



2nd UNWTO Conference on Destination Management in the Mediterranean

“QUALITY: THE KEY DRIVER FOR SUCCESS IN THE MEDITERRANEAN DESTINATIONS”

Budva, Montenegro, 22-24 June 2015

PROGRAMME

BACKGROUND AND RATIONALE:

- The Mediterranean is one of the most important tourism regions in the world and it accounts for one in three international tourists worldwide and over a quarter of total tourism receipts.
- For decades, Mediterranean destinations, along with their natural and cultural attractions, represented a trinomial model of “sun, sea and sand”, essentially for specific markets and for mass tourism.
- Taking into consideration the adverse impact of recent political and economic dynamics, the general concern on sustainability and quality issues, changing consumer patterns and new business models as well as the differences in the level of tourism development and performance in the region, there is need for a paradigm shift to new modalities to maintain the sustained growth and to better respond to the current and future challenges.
- According to UNWTO’s long-term research, tourist arrivals in the Mediterranean destinations will reach over 500 million in 2030 although the market share will slightly decline. Yet, the region still has the opportunity to highlight its unique selling point through close cooperation among the destinations.
- Along with other issues, “quality visitor experience” has also become a significant challenge for the success and performance of many of the destinations in the Mediterranean region. Given the fact that “quality” is vital for the success of a destination and is one of the key decisive competitive instruments for the consumer, the Mediterranean destinations need to form strategic alliances to improve the quality for the consumer, for the industry, for the local community and for the natural, cultural and man-made environment
- The conference aims at **i)** creating a platform for Mediterranean destinations and all the relevant partners for dialogue on the current and potential challenges/opportunities facing the region’s tourism competitiveness, **ii)** enabling participants to acquire an overview of the current tourism policies and strategies and to discover how to build synergies for *co-petition* in the region and **iii)** exploring ways to develop and implement a quality oriented approach to Mediterranean tourism.

Monday, 22 June 2015

14:00 – 19:00 Registration of participants
 Venue: Conference and Spa Resort *Splendid*
 Conference room: **Petrović / Crnojević**

20:00 – 21:00 Opening ceremony:

- H.E. Mr. **Branimir Gvozdenovic**, Minister of Sustainable Development and Tourism, Montenegro
- H.E. Mr. **Lazar Rađenović**, Mayor of Budva, Montenegro
- H.E. Mr. **Taleb Rifai**, Secretary-General, World Tourism Organization (UNWTO)

- Interventions from invited guests:
 - H.E. Mr. **Joseph Grima**, Malta Prime Minister's Special Envoy to UNWTO
 - H.E. Mrs. **Brunilda Paskali**, Deputy Minister of Ministry of Economic Development, Tourism, Trade and Entrepreneurship, Albania

21:00 – 22:00 Welcome reception
 Venue: Conference and Spa Resort *Splendid, Pool Bar*, 1st floor

Tuesday, 23 June 2015

08:00 – 09:00 Registration of participants
 Venue: Conference and Spa Resort *Splendid*
 Conference room: **Petrović / Crnojević**

9:00 – 11:00: **SESSION 1: Setting the Scene: Positioning the Mediterranean Tourism in the Global Market – Opportunities and Challenges:**

Tourism in the Mediterranean has developed differently depending on the tourism capital and the political and economic dynamics of each country. Despite being competitors, the challenges and opportunities also vary across the Mediterranean destinations in terms of level of development, performance and positioning and therefore the priorities and the key policy initiatives need to respond the specific needs of the regional diversities. This session will mainly focus on the current and future quantitative/qualitative aspects regarding the positioning of the Mediterranean destinations in the global marketplace.

09:00 – 09:20 Key note address: **Mr. Rolf Freitag**, President, IPK International, Germany

9:20 – 10:45 Panel presentations

Tuesday, 23 June 2015 (cont.)

Moderator: Prof. **Silvana Đurašević**, PhD, Dean, the Faculty of Tourism, Bar, Montenegro

Panelists:

- ❖ Mrs. **Corinne Lespinasse-Taraba**, Deputy Director for Engineering, Engineering & Development Department, Agency of Tourism Development of France, **Atout France**
- ❖ Mrs. **Blanka Belosevic**, Head, Department for International Cooperation, Ministry of Tourism of **Croatia**, and **Mrs. Đurdica Šimičić**, Director, Mali Lošinj Tourist Board, **Croatia**
- ❖ Mr. **Charles de Gheldere**, Director, Business Intelligence Services, International Air Transport Association (IATA)
- ❖ **Mrs. Željka Radak Kukavičić**, Director, National Tourism Organization, **Montenegro**
- ❖ Mr. **Miguel Payeras**, Managing Director, Cluster for Technological Innovation in Tourism of the Balearic Islands "BalearsT"

10:45 – 11:00 Questions and answers

11:00 – 11:15 Press-conference (restricted)

11:00 – 11:15 Coffee/tea break

11:15– 13:30: SESSION 2: Product Development, Diversification and Innovation: A Strategic Approach for Developing Sustainable, Quality and Innovative Tourism Products:

Many Mediterranean destinations are experiencing serious challenges with subsequent market shifts towards other regions and alternative tourist products; the region has begun to lose its share of the international travel market. The session will explore the strategies and tools to improve the "quality visitor experience" through sustainable and innovative products, in particular to capture a wider range of market niches and minimize seasonality.

