

HELPING DESTINATIONS IMPROVE THE SUSTAINABILITY OF TOURISM

JULY 12



A meeting place for decision-makers and those experts working on sustainable tourism and urban planning to foster debate on key topics to promote more sustainable tourism.

The event will gather about 20 speakers at European, national, regional and local level of the tourism sector from private and public entities and higher education institutions.

Organized by the Valencian Regional Government through the Valencia Institute of Building in the context of ALTER ECO Interreg MED project is structured around one day of thematic panel discussions and workshops in Valencia city.

All the activities will be held in **English** only, translation service not available.

Registration is **free** and you can access through the following link:

REGISTRATION

AGENDA

9.00 Registration

9.15 Opening

9.30 Round table on cooperation programmes for sustainable tourism in the Mediterranean

10.10 ALTER ECO declaration signature

10.30 Networking coffee

11.00 “Learning from experience” parallel workshops

12.30 Networking lunch

13.30 “Future thinking” parallel workshops

15.00 Conclusions

15.30 Closing

JULY 12 VALENCIA

Ciutat administrativa 9 d'octubre - C/ Democràcia, 77, València

9.00 Registration

9.15 Opening – Valencia Regional government's representative

9.30 Round table on cooperation programmes for sustainable tourism in the Mediterranean

Moderator: Sandra Marin Herbert

Pascale Lagaye-Fauveau - Interreg MED

Mercedes Acitores - INTERACT

10.15 ALTER ECO declaration signature by public authorities representatives

10.30 Networking coffee

11.00 LEARNING FROM EXPERIENCE WORKSHOPS

TOURISM CARRYING CAPACITY

Facilitator M^aJosé Viñals - Universitat Politècnica de Valencia

Nicola Camatti - Università Ca' Foscari Venezia

Claudia Baldin- Assotourism Manager & Confesercenti of Veneto Centrale

M^a Jesús Perea - Malaga University

Laura Pascual- Turisme Comunitat Valenciana
HERIT DATA

OFFER DIVERSIFICATION

Facilitator Sergio Bellentani - Turisme Comunitat Valenciana

Barbara Poggio - Genoa city council

Irini Barianaki - South Aegean Region

Natasha Miric - Dubrovnik city council

Leticia Ortega- Comunitat Valenciana Region (Valencia Institute of Building)

13.30 FUTURE THINKING WORKSHOPS

MONITORING TOURISM SUSTAINABILITY

Facilitator Raquel Huete, Alicante University

Eleni Feleki – Aristotele University of Thessaloniki

Lluis Prats – University of Girona MITOMED +
Giovanni Ruggieri - Observatory on Tourism for Islands Economy

Emmanuel Maniscalco – Conference of Peripheral Maritime Regions CPMR COEVOLVE

TOURISM AS AN ENGINE OF URBAN REGENERATION

Facilitator Alberto rubio- Valencia Regional Ministry representative

Josep Rodríguez - Barcelona Provincial Council
MED Sustainable tourism community

Pedro Marín- Malaga City Council

Valentina Ghio – Mayor of Sestri Levante

Alicia M. García Amaya - Universitat Politècnica de València

15.00 CONCLUSIONS