



Tourism eco forum

Cities/Climate/People
14·10·2016 – Barcelona
Espai Bonnemaison

 #TEF2016



AGENDA

Project developed by **eco-union**

In collaboration with

Barcelona City Government

GRATET, Universitat Rovira i Virgil

Please contact us if you have any comments: info@ecounion.eu

ORGANIZERS



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Introduction



This year's **Global Eco-Forum** joins forces with the **Vilamon Festival**, a citizen event promoting responsible and sustainable tourism, and the **City of Barcelona**, to reflect on the **sustainable transition of Urban Tourism in the Mediterranean** and its contribution to the implementation of **Paris Agreements** and the **Sustainable Development Goals**.

Tourism is a global mass phenomenon that attracts **millions of tourists annually to the Mediterranean and European region**. In addition to its economic value, this activity has impacts on culture, local society and the environment that require reflection and action to reduce negative externalities and enhance positive benefits.

Tourism Eco Forum aims to enriching discussions and debates about transition scenarios into a more sustainable urban tourism and how policies should respond to climate change and urban sustainability issues. Consequently, the Eco Forum promotes new leaderships and sustainable cooperation in the euro-mediterranean region with the will of managing this global phenomena in a way that is possible to reconcile competitiveness and sustainability, hospitality and governance, local economy and globalization.

In parallel to the forum, the **Vilamon Festival** raise awareness with the general public and engage the authorities, the industry and the social agents from the tourism sector by encouraging more creative solutions to emerge in Barcelona and other mediterranean cities.

In coherence with our values and principles, the production of the event by our partner **Loom Sostenible** will be held under criteria of sustainability in line with the ISO 20121 Sustainability Management events.

Eco Forum (14/10/2016)



9h00 – 9h15 Registration

9h15 - 9h30 Opening

Jeremie Fosse, Director, Global Eco Forum

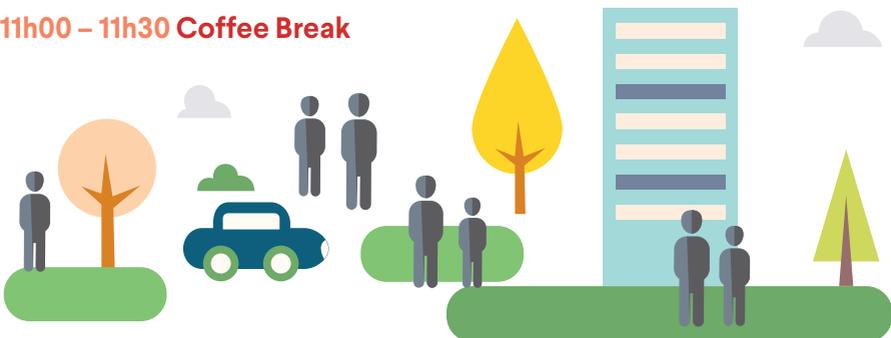
Agustí Colom, Deputy Mayor, Business and Tourism, Barcelona City Council.

9h30 - 11h00 Geopolitics & Tourism: Building city cooperation for sustainability.

Tourism is one of the most powerful forces of globalization and the cities are playing a fundamental role as global tourism destinations. Global travel patterns to urban destinations are not represented by local tourism policies as long as travellers can visit entire regions through means of transport getting faster, interconnected and affordable. This dialogue aims to further examine how the cities can generate partnerships to face global tourism challenges and opportunities, relating environmental impact reduction, wealth distribution, regulation of the hospitality urban models and the establishment of city political cooperation in regions like Europe and Mediterranean.

- **Moderator: Alessandro Scarnato**, Architect, Independent.
- **Esencan Terzibasoglu**, Director, Destination Management Program, UNWTO.
- **Anne-France Didier**, Director, Plan Bleu / UNEP MAP
- **A. Paolo Russo**, Professor, University Rovira i Virgil.
- **Paolo Costa**, President and Secretary General, Venice Port Authority.

11h00 – 11h30 Coffee Break





11h30-13h00 Green & Inclusive City Destinations - How to conciliate sustainability and competitiveness?

Globalization of mass urban tourism is increasing the loss of local character due to gentrification and the socio-economic inequalities, causing social conflicts and urban commoditization. A reorientation of tourism policy towards an effective contribution to local economy and sustainable development could have positive effects of the competitiveness. In terms of that, how should policies should respond in order to be sustainable for both locals and visitors?

