



Transition pathway for EU tourism

Sustainable destination management and regenerative tourism



WEBINAR | 24 September 2025 | 15.00 - 17.00 CET

Agenda

15.00 - 15.10 Welcome and Introduction

- Moderator, *Liisa Kokkarinen*, Head of Sustainable Development, Visit Finland
- *Ralf Pastleitner*, Chair of the T4T expert group on the green transition
- *Ramune Genzbigelyte-Venturi*, Policy officer- Tourism, European Commission, DG MOVE

15.10 - 15.40 Session 1: Sustainable destination management and regenerative tourism

- **"Tourism in the EU: sustainability as a driver for long-term competitiveness"**
Isabel Yglesias Julia, Member of the Employers' Group of the European Economic and Social Committee
- **"Beyond Sustainability: Regenerative Pathways for Thriving Destinations"**
Xavier Cazorla, Founder & CEO, ELEMENTS

15.40 - 16.15 Session 2: Regenerative power of Nature-positive tourism

- **"Nature-positive tourism on the rise - emerging examples from Finland"** *Esko Sorakunnas*, Postdoctoral Researcher, Biodiversity Unit of the University of Turku
- **"Nature-Positive Tourism in Practice: Lessons from Haltia Lake Lodge"** *Teemu Tuomarla*, CEO&Co-Founder, Haltia Lake Lodge

16.15 - 16.50 Session 3: Regenerating communities and heritage through tourism

- **"The Role of Tourism in Restoring and Sustaining Cultural Heritage: Case Studies from Slovenia (Podčetrtek, Podsreda)"** *Boštjan Misja*, Director of Tourism Podčetrtek
- **"Colourful Cultures Croatia: Revitalising Communities and Heritage through Tourism"** *Romana Tomić*, Senior Expert Associate, DEŠA Dubrovnik

16.50 - 17.00 Concluding remarks and next steps

- *Liisa Kokkarinen*, Head of Sustainable Development, Visit Finland
- *Ralf Pastleitner*, Chair of the T4T expert group on the green transition

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