




RESTART MED!

An event by



AGENDA

 Tuesday 27 September 2022

 Officine Baronali - Via Villa Rosato, 22 - Palermo (Italy)



RESTART MED! Sustainable Tourism Summit

Better policies to increase sustainability in Mediterranean tourism

An event organized by **CISP** within the **RESTART MED! project** to discuss and propose policies for a sound development of sustainable tourism in the Mediterranean area, considered as an integral tourism destination with common challenges.

With the aim to reinforce the networking among sustainable tourism stakeholders in the entire region, the summit focuses on policy perspectives to connect actors of different networks and countries, to build capacity by disseminating tools and best practices, and to raise common standards and expectations in the sustainable tourism community.

This full day event includes **presentations, thematic panels and focus groups** attended by representatives of Ministries, local authorities, civil society organisations, entrepreneurs, youth, and universities from a number of Mediterranean countries.

RESTART MED! – Revitalization of Sustainable Tourism Across Regions in The MEDiterranean – is a **€1.1 M project co-funded by the European Union** through the ENI CBC MED Programme and it is implemented by 6 partners from Italy, Jordan, Lebanon, Spain and Tunisia.

WORLD TOURISM DAY

#RethinkingTourism

Follow us on **ZOOM** / Info and registration cisp@cisp-ngo.org



Morning Session

08.30 Welcome and registration of participants

09.00 Institutional opening

Introduction to the work conference:

- **Gianluca Falcitelli**, Director of Geographic Area Middle east and Mediterranean, CISP
- **Deborah Rezzoagli**, RESTART MED! project coordinator, CISP
- **Daniela Bica**, Sicily Region, Head of Programming Department - “Program management for European territorial cooperation and supranational cooperation”
- **Vincent Ernoux**, Coordinator of Branch Office for the Western Mediterranean, ENI CBC MED Programme
- **Nadia Issa Ibrahim AlQuda**, Director of communication and international relations, Ministry of Tourism and Antiquities, Jordan

Online speeches:

- **Patrick Torrent**, Director of Catalan Tourist Board, Government of Catalonia
- **Dana Nasr**, Tourism Specialist, Ministry of Tourism, Lebanon
- Representative of National Office of Tunisian Tourism (TBC)

10.00 Thematic panel 1 – Environmental sustainability

Policies supporting the Green Transition and Sustainable Tourism development

Moderated by **Cristina Bajet**, Catalan Tourist Board, Spain

- **Nadia Issa Ibrahim AlQudah**, Director of communication and international relations, Ministry of Tourism and Antiquities, Jordan
- **Luca Santarossa**, MEET network, DESTIMED Project, Italy
- **Andreu Pérez**, Barcelona Turisme & Biosphere Project, Spain
- **Florinda Saieva**, Farm Cultural Park - Urban regeneration, Italy

11.15 Thematic panel 2 – Socio-Cultural Sustainability

Policies supporting responsible tourism for tangible and intangible cultural heritage protection

Moderated by **Emanuela Panke**, Tourism expert, CISP – President of Iter Vitis

- **Tarek Zayene**, Head of the Environment & Tourist Sites Division, Heritage and Environment Department, National Office of Tunisian Tourism
- **Jad Abou Arraj**, National Tourism Expert, Lebanon
- **Fawwaz Alhammad**, Expert eco-tourism development and marketing, Jordan
- **Giuliana De Francesco**, Head of Unit, Coordination of European and international affairs - Segretariato Generale, Ministry of Culture, Italy
- **Diane Dodd**, International Institute of Gastronomy, Culture, Arts and Tourism

12.00 Coffee break

12.15 Thematic panel 3 – Socio-Economic Sustainability

Tourism policies oriented towards business creation, entrepreneurship, youth employment

Moderated by **Georgina Calvo Veja**, Barcelona Provincial Council & Interreg Sustainable Tourism Community

- **Fares A. Braizat**, Expert of public policy-related projects on tourism with specific focus on eco-tourism in rural and periphery areas, Jordan
- **Rosario Sapienza**, ImpactHub Siracusa, expert in Entrepreneurship and Social Innovation, Italy
- **Ornella Laneri**, Associazione Imprenditrici e Donne Dirigenti di Azienda, Sicily Branch, Italy
- **Iskander Rekik**, Expert in eco-tourism, Co-founder of ecotourism initiative Dar El Ain, Tunisia

13.00 Lunch break and networking

Afternoon Session

THEMATIC FOCUS GROUPS

TOURISM POLICIES TO ADDRESS SUSTAINABILITY CHALLENGES IN THE MEDITERRANEAN

14.30 Setting a framework for the analysis of sustainability in tourism policies (Catalan Tourism Board)

Cristina Castells, Vic University, Beta team

14.45 Focus groups

- **1st FOCUS GROUP** Environmental Sustainability
Facilitator: **Cristina Bajet**, Catalan Tourism Board
- **2nd FOCUS GROUP** Socio-Cultural Sustainability
Facilitator: **Jad Abou Arraj**, Tourism Expert Lebanon
- **3rd FOCUS GROUP** Socio-Economic Sustainability
Facilitator: **Diana Truyol**, ASCAME

16.30 Coffee break

16.30 Plenary Session - Focus Group Result Presentations

18.00 Conclusions and networking cocktail

