

# NECSTouR Conference

## PROGRAMME

### Wednesday 17 June 2009

8.30 onwards Gather for departure of field trips

Three field trips are being run based around the themes of the working groups and will include the first meeting of the Working Group as well as showing relevant case studies. The meeting will provide an opportunity to confirm progress to date, outcomes expected for Working Groups from this conference and a discussion of relevant indicators.

17:30 Return to Plymouth – the time groups arrive back in Plymouth may vary slightly between groups. Check 'Field Trips' section of the website for details (this section should be added to the website in the next few weeks)

19:15 Delegates gather for dinner – Jurys Inn Hotel, Plymouth city centre

19:30 Dinner

### Thursday 18 June 2009 (Morning Chair – Toscana region)

9:00 Delegates arrive at Main Hall, University of Plymouth to register for Day 2 & 3

9:30 Paolo COCCHI, Toscana Region  
Welcome to Conference, NECSTour progress to date **Main Hall**

9.40 Malcolm BELL, Chief Executive, South West Tourism:  
Introduction to South West England, aims of the conference **Main Hall**

9.50 Pedro ORTUN, Director, DG Enterprise – European Commission  
Welcome from the European Commission **Main Hall**

10.00 Key Topic 1: Sustainability in a Crunch?  
What does the economic downturn mean for developing a competitive and sustainable future for tourism? Stephanie DRAPER, Forum for the Future **Main Hall**

10.40 Break (move to your working group room where refreshments will be available)

NB: Working Group Arrangements – To allow delegates to participate in more than one group, most working group sessions will be repeated allowing you to participate in both your first choice group and two others. Please note "Active Conservation of Heritage & Identity" group is only meeting once.

11:00 Working Group Sessions

1 – Social & Environmental Responsibility (Sustainable Business Practice) **Rolle 116**

2 – Quality of Life of Residents **Rolle 117**

3 – Deseasonalisation (Reducing Seasonality) **Rolle 204**

4 – Active Conservation of Heritage and Identity **Main Hall**

5 – Transport & Mobility **Rolle 213**

12:00 Conclude Working Group to return to Main Hall

- 12:15 Key Topic 2 – Measuring to Manage **Main Hall**  
 Case Study – Footprinting & Scenario Planning for Tourism Destinations  
 Emma WHITTLESEA, Sustainability Strategist, South West Tourism
- 12:45 Lunch **Francis Drake Café**
- 14:05 Return to Main Hall for the start of the afternoon session
- 14:15 Welcome to the University – Dr Paul BRUNT, Acting Dean of the Faculty  
 of Social Science & Business **Main Hall**
- (Afternoon Chair – Catalonia region)**
- 14:30 Key Topic 3 – Transport and Tourism  
 Andrew SEEDHOUSE, Centre for Sustainable Transport, University of Plymouth
- 15:00 Working Group Sessions (refreshments available in meeting rooms)
- 1 – Social & Environmental Responsibility (Sustainable Business Practice) **Rolle 116**  
 2 – Quality of Life of Residents **Rolle 117**  
 3 – Deseasonalisation (Reducing Seasonality) **Main Hall**  
 5 – Transport & Mobility **Rolle 213**
- 16:15 Conclude Working Group to return to Main Hall **Main Hall**
- 16:30 General Assembly of NECSTouR and discussion time, **Main Hall**
- 17:30 Towards a Network of European Universities for a Sustainable and  
 Competitive Tourism **Main Hall**  
 Antonio MAGLIULO, Faculty of Economics of Florence, Tuscany
- 17:45 Close of Day 2 of Conference
- 19:15 Delegates gather at Plymouth Gin distillery
- 19:30 Buffet Dinner & Distillery Tour of Plymouth Gin

## **Friday 19th June (Morning Chair - Provence-Alpes-Cote d’Azur region)**

- 8:45 Delegates arrive at Main Hall, University of Plymouth
- 9:00 Opening to Day 3 – Francesco IANNIELLO – Head of Tourism Unit, DG Enterprise –  
 European Commission **Main Hall**
- 9:15 Key Topic 4 – Climate Change & Tourism  
 Dr Murray SIMPSON, University of Oxford  
 “Changing Climate – Changing Business” (excerpt from a film commissioned  
 by South West Climate Change Impacts Partnership and South West Tourism) **Main Hall**
- 10:00 Working Group Sessions
- 1 – Social & Environmental Responsibility (Sustainable Business Practice) **Rolle 116**  
 2 – Quality of Life of Residents **Rolle 117**  
 3 – Deseasonalisation (Reducing Seasonality) **Main Hall**  
 5 – Transport & Mobility **Rolle 213**
- 11:15 Conclude Working Group to return to Main Hall
- 11:30 Report back from each Working Group & feedback on indicators work  
 (approx 5 mins per group) **Main Hall**
- 12.15 Key Topic 5 – Communicating for Change  
 What are the keys for successfully communicating sustainability to  
 businesses & visitors?  
 Henry HICKS, Futerra **Main Hall**
- 12:45 Close of conference – Malcolm Bell
- 13.00 Lunch, **Francis Drake Café**
- Options for enjoying Plymouth for those not travelling immediately