

I Conference of the Network on Sustainable and Competitive Tourism in the European Union

Barcelona, 15-16 February 2008

Friday 15th.

8.30 Registration

9.00 Welcome and Opening

Mr. Josep Huguet, Catalonia Minister of Innovation, Universities and Enterprise
Mr. Jordi William Carnes, Responsible of Tourism, Barcelona City Council
Mrs. Amparo Fernández, General Secretary of Tourism of the Spanish Government

9.30 Introduction

Chairperson: Mr. Paolo Costa, MEP, President of the Tourism and Transports Committee, European Parliament

Mr. Josep Huguet, Catalonia Minister of Innovation, Universities and Enterprise
Mr. Paolo Cocchi, Tuscany Minister of Tourism, Commerce and Culture
Mr. Laroussi OUESLATI, PACA vice-president of the Commission Economical Development, Europe and International Relations
Mr. Franco Ianiello, Head of Tourism Unit, European Commission

SESSION 1

THE NETWORK ON SUSTAINABLE AND COMPETITIVE TOURISM IN THE EU: OPERATIONAL DEVELOPMENT

10.30 Work on progress; objectives, organisation, methodology and contents

Chairperson: Mr. Jean-Pierre Martinetti, expert of the Tourism Sustainability Group, EC

Mr. Joan Carles Vilalta, Catalunya
Mr. Paolo Bongini, Tuscany
Mr. Laurent Grefeuille, Provence-Alps-Cote d'Azur

11.15 Coffee break

11.30 Interaction and debate with the network's members

13.00 Lunch

SESSION 2
**TOWARDS AN INTEGRATED MONITORING SYSTEM OF SUSTAINABLE
AND COMPETITIVE TOURISM FOR EU DESTINATIONS**

14.30 International experiences

Chairperson: Mr. Franco Ianiello, Head of Tourism Unit, European Commission

Mr. Luigi Cabrini, UNWTO, Sustainable Development of Tourism

Mr. Sergio Arzeni, OECD, Head of Tourism Programme

Mrs. Bettina Knauth, EUROSTAT, Head of Unit of Information Society and
Tourism

Mr. Karl Wöber, Dean MBA in Tourism Management, MODUL University Vienna

16.00 Coffee break

**16.15 The role of the stakeholders in the construction and applicability of
an Monitoring System**

Chairperson: Mrs. Marién André, Observatory of Tourism of Catalonia

Mr. Jean-Pierre Martinetti, expert of the Tourism Sustainability Group, EC

Mrs. Amparo Sancho, University of Valencia

Mr. Gabriele Guglielmi, European Trade Union

Mrs. Marguerite Sequaris, HOTREC

Mr. Oscar Perelli, Exceltur-Spanish Alliance for Tourism Excellence

18.00 Conclusions of the first day

**20.30 DINNER OFFERED BY MR. JOSEP HUGUET, CATALONIA MINISTER
OF INNOVATION, UNIVERSITIES AND ENTERPRISE**

Saturday 16th.

SESSION 3 INTEGRATING DESTINATIONS AND NETWORKS IN A COMMON MONITORING SYSTEM FOR A SUSTAINABLE AND COMPETITIVE TOURISM IN THE EU

9.00 Presentation of practices

Chairperson: Carlsson Thomas, AER Assembly of European Regions

Mr. Lars Nordström and Mr. Tomas Olsson, CRPM Sustainable Tourism Group
Mr. John Winton, ECTN, European Cultural Tourism Network
Mr. Alain Belviso, Local and Regional Authorities Network for a Social and Fair
Tourism
Mrs. M^aJose Gómez, Director of the Institute for Tourism Studies, Spanish
Government
Mr. Eric Nanchen, Region Valais
Mr. Jordi Cabré, Balearic Islands
Mr. Nigel Adams, Wales Government

11.30 Coffee break

11.45 Meeting in PACA and the next actions

12.30 Conclusions by the Catalonia Minister of Innovation, Universities and Enterprise, Mr. Josep Huguet

13.00 Cocktail