
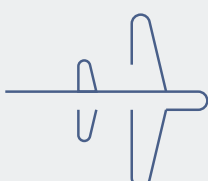



SMARTMED & BEST MED joint seminar

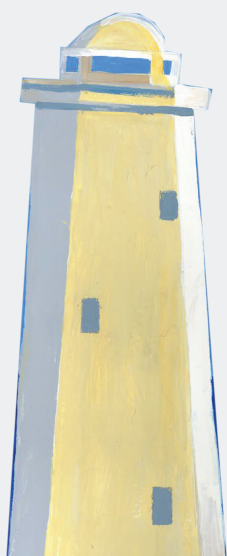
Perspectives on new models of governance
for sustainable tourism in the Mediterranean



The Joint Seminar co-organised by SMARTMED & BEST MED project partnerships represent a first milestone for the two Strategic Projects, that are now just around half-way through their duration. Focusing respectively on tourism sustainability and empowerment of tourism actors, the two projects aim to develop and implement sustainable tourism models to improve different aspects of integrated tourism planning in the Mediterranean, making the most of their exceptional complementary.



The event will be the perfect opportunity to present the preliminary findings of both projects, discuss their replicability potential but also interact with relevant stakeholders. The seminar intends also to contribute to the exploitation and coordination of complementarities and synergies for the benefit of the overall sustainable tourism governance in the Mediterranean. The discussions and conclusions of this dialogue will guide the next implementation steps and help define future common actions.



20 APRIL 2021

9.30 - 9.45

WELCOME & INTRODUCTION

Minister of Tourism and Sport of Republic of Croatia **NIKOLINA BRNJAC**

9.30-9.40

WELCOME SPEECH & INTRODUCTION OF THE EVENT PURPOSE

SMARTMED & BEST MED LEAD PARTNERS

El Legado Andalusi Andalusian Public Foundation (Regional Government of Andalusia)

& Ministry of Tourism and sport of Republic of Croatia

JULIA SÁIZ-PARDO (BEST MED Project Coordinator) & **NATALIJA HAVIDIĆ** (SMARTMED Project Coordinator)

9.40 - 9.45

WELCOME SPEECH

INTERREG MED PROGRAMME

Joint Secretariat

FRANCESCA MARCATO (BEST MED Project Officer) & **NICOLAS GARNIER** (SMARTMED Project Officer)

9.45 - 11.00

SESSION 1

Presentation of preliminary results

9.45 - 10.25

GENERAL PRESENTATION OF METHODOLOGIES DEVELOPED WITH A FOCUS ON MODELS

MED SUSTAINABLE PATH AND CULTURAL ROUTES MODEL (MED S&C PATH) & THE FUTURE NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES (NSTO)

BEST MED PROJECT

Lazio region + Center for Advanced Studies in Tourism (CAST) & University of Maribor

ERICA PERONI (Technical Area Expert) + **MARIA LAURA GASPARINI** (Research Fellow) & **MAJA TURNŠEK** (Associate Professor)

SMART TOURISM BUSINESS MODEL (FOCUS ON INDICATORS CONSIDERED)

SMARTMED PROJECT

Ministry of Tourism and sport of Republic of Croatia + Consulting firm APSOLON

KSENIJA SLIVAR (Head of Department for Programming, Strategic Planning and Program Evaluation) + SMARTMED external expert for Croatia from consulting firm APSOLON

10.25 - 10.45

OUTLINE OF TESTING PHASE: INTRODUCTION OF UPCOMING WP4 IMPLEMENTATION PHASE OF MODELS

BEST MED PARTNER

University of Algarve

CLÁUDIA RIBEIRO DE ALMEIDA (Professor and Tourism Course Director)

SMARTMED PARTNER

Turismo de Portugal

ANA PAULA PAIS (Director Coordinator, Directorate of Education)

10.45 - 11.00

Q&A + OPEN DEBATE WITH PARTICIPANTS

11.00 - 11.15

BREAK

11.15 - 12.45

SESSION 2

Round table

11.15 - 12.30

DEBATE FOCUSING ON THE PROCESS OF TRANSFERRING AND CAPITALISING RESULTS

BEST MED / SMARTMED PARTNER

Ministry of Tourism of Greece

ELIA APOSTOLOPOULOU (Head of the Department for Monitoring EU Projects)

BEST MED / SMARTMED ASSOCIATED PARTNER

Malta Tourism Authority

DANIELA AZZOPARDI (Senior Manager, EU Affairs)

MED SUSTAINABLE TOURISM COMMUNITY COORDINATOR

Barcelona Provincial Council

JOSEP RODRÍGUEZ (Responsible for International Relations - Tourism Technical Office)

PANORAMED (Coastal and Maritime Tourism)

Ministry of Regional Development and EU Funds of Republic of Croatia

LOVRE KARAMARKO (Acting Head of Service for Transnational and Interregional Cooperation)

INTERREG MED PROGRAMME

Joint Secretariat

PASCALE LAGAYE (Project Officer, Sustainable Tourism Community)

WestMED INITIATIVE

WestMED Assistance Mechanism

STEPHANIE VELLA (WestMED National Hub Malta)

UNION FOR THE MEDITERRANEAN

UfM Secretariat

ALESSANDRA SENSI (Head of Sector for Water, Environment, Blue Economy) & **MICHELE COLAVITO**
(UfM Consultant)

12.30 - 12.45

Q&A + OPEN DEBATE WITH PARTICIPANTS

12.45 - 13.00

Wrap-up

Conclusions & next steps

BEST MED / SMARTMED PARTNER

CPMR Intermediterranean Commission

CLAUDIA GUZZON (Project & Policy Officer)

