



Interreg
Mediterranean



SUSTAINABLE
TOURISM

Mediterranean Sustainable Tourism Convention 2019

5-7 June, Barcelona, Spain

Registration

[here](#)

Venue

Hotel Alimara
Carrer de Berruguete, 126, Barcelona,
Spain

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technical secretariat**

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Join the Mediterranean Sustainable Tourism Convention 2019

Join the debate with more than 70 speakers and 200 participants from public and private tourism stakeholders who will gather in Barcelona. You will discover how tourism can lead the way for a more sustainable and inclusive growth in the Mediterranean region while preserving our unique landscapes and precious resources.

The Convention is also the occasion to discover solutions to current challenges developed by the 18 territorial cooperation projects of the MED Sustainable Tourism Community, active in 12 northern Mediterranean countries involving almost 200 organisations.

Organised by the Barcelona Provincial Council and the BleuTourMed project, with the support of CETT - UB (School of Tourism, Hospitality and Gastronomy of the University of Barcelona) and Hotel Alimara Barcelona, the Convention is structured around one day and a half of panel discussions and thematic round tables. An exhibition space during the days of the conference and a programme of site visits to experience and learn about what sustainable tourism means in Barcelona and its surrounding territory.

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Regional Development Fund



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AGENDA 5-7 June

5th June

15:00 – 15:30 **Welcome and registration of participants**

Master of Ceremony: **Ms. Ivana Miño**

15:30 – 16:10 **Opening ceremony**

- **Mr. Joan Josep Malràs**, President of Arco Latino
- **Ms. Maria Abellanet**, CEO and General Manager Group CETT
- **Ms. Lydwine Lafontaine**, Project Officer Governance and Strategies, Interreg MED Joint Secretariat
- **Mr. Marc Castells**, President of Barcelona Provincial Council
- **Ms. Àngels Chacón**, Minister of Business and Knowledge, Generalitat de Catalunya

16:10 – 16:40 **Main achievements of MED Sustainable Tourism Community**

- **Mr. Roberto Grassi**, Coordinator of BleuTourMed project, Arco Latino
- **Ms. Dora Papatheochari and Mr. Spyros Niavis**, Panteion University
- **Ms. Nelly Burlion**, Programme officer, Plan Bleu

16:40 – 17:00 **Key-note speaker**

- Representative of the World Travel and Tourism Council (**tbc**)

17:00 – 17:30 **Coffee-break**

17:30 – 18:15 **Shaping sustainable tourism policies: views from the supranational level**

< Round table >

- **Mr. Octavi Bono**, General Director of Tourism, Generalitat de Catalunya. NECSTouR Presidency
- **Mr. Adam Bodor**, Director Eurovelo and Advocacy European Cyclists Federation and Vice-chair of Tourism manifesto
- **Mr. Milosz Momot**, Deputy Head of Unit Tourism, Emerging and Creative Industries, European Commission
- **Mr. Anwar Zibaoui**, General Secretary Association of the Mediterranean Chambers of Commerce and Industry (**tbc**)
- **Mr. Marcello Scalisi**, Director of UNIMED – Mediterranean Universities Union

Moderation: **Mr. Juan Daniel Núñez**, Editor, Smart Travel News

18:15 – 19:00 **The implementation of sustainable tourism policies at territorial level**

< Round table >

- **Mr. Francesc Vila**, General Manager, Tourism department, Barcelona Provincial Council
- **Ms. Magali Ferrand**, Directrice Déléguée du Tourisme et du Thermalisme, Région Occitanie
- **Ms. Blanca Belošević**, Head of Department for International Cooperation, Ministry of Tourism of Croatia
- **Ms. Elia Apostolopoulou**, Head of the Department for Monitoring EU Projects, Ministry of Tourism of Greece
- **Ms. Manuela Bigi**, Manager at the Economic promotion and Tourism department, Tuscany Region

Moderation: **Ms. Lola Buendía**, Hosteltur

19:00 – 20:00 **Networking cocktail**

6th June

09:00 – 09:30 **Registration of participants**

09:30 – 11:00	1a. Labels and certifications to promote tourism sustainability	1b. Facing overtourism: challenges to sustainability, tourists' experiences and local communities
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11:00 – 11:30 **Coffee break**

11:30 – 13:00	2a. Data and knowledge-based management of tourist destinations	2b. Tourism multiple footprints: impacts on environment and communities
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13:00 – 14:30 **Lunch break**

14:30 – 16:00	3a. The diversification of the tourism offer in the Mediterranean	3b. The involvement of private sector in tourism sustainability
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16:00 – 16:30 **Coffee break**

16:30 – 18:00	4a. Sustainable mobility in tourist destinations: meeting the needs of residents, workers and travellers	4b. Coastal and maritime tourism in the Blue Economy
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18:15 – 19:00 **Closing Session**

