



2014 Presidenza Italiana
del Consiglio
dell'Unione Europea



Ministero
dei beni e delle
attività culturali
e del turismo

DRAFT PROGRAMME

13th EUROPEAN TOURISM FORUM

“Tourism and Culture in Europe: innovative actions for jobs and growth”

Naples, National Museum Capodimonte, 30-31 October 2014

Wednesday 29th 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 30th 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

* * * * *

13:00-14:30	REGISTRATION OF FORUM PARTICIPANTS AND WELCOME LUNCH
14:45-15:30	OPENING SESSION - KEYNOTE SPEECHES
	<p>Moderator: Antonia Pasqua RECCHIA, Secretary General of the Ministry of Culture and Tourism</p> <ul style="list-style-type: none"> • 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	<p>SPECIAL SESSION</p> <p><i>Synergies between Culture and Tourism for jobs and growth</i></p> <p>Moderator: Armando PERES, Chairman of the OECD Tourism Committee</p> <ul style="list-style-type: none"> • 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

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

Friday 31st 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-Confcommercio 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

* * * * *