



2014 Presidenza Italiana  
del Consiglio  
dell'Unione Europea



Ministero  
dei beni e delle  
attività culturali  
e del turismo

## DRAFT PROGRAMME

### 13<sup>th</sup> EUROPEAN TOURISM FORUM

*"Tourism and Culture in Europe: innovative actions for jobs and growth"*

Naples, National Museum Capodimonte, 30-31 October 2014

#### Wednesday 29<sup>th</sup> October

**Arrival of participants and transfer from Capodichino Airport  
or Central Station to the selected hotels**

**18:30-19:00** Transfer from the hotels to "San Carlo" Theatre

**19:00-21:00** Informal Dinner at the Foyer of the Theatre *(upon invitation)*

**21:00-22:00** Performance of San Carlo Theatre Ballet

**22:00-23:00** Transfer to the hotel

#### Thursday 30<sup>th</sup> October

**09:00-12:30** **INFORMAL MINISTERIAL MEETING** (Ministers and Secretaries of State of Tourism and Culture, with the participation of the EC Commissioners in charge of Tourism and Culture on the theme:

*"Tourism and Culture in Europe: innovative actions for jobs and growth"*

Welcome Speech of Minister Dario FRANCESCHINI

Interventions of the Ministers of Tourism

(Coffee-Break: 11:00-11:30)

Interventions of the Ministers of Culture

**12:30-13:00** **PRESS CONFERENCE** (upon invitation)

**13:00-14:30** **MINISTERIAL LUNCH**

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**13:00-14:30**                    **REGISTRATION OF FORUM PARTICIPANTS AND WELCOME LUNCH**

**14:45-15:30**                    **OPENING SESSION - KEYNOTE SPEECHES**

**Moderator:** Antonia Pasqua RECCHIA, Secretary General of the Ministry of Culture and Tourism

- Stefano CALDORO, President of Campania Region
- Luigi DE MAGISTRIS, Mayor of Naples
- Sergio CHIAMPARINO, President of “Conferenza Stato-Regioni” (*tbc*)
- Piero FASSINO, President of ANCI (*tbc*)
- Ferdinando NELLI FEROCI, Commissioner responsible for Industry, Entrepreneurship and Tourism, European Commission
- Elzbieta BIENKOWSKA, Designated Commissioner for Internal Market, Industry, Entrepreneurship & SMEs (*tbc*)
- Androulla VASSILIOU, Commissioner for Education, Culture, Multilingualism and Youth, European Commission
- Tibor NAVRACSICS, Designated Commissioner for Education, Culture, Youth & Citizenship (*tbc*)
- Antonio TAJANI, Vice-President of the European Parliament, former Vice-President of the European Commission responsible for Enterprise, Industry and Tourism
- Silvia COSTA, Chairwoman of the Committee on Culture and Education, European Parliament
- Michael CRAMER, Chairman of the Committee on Transport and Tourism, European Parliament
- Taleb RIFAI, Secretary General of UNWTO
- Dario FRANCESCHINI, Minister of Culture and Tourism

**15:30-17:15**                    **SPECIAL SESSION**

***Synergies between Culture and Tourism for jobs and growth***

**Moderator:** Armando PERES, Chairman of the OECD Tourism Committee

- Sergio ARZENI, Director, Centre for Entrepreneurship, SMEs and Local Development (CFE), OECD
- Martin SIECKER, President of the Section for the Internal Market, Production and Consumption, European Economic and Social Committee (EESC)
- Peter DEBRINE, Senior Policy Officer, UNESCO World Heritage Centre
- Pierfrancesco VAGO, Chairman, CLIA Europe and Executive Chairman, MSC Cruises
- Michael O’LEARY, CEO Ryanair
- Piero GALLI, Director-General, EXPO 2015

**17:15-17:30**                    **COFFEE-BREAK**

<b>17:30-18:15</b>	<b>Open discussion on the special session</b>
<b>18:15-18:30</b>	<b>Closing remarks</b>
<b>20:30-22:00</b>	<b>GALA DINNER (National Archaeological Museum)</b>

