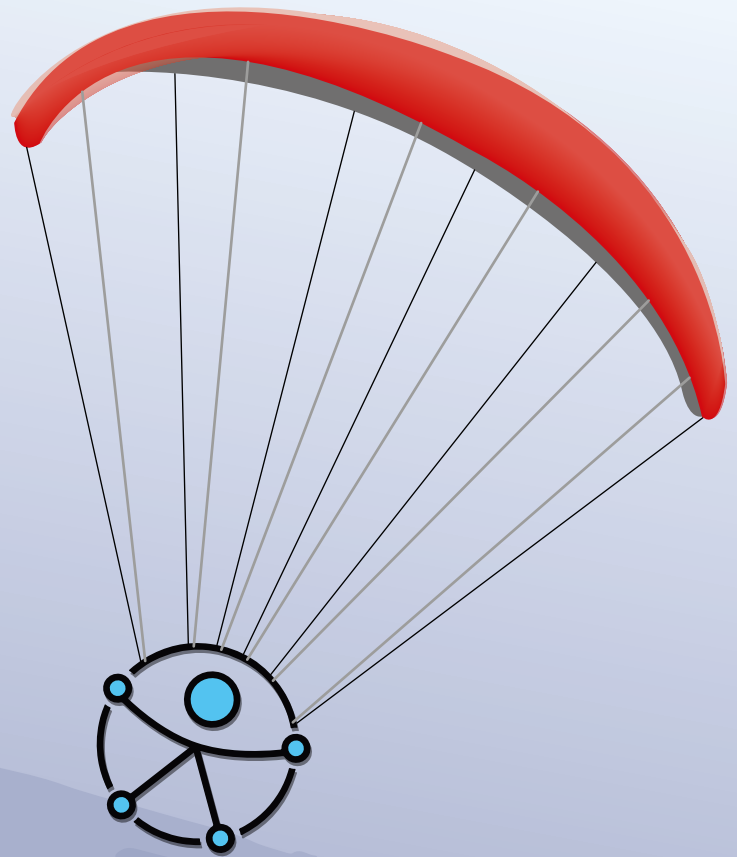




European  
Commission

EUROPEAN TOURISM INDICATOR SYSTEM – ETIS – JOINT CONFERENCE ON  
**MANAGING AND PROMOTING SUSTAINABLE  
AND ACCESSIBLE TOURISM DESTINATIONS**

*Brussels, 28 January 2016*



Internal market,  
Industry,  
Entrepreneurship  
and SMEs

# PROGRAMME

RADISSON BLU HOTEL, 47 RUE DU FOSSÉ AUX LOUPS

## Plenary

- 08:30-09:00**      **REGISTRATION AND WELCOME COFFEE**
- 09:00-09:10**      **OPENING AND WELCOME ADDRESS**  
Carlo Corazza, Head of the Tourism, Emerging and Creative Industries Unit, DG GROW, European Commission
- 09:10-09:30**      **KEY NOTE SPEECHES**  
Cinzia De Marzo, Policy Officer, Unit "Tourism, Emerging and Creative Industries", DG GROW, European Commission - ETIS state of play  
Antonella Corraja, Policy officer, Unit "COSME Programme, SME Envoys and Relations with EASME", DG GROW, European Commission - Tourism Accessibility as an enabler of economic growth
- 09:30-10:15**      **PANEL I - SUSTAINABLE AND ACCESSIBLE TOURISM: PRINCIPLES, TOOLS AND GOOD PRACTICES**  
*Moderator: Cecile Rousset - ETIS pool of experts*  
Francesc Romagosa/Janez Sirse, ETIS pool of experts - Results of the second ETIS pilot phase and lessons learnt  
Prof. Vasil Marinov, Department Geography of Tourism Sofia University "St. Kliment Ohridski"- The implementation of ETIS in the Danube Region- the example of Bulgarian destinations  
Ignace Schops, President of EUROPARC Federation - The European Charter for sustainable tourism in protected areas  
Marco Pizzio, Italian Association Multiple Sclerosis (AISM) – Presentation of project "Europe without barriers" and lessons learnt
- 10:15-11:15**      **PANEL II - SUSTAINABLE AND ACCESSIBLE TOURISM: DEVELOPMENT AND MARKETING STRATEGIES**  
*Moderator: Rachel McCaffey, ETIS pool of experts*  
Herbert Hamele, ECOTRANS e.V – "GreenTravelMap Germany". A new approach to help destinations to identify, assess and increase their sustainable tourism offer and to monitor and bring it to the market  
Prof. Patrizia Modica, Visit South Sardinia - Destinations which have made continuous improvements during the ETIS implementation  
Roberto Vitali, Founder and President "Village4All" – Opportunities for SMEs  
Magnus Berglund, Accessibility Ambassador - SCANDIC Hotels  
*Questions and answers*
- 11:15-11:30**      **COFFEE BREAK**
- 11:30-13:00**      **PANEL III – SUSTAINABLE AND ACCESSIBLE TOURISM - COOPERATION OPPORTUNITIES AT EUROPEAN AND AT INTERNATIONAL LEVEL**  
*Moderator: Pedro Ortún, Principle advisor task force CSR (Corporate Social Responsibility) and tourism - European Commission*  
Dr. Dirk Glaesser, Director Sustainable Development of Tourism – World Tourism Organization – UNWTO  
Luigi Cabrini, Chairman of the Board of Directors of the Global Sustainable Tourism Council criteria - GSTC  
Stefano Dominioni, Director of European Institute of Cultural Routes – EICR- Council of Europe  
Ivor Ambrose, European Network for Accessible Tourism – ENAT  
Ana Moniche, Indicators task force - Network for Competitive and Sustainable tourism regions – NECSTOUR  
*Questions and answers*
- 13:00-14:00**      **NETWORKING LUNCH**