6th June: detailed agenda

09:00 – 09:30 **Registration of participants**

09:30 – 11:00 < parallel workshops >

1a. Labels and certifications to promote tourism sustainability

- **Mr. Luigi Cabrini**, Chairman of the Board of Directors of Global Sustainable Tourism Council
- **Mr. Herbert Hamele**, President of European Network for Sustainable Tourism Development - ECOTRANS
- **Mr. Patricio Azcárate**, Director Institute of Responsible Tourism
- **Mr. Lorenzo Bono**, Ambiente Italia - CONSUME-LESS
- **Mr. Francisco Soriano Rico**, Dirección General de Medio Natural, Región de Murcia – INHERIT

Moderation: **Ms. Julie Wilson**, Open University of Catalonia

1b. Facing overtourism: challenges to sustainability, tourists' experiences and local communities

- **Ms. Maria Gravari-Barbas**, Director Équipe Interdisciplinaire de recherches sur le tourisme, Université Pantheon Sorbonne
- **Ms. Jelca Tepšić**, Deputy Mayor, City of Dubrovnik
- **Mr. Sergi Marí**, Manager's Office for Tourism, Commerce and Markets, Barcelona City Council
- **Ms. Leticia Ortega**, IVE - Valencian Regional Government's Ministry of Housing, Public Works and Territory Structuring - ALTER ECO
- **Ms. Alicia Gomis**, Promotion Executive, Area of Competitiveness, Herit Data Technical Support, Turisme Generalitat Valenciana - HERIT-DATA

Moderation: **Mr. Claudio Milano**, Director of the Master in Sustainable Tourism Destinations and Regional Tourism Planning, Ostelea School of Tourism & Hospitality - University of Lleida

11:00 – 11:30 **Coffee break**

11:30 – 13:00 < parallel workshops >

2a. Data and knowledge-based management of tourist destinations

- **Mr. Xavier Font**, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey
- **Ms. Nagore Espinosa**, CEO in2destination and Coordinator INRouTe Network
- **Ms. Zrinka Marušić**, Croatian Sustainable Tourism Observatory
- **Representative of Università Ca'Foscari Venezia** - SHAPETOURLISM (*tbd*)
- **Mr. Lluís Prats Planagumà**, Universitat de Girona - MITOMED+

Moderation: **Ms. Anna Torres**, Researcher and Lecturer in Sustainable Tourism

and Coordinator of Postgraduate Programmes, School of Tourism, Hospitality and Gastronomy CETT-University of Barcelona (UB)

2b. Tourism multiple footprints: impacts on environment and communities

- **Mr. José Antonio Donaire**, University of Girona
- **Mr. Gianluca Saba**, Municipality of Genoa
- **Mr. Antonio Cosío**, Andalusian Federation of Municipalities and Provinces - COASTING (*tbc*)
- **Mr. Michaël Grelaud**, Autonomous University of Barcelona - BLUEISLANDS
- **Mr. Harry Coccus**, University of Thessaly - CO-EVOLVE

Moderation: **Mr. Antonio Paolo Russo**, Faculty of Tourism and Geography, University Rovira i Virgili

13:00 – 14:30 **Lunch break**

14:30 – 16:00 < parallel workshops >

3a. The diversification of the tourism offer in the Mediterranean

- **Ms. Diane Dodd**, President of the International Institute of Gastronomy, Culture, Arts and Tourism
- **Ms. Isabel Feijão Ferreira**, Head of Unit Tourism 2020, Turismo de Portugal
- **Mr. Artur Filipe Gregório**, Associação In Loco - MEDFEST
- **Mr. Alain Gensane**, Syndicat Mixte Canigó Grand Site - EMbleMatiC
- **Mr. Alessandro Melillo**, Promozione Internazionale Sicilia-Mondo - TOURISMED

Moderation: **Mr. Ramon Serrat**, School of Tourism, Hospitality and Gastronomy CETT-University of Barcelona (UB)

3b. The involvement of private sector in tourism sustainability

- **Mr. Jorge Traver**, European Tourism Association ETOA
- **Mr. Oscar Perelli**, Director of Research and Studies, Exceltur
- **Mr. Jeremy Sampson**, IUCN Centre for Mediterranean Cooperation - DestiMED
- **Mr. Brian Restall**, Malta Regional Development and Dialogue Foundation - CASTWATER

Moderation: **Mr. Jordi Ficapal**, University Ramón Llull – St. Ignasi

16:00 – 16:30 **Coffee break**

16:30 – 18:00 < parallel workshops >

4a. Sustainable mobility in tourist destinations: meeting the needs of residents, workers and travellers