- **Moderator: Natalia Ferrer Roca**, Associate Editor, The Place Brand Observer
- **Luigi Cabrini**, Chairman of Board, Global Sustainable Tourism Council
- **Petra Stusêk**, Director, Ljubljana Tourism Board
- **Joan Torrella**, Director, Business & Tourism, Barcelona City Government
- **Graeme Jackson**, Partnership Director, Travel Foundation

13h00 - 14h00 Lunch Break at Convent de Sant Agustí

14h00-15h30 Afternoon Session: Workshops in Parallel

Workshop 1: Governance of sustainable urban tourism

Objective: identify and share key factors for successful urban tourism and sustainability policies around European and Mediterranean destinations. With the support of a moderator the session will be lead to a round table to discuss about diverse cases and identify conclusions.

- Organizer: eco-union, in collaboration of Group of Territorial Analysis and Tourism Studies (GRATET)
- Place: **Anfiteatro Espai Bonmanson**
- Language: English-French (simultaneous translation)
- Audience: politicians and destinations technicians, tourism consultants and social agents
- Case studies (indicative)
- Moderator: **Raquel Santos**, Phd Fellow, GRATET (University Rovira i Virgil)
- Barcelona, **Albert Arias**, Director, Strategic Tourism Plan, Barcelona Government
- Ljubljana, **Petra Stusêk**, Director, Ljubljana Tourism Board



- Venice, **Paolo Costa**, President and Secretary General, Venice Port Authority
- Berlin, **Dr. Johannes Novy**, Lecturer, Cardiff University
- Round Table: How to reinforce the public policies of urban tourism in order to contribute to Sustainable Development Goals?

Workshop 2: Taking Action for Sustainable Destination

• Objective: Workshop for tourist organizations interested in applying sustainability criteria. Through members of the Global Council of Sustainable Tourism and other key sustainable organizations the workshop will approach the business case of sustainable tourism through different real cases and dialogue about business strategies for sustainable cities and climate change.

- Place: Sala Gran 1, **Convent de Sant Agustí**
- Language: Spanish (no translation)
- Audience: tourism businesses and professionals, academics and students.
- Moderator: **Susana Conde**, Board of Directors, Global Sustainable Tourism Council
- **Jordi Williams**, Director, Barcelona Turisme
- **Luigi Cabrini**, Chair, Global Sustainable Tourism Council
- **Guy Bigwood**, Sustainability Director, MCI Group
- **Angel Diaz**, President, ALS Consulting; Partner, Biosphere Tourism
- **Graeme Jackson**, Partnership Director, Travel Foundation

15h30-16h00 Coffee Break





16h00 - 17h30 Strategies for success: how the urban destinations can contribute to Paris Agreement and Sustainability Development Goals?

Urban destinations in Europe and the Mediterranean are facing new challenges that need political answers and co-responsibility of all the urban agents. The environmental impact levels are increasing due to the mobility systems and the mass global tourism, thus contributing to climate change. Therefore, if the tourism is considered as a sustainable development tool, how should urban destinations contribute to sustainable development and Paris COP21 Agreements, and how policies should address these issues?

- **Moderator: Sander Laudy**, Architect, B01
- **Nada Roudies**, Secretary-General, Ministry of Tourism, Morocco
- **Geoffrey Lipman**, President, International Tourism Partners
- **Bill Hemmings**, Director Aviation & Shipping, Transport & Environment

17h30-18h00 Closing panel: Conclusions workshops and plenary sessions by facilitators and Alejandro González, commissioner



Speakers



AGUSTÍ COLOM

Deputy Mayor of Business & Tourism at Barcelona City Government . Mr Colomb holds a degree in Economics and Business Administration. He is Professor of Economic Theory at the University of Barcelona and He was Trustee of Court of Auditors in the Catalan Government (2004-2011). He is member of the Editorial Board of the journal Economic Review and the Scientific Committee of ATTAC.



JÉRÉMIE FOSSE

Founder and director of the Global Eco Forum, co-founder and president of eco-union – an international environmental non-profit association. Mr. Fosse advises public and private institutions around corporate responsibility and the green economy. He holds an Msc in Industrial Engineering at INSA Lyon and an Executive MBA at ESADE Business School.



