

PRESERVE Final Conference

“Sustainability & Innovation in Tourism: Regions present ideas & solutions”

Thursday, 20 October 2011
4, Via delle Arti, 53100 Siena (IT)

DRAFT AGENDA

Tourism plays a crucial role in the European economy generating more than 5% of the EU's GDP and still showing significant growth potential. Being an important source of income and employment for all regions ranging from urban to rural and peripheral, tourism contributes to regional development and inclusive growth. However, the growth of tourism cannot be taken for granted. Facing high international competition, tourism has to adapt to new challenges and opportunities. The long-term competitiveness of the European tourism sector depends on the sustainable nature of its development and the improvement of its performance through innovation.

The goal of the conference is to explore the ideas, problems and solutions of regions related to innovation and sustainability in tourism in Europe. In this context, we would like to take a closer look at the developments at the European level related to tourism and to provide good practice examples on the topics of sustainability and innovation from which other regions can learn. The objective is also to present the major outcomes of the INTERREG IVC PRESERVE (Peer REviews for Sustainable Eco-Regions Via Europe) project, which aimed at improving effectiveness of regional tourism development policies and supporting sustainable tourism.

08:30 – 09:00 REGISTRATION

09:00 – 09:30 WELCOME

Opening & welcome

Michèle Sabban, President of Assembly of European Regions, Vice-President of Ile-de-France (F)

Welcome to Tuscany

Cristina Scaletti, Regional Minister for Tourism of Tuscany (IT), President of NECSTouR

Welcome to Siena: “Terre di Siena - a concrete action of sustainable tourism”
Anna Maria Betti, Councillor of Siena, Responsible for Tourism,

Welcome to PRESERVE

Massimo Umiliati, President of Eurobic Toscana Sud S.p.A.

09:30 – 10:30 OPENING SESSION: TOURISM IN EUROPE – NEW CHALLENGES, OPPORTUNITIES AND RESULTS: KEYNOTE SPEECHES

The Lisbon Treaty provides the EU some new competences in the field of tourism to complement action at national, regional and local level, enabling the drawing of a coherent framework for action. This was illustrated by the publication, by the European commission of a Communication on “Europe, the world’s No 1 tourist destination – a new political framework for tourism in Europe”. This first session will give an update on the latest developments at the European level and deliberate on how the European tourism policy can promote innovation, competitiveness and sustainability in tourism. In this respect, the performance of tourism projects funded by European Regional Development Fund (ERDF) will also be discussed.

Moderation: Mariejose Zondag, Ecorys

Keynote speech 1:

Giommaria Uggias, Member of European Parliament, Shadow-Rapporteur on the European tourism strategy

Keynote speech 2:

Juan Ignacio Gonzalez Bastero, Head of Cabinet of Harald Noack, European Court of Auditors

Questions & Answers

10:30 – 11:00 COFFEE BREAK

11:00 – 12:45 THEMATIC SESSION 1: INNOVATION IN TOURISM: PATHS TO ECONOMIC GROWTH & DEVELOPMENT

As economic growth, competitiveness and development largely depend on the creation of new products, processes and services, innovation has become the heart of most successful businesses. Tourism needs to embrace the principles of innovation and innovative thinking to remain a competitive, vital and dynamic sector. This session therefore aims to discuss different aspects and examples of innovation in tourism, its impact and obstacles, and the best ways to facilitate innovation in tourism.

Debate:

Moderation: Mariejose Zondag, Ecorys

Panellists:

- Florian Sengstschmid, CEO, European Development & Solutions (EUDS)
- Karen Craib, Project Manager, Tourism Innovation, Scottish Enterprise
- Petra Nilsson-Andersen, Senior Innovation Adviser, Nordic Innovation
- Sonia Pallai, Responsible for Tourism, Confesercenti Siena
- Charles Etienne Bélanger, Director, International Social Tourism Organisation (ISTO)

12:45 – 13:45 LUNCH

**13:45 – 15:30 THEMATIC SESSION 2: SUSTAINABLE TOURISM DEVELOPMENT –
WHAT CAN PRESERVE BRING TO OTHER REGIONS**

Many examples show that tourism can become a threat to the beauty and diversity of the European landscape, rather than a vehicle for economic growth and job creation, and thus may aggravate the new challenges facing the EU at this time. As the quality and attractiveness of tourist destinations is strongly influenced by their natural and cultural environment, tourism's competitiveness and growth depends on its sustainability. Therefore, this session will discuss ways and best practices to improve sustainability in tourism and present the main outcomes of the PRESERVE project (Peer REviews for Sustainable Eco-Regions Via Europe).

Moderation: Mariejose Zondag, Ecorys

- Toni Eriksson, Develop Manager Tourism, Örebro Regional Development Council
- Agnes Frank, Department for Territorial Cooperation, Internationalisation Centre Styria
- Roberto Rodriguez Pindado, European Area, Avila County Council
- Kurt Rakobitsch, Department for Regional Planning, Government office of Carinthia
- Paolo Bongini, Head of Office, Coordination Area Tourism, Commerce & Services, Regional Government of Tuscany

Questions & Answers

15:30 – 16:00 CLOSING

INTERREG IVC & PRESERVE
Michel Lamblin, Programme Director, INTERREG IVC

Closing by Håkan Sandgren, President of AER Committee 1, County Councillor, Jönköping County (SE)

PRESERVE Memories Report

19:30 DINNER

CONTACTS

If you have any further questions, please contact:

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