MANAGING AND PROMOTING SUSTAINABLE AND ACCESSIBLE TOURISM DESTINATIONS

Brussels, 28 January 2016
PROGRAMME
RADISSON BLU HOTEL, 47 RUE DU FOSSÉ AUX LOUPS

Plenary

08:30-09:00  REGISTRATION AND WELCOME COFFEE

09:00-09:10  OPENING AND WELCOME ADDRESS
Carlo Corazza, Head of the Tourism, Emerging and Creative Industries Unit, DG GROW, European Commission

09:10-09:30  KEY NOTE SPEECHES
Cinzia De Marzo, Policy Officer, Unit “Tourism, Emerging and Creative Industries”, DG GROW, European Commission - ETIS state of play
Antonella Correra, Policy officer, Unit “COSME Programme, SME Envoys and Relations with EASME”, DG GROW, European Commission - Tourism Accessibility as an enabler of economic growth

09:30-10:15  PANEL I - SUSTAINABLE AND ACCESSIBLE TOURISM: PRINCIPLES, TOOLS AND GOOD PRACTICES
Moderator: Cecile Rousset - ETIS pool of experts
Francesc Romagosa/Janez Sirse, ETIS pool of experts - Results of the second ETIS pilot phase and lessons learnt
Prof. Vasil Marinov, Department Geography of Tourism Sofia University “St. Kliment Ohridski” - The implementation of ETIS in the Danube Region - the example of Bulgarian destinations
Ignace Schops, President of EUROPARC Federation - The European Charter for sustainable tourism in protected areas
Marco Pizzio, Italian Association Multiple Sclerosis (AISM) – Presentation of project “Europe without barriers” and lessons learnt

10:15-11:15  PANEL II - SUSTAINABLE AND ACCESSIBLE TOURISM: DEVELOPMENT AND MARKETING STRATEGIES
Moderator: Rachel McCaffey, ETIS pool of experts
Herbert Hamele, ECOTRANS e.V – “GreenTravelMap Germany”. A new approach to help destinations to identify, assess and increase their sustainable tourism offer and to monitor and bring it to the market
Prof. Patrizia Modica, Visit South Sardinia - Destinations which have made continuous improvements during the ETIS implementation
Roberto Vitali, Founder and President “Village4All” – Opportunities for SMEs
Magnus Berglund, Accessibility Ambassador - SCANDIC Hotels

11:15-11:30  COFFEE BREAK

11:30-13:00  PANEL III – SUSTAINABLE AND ACCESSIBLE TOURISM - COOPERATION OPPORTUNITIES AT EUROPEAN AND AT INTERNATIONAL LEVEL
Moderator: Pedro Ortún, Principle advisor task force CSR (Corporate Social Responsibility) and tourism - European Commission
Dr. Dirk Glaesser, Director Sustainable Development of Tourism – World Tourism Organization – UNWTO
Luigi Cabrini, Chairman of the Board of Directors of the Global Sustainable Tourism Council criteria - GSTC
Stefano Dominioni, Director of European Institute of Cultural Routes – EICR - Council of Europe
Ivor Ambrose, European Network for Accessible Tourism – ENAT
Ana Moniche, Indicators task force - Network for Competitive and Sustainable tourism regions – NECSTOUR

13:00-14:00  NETWORKING LUNCH
Technical sessions

14:00-14:50  SESSION I - DESTINATIONS' EXPERIENCES WITH TESTING ETIS - ORGANISATIONAL AND MANAGEMENT ISSUES (STEPS 1 TO 4 OF THE TOOLKIT)
Moderator: Silvia Barbone, ETIS pool of experts
Presentation of 3 case studies by ETIS destinations
Michael Dodds, Director Brittany tourist board - Broceliande- France
Any Niewierra, Director South Limburg Tourist Board - South Limburg- Netherlands
Marina Bresciani, Local coordinator – Terrae Anio Iubensanae - Italy
Coordinated approach of ETIS destinations: Sergio Danelluzzi - City of Milano - Great Italian destinations network for sustainable tourism GDITS-

14:50-16:15  SESSION II - DESTINATIONS' EXPERIENCES WITH TESTING ETIS - IMPLEMENTATION OF INDICATORS AND DATA COLLECTION (STEPS 5 TO 7 OF THE TOOLKIT)
Moderator: Luca Santarossa, ETIS pool of experts
Presentation of 3 case studies by ETIS destinations
Tim Manson, Local coordinator- Birmingham City Region - UK
Josèp Capellà, Local coordinator, L'Estartit-Torroella de Montgri-Llancà- Spain
Biserka Stamatovic, coordinator of Tourism Board Podgorica- Capital City Podgorica – Montenegro
Coordinated approach of ETIS destinations: Jana Apih, Director Institute factory of Sustainable tourism – Slovenia Green programme and Damià Serrano i Miracle, Chef of Analysis and Training Department – LABturisme - Barcelona
Questions and answers

14:00-16:15  PARALLEL WORKSHOP *ACCESSIBLE TOURISM WORLD CAFÉ*
Moderators: Katarzyna Balucka- European Commission and Chris Veitch- ENAT member
The "World Café" is a structured conversation, which allows linking ideas within a larger group and gathering collective knowledge and experience from the participants. Participants will be invited to form small groups and move between them following 3 rounds of questions. The overarching question will be: “How can we best fit in accessibility needs and concepts in the overall sustainability framework?”

16:15-16:30  COFFEE BREAK

16:30-17:15  SESSION III - THE REVISED ETIS SET AND TOOLKIT IMPROVEMENTS
Peter Lane, ETIS pool of experts- The new set of core and supplementary indicators
Mara Manente, ETIS pool of experts - The improved, simple and useful toolkit
Ovidiu Ene, Policy Officer, Tourism, Emerging and Creative Industries Unit, DG GROW, European Commission – Prototype of ETIS, and its possible display in the Virtual Tourism Observatory
Questions and answers

17:15-17:35  SESSION IV - POTENTIAL SYNERGIES BETWEEN ETIS AND ENVIRONMENT SPECIFIC INITIATIVES OF DG ENV AND THE EUROPEAN ENVIRONMENTAL AGENCY (EEA)
Sylvie Ludain, Eco-innovation & Circular economy Unit-DG ENV-European Commission –Potential synergies between ETIS and EMAS/EU Ecolabel
Silvia Giulietti, European Environmental Agency - EEA – Tourism Environmental Reporting Mechanism – TOUERM and ETIS

17:35-17:50  MAIN OUTCOMES OF THE PARALLEL SESSIONS ON ETIS AND ACCESSIBLE TOURISM
Apolonia Rodrigues, ETIS pool of experts - Rapporteur of ETIS conference
Chris Veitch, ENAT member - Rapporteur of Accessible Tourism World Cafe workshop
Project's experience testimonials: Stephan Reichelt, Anglia Ruskin University – Dissertation Declaration on Sustainable Tourism Destination Assessment and Certification: Could ETIS contribute to creating new skilled jobs? - Massimo Canalicchio, EU transnational project Accesstour

17:50-18:00  CONCLUSIONS AND NEXT STEPS
Iuliana Aluas, Deputy Head of the Tourism, Emerging and Creative Industries Unit, DG GROW, European Commission