

Sustainable EU Tourism Workshop

Smart Solutions: Pathways to Sustainable Tourism

[Click Here - Registration Link to Online Meeting](#)

Agenda

26 March 2025

Time	Activity
17.00 – 17.10	Introduction & presentation of the Sustainable EU Tourism project <i>Giovanna Galasso, Partner – Intellera (Part of Accenture Group)</i>
17.10 – 17.20	EU support for the tourism ecosystem <i>Andreea Staicu, Head of Sector – European Commission, Directorate-General for Mobility and Transport</i>
17.20 – 17.30	EU initiatives & tools for tourism development <i>Marlène Bartès, Policy Officer - European Commission, Directorate-General for Mobility and Transport</i> <i>Miguel Hernandez Littlewood, European Commission, DG REGIO</i>
17.30 – 18.00	Sustainable EU Tourism Talk. The road ahead: smart solutions for a sustainable tourism <i>Moderator: Urška Starc Peceny, CIO and Lead of Tourism 4.0 - ARCTUR</i> <i>Misa Labarile, Policy Officer - European Commission, Directorate-General for Mobility and Transport</i> <i>Dolores Ordóñez, Director General – ANYSOLUTION</i>
18.00 – 18.30	Panel Session. Best Practices unpacked: challenges, achievements and main barriers <i>Moderator: Dagmar Lund-Durlacher, Professor - Centre for Sustainable Tourism</i> <i>Alenka Soršak - Ljubljana Tourism (Slovenia)</i> <i>Ana Moniche Bermejo – Empresa Pública Para La Gestión Del Turismo Y Del Deporte De Andalucía S.A. (Spain)</i> <i>Laura García Castellano – Visit Benidorm (Spain)</i> <i>Vlaho Margaretić – City of Dubrovnik (Croatia)</i> <i>Stefaan Praet – Visit Bruges (Belgium)</i>
18.30 – 18.45	Conclusion & next steps <i>Giovanna Galasso, Partner – Intellera (Part of Accenture Group)</i> <i>Marlène Bartès, Policy Officer - European Commission, Directorate-General for Mobility and Transport</i>