

Work session - Sustainable Tourism Policy Labs. Rethinking the Tourism in the MED: towards a new public-private partnership for a greener and more sustainable future.

Dialogue4Tourism Project Institutional dialogue on tourism and governance in the Euro-MED area

Public session

Agenda

Date: 30th October 2024

Time: 12:00h-13:00h

Place: [Consuls' Hall, Casa Llotja de Mar, Barcelona](#)

LINK for streaming:

<https://cambrabcn.zoom.us/j/98118402488?pwd=SFXfNHOB9xUMJamAgWvYqKwMaZgzi.1>

ROUND TABLE

“Rethinking the Tourism in the MED: towards a new public-private partnership for a greener and more sustainable future”



Among all economic activity sectors, tourism plays a key role in most of the Mediterranean economies.



Sustainable
tourism

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Economic data about Mediterranean tourism show the strategic importance of this sector: the Mediterranean region receives yearly 32% of international arrivals, representing one of the most important world destinations and accounting nearly the 11,4% of regional GDP. As an example, only Spain received in 2022, more than 85 million of tourists, which resulted in a creation of new 92.000 jobs and the tourism sector accounted for 12,8 of Spain's GDP.

It is precisely the huge economic importance of this sector for the Mediterranean economies and its environmental and social impact, which is leading the public and private sectors to discuss and take action to face main challenges in terms of sustainability.

A new governance approach for a more sustainable tourism

With the aim to foster private-public partnerships and enhance dialogue for a more sustainable tourist sector, this session will be the opportunity to present the "Sustainable Tourism Policy Labs", one of the key tools to be developed by the "Dialogue4Tourism" project in the context of the Sustainable Tourism Mission of the Interreg Euro-MED program.

These Labs are being conceived to effectively influence public policies at different levels for the adaptation of sustainable tourism embracing the fourfold approach of the Sustainable Tourism Mission that includes: circularity of tourism services, environmental neutrality, sustainable ecosystem services, and preservation of cultural and natural resources.

From this starting point, and considering the institutional efforts deployed by the EU to promote sustainable tourism, the session will seek two main goals. First, to be a meeting place to discuss the main challenges, mechanisms and tools for the implementation of a greener and more sustainable tourism. Second, to offer a window of opportunity to the private Mediterranean tourism stakeholders to echo their problems and bring them to the level of governance to look for solutions.

Topics for discussion will include the environmental impact of tourism, circularity, innovation and digitalization, strategies for the promotion of sustainable tourism, social cohesion and the relationship with communities, among others.

By bringing together experts, private and public sector representatives, local and regional policymakers, main tourism stakeholders and representatives



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of the Thematic Projects of the Sustainable Tourism Mission of Interreg Euro-MED, the session will intend to promote a new collaborative framework between public and private actors at EU regional level.

Moderator: ASCAME

12:00h-12:07 (7 min.)

Keynote speaker: Estela Delgado, ASCAME (Partner of the Interreg Euro-MED Dialogue4Tourism Project)

Presentation of the “Dialogue4Tourism” project: Main goals of the “Sustainable Tourism Policy Labs” & challenges for enhancing institutional dialogue in the EU Mediterranean regions

Panel

Moderator: Luis Miranda, ASCAME (Partner of the Interreg Euro-MED Dialogue4Tourism Project)

Time: 12:07 – 12:55

Debate / Questions: 5 min.

1st topic: “Setting a path for sustainable tourism: how to re-use the main results and best practices of the Sustainable Tourism Community and how to foresee the same actions for the results of the current Interreg Euro-MED Projects of this Mission?”

- *Speaker:*

- o **Josep Rodriguez**, Barcelona Provincial Council (Lead Partner of the Interreg Euro-MED Community4Tourism Project)

2nd Topic: Local strategies for sustainable tourism and local communities

Main public policies to promote sustainable tourism. Several perspectives:

1. *Strategies for managing the environmental impact of mass tourism; the impact of cruise tourism in the MED coastal cities*



- *Speakers:*
 - o **Genoveva Climent**, Commercial and Business Development Director, Port of Tarragona, MedCruise Association
 - o **Marta Miquel**, Chief Business Officer, Escola Europea – Intermodal Transport

- 2. *Best practices of circular economy in the tourism sector oriented to the preservation of local resources and the respect of 2030 SDG*

- *Speakers:*
 - o **Professor Josep Valls**, Director Catedra UPF-BSM, University of Pompeu Fabra
 - o **Marta Pascual**, WestMED Assistance Mechanism | National Hub Spain

- 3. *Rethinking the concept of “sustainable tourism”: The need for a balance between the tourist offer and local communities/ inhabitants of MED touristic cities. Towards a new collaborative framework among local institutions, the tourist sector and local citizens?*

- *Speaker:*
 - o **Sílvia Villaró Regada**, Direcció de Turisme, Gerència d'Economia i Promoció Econòmica, Ajuntament de Barcelona. Barcelona Activa

- 4. *Guest speaker*
 - o **Vincent Ernoux**, Coordinator NEXTMED programme, Branch Office for the Western Mediterranean. Valencia, Spain.