



RE-CONNECTING TOURISM

*The Med Sustainable Tourism Community's
Community Building event and Midterm Conference*

29-30 May 2018, Rome

#ReconnectingTourismMED

[REGISTER HERE](#)

An event realised in partnership with



The MED Sustainable Tourism Community of projects has been active for more than a year and half: some projects have already reached their objectives, new ones have just started and the majority of them are beginning to have preliminary results as they have reached the middle of their projects life. The “Re-connecting Tourism” event is an opportunity for all our Community to reach out to and to engage policy-makers and stakeholders of the Mediterranean tourism sector, as well to strengthen the ties amongst our community members, which is now composed of 18 projects and more than two hundred organisations active in twelve countries.

The event will begin on the 29th at 8:30am with our 3rd community building event **“Joint Efforts for Sustainable Development and Extra-ordinary Experiences”**, dedicated exclusively to representatives from our projects, who will work on common integrated strategies to promote sustainable tourism in specific territories.

On the 29th at 2:30pm the midterm conference **“Promoting evidence-based policies for sustainable development”** will open its doors to policy makers and stakeholders of Mediterranean tourism sector. The event is articulated around three panel discussions on sustainable tourism’s key challenges: monitoring tourism pressures, implementing evidence-based policies and improving territorial cooperation. On the 30th May 2018, the MED Sustainable Tourism Community will also host a high-level roundtable **“When is Tourism Really Welcome? Political and economic solutions to make tourism sustainable”** with national and international policy makers, economic actors and international organisations’ representatives.

“Joint efforts for sustainable development and extra-ordinary experiences”

3rd Community Building event* (only for community members)

29 May, 8:30 am – 1:30pm, Rome at UNINT University

REGISTER HERE

The 3rd Community Building event aims at promoting the exchange of Modular Projects' results (so far) in order to examine the possibility of identifying common integrated actions in terms of produced tools and involved territories as implementation areas. The aim is for the Community to agree on common tangible outputs which can be further used for capitalization purposes and feed the policy making process.

The participants will have the opportunity to exchange the first outcomes of their projects in specific thematic working groups that will bridge science and practice and explain the implementation of such tools in the Mediterranean territories.

Proposed Workshop & Working Groups

The CB event will mainly include a 2-hour Workshop slot titled “Let’s help the Mediterranean territories reach their objectives” which will be divided into 3 Working Groups. Projects will work together in developing integrated strategies for empowering responsibility and sustainability in tourism destinations of the Mediterranean. The workshop could be considered as a simulation process in which projects will integrate their individual tools and outcomes towards the confrontation of the challenges observed in test-bed Med destinations.

The outcome of this ‘gaming’ exercise will be the development of 3 proposed integrated strategies of the Sustainable Tourism Community which will feed into Capitalisation activities.

08:30 - 09:30	REGISTRATION
09:30 - 10:00	WELCOMING SPEECHES AND INTRODUCTION by BleuTourMed team
10:00 - 12:00	Workshop - Let’s help our territories reach their objectives 3 Working groups on integrated Strategies at the local-regional destinations level
12:00 - 12:30	<i>Coffee Break</i>
12:30 - 13:30	Presentation of Workshop results and conclusions
13:30 - 14:30	<i>Lunch Break – Registration for the Mid Term Conference</i>

* working language will be English

“Promoting evidence-based policies for sustainable development”

Midterm Conference*

29-30 May, Rome at UNINT University

[REGISTER HERE](#)

After more than one year and a half since its beginning, our Community has gathered the first results from their pilot actions, tests and studies. The BleuTourMed project, which is coordinating the joint actions of the Community, has therefore decided to organize the first public event to capitalize on this precious knowledge capital.

The focus of this conference is on promoting evidence-based policies and management strategies because the 18 transregional projects of our Community are actively monitoring tourism pressures, designing and testing innovative management and planning strategies so they can feed the policy-making process with precious knowledge and data. On the 30th May 2018, the MED Sustainable Tourism Community will also host a high-level roundtable **“When is Tourism Really Welcome? Political and economic solutions to make tourism sustainable”** with national and international policy makers, economic actors and international organisations’ representatives.

The conference will try to answer two key questions underlying the whole tourism sector in the Mediterranean and even beyond:

1. What do we need to know to design better policies for sustainable tourism in the Mediterranean coastal area?
2. How can we manage environmental-cultural-social impacts of tourism while keeping this industry growing?

Projects representatives, external experts, and tourism sector stakeholders will present the results of their work, put forward their recommendations and even challenge each other in moderated discussions divided in three main topical panels and an open debate.

