



Mediterranean Sustainable Tourism Convention 2019

5-7 June, Barcelona, Spain

Venue | Hotel Alimara
Carrer de Berruguete 126, Barcelona

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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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AGENDA 5-7 June

5th June

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

For this session, interpretation services (Catalan, Spanish, English and French) will be provided.

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

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 of the Government of Catalonia

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**, researchers at Panteion University
- **Ms Nelly Bourlion**, Programme officer UNEP/MAP, Plan Bleu

16:40 – 17:00 **Key-note speech “The importance of sustainable tourism policies and actions based on evidence”**

- **Mr Xavier Font Aulet**, Professor of Sustainability Marketing, University of Surrey

17:00 – 17:30 **Coffee-break**

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

< Round table >

The European Union is the leading tourism region in the world, 562 million international arrivals in 2018 accounting for 40% of worldwide arrivals. Within the region, tourism is an essential economic sector for the Mediterranean countries receiving almost 300 million visitors. In spite of these figures, European institutions have limited competences on tourism policies. However, due to the horizontal nature of tourism sector, other European policies in topics like digitalisation, sharing economy, consumer protection, transport and energy, skills and education, regional policy, taxation or visa policies have a direct impact on tourism policies. Under this scenario, some cooperation frameworks among

international, European and other administrative levels have been launched in order to support the competitiveness and sustainability of the tourism industry, to promote Destination Europe as a whole, to mainstream tourism across other EU policies, and also to request for a more strategic approach, resources and visibility of tourism in the new European programming period.

- **Mr Octavi Bono**, General Director of Tourism, Government of Catalonia. 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 Marcello Scalisi**, Director of UNIMED - Mediterranean Universities Union
- Representative of Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) (*tbc*)

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

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

< Round table >

Since the implementation of tourism policies occurs at national, regional and local levels, in this session we will debate about the strategies and challenges faced by national and sub-national administrations to implement sustainable tourism policies. We will also consider how the tools, results and pilot projects developed by several initiatives could be mainstreamed in the territory. In this sense, the projects of the Sustainable Tourism Community have been working on several key aspects concerning the development of a more sustainable tourism in the Mediterranean in fields like how to monitor the tourism sustainability, the assessment and identification of tourism impacts in its different dimensions, understanding how tourism could be used as a strategic driver for responsible economic growth and prosperity and, finally, proposing governance mechanisms to engage and include a wide variety of stakeholders in coastal and maritime destinations

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

Moderation: **Ms Lola Buendía**, Digital Communication Manager at 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

Ecolabels and certification programmes are playing an increasingly important role in sustainable tourism. Indeed, as consumer demand for sustainable tourism grows in scale, in theory the demand for certified tourism products and services also increases in parallel. It is already known that tourism behaviour contributes to carbon emissions on a global scale, although consumer awareness of sustainability in the tourism industry is often difficult to gauge. In terms of the tourism industry, there is a flipside to certification and labelling, whereby some attempts to promote sustainable tourism via certification amount to little more than greenwashing. As expert Xavier Font argues, many years have been spent talking about when eco-labelling will reach the economies of scale to make a real

difference. How far are we still from reaching this point? This panel centres on these issues, with particular emphasis on the critical role and significance of certification programmes and ecolabels in achieving sustainable tourism goals.

- **Mr Luigi Cabrini**, Chair of the Board of Directors of the Global Sustainable Tourism Council
- **Mr Herbert Hamele**, President of the European Network for Sustainable Tourism Development (ECOTRANS)
- **Mr Lorenzo Bono**, Project Manager at Ambiente Italia - CONSUME-LESS
- **Mr Patricio Azcárate**, Secretary General of the Responsible Tourism Institute and Biosphere Responsible Tourism Label
- **Mr Francisco Soriano Rico**, Forest Engineer, General Directorate of Natural Environment Ministry of Employment, Universities and Environment of the Autonomous Community of Murcia - INHERIT

Moderation: **Ms Julie Wilson**, Associate Professor, Faculty of Economics and Business at the Open University of Catalonia (UOC)

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

Tourism is a continuous transforming phenomenon. The overtourism genesis is the result of the rapid unfolding of unsustainable mass tourism practices. During the last decade the detrimental use of urban, rural and coastal spaces in the Mediterranean region has generated a renewal debate on the relation between tourism and sustainability amongst academics, practitioners, policymakers and social movements. Therefore, overtourism has been used as a buzzword - under both private sector and the governmental institutions point of view -, thus we do need to address it as new challenge within a globalized economy, new mobilities and the transport revolution. In conclusion, overtourism must address crucial issues such as the integration of tourism within regional, urban, rural and island Mediterranean political agendas other than addressing a balance between tourists and locals. In fact, the panel will address the overtourism current debate in the Mediterranean area focusing on different local cultural and sociological contexts.

