

## Towards Sustainable Tourism in the Maritime and Coastal Regions of Europe

Perspectives on the recovery from the Covid-19 crisis and beyond

07.07.2020 – 09:15-12:15 CEST

Europe has become the world's number one destination for international arrivals and Tourism creates a surplus for its economy, accounting for more than 10 percent of the EU's GDP and 12 percent of jobs. Tourism can be thus a powerful tool in fighting economic decline and unemployment, mostly among the youth and in peripheral and maritime areas. Nevertheless, the sector is and has been facing a series of important challenges, in terms of demographic and environmental pressures, use of resources, waste and water management or seasonality. Nowadays, Tourism is being especially affected by the current crisis, mainly due to travel and lockdown restrictions imposed to slow down the spread of COVID-19.

This online seminar is organised in the framework of the activities of the [Seas, Rivers, Islands and Coastal Areas Intergroup](#) of the European Parliament, Searica, with the support of the [Conference of Peripheral Maritime Regions](#) (CPMR) and the [Travel Foundation](#). It will address the impact of the COVID crisis on the Maritime & Coastal Tourism sector in regions of different sea basins of Europe and address the potential way forward, towards a full smart and gradual recovery. The discussion will involve Members of the EU Parliament and in particular of the SEARICA Intergroup and the Task Force on Tourism of the EP Transport and Tourism Committee. Representatives of the European Commission and the UNWTO will also join the debate, together with representatives of CPMR Regions coming from different sea basins of Europe and key players of the tourism sector that can provide valuable inputs and experiences

The workshop builds on the reflections for the forthcoming implementation of the new EU Green Deal in relation with Tourism and at the same time on the perspectives of the new EU Multiannual Financial Framework, currently under negotiation. It will also address the implementation of the "Coronavirus Response Investment Initiative" and of other relevant measures adopted, such as the package of guidelines and recommendations on Tourism in Europe in 2020 and beyond and the recently announced EU website on safe holiday options. On the one side, the webinar should focus on the livelihood impacts of the crisis, and prospects for employment and recovery of business activities in the Coastal and Maritime tourism regions. On the other, it should address long-term sustainability issues, the integration of environmental impact management and decarbonization methods and measures into a new policy design for tourism management which leverages multilevel governance dynamics towards a truly smart and sustainable recovery.

The webinar will try to answer, among other questions, how sustainable tourism can form an essential component of the EU Green Deal and how the EU Green Deal can boost the recovery of the tourism sector. The debate among key stakeholder will also contribute to build solid reflections in view of the "Tourism Summit" that the European Commission has recently announced for the last trimester of 2020.

Participants are kindly requested to register as soon as possible on [www.searica.eu](http://www.searica.eu)

## **09:15-09:45 Welcome**

by **Tonino Picula**, MEP, President of the European Parliament Intergroup Seas, Rivers, Islands and Coastal Areas (Searica) and **Eleni Marianou**, Secretary General of the Conference of Peripheral Maritime Regions (CPMR)

## **09:45-10:45 Session 1 - The impact of the COVID-19 crisis on the Coastal and Maritime Tourism Sector**

**Chaired by Vangelis Meimarakis**, MEP, Vice-Chair of Searica in charge of Tourism and the Mediterranean

- Intervention of Commissioner Thierry Breton, European Commission (tbc)
- *Overview on the impact of the COVID-19 crisis on the tourism sector in the EU regions* - **UNWTO**
- *Work of the EP Tourism Task Force towards a "Tourism rescue action plan"* - **Cláudia Monteiro de Aguiar**, MEP, Vice-Chair of Searica in charge of Outermost regions
- *The impact of the crisis on tourism in the islands* - **François Alfonsi**, MEP, Vice-Chair of SEARICA responsible for Islands

## **10:45 - 12:10 Session 2 – Towards the recovery of the Maritime and Coastal Tourism sector and sustainability in CPMR regions: measures, instruments and tools**

Moderated by **Giovanni Ruggeri**, President of the Observatory on Tourism for Islands Economy (OTIE)

**Keynote speech:** *key concepts for a sustainable and smart recovery*, **Jeremy Sampson**, CEO of the Travel Foundation

*Intervention of representatives of EU regions and tourism experts from the six CPMR Geographical Commissions:*

- Atlantic Arc Commission - **Miguel Ángel Revilla**, President of the Cantabria region, Spain (tbc)
- Intermediterranean Commission - **George Alexakis**, vice governor of the Crete region, Greece (tbc)
- Baltic Sea Commission - tbd
- Balkans and Black Sea Commission - **Alexandre Motserelia**, State representative in the Samegrelo-Zemo region, Georgia (tbc)
- North Sea Commission – **Marie Linde**, Deputy CEO of the West Sweden Tourist Board (tbc)
- Islands Commission – **Gilles Simeoni**, President of Corsica Executive Council (tbc)

*Debate with representatives of the EU institutions, of the private sector and with participants*

- **Partick Torrent**, President of the Network of European regions for competitive and sustainable tourism (NECSTouR) - European Tourism Manifesto Alliance (tbc)
- Representative of the World Travel & Tourism Council (WTTC) (tbc)

## **12:10 - 12:15 Conclusions by Vangelis Meimarakis and Tonino Picula**