

9 am - Opening

Pierre MEFFRE – President of the commission tourism of the Region PACA and Major of Vaison-la-Romaine

Bruno CARLIER – President of the Cité of the culture and sustainable tourism

9.30 / 11.15 am - Welcoming and follow up of the working groups

This session, based on the previous workshops, will have to define a roadmap for the operational network as well as to identify one or two proprietary actions for each theme.

11.30 am – Restitution of workshops and working groups (partnerships envisaged, synergies between workshops, projects' construction)

Chaired by Mr Franco IANIELLO – Head of Tourism Unit, DG Enterprise, European Commission

- Social and Environmental Responsibility: Mr Laurent GREFFEUILLE – Chief of Tourism Service, Provence-Alpes-Cote d'Azur (France)
- Quality of life of residents: Mr Joan Carles VILALTA - General Director for Tourism, Catalonia (Spain).
- Widening seasonal concentration: Mr Malcolm BELL – Chief Executive of South West Tourism (Great-Britain)
- Active conservation of heritage and identity: Mr Paolo BONGINI - General Director for Tourism, Tuscany (Italy)
- Transport and mobility: Mrs Luminita MIHAILOV – General Director, Regional development agency South East Romania

12.30 pm – Conclusions and Lunch break

2 pm – Sites visiting – Experiences in Provence-Alpes-Cote d'Azur

Itinerary 1 : Grand Site and Heritage in the Regional Natural Park of Verdon

The first itinerary will highlight the issues of:

- Mobility and tourist flows management « in time and space » through the management plan of Lake St. Croix and the Spa sector of Gréoux-les-Bains.
- Residents' Quality of life in the village of Esparron-de-Verdon and visit of L'Occitane en Provence
- Social and Environmental Responsibility with the hotel au naturel of the Moulin du Château
- Promotion of Heritage and Identities with the Museum of Prehistory of Quinson, and the Maison de pays d'Allemagne in Provence.

Itinerary 2 : Rural and "landmark tourism" in the Regional Natural Park of Luberon and its surroundings. The second Itinerary will present:

- Promotion of regional identities with the European university of flavors and fragrances, the ecomuseum of the olive tree, the ethnobotany conservatory of Salagon and L'Occitane en Provence.
- Landmark tourism and revitalisation of rural areas with the labels « Auberges and Bistrots de pays » in the city of Forcalquier

Soft mobility with the association "Vélo Loisirs en Luberon"

5 pm – Departure to Marseille – Saint Charles train station and Marseille Provence Airport



PROGRAM



Conference Network of European
Competitive and Sustainable Tourism Regions
NECSTOUR

Thursday 30th october 2008 - Marseille, Hôtel de Région

Friday 31st october 2008 - Gréoux-les-Bains,
Cité of culture and sustainable tourism



L'Europe dans notre région
Octobre 2008

Région Provence-Alpes-Côte d'Azur
www.regionpaca.fr



The 30th of October 2008 – Hôtel de Région - Marseille

9 am - Registration

9.30 am - Official opening

Mr Michel VAUZELLE - President of Provence-Alpes-Côte d'Azur Region

Mr Josep HUGUET - Minister of Innovation, Universities and Enterprise, Catalonia

Mr Paolo COCCHI - Minister of Tourism, Trade and Culture, Tuscany

Mr Pedro ORTUN – Director, DG Enterprise, European Commission

10.15 am - The Network of European Competitive and Sustainable Tourism Regions (legal organisation, governance, strategy)

Chaired by Mr Pedro ORTUN – Director, DG Enterprise – European Commission

Mr Paolo BONGINI - General Director for Tourism, Tuscany

Mr Joan Carles VILALTA - General Director for Tourism, Catalonia

Mr Thierry FELLMANN - Director of Regional Economy, Innovation and Higher Education, Provence-Alpes-Côte d'Azur

Questions and Debate

11.15 am – Validation of the status and constitution of the coordinating committee

11.45 am - EU Funding opportunities for Tourism

Chaired by Mr Franco IANIELLO – Head of Tourism Unit, DG Enterprise – European Commission

Mr Patrick BERNARD-BRUNET, DG Regional Policy, European Commission

Mrs Nivelin NOEV, DG Agriculture and Rural Development, European Commission

12.45 pm - Lunch

2.15 pm - The network's pillars and working axis

Chaired by Mr Patrick ALLEMAND – 1st Vice-president of Provence-Alpes-Côte d'Azur Region

Network's pillars: Mr Malcolm BELL – Chief Executive of South West Tourism (Great-Britain)

Network's working axis: Mr Jean-Pierre MARTINETTI – Expert member of the Tourism Sustainability Group (TSG), European Commission and Executive Director of the City of culture and sustainable tourism (France)

3 pm – Workshops

The workshops will allow defining the objectives, positioning, advancement stage and priorities for the 5 working themes of the network. A call for contributions for the members' Regions and stakeholders has been launched and the results will be the base of the exchanges.

Workshop 1 : Social and Environmental Responsibility

Coordinator: Provence-Alpes-Côte d'Azur Region (France) – Mr Alexandre NOËL – Coordinator for tourism and sustainable development

Moderator: Malta Island – Mrs Cynthia MISOKOVA – Coordinator for tourism and sustainable development

Languages: English - French

Workshop 2 : Quality of life of residents

Coordinator: Catalonia Region (Spain) – Mrs Marièn ANDRE – Director of the Regional Tourism Observatory

Moderator: Västra Götaland Region (Sweden) - Mr Tomas OLSON – Culture and Regional Development Coordinator

Languages: Spanish - French

Workshop 3 : Widening seasonal concentration

Coordinator: South West Tourism (Great-Britain) - Mr Malcolm BELL – Chief Executive

Moderator: Western Transdanubian Regional Tourism Directorate (Hungary) – Mr István TAMA – Director

Languages: English - French

Workshop 4 : Active conservation of Heritage and Identity

Coordinator: Tuscany Region (Italy) – Mr Paolo BONGINI - General Director for Tourism

Moderator: Aquitaine Region (France) – Mrs Florence CRON BOUTEAU – Coordinator of European Affairs

Languages: Italian - French

Workshop 5 : Transport and Mobility

Coordinator: South East Romania Regional development agency (Romania) - Mrs Luminita MIHAILOV – General director

Moderator: Foundation for the sustainable development of mountains Regions, Canton of Valais (Switzerland) – Mr Eric NANCHEN - Director

Language : English

5.30 pm – Departure to Gréoux-les-Bains (1h15 travel)

8.30 pm – Dinner offered by the Region Provence-Alpes-Côte d'Azur to the participants of the 31st october.