Panel 1 – EVIDENCES FOR BETTER POLICIES: monitoring the sustainability of tourism to inform the policy-making process

Panel 2 – BEYOND THE SEA-SAND-SUN MODEL: an integrated vision of tourism pressure to support territorial development strategies

Panel 3 – WHAT SHOULD WE CHANGE? Innovative management and planning strategies for sustainable tourism

High Level Roundtable – WHEN IS TOURISM REALLY WELCOME? Political and economic solutions to make tourism sustainable

* working language will be English

	DAY 1 - May 29th
13:30 - 14:30	Registration
14:30 - 15:30	<p>WELCOMING SPEECHES AND INTRODUCTION</p> <ul style="list-style-type: none"> – Francisco Matte Bon, President of the UNINT University – Ermete Mariani, Communication Manager, UNIMED – Maria Luisa Mattivi, Tuscany Region, Representative of PANORAMED, Work Package on Coastal and Maritime Tourism – Jérémie Fosse, President of Eco-Union and Director of Global Eco Forum – Roberto Grassi, Arco Latino, BleuTourMed lead partner
15:30 - 15:35	Welcoming the new projects in the community : signature of the Athens Declaration
15:35 - 16:00	<i>Coffee break</i>
16:00 - 18:00	<p>PANEL 1 – EVIDENCES FOR BETTER POLICIES: monitoring the sustainability of tourism to inform the policy-making process #datagapsinpolicies</p> <p>The challenges for the success of the future European and Mediterranean tourism will pass through innovation, digitalization, accessibility of information and other topics related to data management. The European Commission has recently launched the initiatives on Collaborative Economy and Digital Single Market, stating the importance of those topics. What is currently the state of the art in Europe? And how advanced are the Mediterranean Countries in this topic? There are many examples of past and current initiatives dealing with data management for tourism. Were they useful? Were they successful?</p> <p>The MED Sustainable Tourism Community needs to know the reasons of the success or failures of past projects, in order to learn from the successful stories and to add innovative results to the European panorama. Several projects of the MED Sustainable Tourism Community are working on data collection and analysis as scientific basis for developing pilot activities, feeding decision-making processes and proposing alternative sustainable tourism models to the decision makers. This session, dedicated to the data for tourism, aims to give to the Community a comprehensive view on available tools, case studies and key success factors.</p> <p>Moderator:</p> <ul style="list-style-type: none"> – Josep Rodríguez, Responsible for International Relations, Tourism Department of Barcelona Provincial Council



Panellists:

- **Representative of UNWTO**, UNWTO International Network of Sustainable Tourism Observatories (*tbc*)
- **Nagore Espinosa**, Coordinator of the International Network on Regional Economics, Mobility and Tourism (InRoute)
- **Emmanuel Maniscalco**, Policy and Programme Officer, Intermediterranean Commission, Conference of Peripheral Maritime Regions (CPMR), representing CO-EVOLVE
- **Ana Moniche**, Leader of NECSTouR Working Group Indicators, and Government of Andalusia, representing MITOMED+
- **Dario Bertocchi**, Research fellow at the Department of Economics, Ca' Foscari University of Venice, Department of Economics, representing ShapeTourism
- **Marjan Dumanić**, Senior consultant of RERA S.D. Split Dalmatia County, representing SIROCCO

Guest challengers:

- **Luca Santarossa**, International projects manager, FEDERPARCHI Italian Federation of Parks and Nature Reserves, representing DestiMED
- **Gloria Crabolu**, PhD Researcher at the School of Hospitality and Tourism Management, University of Surrey
- Rapporteur of a community building working group

	DAY 2 - May 30th
08:30 - 09:00	Registration
09:00 - 11:00	<p>PANEL 2 – BEYOND THE SEA-SAND-SUN MODEL: an integrated vision of tourism pressure to support territorial development strategies <i>#tourismpressures</i></p> <p>The second capitalization session of BleuTourMed's Midterm Conference will focus on the impacts of tourism on the Mediterranean region and the issues encountered by localities and territories for the management of tourism impacts and pressures.</p> <p>This session will show the limits of the mass tourism system in the Mediterranean region. Indeed, tourist flows in the Mediterranean region are usually following a "sea-sand-sun" seasonal pattern, creating multiple pressures on tourism destinations, and degrading the natural and cultural heritages of the region.</p> <p>What exactly makes the current tourism model a threat to the Mediterranean natural and cultural heritages? How to catch stakeholders' attention on the necessity of changing tourism habits and turning to more sustainable practices?</p> <p>Moderator:</p> <ul style="list-style-type: none"> – Nelly Boursion, Biodiversity program officer, UNEP-MAP-Plan Bleu <p>Panellists:</p> <ul style="list-style-type: none"> – Juan Jose Rios, Responsible of the Trade and Tourism Department at the Chamber of Commerce of Malaga – Giovanni Ruggieri, President of the Observatory on Tourism in the European Islands (OTIE), representing ALTER ECO – Patrizia Ziveri, Autonomous University of Barcelona, representing BLUEISLANDS – Aggeliki Veneti, Regional Development Fund, Region of Thessaly, representing BLUEMED – Barbara Sarnari, Vice-president of Svimed (Euromediterranean Center for the Sustainable Development), representing CONSUME-LESS <p>Guest challengers:</p> <ul style="list-style-type: none"> – Erica Peroni, Natural Capital, Parks, and Protected Areas Division, Lazio Region – Maxime Cacciutolo, Project Officer, Nice Euromed, Associated partner of BleuTourMed (<i>tbc</i>) – Rapporteur of a community building working group
11:00 - 11:30	Coffee Break