- **Ms Maria Gravari-Barbas**, Director of the Équipe Interdisciplinaire de Recherches Sur le Tourisme (EIREST), Université Panthéon Sorbonne
- **Mr Sergi Marí Pons**, Manager of Tourism, Commerce and Markets at the Barcelona City Council
- **Ms Alicia Gomis Tatay**, Promotion Executive of Turisme Comunitat Valenciana (Valencia Region Tourism Board) - Area of Competitiveness - HERIT DATA
- **Ms Jelca Tepšić**, Deputy Mayor, City of Dubrovnik
- **Ms Leticia Ortega**, Valencian Regional Government's Ministry of Housing, Public Works and Territory Structuring (Valencia Institute of Building) - ALTER ECO

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

Since sustainability is a target for tourism development, the need to measure the impact of tourism has arisen, that is, produce indicators. Sustainable tourism as a concept is meaningless without indicators and other monitoring tools that can inform us about the impacts of tourism and determine whether they are acceptable or not. As such, the development of indicators is fundamental to responsible management of tourist destinations. In decision-making processes, indicators describe and measure the reality of a specific area in terms of objective parameters, thus facilitating understanding of a particular territory and changes of importance for tourism development. Tourism policy needs of this type of information to be able to formulate evidence-based policies to achieve the stated goal of sustainable destinations.

- **Mr Xavier Font Aulet**, Professor of Sustainability Marketing, University of Surrey
- **Mr Jan Van der Borg**, Project Manager and Director of the Master Intercultural Development of Tourism Systems, Department of Economics, Ca' Foscari University of Venice - SHAPETOURISM
- **Ms Nagore Espinosa Uresandi**, CEO in2destination and Coordinator INRouTe Network
- **Ms Zrinka Marušić**, Research Advisor at the Croatian Sustainable Tourism Observatory
- **Mr Lluís Prats Planagumà**, Professor at 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

While the academia has long engaged with tourism impacts and externalities, only recently – and under the pressure of a rising societal debate - these concerns have started to be taken seriously by local administrations. This may be due to the pressure on the physical and social environments having hit the roof in an increasing number of places throughout the world, with widening sectors of local communities touched by its effects. Yet we are also witnessing fundamental changes in the technology of tourism mobility that are limiting the reach of traditional strategies to control, regulate and deactivate its disruptive potential. Re-fuelling the policy agenda for resilient places requires new knowledge on how tourism mobilities 'land' in places, use their resources and drive further developments, and a new political consensus on the future status of places and local communities in this world of flows - which also challenges dominant growth

paradigms and multi-scalar governance.

- **Mr José Antonio Donaire**, Vice-Rector for Communication and International relations, University of Girona
- **Mr Gianluca Saba**, Municipality of Genoa
- **Ms Carolina Pozzi**, Lazio Innova technical expert - on behalf of Lazio Region - COASTING
- **Mr Michaël Grelaud**, Senior Researcher, ICTA - 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

When people think about the Mediterranean, it usually comes to their mind a place with nice beaches, wonderful weather, joyful way of live, gorgeous gastronomy and basically the idea of sun and beach kind of tourism experience. They have been many years of promotion of this type of tourism, according principally to the demand of customers from central and northern Europe. But, as the poet sings, “the times they are a changing”, and nowadays travellers are eager for new experiences and surely the Mediterranean coast can give an answer to this demand. The desire of customers to enjoy and better know the destinations they visit, their nature, their culture, their history or their traditions, gives an opportunity to tourism managers to diversify the offer. A more responsible approach to tourism development based on all those tourist resources that the Mediterranean coastal area treasures seems to be possible and desirable and responds to the new paradigm of tourism in the 21st century.