ANNE-FRANCE DIDIER

Anne-France Didier is Plan Bleu's new director. General engineer “des ponts, des eaux et des forêts”, Anne-France Didier completed a Master of management and technical expertise. Since April 2013, she was director of the Regional Directorate of Environment, Planning and Housing at Provence-Alpes-Côte d'Azur”. She was also for nine years director of ENTE (“école nationale des techniciens de l'équipement”) in Aix-en-Provence.



ESENCAN TERZIBASOGLU

Director of Destination Management & Quality at UNWTO since 2001. She studied “urban and regional planning” in the Middle East Technical University (Ankara) and worked 25 years in the public sector in Turkey and abroad as Director of the Turkish Tourism Office. She has contributed to various technical committees for several intergovernmental organizations such as UNEP, UNESCO, HABITAT, OECD, MEMMTA.



PAOLO COSTA

Paolo Costa is President of the Venice Port Authority since 2008. Professor of Economics, He was the Rector of the University of Venice Ca' Foscari (1992-1996) and Vice President of the University of the United Nations in Tokyo. Minister of Public Works and Urban Areas (1996-1998), Mayor of Venice (2000-2005), European Parliament Member (1999-2009) and President of the European Parliament Transport Committee (2003-2009), he was member of the Advisory Board of the International Transport Forum at OECD and as an EU Committee expert for the revision of the Ten-T Trans-European Transport Network.



A. PAOLO RUSSO

Ph.D. in Economics and Professor at the Faculty of Tourism and Geography, Universitat Rovira i Virgili, where he coordinates the Master in Tourism, and member of the research group GRATET. He is interested in cultural and urban economics and recently co-edited the book 'Reinventing the Local in Tourism' (Channel View, 2016). He has been involved in EU research networks and as independent expert advisor in various research projects in urban, regional, tourism and cultural economy and management.



NATÀLIA FERRER ROCA

Natàlia is currently associate editor at The Place Brand Observer and pro-bono editor at Sustainability-Leaders.com. She is also a lecturer at University of Girona, visiting researcher at Pompeu Fabra University. She holds a PhD in Media Studies (New Zealand), a MA in Communications Policy (London), and a degree in Journalism and Business (Barcelona).



LUIGI CABRINI

Chairman of the Board of Directors of the Global Sustainable Tourism Council and an Advisor to the Secretary-General of the UNWTO. Mr Cabrini has been the Director of the UNWTO Sustainable Tourism Programme. Previously he held the positions of UNWTO Regional Representative for Europe and Secretary of the General Assembly and Executive Council. He is the author of various articles, speeches and papers.



PETRA STUSEK

Managing Director of the Ljubljana Tourist Board. In recent years, her team has won several prestigious titles, such as “WTTC Tourism for Tomorrow” award for Ljubljana as the most sustainable destination in the world, and the “Digital Tourism Think Tank” award for the web portal content. Ms Stušek is also a Board Member of an international European Cities Marketing.



JOAN TORRELLA

Director of Tourism in the City Council of Barcelona, Joan Torrella has worked in the public administration since 1983 taking on various Management posts in the fields of Human Resources Management. Since the year 2000, he has focused his work on the area of economic promotion of the city. He has participated as a member of the work team of the Tourism Strategic Plan of the City of Barcelona 2010-2015.



GRAEME JACKSON

Director for developing and managing corporate partnerships for sustainable tourism charity, the Travel Foundation. The Travel Foundation brings together tourism stakeholders, creating innovative, practical partnerships to improve the impacts of tourism in destinations - bringing greater benefits for local communities, the environment and tourists. A trained journalist, following a decade in the fields of Public Relations and marketing.



RAQUEL SANTOS LACUEVA

Phd Fellow at the research group "Territorial Analysis and Tourism Studies" (GRATET), University of Rovira i Virgil. She holds a degree in Policy and a Master in Environmental and Territorial Planning. She has made stages at Bournemouth University, Quintana Roo, among others. Her research topics are: tourism policy, climate change and coastal tourism.



ALBERT ARIAS

He is currently the Director of the Strategic Tourism Plan of Barcelona 2020. He holds a Degree in Geography (UAB) and a Master in Urban Management (Erasmus University of Rotterdam). He has worked as a consultant, researcher and teacher about urban and territorial management. PhD candidate at the Universitat Rovira i Virgili, where he develops his thesis on tourism as a political issue.



