to convince politicians and destination representatives to take better policy decisions based on sustainability indicators.

Moderators:

Prof. Xavier Font, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey, UK

Dr. Anna Torres, lecturer of Sustainable Management in tourism destinations, CETT-UB Tourism and Hospitality Education/Research Centre, University of Barcelona, Spain.

Experts and case studies:

- UNWTO (tbc)
- DG MARE (tbc)
- Raquel Huete Nieves, Tourism General Director, Valencian Community
- Maria Luisa Mattivi, MITOMED+ Project Leader, Tuscany Region Economic and Tourist Promotion office
- James Hanrahan, ITSligo, Ireland
- Josep Capellà, DCB, Spain
- Consumeless
- Jeremy Sampson, Ecosystem Programme Communications Officer IUCN Centre for Mediterranean Cooperation, DestiMED
- Carla Danelutti, Ecosystem Programme Officer, IUCN Centre for Mediterranean Cooperation, DestiMED

11:00 – 11:30 **Coffee Break**

11:30 - 12:20 **WORKING GROUPS WRAP UP**

12:20 – 12:50 **CONCLUSIONS**

Ms. Ilona Lelonek Husting, Policy Officer, Unit: Tourism, Emerging and Creative Industries, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Mr. Patrick Torrent, President of NECSTouR, Catalonia Region

UNWTO

12:50 – 13:05 **CLOSING REMARKS**

Mr. Francisco Javier Fernández Hernández, Regional Minister for Tourism and Sports, Ministry of Tourism and Sports of the Regional Government of Andalusia