

TOWARDS SUSTAINABLE MARITIME AND COASTAL TOURISM COMMUNITIES

***Capitalising experiences and tools for an innovative model of Sustainable
M&C tourism***

**08.11.2018, 13:00-17:00
European Parliament Brussels
PHS 5B001**

Although maritime and coastal (M&C) tourism in the Mediterranean basin, which is the world's leading tourism destination, is a growing business and a predominant source of revenue, growth and jobs, it also represents a huge challenge. Indeed, the development of tourism in the Mediterranean could be jeopardized by several factors if not managed in an adequate and sustainable way, i.e. severe anthropic impacts and environmental risks, tourism pressure on territories, coastal erosion, worsening conditions of sea water, over exploitation of natural and cultural heritage, etc.

Although many Mediterranean tourist destinations have adopted local and regional integrated strategies for tourism development, there is no real governance for tourism activities at a wider transnational level and environmental governance is still, in practice, very fragmented. Sustainable tourism managed in an integrated way is the key to protect natural and cultural assets while using them as an economic driver. This is the rationale behind the MITOMED+ (Models of Integrated Tourism in the MEDiterranean Plus) project.

This conference is aimed to key tourism stakeholders, EU policy-makers, regional and local authorities, among others. It intends to launch a reflection on tourism sustainable management, discuss the state of the art of the EU agenda, hear experiences from different actors, and raise awareness on MITOMED+'s answer to this challenge in the Mediterranean. Besides, on this occasion, the draft integrated MED M&C tourism management model will be presented.

*Participants are kindly requested to register as soon as possible on www.searica.eu in order to guaranty and organise the access to the EP. The day of the conference, participants are kindly requested to present themselves at **12:30** in order to avoid delays.*



Network of European Regions for
a Sustainable and Competitive Tourism

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INTERGROUP SEAS, RIVERS, ISLANDS AND COASTAL AREAS



13:00 – 14:00 Welcome Lunch

14:00 – 14:10 Welcome and opening remarks by Mr **Tonino PICULA**, MEP, Vice-chair of SEARICA

14:10 – 14:20 Scene setting by Mr **Stefano CIUOFFO**, Councillor for Productive Activities, to Credit, to Tourism and Trade in the Tuscany Region

14:20 – 15:20 THEMATIC ROUNDTABLE 1

THE USE OF INDICATORS TO INFLUENCE MARITIME AND COASTAL POLICY MEASURES TO ACHIEVE SUSTAINABLE TOURISM

The aim of this roundtable is to reflect on the use of indicators to measure Maritime and Coastal sustainable tourism in the Mediterranean and to use indicators for policy-making purposes. The Indicators developed and tested by MITOMED+ Project might be proposed as a valid tool in this sense.

Moderator and respondent: Ms Alfred SANT, MEP (tbc)

Panellists:

Ms Ilona LELONEK HUSTING, Policy Officer, European Commission, DG for Internal Market, Industry, Entrepreneurship and SMEs, Unit: Tourism, Emerging and Creative Industries

Mr Christophe DEMUNTER, Tourism Statistics Section, Eurostat

Mr Harry COCCOSSIS, Professor, University of Thessaly

Mr Giuliano TALLONE, Head of Studies, Innovation and Statistics Department, Tourism Regional Agency, Lazio Region

Q&A Session

15:20 – 15:30 TOWARDS AN INNOVATIVE MANAGEMENT MODEL OF MARITIME AND COASTAL TOURISM FOR THE MEDITERRANEAN

Mr Davide STRANGIS, Executive Secretary of the CPMR Intermediterranean Commission

15:30- 16:30 THEMATIC ROUNDTABLE 2

RAISING AWARENESS AND TAKING ACTIONS: TOWARDS A COMMUNITY FOR MARITIME AND COASTAL SUSTAINABLE TOURISM IN THE MEDITERRANEAN



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This roundtable aims to reflect on the use of a single system of indicators to measure M&C sustainable tourism at the EU level. A first draft of the Tourism Management Model might be presented and proposed as a valid tool in this sense.

Moderator and respondent: Mr Panos COROYANNAKIS, European Projects consultant, CIVITAS DESTINATIONS Dissemination Manager, CPMR

Panellists:

Mr Christof KIENEL, Head of Unit, Secretariat of the Commission for Natural Resources – NAT, European Committee of the Regions

Mr Felix LEINEMANN, Head of Unit MARE A2: Blue economy sectors, Directorate General for Environment, Maritime Affairs and Fisheries

Ms Eleni HATZIYANNI on behalf of the Interreg MED PANORAMED project, Director of Environment and Spatial Planning, Region of Crete (tbc)

Ms Virginia FERNANDEZ-TRAPA, Programme Officer, Sustainable Development of Tourism Department, World Tourism Organisation of the United Nations (UNWTO)

Q&A Session

16:30 – 17:00 CONCLUSIONS

Ms Eleni MARIANOI, Secretary General of the Conference of Peripheral Maritime Regions of Europe (CPMR)

Mr Jan KORTHOUDT, Vice-President of the Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR), Director Tourism Flanders Region



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