



TO3-TO6 Online Thematic Workshop

Strategies for a competitive and sustainable tourism sector

Tuesday 21 September 2021 – 14.00-17.00 (CET)

Draft Agenda	
14:00 - 14:45	<p>Short introduction, workshop agenda and moderation by TO3 and TO6 Thematic Experts on the Interreg Europe Policy Learning Platform (<i>5 minutes</i>)</p> <p>Keynote discussion on strategies for a competitive and sustainable tourism sector</p> <p><u>Keynote speakers</u></p> <p>Speaker 1 (by TO3)</p> <ul style="list-style-type: none"> ▪ Lienite Priedaja-Klepere, Vidzeme Planning region (Latvia) on 'Tourism development strategy of Valmiera city and surrounding area (Valmiera+)' (Destination SMEs). Also relevant is the Gauja National Park Tourism Cluster in Vidzeme. – tbc (10 min.) <p>Testimonial of a policy change (by TO6)</p> <ul style="list-style-type: none"> ▪ Björn Ohlen, Region Västra Götaland (Sweden) & Trinidad Manrique de Lara Vílchez, Diputación de Granada (Spain) on 'Public-private cooperation platforms for cultural heritage based tourism' (CHRISTA) (10 min.) <p>Q&As: moderated discussion by TO3 and TO6 Thematic Experts (20 min.)</p>
14:45 – 15:00	<p>Break - with opportunities for participants to get to know each other</p>
15:00 – 15:45	<p>Targeted parallel discussions around good practices</p> <p>Working Group I – Cooperation for success: joint branding and multistakeholder involvement programmes (TO3)</p> <p><u>Selected speakers</u></p> <ul style="list-style-type: none"> ▪ Tiina Hyvärinen, Regional Council of North Karelia (Finland) on 'From guesthouse to guesthouse cooperation' (Destination SMEs) – flash presentation (4 min.) – tbc ▪ Ramon Sentmartí Castañé, PRODECA - Promoting Catalan food , Ministry of Climate Action, Food and Rural Agenda of the Regional Government of Catalonia (Spain) on 'Benvinguts a Pagès (BaP) - Welcome to the Farm' (EUREGA). – flash presentation (4 min.) ▪ Daniela Burrini, project manager of Tuscany Tourism Board (Italy), on 'VALDICHIANA LIVING' (BRANDTour) – flash presentation (4 min.) <p><u>Discussant</u></p>

	<ul style="list-style-type: none"> ▪ Teresa Caldarola, Tuscany Region – Economic and Tourism Promotion Department (Italy) and lead partner from BRANDTour project – reflection on the flash presentations (8 min.) – tbc <p>Discussion with WG participants moderated by TO3 Thematic Experts (25 min.)</p> <p>Working Group II – Off the beaten track: Developing new geographically distributed and off-season tourism offers (TO6)</p> <p><u>Selected speakers</u></p> <ul style="list-style-type: none"> ▪ Alberto Ferri, Municipality of Vittorio Veneto (Italy) on ‘The Visit Prosecco Hills’: a network of tourism-oriented enterprises’ (Local Flavours) – flash presentation (4 min.) ▪ Laura Gascón Herrero, Province of Teruel (Spain) on ‘Local strategies for the promoting the recovery in less known tourism destinations: the case of Teruel’ (RAMSAT) – flash presentation (4 min.) ▪ Alexandra Varzan, Mehedinti County (Romania) on ‘Via Transilvanica: public-private partnership for safeguarding and promoting a natural heritage trail’ (MOMAr) – flash presentation (4 min.) <p><u>Discussant</u></p> <ul style="list-style-type: none"> ▪ Thomas Guillot, Communication Officer at European Regions for Competitive and Sustainable Tourism (NECSTouR) – reflection on the flash presentations (8 min.) <p>Discussion with WG participants moderated by TO6 Thematic Experts (25 min.)</p>
15:45 – 16:00	Break - with opportunities for participants to get to know each other
16:00– 16:45	<p>Plenary Session</p> <ul style="list-style-type: none"> ▪ Report back from Working Groups I by Discussant (5 min.) ▪ Report back from Working Group II by Discussant (5 min.) <p><u>Closing keynote speaker</u></p> <p>How EU supports the transition of the tourism ecosystem</p> <ul style="list-style-type: none"> ▪ Ramune Genzbigelyte-Venturi, Policy officer, European Commission (DG GROW, ‘Tourism, textiles’ Unit) – (15 min.) <p>Q&A session (10 min.)</p> <p>Wrap up and conclusions by TO3 and TO 6Thematic Experts (5 min.)</p>
16:45-17:00	Break - with opportunities for participants to get to know each other
17:00	End of online event
17:00-17:45	Online Expert Helpdesk – possibility to book in advance an individual meeting (10 minutes slot) with Thematic Experts (and the PLP core team if needed) to discuss specific needs and policy challenges