



EUROPEAN TOURISM INDICATOR SYSTEM – ETIS – *joint conference on*
'MANAGING AND PROMOTING SUSTAINABLE AND ACCESSIBLE TOURISM DESTINATIONS'

Brussels, 28 January 2016

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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 <i>Moderator: Cecile Rousset - ETIS pool of experts</i> <ul style="list-style-type: none"> • 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	<p>Panel II - Sustainable and Accessible Tourism: Development and Marketing Strategies</p> <p><i>Moderator: Rachel McCaffey, ETIS pool of experts</i></p> <ul style="list-style-type: none"> • 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 <p><i>Questions and answers</i></p>
11:15 – 11:30	Coffee break
11:30 – 13:00	<p>Panel III – Sustainable and Accessible Tourism - Cooperation opportunities at European and at International level</p> <p><i>Moderator: Pedro Ortùn, Principle advisor task force CSR and tourism - European Commission</i></p> <ul style="list-style-type: none"> • 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 <p><i>Questions and answers</i></p>
13:00 – 14:00	Networking lunch

TECHNICAL SESSIONS	
14:00 – 14:50	<p>Session I - Destinations' experiences with testing ETIS - Organisational and management issues (Steps 1 to 4 of the Toolkit)</p> <p><i>Moderator: Silvia Barbone, ETIS pool of experts</i> Presentation of 3 case studies by ETIS destinations</p> <ul style="list-style-type: none"> • Michael Dodds, Director Brittany tourist board - Broceliande - France • Iris Darley, Director South Limburg Tourist Board - South Limburg - Netherlands • Marina Bresciani, Local coordinator - Terrae Anio Iubensanae - Italy <p><i>Coordinated approach of ETIS destinations:</i> : Sergio Danelluzzi - City of Milano - Great Italian destinations network for sustainable tourism GDITS</p>
14:50 – 16:15	<p>Session II - Destinations' experiences with testing ETIS - Implementation of indicators and data collection (Steps 5 to 7 of the Toolkit)</p> <p><i>Moderator: Luca Santarossa, ETIS pool of experts</i> Presentation of 3 case studies by ETIS destinations</p> <ul style="list-style-type: none"> • Tim Manson, Local coordinator - Birmingham City Region - UK • Josèp Capellà, Local coordinator, L'Estartit-Torroella de Montgri'- Llançà - Spain • Biserka Stamatovic coordinator of Tourism Board Podgorica - Capital City Podgorica - Montenegro <p><i>Coordinated approach of ETIS destinations:</i> : Jana Apih, Director Institute factory of Sustainable tourism - Slovenia Green programme and Damià Serrano i Miracle, Chef of Analysis and Training Department - LABturisme - Barcelona</p>
14:00 – 16:15	<p>Parallel workshop "Accessible Tourism world café"</p> <p><i>Moderators: Katarzyna Balucka - European Commission and Chris Veitch - ENAT memberd</i></p> <p>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</p>

	<p>move between them following 3 rounds of questions. The overarching question will be: <i>"How can we best fit in accessibility needs and concepts in the overall sustainability framework?"</i></p>
16:30 – 17:15	<p>Session III - The revised ETIS set and toolkit improvements</p> <ul style="list-style-type: none"> • 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
17:15 – 17:35	<p>Session IV - Potential synergies between ETIS and environment specific initiatives of DG ENV and the European Environmental Agency (EEA)</p> <ul style="list-style-type: none"> • Sylvie Ludain, Eco-innovation & Circular economy Unit-DG ENV-European Commission - Potential synergies between ETIS and EMAS/EU Ecolabel • Silvia Giuliotti, European Environmental Agency - EEA-Tourism Environmental Reporting Mechanism - TOUERM and ETIS
17:35 – 17:50	<p>Main outcomes of the parallel sessions on ETIS and accessible tourism</p> <ul style="list-style-type: none"> • Apolonia Rodrigues, ETIS pool of experts - Rapporteur of ETIS conference • Chris Veitch - ENAT member - Rapporteur of Accessible Tourism World Café workshop <p>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</p>
17:50 – 18:00	<p>Conclusions and next steps</p> <ul style="list-style-type: none"> • Iuliana Aluas, Deputy Head of the Tourism, Emerging and Creative Industries Unit, DG GROW, European Commission