



Ministry of Tourism
REPUBLIC OF CROATIA



The Present and the Future of Sustainable and Responsible Tourism

24-25 April 2017, Zagreb
Hotel Palace



Day 1, 24 April 2017

12:00-15:00 Registration

15:00-15:30 Welcoming addresses

Host- City of Zagreb

Ministry of Environmental protection and Energy (CRO)

Ministry of Tourism (CRO)

15:30-16:50 Key Note Presentations

1. UNWTO - The International Year of Sustainable Tourism for Development, *Dr Dirk Glaesser, Director, Sustainable Development of Tourism*
2. UNEP - Transforming Tourism Value Chains *Ms Helena Rey (tbc)*
3. European Commission-Actions for Sustainable and Responsible Tourism, *Ms Iuliana Gabriela Aluas, Acting Head of Unit, Tourism, Emerging and Creative Industries, DG Internal Market, Industry, Entrepreneurship and SMEs (video message)*
4. Ministry of Tourism, Croatia- Tourism Development Strategy by 2020 and the Green Tourism Action Plan, *Ms Vesna Rajković(MINT) and dr.sc. Hrvoje Carić, Institute for Tourism (tbc)*
5. Institute for Tourism, Zagreb- Measuring and monitoring tourism sustainability in practice - *dr.sc. Ivan Kožić*

16:50-17:10 Coffee break

17:10-18:15 Panel 1

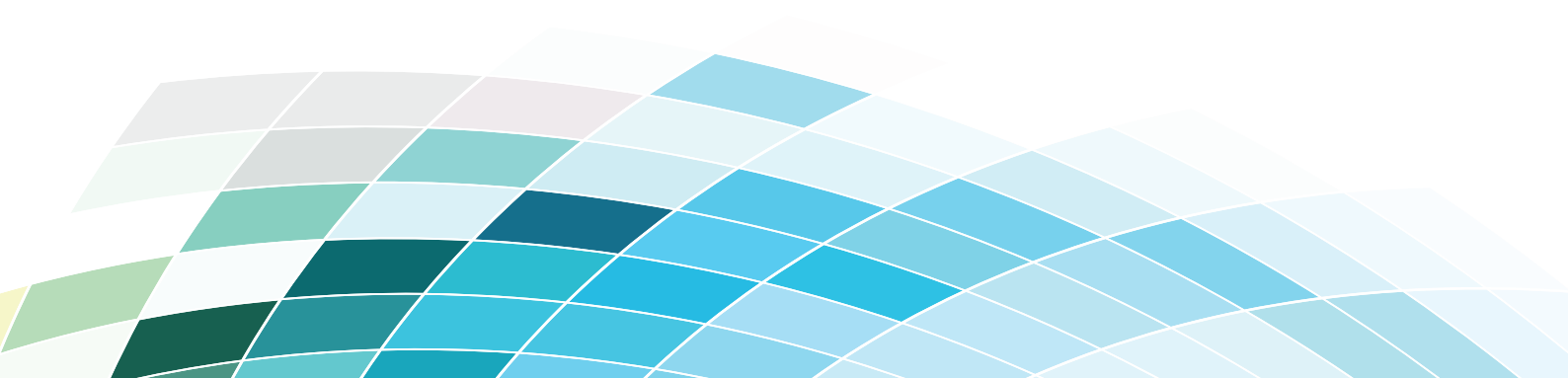
Promoting and Integrating Sustainability and SCP into Tourism Policies

Introduction by moderator, *Jana Apih, GoodPlace, Ljubljana*

Cases:

1. "Ljubljana- Green Capital of Europe"
Ms Petra Stušek, Ljubljana Tourism (tbc)
2. "Lošinj, the Island of Vitality towards sustainable development",
Ms Katarina Golubović, TB Mali Lošinj
3. Blue and Green corridors - challenge for sustainable tourism planning",
Mr Mitja Bricelj, Ministry of Environment and Spatial Planning, Slovenia)
4. "Festambiente Sud" *Spaker tbc*

Q & A



Day 2, 25 April 2017

9:00-10:00 Panel 2

Technology and Innovation for Responsible Tourism

Introduction by moderator, *Antonio Pezzano, Italian Agency for Regional Cohesion*)

