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## UNION FOR THE MEDITERRANEAN MINISTERIAL CONFERENCE ON TOURISM

(Barcelona, 19<sup>th</sup> and 20<sup>th</sup> May 2010)

### Programme

**Wednesday, 19th May**

<b>A.M/P.M</b>	<b>Arrival of official scheduled flights to Barcelona International Airport « El Prat » and transfer of delegations from the airport to Juan Carlos I Hotel</b>
<b>16:00-16:30 H</b>	<b>Registration of participants at the UfM Ministerial Conference on Tourism (Juan Carlos I Hotel)</b>
<b>16:30-18:30 H</b>	<b>SOM: Discussion on the draft Conclusions by senior officials of UfM members ( "Salón Azul", Juan Carlos I Hotel)</b>
<b>18:30-20:00 H</b>	<b>Free time</b>
<b>20:00 H</b>	<b>Guided tour (coach) and transfer through the main streets of Barcelona, from Juan Carlos I Hotel to dinner venue</b>
<b>20:45 H</b>	<b>Cocktail-dinner offered by «Ayuntamiento de Barcelona» to the Ministers and delegates</b>

**23:00 H** **End of dinner and transfer of Ministers and delegates to the Juan Carlos I Hotel**

**Thursday, 20th May**

**08:30-9:15 H** **Transfer by coach of Ministers and delegates to «Casa Llotja de Mar», Passeig d'Isabel II, 1**

**9:15-10:00 H** **Inauguration of the Union for the Mediterranean Ministerial Conference on Tourism (Salón de Cónsules)**

Welcome addresses by:

- UfM Secretary General
- Commission
- Minister of Tourism, Egypt
- Secretary of State for Tourism, France
- Secretary of State for Tourism, Spain

**10.00-10.15 H** **Keynote speech: Tourism in the Mediterranean: Mr. Taleb Rifai.**  
UNWTO Secretary General

**10:15-11:15 H** **Session 1: Sustainability, key element for tourism competitiveness**

***Chaired by: France and Morocco***

Finding the appropriate balance between tourism industry development and environmental protection is one of long-term challenges facing today's tourism public policies. This challenge lies in ensuring that the environment will become an ally in the development of tourism industry and one of its main assets, and therefore perceived as such by local people of different destinations, so that those countries succeeding to achieve this balance are in a better competitive position.

Environmental and economic sustainability of tourism should be part of global measures intended to mitigate climate change impact related to human interaction with the environment. Public-private partnerships and the achievement of the legislative framework by means of creating fiscal stimulus programs, financial instruments, development and technology exchange, trade policies as well as information, awareness and education programs.

Environmental sustainability is of important significance for other policies concerning tourism: energy efficiency in the construction of tourism facilities, energy saving measures, use of additional renewable energies, sustainable air transport, consumption and efficient use of water, appropriate waste management which also involves less waste by reducing packaging.

From consumer point of view, the respect for sustainability principles represents an added value so that it becomes an important factor on loyalty to the company, and thus becomes an opportunity for economic growth.

**11:15-12:15 H**

**Session 2: Innovation and Knowledge as key for tourism competitiveness**

**Chaired by: Spain and country tbc**

Knowledge, innovation and technology are key factors so as to get adapted to new conditions for a more sustainable economy, believing that the quickest way to recovery and success for our businesses and destinations is competitiveness.

It is increasingly important to have a solid understanding of customers, market segments and competitors in order to remain competitive in a global context. This requires new abilities such as the use of information and communication technologies (ICT) or the use of tools to measure the impact of tourism by creating wealth and social welfare. Furthermore, aiming to ensure that tourism industry becomes part of the knowledge economy, further efforts are needed so as to enhance and increase human capital value involved on this industry. Therefore, we must equip ourselves with the best knowledge in order to obtain the best information regarding: changes taking place in the sector, changes in purchase and information habits, technologies at our disposal, innovative experiences and better good practices which are being carried out by companies and destinations.

This requires encouraging the spirit of innovation, research and development as essential tools so as to remain competitive in a globalized economic environment, where well-informed customers find an increasing offer variety within a fast technological development. It is therefore necessary to create knowledge networks and exchange between experts as well as technology and networking platforms aimed at promoting partnerships to create and promote destinations sharing common characteristics and needs.

**12:15-12:45 H**

**Enhancing competitiveness of tourism in the Mediterranean: two practical cases:**

- **ODYSSEA Programme**
- **Bahía de Palma Project**

**12:45-13:00 H**

**Intervention of the European Investment Bank (EIB)**

**13:00-13:30 H      Adoption of Conclusions**

**13:30-13:45 H      End of the working session and closing session by the Spanish Secretary of State for Tourism**

**13:45-14:00 H      Family photo of the heads of delegation**

**14:00-16:00 H      Official lunch at «Casa Llotja de Mar» (Salón de Contrataciones)**

**16:45 H      Departure of delegations to Barcelona International Airport «El Prat» or return to Juan Carlos I Hotel**