## Technical sessions

- 14:00-14:50 **SESSION I - DESTINATIONS' EXPERIENCES WITH TESTING ETIS - ORGANISATIONAL AND MANAGEMENT ISSUES (STEPS 1 TO 4 OF THE TOOLKIT)**  
*Moderator: Silvia Barbone, ETIS pool of experts*  
Presentation of 3 case studies by ETIS destinations  
Michael Dodds, Director Brittany tourist board - Broceliande-France  
Any Niewierra, Director South Limburg Tourist Board - South Limburg- Netherlands  
Marina Bresciani, Local coordinator – Terrae Anio Iubensanae - Italy  
*Coordinated approach of ETIS destinations: Sergio Danelluzzi - City of Milano - Great Italian destinations network for sustainable tourism GDITS-*
- 14:50-16:15 **SESSION II - DESTINATIONS' EXPERIENCES WITH TESTING ETIS - IMPLEMENTATION OF INDICATORS AND DATA COLLECTION (STEPS 5 TO 7 OF THE TOOLKIT)**  
*Moderator: Luca Santarossa, ETIS pool of experts*  
Presentation of 3 case studies by ETIS destinations  
Tim Manson, Local coordinator- Birmingham City Region - UK  
Josèp Capellà, Local coordinator, L'Estartit-Torroella de Montgri'-Llancà- Spain  
Biserka Stamatovic, coordinator of Tourism Board Podgorica- Capital City Podgorica – Montenegro  
*Coordinated approach of ETIS destinations: Jana Apih, Director Institute factory of Sustainable tourism – Slovenia Green programme and Damià Serrano i Miracle, Chef of Analysis and Training Department – LABturisme - Barcelona*  
*Questions and answers*
- 14:00-16:15 **PARALLEL WORKSHOP "ACCESSIBLE TOURISM WORLD CAFÉ"**  
*Moderators: Katarzyna Balucka- European Commission and Chris Veitch- ENAT member*  
The "World Café" is a structured conversation, which allows linking ideas within a larger group and gathering collective knowledge and experience from the participants. Participants will be invited to form small groups and move between them following 3 rounds of questions. The overarching question will be: "How can we best fit in accessibility needs and concepts in the overall sustainability framework?"
- 16:15-16:30 COFFEE BREAK**
- 16:30-17:15 **SESSION III - THE REVISED ETIS SET AND TOOLKIT IMPROVEMENTS**  
Peter Lane, ETIS pool of experts- The new set of core and supplementary indicators  
Mara Manente, ETIS pool of experts - The improved, simple and useful toolkit  
Ovidiu Ene, Policy Officer, Tourism, Emerging and Creative Industries Unit, DG GROW, European Commission - Prototype of ETIS, and its possible display in the Virtual Tourism Observatory  
*Questions and answers*
- 17:15-17:35 **SESSION IV - POTENTIAL SYNERGIES BETWEEN ETIS AND ENVIRONMENT SPECIFIC INITIATIVES OF DG ENV AND THE EUROPEAN ENVIRONMENTAL AGENCY (EEA)**  
Sylvie Ludain, Eco-innovation & Circular economy Unit-DG ENV-European Commission –Potential synergies between ETIS and EMAS/EU Ecolabel  
Silvia Giulietti, European Environmental Agency - EEA – Tourism Environmental Reporting Mechanism - TOUERM and ETIS
- 17:35-17:50 **MAIN OUTCOMES OF THE PARALLEL SESSIONS ON ETIS AND ACCESSIBLE TOURISM**  
Apolonia Rodrigues, ETIS pool of experts - Rapporteur of ETIS conference  
Chris Veitch, ENAT member - Rapporteur of Accessible Tourism World Café workshop  
**Project's experience testimonials:** Stephan Reichelt, Anglia Ruskin University - Dissertation Declaration on Sustainable Tourism Destination Assessment and Certification: Could ETIS contribute to creating new skilled jobs? - Massimo Canalicchio, EU transnational project Accesstour
- 17:50-18:00 **CONCLUSIONS AND NEXT STEPS**  
Iuliana Aluas, Deputy Head of the Tourism, Emerging and Creative Industries Unit, DG GROW, European Commission

