

SPIRIT YOUTH workshop

“Marketing and commercialisation of Spiritual Tourism for young consumers”

Thursday the 1st of December, 16h00 – 19h00

Venue: Palau Robert, Pg. de Gràcia 107

BARCELONA

ABOUT THE WORKSHOP

The SPIRIT YOUTH workshop “Marketing and commercialisation of Spiritual Tourism for young consumers” is organised by the partners of the consortium of the project [Spirit Youth](#), lead by NECSTouR – Network of European Regions for a Competitive and Sustainable Tourism – with the support of the Catalonia Tourism Board.

This workshop aims at debating the marketing and commercialisation of the Spirit Youth products – spiritual activities for young tourists - being tested in view of its market competitiveness after the project funding period.

This workshop targets the European Tourism industry, dmos, public bodies and broader stakeholders, starting by the Catalan one as well as the NECSTouR Regions, academics and associations. Catalonia is one of the three territories where Spirit Youth is being tested, together with Prato (Tuscany) and South Limburg, and holds the NECSTouR Presidency.

Mobilising the key actors of this territory with the support of their regional authorities competent on tourism is a strategic move in terms of replication, visibility and sustainability of the Spirit Youth product.

ABOUT SPIRIT YOUTH

Spirit Youth is a European Project co-funded by the programme COSME which gathers 7 partners from 5 countries, committed to develop a European transnational tourism itinerary for young people around the concept of Spiritual Tourism, understood in a global sense, as a mean to diversify the tourism offer year round.

Initially the itinerary will cover three countries: The Netherlands, Italy and Spain aiming at identifying those resources and activities that fit into the Spiritual Tourism theme but also which match the sustainability and competitiveness criteria.

The sustainability of the project starts by involving the right players who will sustain Spirit Youth not as a project but as a sustainable and competitive tourism product, connecting European territories and developing Spirit Youth European clusters.

SPIRIT YOUTH PARTNERS



AGENDA

16h – 16h15 Spiritual Tourism Activity: Tibet House in Barcelona

16h15 – 16h40 Opening

- Mr. Patrick Torrent, Executive Director of the Catalan Tourism Board
- Mr. Taleb Rifai Secretary General of the World Tourism Organisation, United Nations (Video Message)

16h40 – 17h00 About Spirit Youth

Ms. Silvia Aulet, Professor at University of Girona, Spirit Youth promoter

Ms. Cristina Núñez, Coordinator of NECSTouR, Spirit Youth leader

17h00 – 18h30 Round table: Spirit Youth Marketing and commercialisation

Moderator: Mr. Jaume Marin, Head of Marketing at the Costa Brava Tourism Board

Panellists:

- Mr. Nicolas Casula, Co-founder, manager, Itinari
- Mr. Stefano Dominioni, Director of the European Institute for Cultural Routes
- Ms. Anya Niewierra, Director of the South Limburg Tourism Board
- Ms. Teresa Caldarola, Policy officer at the Tourism Directorate General of the Tuscany Government
- Mr. Pere Muñoz, Director of the Balearic Islands Tourism Board
- Mr. José Luis Maestro, Director at Director de Competitividade, Turismo de Galicia, Xunta de Galicia
- Mr Jordi Vegas, Coordinator of the European Sweets Itinerary project, International Institute of Gastronomy, Culture, Arts and Tourism IGCAT
- Mr. Tim Fairhurst, Head of Strategy and Policy, European Tourism Association
- Mr. Christof Kienel, Head of Unit, Committee of the Regions
- Monia D'Amico, Political analyst, Timesis Italy – Leader of DiscOver55 Project

18h30 – 19h00 Wrap up and next steps