11:30 - 13:00	<p>High level roundtable* - WHEN IS TOURISM REALLY WELCOME? Political and economic solutions to make tourism sustainable #sustainabletourism</p> <p>Moderator:</p> <ul style="list-style-type: none"> – Antonio Magliulo, Professor of Economics of tourism and culture, member of the Academic Committee of NECSTouR <p>Speakers:</p> <ul style="list-style-type: none"> – Francesco Palumbo, Director General of Italian Ministry of Tourism – Iuliana Gabriela Aluas, Deputy Head of Unit, DG Growth, European Commission – Alfredo Malcarne, Vice President of the Forum of the Adriatic and Ionian Chambers of Commerce – Dirk Glaesser, Director for Sustainable Tourism Programme at UNWTO (tbc) <p><i>* simultaneous interpretation in English/French/Italian will be available</i></p>
13:00 - 14:00	Lunch
14:00 - 16:00	<p>PANEL 3 – WHAT SHOULD WE CHANGE? Innovative management and planning strategies for sustainable tourism #tourismmanagement</p> <p>Whilst tourism plays a key role in the Mediterranean's economic development, it also puts considerable pressure on natural resources and the environment. Promoting ecologically sustainable tourism is now becoming crucial and vital in this area which is experiencing loss of biodiversity, the effect of desertification and the diminishing reserves of water.</p> <p>How to reduce the pressures related to tourism in the Mediterranean region? Finding innovative management models and strategies is extremely important in order to reduce the pressures of the environmental-cultural-social impacts of tourism. In this direction, several projects of the MED Sustainable Tourism Community are working on new planning methods and alternative tourism models, persuading decision-makers to adopt new strategies on sustainable tourism.</p> <p>The session is dedicated to explore innovative tourism management and planning tools aiming to face the environmental pressure of tourism caused by waste, coastal and marine pollution, degradation of ecosystems, massive tourist flows, etc. The participants will analyse the alternative methods developed by the Community and by other actors exploring which are the main strategies, complementary to the existing political framework and territorial development plans and territorial development plans that should be implemented in order to limit the negative impacts of tourism.</p> <p>During the session, more effective tourism management methods for alternative forms of tourism with less impact on ecosystems will be illustrated in order to give an overview of developed and available tools, best practices and key strategies</p>

	<p>complementary with already existing policies to limit the negative impacts of tourism. Finally, the session will also investigate how the alternative tourism management strategies implemented at local scales can be transferred at national and regional scales.</p> <p>Moderator:</p> <ul style="list-style-type: none"> – Andrea Di Girolamo, project officer Secretariat of the Adriatic Ionian Euroregion <p>Panellists:</p> <ul style="list-style-type: none"> – Aldo Patruno, Director of Department of Tourism, Culture and Heritage of Puglia Region (<i>tbc</i>) – Cinzia De Marzo, EU Legal Advisor and Tourism Expert on Sustainable Tourism – Alain Gensane, project coordinator, Syndicat Mixte Canigó Grand Site, representing EmbleMatiC – Ernst Fahrenkrug, EuroVelo and Communications Assistant, European Cyclists' Federation, representing MEDCYCLETOUR – Alessandro Melillo, President of Promozione Internazionale Sicilia-Mondo (PRISM), representing TOURISMED – Iacopo Sinibaldi, Natural heritage expert, Regione Lazio, representing DestiMED <p>Guest challengers:</p> <ul style="list-style-type: none"> – Irene Nicotra, Province of Livorno, Associated Partner of BleuTourMed – Peter Kumer, Research Assistant, Scientific Research Centre of the Slovenian Academy of Sciences and Arts, representing MEDFEST – Rapporteur of a community building working group
16:00 - 16:30	<i>Coffee Break</i>
16:30 - 17:30	<p>Interactive visual Wrap up</p> <p><i>Moderators of the three sessions and graphic facilitator</i></p>
17:30 - 18:00	<p>The future steps of the tourism community: the way forward</p> <p><i>Plan Bleu and Arco Latino</i></p> <p>Q/A with audience</p>