

Making Tourism more sustainable!

Sharing methodologies for a joint action

2nd Community Building event

4-5 October 2017

Panteion University
Leof. Andrea Siggrou 136, 176 71
Athens, Greece

The 2nd Community Building event of the Med Sustainable Tourism Community aims at harmonising activities in terms of developing common approaches and strategies and testing approaches through pilot demonstration actions.

The participants will have the opportunity to exchange their approaches and methods towards sustainable tourism in the Mediterranean and work together in thematic groups to better achieve this goal.



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4th of October 2017

09:00-09:30	Registration
09:30-10:00	Short welcome by Panteion University and ice breaking activity
10:00-11:30	<p>Introduction to the event and horizontal activities by BleuTourMed_C3 team</p> <p>Introduction to the agenda and activities (Panteion University)</p> <p>Communication activities (UNIMED)</p> <p>Community building activities (Panteion University)</p> <p>Capitalisation activities of our Community (Plan Bleu)</p> <p>Questions and answers</p>
11:30-12:00	Coffee break
12:00-14:00	<p>Working cluster #1- Strengthening sustainable and responsible tourism</p> <p><u>Working group 1.1- Capacity building & stakeholder engagement</u></p> <p>WG1.1 will emphasize on capacity building methods in terms of training and enhancing knowledge at different levels, especially in terms of ICZM and MSP, and stakeholders' engagement practices in order to improve decision making processes and strengthen the implementation of sustainable practices in the tourism sector.</p> <p><u>Working group 1.2- Sustainability assessment</u></p> <p>WG1.2 will focus on tourism sustainability assessment methods. The aim is to explore the development of common approaches, taking into account existing systems and indicators such as the ETIS toolkit. The challenge of adapting such methods to local needs and data availability will be discussed among the Community taking into account the different types of tourism development.</p> <p><u>Working group 1.3- Alternative and innovative tourism models</u></p> <p>WG1.3 will be dedicated to the exchange of best methods and tools towards the promotion of Tourism Sustainable Development. The WG will focus on the means promoted by the MPs in order to enhance both socioeconomic and environmental dimensions of tourism. Among others, means such as, alternative business models, quality standards, innovative resource management practices, marketing strategies and feasibility studies will be examined in order to highlight the MPs' added value towards responsible and sustainable coastal and maritime tourism in Mediterranean.</p>
14:00-15:00	Lunch
15:00-17:00	<p>Working cluster #2- Implementing innovate approaches in the Mediterranean coastal and maritime areas</p> <p><i>Working group 2.1- Western Mediterranean region</i></p> <p><i>Working group 2.2- Adriatic-Ionian region</i></p>

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17:00-17:30

Debriefing with the community

17:30

Closing of first day and networking

5th of October 2017

09:30-10:00	The wider INTERREG MED Community Introducing the wider MED community and the PANORAMED project (JS) Questions and answers
10:00-10:30	Presentation on the web platform (JS) Questions and answers
10:30-11:00	Coffee break
11:00-12:00	Training session Internal Community database (Panteion University & DIBA) Externalising the community (UNIMED)
12:00-13:30	Conclusions and closing Conclusions of the WGs Signing of the Declaration Common calendar 3.1 community looking forward Closing
13:30	Lunch

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