JOHANNES NOVY

Lecturer in Spatial Planning at Cardiff University (UK). He holds a PhD in Urban Planning from Columbia University, New York. An associate member of the Berlin-based Center for Metropolitan Studies (CMS), Johannes researches, teaches, writes and consults about urban development, planning theory, urban tourism and leisure consumption. Recently co-edited the book *Protest and Resistance in the Tourist City* (Routledge 2016).



SUSANA CONDE

Board of Directors of Global Sustainable Tourism Council and Board Member of Foundation for European Sustainable Tourism. Founder and CEO of Agrotavel (Spain) and Co-Founder of Totonal (Mexico), two responsible tourism travel agencies benchmark. She is also an expert consultant in sustainable tourism management. She holds a degree in Agriculture Engineering and a master in Tourism Management.



JORDI WILLIAM CARNES

Director of Barcelona Tourism Board. Mr William has worked for government bodies more of his career, he was Minister for Agriculture, Fisheries and Livestock at the Catalan Government, and Deputy Mayor of budget and economic promotion at Barcelona Government. He is a philology graduate, with a master in Public Administration (ESADE) and Senior Management Programme (IESE).



GUY BIGWOOD

Director of sustainability of MCI, one of the world's largest event agencies. In 2007 he founded the MCI sustainability program, when MCI became the first event company to sign the UN Global Compact. He also leads a global consulting practice focused on helping destinations define and improve sustainability programs. He has worked with more than 40 destinations in 6 continents. He has been recognized with over 19 awards for sustainability.



NADA ROUDIES

Secretary, Ministry of Morocco Tourism. She was the Chair of the Global Partnership for Sustainable Tourism from 2013 to 2015. Nada Roudies currently co-lead the sustainable tourism program of the United Nations-year framework program for Consumption and Sustainable Production (10YFP-SCP). An engineer by training, she has considerable expertise in sustainable tourism consolidated after ten years as Director of Development Regulation and Quality in development of the Vision 2020 tourism and piloted the establishment of the Moroccan strategy of sustainable tourism.



GEOFFREY LIPMAN

Geoffrey Lipman leads the SUN Program. Geoffrey is President of the International Council of Tourism Partners (ICTP) and Director of greenearth.travel and the Green Growth Travelism Institute (GGTI) its not-for-profit foundation. He was the first President of the World Travel & Tourism Council and Assistant Secretary General of the UN World Tourism Organization. He is a member of the World Economic Forum's Global Agenda Council.



BILL HEMMINGS

Director Aviation and Shipping, Transport & Environment. Bill leads T&E's work on international aviation and shipping since 2008. He is Australian and took science and arts degrees at the University of Tasmania before mastering in international relations at the University of Oxford. He brings business, political and negotiating experience to T&E's international work acquired living and working on 5 continents first with the Australian Foreign Service, then with Hong Kong's airline Cathay Pacific and in Europe with American Express Advisory Services.



SANDER LAUDY

Sander Laudy is architect/Director of B01 architects in Barcelona and member of the directive board of the directive board of Green Building Council Spain. He works on the sustainability of the built environment through architecture projects, industrial R&D and academic investigation. He is a visiting scientist on International Sustainable Architecture at the University of Sassari in Italy.



ALEJANDRO GONZÁLEZ

Director of VILAMON Festival and Commissioner of Tourism Ecoforum. He has studied tourism planning and management during 6 years and he holds a Master in Territorial Planning and Environmental Management (UB). He is project manager in eco-union, an international non-profit environmental organization. He is also PM4SD™ Practitioner.



ANGEL DÍAZ

President of ALS Consulting and partner of Biosphere Tourism. Mr Díaz holds a degree in Biology, a Master in Business Management (IESE) and a Master in Tourism Business Management (ESADE), and Executive Program in Real Estate Management (Instituto de Empresa).



ALESSANDRO SCARNATO

Architect from the University of Florence and PhD from the UPC. He has developed both his professional work as his disciplinary research in architectural, urban and socioeconomic aspects of intervention in the old city. He has won the competition for the reform of the largest historical square of Italy in Prato, and has coordinated the project to reform the Macson exfábrica as the new headquarters of IED Barcelona.



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