

PANORAMED High-Level Event

Better Governance for Smarter and More Resilient Tourism in the MED

23rd March 2022

Zagreb (Croatia)

Hybrid event: Face-to-face and online

AGENDA

9:00 - 9:15 **Registration**

Reception of on-site attendees | Opening of virtual platform

OPENING SESSION:
Introductory speeches on the top political level

9:15 - 10:00

Moderator: Ministry of Regional Development and EU Funds, Croatia

Mr Curzio Cervelli, Head of Joint Secretariat, Interreg MED Programme

Mr Leonardo Marras, Regional Minister for Tourism and Economy, Tuscany Region

Ms Nikolina Brnjac, Minister of Tourism and Sport, Croatia (TBC)

Ms Nataša Tramišak, Minister of Regional Development and EU Funds, Croatia

PANEL 1: The obstacles and opportunities of tourism data gathering and sharing

Time	Topic	Speaker
10:00 -10:10	Keynote introduction	Zrinka Marušić, Institute for Tourism, Croatia
10:10 -10:20	Knowledge transfer and networks: Case study Croatia	Saša Popovac, Croatian National Tourist Board
10:20 -10:30	Knowledge transfer and networks: BEST MED	Julia Sáiz-Pardo, El Legado Andalusí, Spain
10:30 – 10:40	Knowledge transfer and networks: Lessons learned TotLAB	Manuel Alejandro Cardenete, NECSTOUR
10:40 – 10:50	The creation of transferable and sustainable SMART Tourism Business Model: SMARTMED	Natalija Haviđić, Ministry of Tourism and Sport, Croatia
10:50 – 11:00	Research and Monitoring Centre for Coastal and Maritime Tourism in the MED region	Konstantina Tsakopoulou, Ministry of Tourism, Greece
11:00 – 11:50	Wrap up: Way forward and recommendations	Zrinka Marušić, Institute for Tourism, Croatia (Moderator)
11:50 - 12:50	<i>Lunch Break</i>	

PANEL 2: Measuring and monitoring the sustainability of tourism

Time	Topic	Speaker
12:50 – 13:00	Keynote introduction	Maria Garcies, CPMR Intermediterranean Commission
13:00 – 13:10	Enhancement of digitalization skills for more sustainable tourism in the MED area	Michele Colavito, Italy, External Expert
13:10 – 13:20	Challenges of measuring and monitoring the sustainability of tourism	Izidora Vukadin Marković, Institute for Tourism, Croatia
13:20 – 13:30	Collaborative governance of tourist destinations: Destination management models	Daniela Mallia, Malta Tourism Authority, Malta

13:30 – 13:40	Sustainable consumption and production for more sustainable tourism	Magali Outters, UNEP/MAP SCP/RAC, Spain
13:40 – 13:50	Data monitoring and management for the protection of coastal areas at risk	Alessandra Bonazza, ISAC-CNR, Italy
13:50 – 14:40	Wrap up: Way forward and recommendations	Maria Garcies, CPMR Intermediterranean Commission (Moderator)
14:40 - 15:00	<i>Coffee Break</i>	

PANEL 3: Current tourism governance discourse

Time	Topic	Speaker
15:00 – 15:10	Keynote introduction	Elisabete Quintas, UNECE Committee on Environmental Policy
15:10 – 15:20	GGOR updated version Disclosure	Tuscany Region / NAXTA, Italy
15:20 – 15:30	Handbook on the next generation EU and ERDF funds for sustainable tourism	Josep Rodriguez, MED Sustainable Tourism Community, Spain
15:30 – 15:40	Multi-programme Mediterranean pilot flagship	Monica Bellisario, Department for cohesion policy (Presidency of the Council of Ministers), Italy
15:40 – 15:50	Towards the future – Supporting a more resilient, sustainable and digital Tourism ecosystem	Ramune Genzbigelyte Venturi, European Commission - DG GROW
15:50 – 16:00	EURO-MED 2021-2027 programme: the legacy of PANORAMED results and possibilities of future governance projects	Francesca Marcato, MED Programme JS
16:00 – 16:50	Wrap up: Way forward and recommendations	Elisabete Quintas, UNECE Committee on Environmental Policy (Moderator)
16:50 - 17:00	<i>Final remarks and closure of the event</i>	