

PRESERVE CONFERENCE ON SUSTAINABLE TOURISM
17 MARCH 2010, ALBA IULIA, ALBA (RO)

*European tourism in the economic crisis:
how can regions use sustainability for stability?*

AGENDA

Wednesday 17 March 2010

08:30 *Registration and coffee*

WELCOME

09:00 **Ion DumitreI**, President Alba County Council

09:15 **Håkan Sandgren**, President AER Committee 1

KEYNOTES

09:30 **Sorin Munteanu**, State secretary responsible for Tourism in the Ministry of Regional Development and Tourism

09:45 **Simion Crețu**, General Manager of Regional Development Agency 7 Centru, Alba Iulia, Romania

PANEL DISCUSSION – STATE OF THE ART

Moderated by Lucian Docea, Alba County Council

10:00 **Jakob Stoumann Jensen**, Oxford Research
“Future development and skills needed in the European tourism sector: scenarios after the economic crisis”

10:15 **Emil Comșa**, President Transylvania-Center Euroregion - National Association of Rural, Ecological and Cultural Tourism in Romania
“15 years of Rural Tourism in Romania”

10:45 *coffee break*

PANEL DISCUSSION – STATE OF THE ART (continued)

- 11:15 **Sonia Pallai**, responsabile Assoturismo Confesercenti, Siena
“Environmental sustainability and territorial growth: what is happening in Siena?”
- 11:30 **Charles Bélanger**, Bureau for International Social Tourism
“Social tourism: an opportunity for the development of tourism in regions”
- 11:45 Q&A session

12:30 *lunch break*

PANEL DISCUSSION – GOOD PRACTICES

Moderated by Håkan Sandgren, AER Committee 1 President

- 14:00 **Agnes Frank**, Styria (AT)
“The peer review methodology: a tool for good practices”
- 14:15 **Ilona Katona**, Director, Regional Marketing Directorate
“Sustainable tourism development in Észak-Alföld region, Hungary”
- 14:30 **Daniel Sabău**, Restorer, President of Grup Corint J.S.C. - The Route of Three Fortification, Alba Iulia, Alba County, (RO)
- 14:45 **Monika Kugler**, Abruzzo, (IT)
“Abruzzoshire”
- 15:00 **Alin Mos**, Director of Apuseni Natural Park, EDEN Winner of 2009
“Sustainable tourism a link between nature conservation and socio-economic development in Apuseni Nature Parc”
- 15:15 Q&A session

15:45 *coffee break*

CLOSING SESSION

Moderated session

- 16:00 Definition of common tool with all participants
- 16:30 Conclusions and final words