- **Ms. Fiorentina Poulli**, Limassol Tourism Board, Civitas Destination
- **Mr. Peter Staelens**, Senior project coordinator at EUROCITIES
- **Mr. Marjan Dumanić**, Senior consultant of RERA S.D. Split Dalmatia County - SIROCCO
- **Ms. Montserrat Duran**, Tourism Catalonia Regional Government - MEDCYCLETOUR
- **Mr. Slavko Mezek**, Regional Development Centre Koper

Moderation: **Mr. Carles Conill**, Director of Mobility Services, Metropolitan Area of Barcelona

4b. Coastal and maritime tourism in the Blue Economy

- **Mr. Sergi Tudela**, General Director Fisheries and Maritime Affairs, Generalitat de Catalunya
- **Ms. Angeliki Veneti**, Region Thessaly - BLUEMED
- **Mr. Roberto Montanari**, Soil and Coast Protection and Land reclamation Service, Regione Emilia-Romagna - Bologna Charter Initiative
- **Ms. Alessandra Sensi**, Head of Sector, Environment and Blue Economy, Secretariat of the Union for the Mediterranean
- **Mr. Andrea Barbanti**, National Research Council, Institute of Marine Science (CNR-ISMAR)

Moderation: **Mr. Jeremie Fosse**, President of ECO-UNION

18:15 – 19:00 **Closing session**

18:15 – 18:30 **Sustainable Tourism as a tool for dialogue between both shores of the Mediterranean**

- **Mr. Miguel Garcia-Herraiz**, Deputy Secretary General, Union for the Mediterranean

18:30 – 18:45 **The way ahead for the MED Sustainable Tourism Community**

- **Mr. Francesco Cocco**, Adriatic and Ionian Euroregion General Secretary
- **Mr. Josep M^a Elorduy**, Coordinator of Arco Latino Secretariat (*tbc*)

18:45 – 19:00 **Institutional closing by Barcelona Provincial Council**

Site visits – 7th June

You can choose among four different options, all of them interesting and attractive.

- Limited capacity and prior registration is required through the on-line [registration form](#)
- Departure 09:00h from Hotel Alimara - Carrer de Berruguete 126, Barcelona.
- Duration 4-5 hours // Lunch is not included.



Gaudí's Crypt in Colonia Güell and Llobregat Delta – Baix Llobregat

Keywords: sustainable tourism certifications, sustainable mobility, ecotourism, de-concentration

In Baix Llobregat, a comarca (county) on the coast of Barcelona, two different initiatives will be visited. The Crypt Güell in Colonia Güell, which holds the Biosphere sustainable tourism certification, is an example of tourist attraction that contributes to de-concentration of tourism outside Barcelona city through cultural heritage valorisation. Less than 30 minutes' drive, we found the Delta of the Llobregat, a peri-urban space that offers ecotourism initiatives such as birdwatching despite significant urban and industrial pressures.



Penedès wine region: Wine road and Subirats Station

Keywords: de-concentration, diversification, heritage, eco-mobility

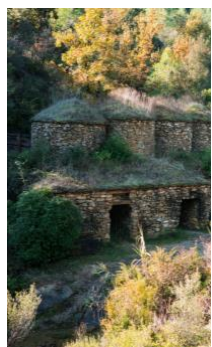
The Penedès county, located just 30 minutes from Barcelona and Tarragona, blessed with wonderful beaches and protected by mountains in the interior, has a remarkable landscape characterised by endless vineyards dotted with country houses, unique historical sites and a host of wineries that have made the Penedès internationally famous. It is an example of tourism offer diversification and de-concentration. Two different initiatives will be visited: the Wine Road –visit to wineries with electric vehicles- and the Interpretation Centre of Malvasia in Sitges.



Port of Barcelona

Keywords: sustainability in the cruise sector, diversification, fishing tourism

The Port of Barcelona is the Mediterranean turnaround port par excellence. In this visit, two different experiences in terms of scope and dimension will be visited. On one hand, we will learn about the sustainability policies of the Port of Barcelona, which since 1996 has developed actions in order to reduce the environmental impact of the port activities. Focus will be given to initiatives that are being developed in order to promote cruise sector sustainability. On the other hand, we will have the chance to know the fishing tourism initiative Cap a Mar (Towards the Sea), an interesting case of offer diversification developed in the marine and coastal environment.



Natural Park Sant Llorenç del Munt i l'Obac

Keywords: ecotourism, sustainable tourism certifications, natural protected areas, accessibility

Sant Llorenç del Munt i l'Obac Natural Park is located in the sector of the Catalan Pre-coastal mountain between Vallès Occidental and Bages counties. It occupies an area of nearly fourteen thousand hectares. The Department of Natural Areas of Barcelona Provincial Council manages this area in collaboration with the municipalities and other stakeholders. In this visit we will learn about ecotourism initiatives, accessibility, eco-mobility, and use of tourism certifications in protected areas, in particular the European Charter for Sustainable Tourism.