



Fostering Sustainable Tourism in the Mediterranean Region

Brussels, October 9th, 2019

From 9:00 to 13:00

Brussels Office of Tuscany Region

Rond Point Schuman 14, B - 1040 Brussels

BACKGROUND AND OBJECTIVES

Tourism sector is amongst the highest income generators in the Mediterranean. Leisure related activities make tourism a leading economic sector in terms of gross value added and employment. Tourism contributes directly to regional economies with sectoral synergies and strong multiplying effects.

Despite its economic and social importance, tourism development is exerting undue pressures on natural and built environment. These pressures may threaten the quality of life of local populations, degrade the tourism assets and, by consequence, affect negatively future tourism developments. Exploiting the full potential of tourism requires an innovative approach and sustainable basis. Therefore, effective strategies and targeted integrated actions should be developed and implemented across the Mediterranean region.

With this common objective, 17 Modular Projects (MPs) are implemented under the Interreg Med Sustainable Tourism Community, by BleuTourMed_C3 Project, a three-year Horizontal Project financed by the ERDF within the Interreg MED Programme.

This event, organised in the framework of the European Week of Cities and Regions, has the objective of triggering the discussion on the importance of a sustainable approach in European tourism, with a special attention on the Mediterranean area and the next programming period. The event will gather around 60 participants representing EU institutions, policy-makers, tourism public actors at European, national, regional level, as well as some representatives of the MED Sustainable Tourism Community. The working language will be English, interpretation service can be considered depending on the speakers of panel 2.

AGENDA

9:00 - 9:30 REGISTRATION AND WELCOME COFFEE

9:30 - 10:00 OPENING SESSION

- **Francesca D'ANGELO**, Policy Officer, Brussels Office of Tuscany Region
- **Francesco COCCO**, Secretary General, Adriatic Ionian Euroregion
- **Pere GRANADOS CARRILLO**, President of Arco Latino

BLEUTOURMED_C3 AND MED SUSTAINABLE TOURISM COMMUNITY ACHIEVEMENTS

- **Roberto GRASSI**, BleuTourMed_C3 Project Coordinator, Arco Latino
- **Elen LEMAITRE-CURRI**, Director of Plan Bleu

10.00 - 11.00 PANEL 1 - FOSTERING SUSTAINABLE TOURISM IN THE MEDITERRANEAN AREA: RESULTS OF THE SUSTAINABLE TOURISM MED COMMUNITY

Created in November 2016 within the framework of the Interreg MED Programme, the MED Sustainable Tourism Community gathers 18 territorial cooperation projects co-funded by the European Regional Development Fund (ERDF), and almost 200 organisations (public authorities, private companies, universities, NGOs and international organisations) active in twelve European-Mediterranean coastal areas.

Most notably, the Community's members are leading the development of common tools to monitor the tourism industry, they are studying and testing new tourism models and they are actively engaging policy makers and managers in a constant dialogue to make tourism a real driver for sustainable development.

Despite the enormous effort to develop innovative solutions for sustainability in the tourism sector, there is still a gap between the actors at local level and the policy makers at higher level.

In this panel we will discuss with some key networks and stakeholders how we can cover this gap and capitalise on the results of the projects of our community.

- **Lydwine LAFONTAINE**, Med Programme Joint Secretariat
- **Tomaso COMAZZI**, Communication and membership manager, NECSTOUR
- **Natalija HAVIDIĆ**, Head of Sector for Strategic Planning and Implementation of EU Programs and Projects, Ministry of Tourism of Croatia, Representative of SMARTMED strategic project, funded by PANORAMED
- **Carla DANELUTTI**, Project manager, IUCN-MED/MEET Network

DEBATE

Moderator: **Josep RODRIGUEZ**, Diputació de Barcelona

Project co-financed by the European
Regional Development Fund

11:00 - 12:00 PANEL 2: PROMOTING SUSTAINABLE TOURISM IN THE NEW PROGRAMMING PERIOD

Europe is currently the world's number one tourist destination with a global market share of 51%, reaching up to 671 million of international tourist arrivals and 519 billion USD of receipts (UNWTO, 2017). The tourism industry generates 10.2% of total EU-28 Gross Domestic Product (WTTC, 2017). In the European context, Mediterranean countries are clearly leading the way in arrival numbers of international tourists. With a massive increase of +12% of tourist arrivals in 2017, tourism represents a major – if not the largest – source of exports, incomes, added-value and jobs in Southern and Eastern European countries. Indeed, tourism worldwide is estimated to account for 5% of global CO2 emissions, 40% of which arise from air transport and 20% from hotels and other types of accommodation.

The remaining 40% is related to other types of transport (cruises, cars, railway, etc.) and to the recreational services provided by tourism. The growing awareness of those impacts has led to the promotion of sustainable tourism as a major priority for the future of the sector; a challenge that must be taken up both for the sake of local communities, who stand to benefit economically and socially, and for the sake of raising awareness and support for environment conservation and protection.

During the panel we will discuss on what EU institutions and some key players are doing, and would like to do, to promote sustainability in tourism, with a special eye on the next programming period.

- **Andrea COZZOLINO**, Member of the European Parliament, Chair of Delegation for relations with the Maghreb countries
- **Gaetano ARMAO**, Vice-President and Regional Minister for Economy of Sicily Region and Member of the Committee of the Regions
- **Milosz MOMOT**, European Commission, DG GROW, Deputy Head of Unit Tourism, Emerging and Creative Industries
- **Aldrin DALIPI**, President of Tirana Regional Council, Vice-president of the Adriatic Ionian Euroregion

DEBATE

Moderator: **Francesco COCCO**, Secretary General of Adriatic Ionian Euroregion

12:00 – 12:30 CONCLUSIONS

12.30 – 13.30 NETWORKING LUNCH

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