Cases:

1. “Ecobnb: a challenge to better the way we travel”,
Mr Simone Riccardi, Italy
2. Architecture and design- first step in achieving sustainability
Mr Nikola Tokić, architect, Karisma Hotels Adriatic
3. Vila “Dvor” Omiš,
Mr Petar Ćurlin

Q & A session

10:-11:00 Panel 3

Low Carbon, Resource Efficiency and Waste Management

Introduction by moderator, *Mr Stephanos Pallantzas, President of the Hellenic Passive House Institute*

Cases:

1. The Near Zero Energy Hotels, Croatian neZEH experience
Mr Marko Bišćan, Energy Institute “Hrvoje Požar”
2. “Rural Tourism-Best Practices in Resource Efficiency in Serbia”
Ms Sophie Kekić, EcoDev
3. Resource and Waste Management on the Island of Krk
Mr Ivan Jurišić, Ponikve ltd

Q & A

11:11:20 Coffee break

11:20-12:30 Panel 4

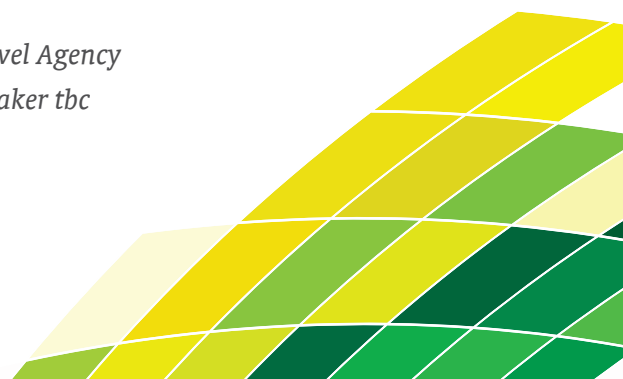
Development of sustainable tourism initiatives

Introduction by moderator, *Ioannis Pappas, Green Evolution, Greece, member of GSTC Board*)

Cases:

1. “Međimurje Gurman”
Mr Rudi Grula, TB Međimurje
2. “Upgrading Greece as hiking destination”
Mr. Fivos Tsaravopoulos - “Paths of Greece”
3. “Tourism Improvement District”
Mr Arben Zibri, , Albanian-American development Foundation
4. „On Nature Based Tourism”
Ms Slavica Vukčević, Montenegro Adventures, Travel Agency
5. Natural regional Park “Torre Guaceto, Italy Speaker *tbc*

Q & A



12:30-14:00 Lunch

14:00-15:00 Panel 5

Sustainable Finance and Investment in Tourism

Introduction by moderator (tbd)*Necstour???*

Cases/possibilities:

1. EBRD
Mr Vlaho Kojaković(tbc)
2. Green Climate Fund (?)
3. EU funding
Ms Ioanna Mouliou, DG GROW

Q & A

15:00-16:00

Round Table and Conclusions: (Why) does it pay to be sustainable?

Introduction by moderator (Mr Herbert Hamele, Ecotrans, president))

Good practice examples from the region- testimonies of private sector/destinations that see benefit in sustainable/responsible management.

Possible participants: SLO camp(tbc)

1. Etnoland
Mr Joško Lokas, Croatia
2. Ethno Village Herceg,
Mr Branimir Penava, Međugorje, Bosnia and Herzegovina.
3. Measuring tourism impact in hotels/restaurant(title tbc)
Ms Nicole Sautter, Travelife
4. Tourism and Culture department of Apuglia
Mr Aldo Patruno

Importance of networking and visibility

16:00-16:15

Conclusions, by the rapporteur dr.sc Zoran Klarić, Institute for Tourism, Zagreb

16:15 Closing remark: Ministry of Tourism

The workshop is organized on the occasion of the International Year of Sustainable Tourism for Development 2017 with support from the Interreg programme and the Ministry of Tourism of the Republic of Croatia. It is an awareness raising and experience sharing initiative of the Portfolio of the 10YFP Sustainable Tourism Programme which builds on Pillar 4 on Sustainable Tourism, of the EU Macroeconomic Strategy for the Adriatic and Ionian Region (EUSAIR).