

BEST MED NSTO & DestiMED PLUS Policy Conference

For a better governance of tourism: towards a more resilient sector respecting the environment and the host communities of Mediterranean territories

21st June 2022
Rome & online

Introduction

On 21st June 2022, [BEST MED](#) and [DestiMED PLUS](#) Interreg MED projects will organize a joint event to reflect on the implementation and governance of the **Mediterranean Network of Sustainable Tourism Observatories** (NSTO) and on the approval of a Mediterranean Ecotourism Policy Roadmap by public authorities and notably the European institutions.

Indeed, a Policy Conference will be held to gather some key tourism actors from the private and public sectors and high-level participants from world and EU tourism organization, the European Institutions. It will mainly address the digital and greener transition of the tourism ecosystem.

Indeed, the members of the NSTO, which gather Mediterranean Tourism Observatories will discuss their needs in terms of data collection, identification, analysis, and use. The NSTO will also be presented as an innovative network that can be complementary to the existing [UNWTO International Network of Sustainable Tourism Observatories](#) by gathering more local observatories (regional ones) and thus could serve the regional policy makers in planning their tourism activities in order to make the sector more sustainable, respectful of their territory and population.

The green transition will also be addressed with the promotion of the governance of ecotourism and especially the integration of conservation and tourism policies in the Mediterranean territories. A **Mediterranean Ecotourism Policy roadmap** prepared by the Mediterranean Ecotourism Consortium will be presented.

After the presentation of the different initiatives, a debate will be opened in order to collect reactions from tourism stakeholders and in particular from high-level guests such as the European institutions and other key organisations. This will be a first step towards mainstreaming these two innovative initiatives as part of the implementation of the transition pathway of the tourism ecosystem in the Mediterranean.

To validate your participation, we kindly ask you to register via the following link:

[LINK](#)

Draft agenda

21st June 2022 | 09:30 to 13:30 CET

Rome & Online

Centro Congressi Cavour
via Cavour 50/a - 00184 Rome, (IT)

General moderation: Lazio and CPMR (tbc)

09:00 - 09:30 Welcome & on-site registration

09:30 – 10:00 Opening

- **Valentina Corrado**, Lazio Regional Minister for Tourism, Local Authorities, Urban Security, Local Police and Administrative Simplification – Opening speech
- **Jose Francisco Benitez Santos**, EU project adviser - Andalucía Ministry of Tourism – Opening speech – Opening speech
- **Dirk Glaesser**, Director of Sustainable Development of Tourism at World Tourism Organization (UNWTO) – Keynote speech (tbc)

10:00 – 10:45 Tourism digital and green transition: framework for improved governance benefiting the resilience of the tourism sector

This session will serve to present the framework documents that will guide the subsequent sessions. On the one hand, the context in data collection and management leading to the NSTO will be presented together with the NSTO Roadmap proposing the next steps for the consolidation of the initiative. On the other hand, the Mediterranean Ecotourism Policy Roadmap for tourism and conservation -created to provide concrete strategic guidelines to policy makers in the field- will be showcased.

Moderation by Lazio Region (tbc):

- **Maria Laura Gasparini**, CAST (Center for Advanced Studies in Tourism) – Data management and organisation: Towards Common Standards and Tools
- **CPMR/Lazio** – Mediterranean Network of Sustainable Tourism Observatories roadmap for a better knowledge and management of sustainable tourism in the Mediterranean area (tbc)
- **CPMR/AnySolution** - Mediterranean Ecotourism Policy Roadmap for tourism and conservation policy integration (tbc)

10:45– 11:45 International and European Tourism policies for sustainable and responsible tourism

This session will bring together key actors in the field of sustainable tourism and conservation to discuss how to better connect and integrate the initiatives of both projects (MED NSTO & MED Ecotourism Policy Roadmap) into the framework of their existing works and initiatives.

Moderation by CPMR (tbc):

- **Eleni Hatziyanni**, DG MARE (tbc)
- **Lucía Iglesias Blanco**, DG ENVI (tbc)
- **Claudia Monteiro de Aguiar**, EP TOURISM TF (tbc)
- **Christophe Demunter**, EU Tourism Dashboard, EUROSTAT (tbc)
- **Cordula Wohlmuther**, Coordinator, Sustainable Development of Tourism Department - UNWTO INSTO (tbc)
- **Cristina Nunez**, managing director NECSTouR (tbc)
- **Francesco Paolo Schiavo**, IT tourism ministry (tbc)

11:45 – 12:00 Coffee break

12:00 – 13:00 Operationalisation and perspective of the MED NSTO in the Mediterranean territories

This session will open the floor to observatories and entities engaged in the NSTO initiative and those interested in joining the network to actively exchange their ideas and perspectives, particularly reflecting on how to engage and operationalize the network in the future. The session will be guided by concrete questions addressed to the observatories.

Moderation by **Stefano Landi**, Lazio external consultancy:

- **Nicola Mayerà**, Observatory of Calabria Region (Italy)
- **Ioannis Spilanis**, South Aegean Tourism Observatory (Greece)
- **Ana Moniche**, Turismo Andaluz (Spain)
- **Giovanni Ruggieri**, Observatory on Tourism for Islands Economy (OTIE) (Italy)
- **Ivana Cimbaljevic**, Statistical Office of Montenegro - MONSTAT (Montenegro)
- Observatory's intervention (Slovenia)
- **Izidora Marković Vukadin**, Croatian Sustainable Tourism Observatory (Croatia)

Wrap-up from the contributions coming from the observatories, **Stefano Landi**, Lazio external consultancy

13:00 Closing

- **Julia Saiz-Pardo**, BEST MED Lead Partner - El Legado Andalusi, Andalusian Public Foundation (tbc)
- **Iacopo Sinibaldi**, DestiMED PLUS coordinator - Lazio Region (tbc)
- **Josep Rodriguez**, Coordinator of the Interreg Med Sustainable Tourism Community - Presentation of the next Interreg Euro MED 2021-2027