## **Friday 31<sup>st</sup> October**

**9:30-13:00**      **4 PARALLEL PANELS with open discussion**

### **Panel 1: Digitalization and Innovation in Tourism**

**Moderator/Rapporteur:** Pedro ORTUN SILVAN, Director Service Industries, DG Enterprise and Industry, European Commission

#### **Speakers:**

- Rodolfo BAGGIO, Professor, Bocconi University
- Euro BEINAT , Professor of Geoinformatics and Data Science University of Salzburg
- Renzo IORIO, President Federturismo-Confindustria, CEO ACCOR Italy, Greece, Israel and Malta
- Luca MONTEBUGNOLI, President and AD Best Union
- Markus LUTHE, Member of the HOTREC Executive Committee and Managing Director of the German Hotel Association (IHA)
- Michel DE BLUST, Secretary General, European Travel Agents' and Tour Operators' Associations (ECTAA)
- Helena EGAN, Head of Destination Marketing, EMEA, TripAdvisor
- Andrea D'AMICO, Booking.com
- Juan Jesús GARCIA, Senior Advisor Industry Affairs, Amadeus
- Francesco CAIO, CEO Poste Italiane
- Nick HALL, Digital Tourism Think Thank

### **Panel 2: Sustainable Mobility and Access to Destinations**

**Moderator/Rapporteur:** Mara MANENTE, Ciset

#### **Speakers:**

- Luca PATANE', President Confturismo-Confindustria and President UVET American Express SpA
- Yves MANNAERTS, International Road Union (IRU) Vice President and President of the IRU Passenger Transport Council
- François BALLESTERO, European Transport Workers' Federation (ETF)
- Gianfranco BATTISTI, Trenitalia
- Adam BODOR, Director European Cyclists' Federation (ECF)
- Flavia Maria COCCIA, President, Accessible Tourism Committee
- Olivia RUGGLES-BRISE, World Travel and Tourism Council (WTTC)
- Isabel GARANA, Regional Director for Europe, UNWTO

### **Panel 3: Training and Education in Tourism**

**Moderator/Rapporteur:** Magda ANTONIOLI, Bocconi University

**Speakers:**

- Claudio ALBONETTI, President Assoturismo-Confesercenti
- Christian DE BARRIN, CEO, European Trade Association of Hotels, Restaurants and Cafés (HOTREC)
- Kerstin HOWALD, Coordinator, European Trade Union Liaison Committee on Tourism (ETLC)
- Sara Nocentini, Councillor of Tourism and Culture, Tuscany Region, Presidency of NECSTouR
- Peter VARLEY, Professor, University of the Highlands and Islands, Scotland, UK
- Raymond KEANEY, Lecturer in Tourism and Hospitality Management, ITT Dublin
- Peter KELLER, Professor, University of Lausanne and Bergamo
- Luigi TARDIOLI, Director, Centro Studi Turistici Assisi

### **Panel 4: Actions to promote Europe as Tourist Destination**

**Moderator/Rapporteur:** Eduardo SANTANDER, Executive Director, European Travel Commission (ETC)

**Speakers:**

- Cristiano RADAELLI, Commissario Straordinario ENIT
- João COTRIM DE FIGUEIREDO, CEO, Turismo de Portugal
- Teresa de la TORRE CAMPO, Spanish Tourism Counsellor in Italy, TURESPANA
- Ignasi DE DELAS, President, European Cities Marketing
- Carlos Alberto ORTEGA GUTIERREZ, European Federation of Tourist Guide Associations
- Andreas ANDERSEN, CEO and President of Liseberg
- Tim FAIRHURST, Head of Strategy and Policy, European Tour Operators Association (ETOA)

**11:00-11:15 COFFEE-BREAK**

**13:00-14:30 LUNCH**

**14:45-15:30 PLENARY SESSION: presentations of the Conclusions of each Panel**

**15:30-15:45 CLOSING REMARKS by European Commission and Italian Ministry**

**DEPARTURE OF PARTICIPANTS**

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