

With the contribution of:



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط

Sustainable Tourism Innovation

DRAFT AGENDA

Webinar, 3 November 2021

As more regions and countries develop their tourism industries, the effects on natural resources, consumption patterns, pollution, and social systems are significant, creating an ever-rising ecological footprint. The need for long-term, responsible planning and management is critical for the industry especially in a post-Covid-19 era.

Growth in the industry must be enshrined within the concept of sustainable tourism which considers current and future economic, social, and environmental impacts, as well as the needs of visitors, the industry, the environment, and local communities¹. The challenges to promote a fully sustainable tourism sector across the Mediterranean are twofold: on the one hand green tourism must be sustainably upscaled from smaller offers to economically viable models, on the other hand more mature destinations must fully transform their models from 'traditional' mass-marketed offers towards more locally grounded and environmentally sustainable touristic packages.

Innovation therefore plays a key role in the sustainable development of the sector. But innovation should be reflected in a number of areas: from diversification of touristic offers, to acceleration of innovation and skills uptake for SMEs and other actors, up to the reinforcement of effective enabling conditions – including robust process for data availability and stakeholders engagement – and overall good sectoral governance across the region. The good news is that a number of valuable practices exist in those areas across the Mediterranean, and could be drawn upon to foster greater regional innovation. Also, some relevant policy initiatives are being set-up to accelerate the needed sectoral 'transition', through knowledge-sharing and capacity building.

By sharing the most recent policy actions and a range of practices of excellence across the western Mediterranean, this webinar seeks to contribute to this innovation process across the Mediterranean - towards a fully sustainable tourism sector.

12:30 – 13:00

Opening of the Online Platform

Time allocated for participants to connect

¹ EU Strategy for Sustainable Tourism (2021)

13:00 – 13:10	<p>Welcome and Introduction</p> <p><i>Moderation: WestMED National Hubs (Malta and Mauritania)</i></p>
13:10 – 13:40	<p><i>Two sides of the same coin?</i> – Sustainable tourism destinations: scaling up sustainable green tourism vs reconverting mass tourism</p> <p><i>Roundtable: Moderator Matteo Bocci</i></p>
SUSTAINABLE TRANSITION OF THE SECTOR	
13:40 – 14:00	<p><i>UfM & CPMR Handbook.</i> Shared methods and tools for relaunching a sustainable tourism strategy</p>
14:00 – 14:15	<p><i>EMFAF call.</i> Sustainable tourism in the Western Mediterranean</p>
14:15 – 14:10 Coffee Break	
ROLE OF INNOVATION – Thematic discussions (“What can we do to ...”)	
14:10 – 14:45	<p>1. ... DIVERSIFY TOURISM PRODUCTS</p> <p>Foster circularity in tourism towards the uptake of less invasive products and more sustainable ones.</p> <ul style="list-style-type: none"> • Q&A open to participants online
14:45 – 15:20	<p>2. ... ACCELERATE INNOVATION AND SKILLS-UPTAKE (30 min)</p> <p>Support the acceleration of innovation for local businesses and other socio-economic actors in the sector (tour operators, service providers, etc), towards the re-definition of fully sustainable (environmentally secure and profitable) business models, products and services.</p> <p><i>Improvement/building capacity/diversification of skills, especially digital skills aimed at strengthening and diversifying the ways in which territories can be visited and allow people to travel differently</i></p> <p>Q&A open to participants online</p>
15:20 – 15:30 Coffee Break	
15:30 – 16:05	<p>3. ... FOSTER ENABLING CONDITIONS (30 min)</p> <p>Collection, sharing and updating of local relevant tourism-related data, as an essential tool to assess strengths and weaknesses in local offers and back-up development strategies to be discussed with relevant stakeholders.</p> <p>Involvement of territories and local communities at benefit of countries and the region, with specific reference to young people and women.</p> <p>Q&A open to participants online</p>

16:05 – 16:40	4. ... SUPPORT REGIONAL GOVERNANCE Effective governance requires a multilevel approach through the involvement of the main players at international and national/local levels Public-private partnership should support new forms of tourism and ensure a long-term vision and financial sustainability needed to achieve such vision. Q&A open to participants online
16:40 – 17:00	Wrap-up and Conclusion

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