- **Ms Edith Szivas**, Vice-President of the international Institute of Gastronomy, Culture, Arts and Tourism
- **Mr Alain Gensane**, EMbleMatiC Lead partner project coordinator, Syndicat Mixte Canigó Grand Site - EMbleMatiC
- **Ms Isabel Feijão Ferreira**, Head of Unit Tourism 2020, Turismo de Portugal
- **Mr Alessandro Melillo**, President, Promozione Internazionale Sicilia-Mondo (PRISM) - TOURISMED
- **Mr Artur Filipe Gregório**, Project Manager, Associação In Loco - MEDFEST

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

3b. The involvement of private sector in tourism sustainability

Public-private partnerships in tourism have a long and successful tradition in the promotion of their destinations, but are very adolescent in terms of the management of these same destinations and, in particular, in terms of the

involvement of the private sector in sustainable tourism programs and policies at a DMO level. Is the sustainability of the destination a purely public matter? Is the responsibility of tourism companies limited only to what happens inside them? Do the impacts of tourism activity on the territory and the community call for a shared responsibility between the public and the private? The growing awareness of the community and of the companies themselves about the economic, environmental, social and cultural dimensions of tourism (the five P's of sustainable development: People, Prosperity, Peace, Partnership and Planet) fosters reflection, debate and joint action on the positive and negative impacts of tourism on the quality of life of tourists, residents and about the quality of the tourist's experience.

- **Mr Jorge Traver**, Country Representative Spain, European Tourism Association (ETOA)
- **Mr Oscar Perelli**, Head of Research and Studies, Exceltur
- **Mr Jeremy Sampson**, Communications Officer, IUCN Centre for Mediterranean Cooperation - DestiMED
- **Ms Maria Victòria Silberstein**, Tourism Project Manager, Barcelona Chamber of Commerce
- **Mr Brian Restall**, Executive Director, Malta Regional Development and Dialogue Foundation - CASTWATER

Moderation: **Mr Jordi Ficapal**, Director of the Responsible Tourism and Hospitality Chair at the School of Tourism and Hospitality Management Sant Ignasi - Ramon Llull University

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

Mediterranean coastal areas attract people to visit, live and work. Their ports receive most of the goods and resources for the European market. Developing sustainable urban transport plans has therefore become crucial in order to improve the quality of life of life and needs of residents, workers and travellers who often are perceived as having conflicting interests. The use of touristic mobility, due to its intensity, concentration and exceptionality, poses new challenges regarding the management of the public transportation network, but it also requires regulating and organizing situations of saturation and compatibility with other means of transportation, congestion of public spaces. The objective of this round table is to share experiences on how to manage the needs of tourists, the workers of the hospitality sector and residents.

- **Ms Fiorentina Poulli**, Project Assistant of Civitas Destinations, Limassol Tourism Development and Promotion
- **Mr Marjan Dumanić**, Senior Advisor, PI RERA S.D. Split Dalmatia County - SIROCCO
- **Ms Montserrat Duran**, Responsible for Territorial Analysis and Touristic

- Product, Government of Catalonia - MEDCYCLETOUT
- **Mr Slavko Mezek**, Regional Development Centre Koper
- **Ms Carolina Navarro**, Valencia Port Foundation

Moderation: **Mr Carles Conill**, Director for Sustainable Mobility, Metropolitan Area of Barcelona

4b. Coastal and maritime tourism in the Blue Economy

Coastal and maritime (C&M) tourism is one of the major sectors of the Blue economy, representing between 5 and 10% of total jobs and GDP in Mediterranean EU countries. However, the national and regional policies to promote a sustainable use of the Mediterranean Sea have difficulties to taking into account the full social, economic and environmental impacts of the blue economy activities such as C&M tourism. The Barcelona convention, WestMed initiative and other regional strategies are emerging attempt to improve the governance of the Blue Economy but they are falling short to regulate a globalized, vertical, fragmented and volatile tourism industry, with a huge diversity and variety of stakeholders and actors, in particular in the field of hotels, resorts or cruises.

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

Moderation: **Mr Jérémie 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 Josep M^a Elorduy**, Coordinator of Arco Latino Secretariat

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. 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.



Gaudi'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

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.