

High-Level Forum for Sustainable Tourism

Fórum de Alto Nível para um Turismo Sustentável

14th May 2021

PROGRAMME

09h00 - 09h25 (GMT) / 10h00 - 10h25 (CET)

OPENING SESSION (VTC)

Pedro Siza Vieira, Minister of State, Economy and Digital Transition

Thierry Breton, European Commissioner for EU Single Market

Elisa Ferreira, European Commissioner for Cohesion and Reforms

Virginijus Sinkevičius, European Commissioner for Environment, Oceans and Fisheries

I - ROUND TABLES - PARALLEL THEMATIC PANELS (VTC)

09h25 – 12h00 (GMT) / 10h25 - 13h00 (CET)

(The three panels will be broadcast in parallel through VTC)

A) HOW CAN SKILLS ENHANCE A BETTER TOURISM?

Moderator: Alessandra Priante, Director of Regional Department for Europe at World Tourism Organization (UNWTO)

Kristjan Bragason, General Secretary of European Federation of Food, Agriculture and Tourism Trade Unions (EFFAT)

Marie Audren, Director General at Association of Hotels, Restaurants, Pubs and Cafes and similar establishments in Europe (HOTREC)

Barbara Kirchner, Head of Specialist Delivery, TUI BLUE & Hotel Concepts at TUI

Chitra Stern, Founder and CEO of United Lisbon Education Hub

Cláudia Monteiro de Aguiar, Member of the European Parliament

Bernardo Correia, Country Manager at Google Portugal

Silvia Barbone, Project leader of Next Tourism Generation Alliance

Carlos Costa, Head of the Department of Economics, Management and Industrial Engineering and Tourism of the University of Aveiro

Jiří Braňka, Expert in the Department for Skills and Labour Market at Cedefop;

Céline Kauffmann, Head of Entrepreneurship, SMEs and Tourism at Organization for Economic Co-operation and Development (OECD)

B) IS TOURISM ONE STEP AHEAD IN THE DIGITAL TRANSITION AND INNOVATION?

Moderator: Eduardo Santander, Executive Director of European Travel Commission

Emmanuel Mounier, Secretary General of EU Travel Tech

Eric Drésin, Secretary General of European Travel Agents' and Tour Operators' Association (ECTAA)

Natalia Bayona, Director of Innovation, Education and Investments at UN World Tourism Organization (UNWTO)

Roberto Antunes, Executive Director of NEST – Tourism Innovation Center Portugal

Helena Deane, Project Executive of Creative Accelerators for Sustainable Tourism (CAST)

Mafalda Ricca, CEO of X-Explora

Pekka Sivonen, Executive Director of Ecosystems, Digital Transformation of Finnish Industries, Business Finland

Tiago Araújo, CEO & Co-founder of Hijiffy

Jan Lundin, CEO of Swedish Tourism Innovation Center AB

C) PROMOTE THE GREEN AND SUSTAINABLE TRANSITION ON TERRITORIES AND REGIONS

Moderator: Sérgio Ribeiro, CEO of Planetiers

Thomas Reynaert, Managing Director of Airlines for Europe (A4E)

Sneška Quaedvlieg-Mihailović, Secretary General of Europa Nostra

Laia Bonet Rull, Chair of the Knowledge Society Forum of Eurocities and Deputy Mayor at Barcelona City Council

Leonor Picão, Senior Director of Tourism Supply Development at Turismo de Portugal

Marta Cabral, CEO and Director of Rota Vicentina Association

Alberto Mazzola, Executive Director of Community of European Railway and Infrastructure Companies (CER)

Tomi Ilijaš, CEO & founder of Tourism 4.0 Slovenia, Arctur

Dirk Glaesser, Director of the Sustainable Development of Tourism Department at the World Tourism Organization (UNWTO)

Andrew Agius Muscat, Secretary General and Co-Founder of Mediterranean Tourism Foundation

LUNCH BREAK

12h00 – 13h00 (GMT) / 13h00 – 14h00 (CET)

II – HIGH-LEVEL PANEL - STAKEHOLDERS PANEL (VTC)

13h00 – 13h40 (GMT) / 14h00 – 14h40 (CET)

HOW CAN EUROPE SHAPE A EUROPEAN AGENDA FOR TOURISM?

Moderator: Mariana Barbosa (journalist)

Rita Marques, Secretary of State for Tourism of Portugal
Zurab Pololikashvili, Secretary-General of the UN World Tourism Organization
István Ujhelyi, EP Vice-Chair Committee on Transport and Tourism
Apostolos Tzitzikostas, President of the European Committee of the Regions
Luís Araújo, President of the European Travel Commission
Gloria Guevara, President & CEO of the World Travel & Tourism Council

III - MEETING OF MINISTERS RESPONSIBLE FOR TOURISM

13h40 – 13h45 (GMT) / 14h40 – 14h45 (CET)

WELCOME OPENING

Pedro Siza Vieira, Minister of State, Economy and Digital Transition

13h45 – 14h05 (GMT) / 14h45 – 15h05 (CET)

PRESENTATION OF THEMATIC AND HIGH-LEVEL PANELS CONCLUSIONS

Rapporteur of HOW CAN SKILLS ENHANCE A BETTER TOURISM?

Rapporteur of IS TOURISM ONE STEP AHEAD IN THE DIGITAL TRANSITION AND INNOVATION?

Rapporteur of PROMOTE THE GREEN AND SUSTAINABLE TRANSITION ON TERRITORIES AND REGIONS

Rapporteur of HOW CAN EUROPE SHAPE A EUROPEAN AGENDA FOR TOURISM?

14H05 (GMT) / 15H05 (CET) - END OF PUBLIC EVENT

14h05 – 16h25 (GMT) / 15h05 – 17h25 (CET)

MEETING OF EUROPEAN UNION MINISTERS RESPONSIBLE FOR TOURISM

16h25 – 16h30 (GMT) / 17h25 – 17h30 (CET)

CLOSING SESSION

Pedro Siza Vieira, Minister of State, Economy and Digital Transition