

## 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		
	Key note speeches		
09:10 - 09:30	<u>Cinzia De Marzo</u> , 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		
	Panel I - Sustainable and Accessible Tourism: Principles, Tools and Good Practices		
	Moderator: Cecile Rousset - ETIS pool of experts		
09:30 - 10:15	<ul> <li>Francesc Romagosa/Janez Sirse, ETIS pool of experts - Results of the second ETIS pilot phase and lessons learnt</li> <li>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</li> <li>Ignace Schops, President of EUROPARC Federation - The European Charter for sustainable tourism in protected areas</li> <li>Marco Pizzio, Italian Association Multiple Sclerosis (AISM) - Presentation of project "Europe without barriers" and lessons learnt</li> </ul>		

10:15 - 11:15	<ul> <li>Panel II - Sustainable and Accessible Tourism:</li> <li>Development and Marketing Strategies</li> <li>Moderator: Rachel McCaffey, ETIS pool of experts</li> <li>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</li> <li>Prof. Patrizia Modica, Visit South Sardinia - Destinations which have made continuous improvements during the ETIS implementation</li> <li>Roberto Vitali, Founder and President "Village4AII" - Opportunities for SMEs</li> <li>Magnus Berglund, Accessibility Ambassador - SCANDIC Hotels</li> <li>Questions and answers</li> </ul>
11:15 - 11:30	Coffee break
11:30 - 13:00	Panel III – Sustainable and Accessible Tourism - Cooperation opportunities at European and at International level  Moderator: Pedro Ortùn, Principle advisor task force CSR and tourism - European Commission  • 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  Questions and answers
13:00 - 14:00	Networking lunch

TECHNICAL SESSIONS		
	Session I - Destinations' experiences with testing ETIS - Organisational and management issues (Steps 1 to 4 of the Toolkit)	
14:00 - 14:50	Moderator: Silvia Barbone, ETIS pool of experts Presentation of 3 case studies by ETIS destinations	
	<ul> <li><u>Michael Dodds</u>, Director Brittany tourist board - Broceliande - France</li> <li><u>Iris Darley</u>, Director South Limburg Tourist Board - South Limburg -</li> </ul>	
	Netherlands  • Marina Bresciani, Local coordinator - Terrae Anio Iubensanae - Italy	
	Coordinated approach of ETIS destinations: : Sergio Danelluzzi - City of Milano - Great Italian destinations network for sustainable tourism GDITS	
	Session II - Destinations' experiences with testing ETIS - Implementation of indicators and data collection (Steps 5 to 7 of the Toolkit)	
14:50 - 16:15	Moderator: Luca Santarossa, ETIS pool of experts Presentation of 3 case studies by ETIS destinations	
	<ul> <li><u>Tim Manson</u>, Local coordinator - Birmingham City Region - UK</li> <li><u>Josèp Capellà</u>, Local coordinator, L'Estartit-Torroella de Montgri'- Llancà - Spain</li> </ul>	
	Biserka Stamatovic coordinator of Tourism Board Podgorica - Capital City Podgorica - Montenegro	
	Coordinated approach of ETIS destinations: : Jana Apih, Director Institute factory of Sustainable tourism - Slovenia Green programme and Damià Serrano i Miracle, Chef of Analysis and Training Department - LABturisme - Barcelona	
	Parallel workshop "Accessible Tourism world café"	
14:00	Moderators: Katarzyna Balucka - European Commission and Chris Veitch - ENAT memberd	
16:15	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	

	move between them following 3 rounds of questions. The overarching question will be: "How can we best fit in accessibility needs and concepts in the overall sustainability framework?"
16:30 - 17:15	<ul> <li>Peter Lane, ETIS pool of experts - The new set of core and supplementary indicators</li> <li>Mara Manente, ETIS pool of experts - The improved, simple and useful toolkit</li> <li>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</li> </ul>
17:15 - 17:35	Session IV - Potential synergies between ETIS and environment specific initiatives of DG ENV and the European Environmental Agency (EEA)  • Sylvie Ludain, Eco-innovation & Circular economy Unit-DG ENV-European Commission - Potential synergies between ETIS and EMAS/EU Ecolabel • Silvia Giulietti, European Environmental Agency - EEA-Tourism Environmental Reporting Mechanism - TOUERM and ETIS
17:35 - 17:50	<ul> <li>Main outcomes of the parallel sessions on ETIS and accessible tourism</li> <li>Apolonia Rodrigues, ETIS pool of experts - Rapporteur of ETIS conference</li> <li>Chris Veitch - ENAT member - Rapporteur of Accessible Tourism World Café workshop</li> <li>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</li> </ul>
17:50 - 18:00	<ul> <li>Conclusions and next steps</li> <li>Iuliana Aluas, Deputy Head of the Tourism, Emerging and Creative Industries Unit, DG GROW, European Commission</li> </ul>

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