11:15 – 11:35 Key note address: Prof. Frédéric Dimanche, SKEMA Business School, Sophia Antipolis – Nice)

11:35 - 13:15 Panel Discussions

Moderator: Prof. **Rade Ratković**, PhD, Dean, the Faculty of Business and Tourism, Budva, Montenegro

Panelists:

- ❖ **Mrs. Annita Demetriadou**, Acting Director General, Cyprus Tourism Organization, **Cyprus**
- ❖ **Mr. José Pintor Aguilar**, Senior Adviser at the Energy Division of the Secretariat of the Union for the Mediterranean, **Spain**
- ❖ **Mr. João Pinto Barbosa**, PR & Communications Manager, European Spas Association (ESPA), **Portugal**
- ❖ **Mr. Iñaki Gaztelumendi**, UNWTO Consultant of food tourism, **Spain**
- ❖ **Mrs. Jelena Žarić**, Independent Advisor III for International Cooperation and European Integration, Ministry of Culture, Department for Cultural Heritage, **Montenegro**
- ❖ **Dr. Emad Hijazeen**, Deputy Chief Commissioner, Commissioner for Petra Archeological Park/Cultural Heritage and Tourism Affairs of the Petra Development and Tourism Region Authority, Petra, **Jordan**
- ❖ **Mr. Marjan Hribar**, Special Advisor to the UNWTO Secretary-General

13:15 – 13:30 **Questions and answers**

13:30 – 15:00 **Lunch**
Venue: Conference and Spa Resort *Splendid*
Main Restaurant *La Bussola*, 2nd floor

15:00 – 17:30: SESSION 3: Cruise and Maritime Tourism: Challenges and Opportunities:

The rapid expansion of the cruise and maritime tourism during the last decades and the intense interest of destinations for developing regional markets have raised various issues mostly related to the sustainability of the activity. The Mediterranean area represents almost the 20% of the global cruise market and it emerged to be the world's second most popular cruising destination behind the Caribbean. The cruise sector may become a development pillar and accelerate local economies in the Mediterranean. The session will highlight issues regarding the challenges on environmental sustainability as well as the benefits for the local destinations and all the involved actors in the cruise supply chain (i.e., tour operators, travel agencies, cruise line companies ports and marinas, etc.)

15:00 – 15:20 **Key note address: Mr. Franz Lamplmair**; Advisor, Directorate-General for Maritime Affairs and Fisheries, **European Commission**

15:20 – 17:15 **Panel Presentations**

Moderator: **Prof. Đurdica Perović**, PhD, Dean, the Faculty of Tourism and Hospitality, Kotor, **Montenegro**

Tuesday, 23 June 2015 (cont.)

Panelists:

- ❖ **Mrs. Olivera Brajović**, General Director for Tourism Development and Standards Directorate, Ministry of Sustainable Development and Tourism, **Montenegro**
- ❖ **Mr. Francesco di Cesare**, President, Risposte Turismo and Scientific Director of Adriatic Sea Forum
- ❖ **Mr. Guy Antognelli**, Deputy General Manager, Monaco Government Tourist and Convention Authority
- ❖ **Mrs. Despina Schistou**, Head, Department of Siting of Tourist Ports, Directorate of Spatial Planning and Infrastructure, DG Tourism Policy, Ministry of Economy, Infrastructure, Maritime Affairs and Tourism, Greece
- ❖ **Prof. Srećko Favro**, President, Adriatic expert, **Croatia**
- ❖ **Mr. Kristijan Pavic**, Senior Vice-President of MedCruise & Port of Dubrovnik, MedCruise Association
- ❖ **Mr. Tony Browne**, Director, Porto Montenegro Marine

17:15 – 17:30

Questions and answers

20:30 – 22:00

Gala dinner

Venue: Hotel Mogren, Budva on the Upper Terrace

Wednesday, 24 June 2015

09:00 – 10:45: SESSION 4: Effective Governance and Policy Instruments - Success Stories:

This session will identify the different possible areas of co-operation and partnerships between the central, regional and local governments and the private sector and civil society to improve the competitiveness of Mediterranean destinations.

09:00 – 10:30

Panel Presentations

Moderator:**Mrs. Jelena Rađenović**, Director, Local Tourism Organization of Budva, Montenegro

Wednesday, 24 June 2015 (cont.)

Panelists:

- ❖ **Mr. Predrag Jelusić**, State Secretary, Ministry of Sustainable Development and Tourism, **Montenegro**
- ❖ **Ms. Günnur Diker**, Advisor to the President, TÜRSAB (the Association of Turkish Travel Agents), **Turkey**
- ❖ **Mr. Leslie Vella**, Marketing Director, Malta Tourism Authority, **Malta**
- ❖ **Mr. Adnane Jelb**, Chief of Services and Strategy, Direction of Strategy and Cooperation, Ministry of Tourism, **Morocco**
- ❖ **Mr. Javier Vall de Porcioles**, Member, Consulting company DPT21, **Spain**
- ❖ **Mrs. Neda Ivanović**, Director, Local Tourism Organization of Bar, **Montenegro**
- ❖ **Mr. Žarko Radulović**, President, Montenegrin Tourism Organization, **Montenegro**

10:30 – 10:45 Questions and answers

10:45 – 11:00 Coffee/tea break

11:00 - 11:30 **SESSION 5: Technical conclusions**

Ms. Esencan Terzibasoglu, Director, Destination Management and Quality, World Tourism Organization (UNWTO)

11:30 - 11:45 **Closing Remarks**

- **H.E. Mr. Branimir Gvozdenovic**, Minister of Sustainable Development and Tourism, Montenegro
- **H.E. Mr. Lazar Radenović**, Mayor of Budva
- **Ms. Esencan Terzibasoglu**, Director, Destination Management and Quality, World Tourism Organization (UNWTO)

11:45 – 13:00 Free time

13:00 – 16:00 **Technical visit – Boka Bay Tour**