

TOURISM INNOVATION SUMMIT 2022

NECSTouR-ETC Sessions

3rd of November, 10.30 – 13.15
Main Auditorium, FIBES, Seville

Master of ceremony:

- **Ms Lola Uña Cardenas**, Senior Advisor, Global Tourism Forum

10.30 – 10.50 Shaping the future of European Tourism Destinations

The European Travel Commission and NECSTouR gather 35 NTOs and 41 DMOs leading the transition to sustainability in both tourism marketing and management across European destinations. In this panel, European tourism leaders will identify and debate the common issues and opportunities for the national and regional tourism authorities in the rapidly changing post-COVID environment. They will also provide forward-looking insights and recommendations for achieving sustainable tourism development and reflect on a fundamental question: ‘What kind of support do destinations need to achieve their sustainability targets?’.

Moderated by:

- **Ms Lola Uña Cardenas**, Senior Advisor, Global Tourism Forum

Speakers:

- **Mr Luís Araújo**, President of the European Travel Commission and President of Turismo de Portugal
- **Mr Arturo Bernal Bergua** President of NECSTouR and Regional Minister for Tourism, Culture and Sport for Tourism of Andalusia

10.50 – 11.30 Building Tourism Resilience to the geo-political environment

Post-covid recovery, geo-political tensions, the rise of energy costs, labour shortages...these are some of the challenges for Europe today. With this session, we aim at understanding how European tourism destinations are tackling these challenges now and what kind of solutions they foresee to build future tourism resilience, for which EU support is needed. Destinations' leaders will share insights on how they manage unforeseen risks, adapt to changes, stay focused on sustainability and implement innovative solutions to support local tourism in times of crises.

Institutional Remarks:

- **MEP István Ujhelyi**, Member of the European Parliament, Vice-Chair of Committee for Transport and Tourism, Special Ambassador of UNWTO

Moderated by:

- **Mr Eduardo Santander**, Executive Director / CEO, European Travel Commission

Speakers:

- **Mr Felipe Formariz**, Deputy Director General for Strategy and Services to Tourist Sector, Turespaña - Instituto de Turismo
- **Ms Kristiina Hietasaari**, Senior Director, Visit Finland - Business Finland Ltd
- **Ms Morena Diazzi**, General Director on Knowledge Economy, Employment and Enterprises, Emilia Romagna Region

11.30-12.00 Driving the tourism governance to tomorrow

This session tackles both challenges and enablers for destinations when it comes to developing an alternative tourism governance model which is inclusive, regenerative, value-driven and builds resilience. Destinations leaders will exchange visions on how they are transforming tourism governance to bring economic and social wellbeing to their communities through the values of travel and tourism. This should be a compromise between citizens, businesses, governments, and temporary residents.

Moderated by:

- **Mr Peter De Wilde**, Chief Executive, Visit Flanders

Speakers:

- **Ms Dominique Maulin-Diabira**, Director Atout France, Spain and Portugal
- **Mr Patrick Torrent**, Executive Director at Catalan Tourist Board
- **Ms Aleksandra Jerebic Topolovec**, Head of Department Content Digital Marketing, Slovenian Tourist Board

12.45 – 13.15 Strategies enabling tourism innovation

The aim of this session is to reflect on how to turn visions into action for tourism to drive sustainable development: improving economies, preserving local cultures and biodiversity, and offering a more qualitative destination experience. Innovative and regenerative strategies based on sustainability values will be benchmarked in order to share lessons and challenges ahead in the pathway of building better places to live, better places to visit.

Moderated by:

- **Ms Misa Labarile**, Policy Officer Tourism, Directorate General Internal Market, Industries, Entrepreneurship and SMEs, European Commission

Speakers:

- **Mr Vincent Nijs, Chief Strategist**, Visit Flanders: “Travel to Tomorrow”
- **Ms Marta Domènech**, Director General of Tourism, Catalonia Government: the Catalonia Plan for Responsible Tourism

14.00 - 15.30 Leadership Summit and Lunch