

12th EUROPEAN TOURISM FORUM

Tourism – a Force for Economic Growth, Social Change and
Welfare

17-18th October, 2013 – Vilnius, Lithuania



DRAFT PROGRAMME

17th October

09:00-11:00	WALKING TOUR AROUND VILNIUS OLD TOWN
From 11:00	PRESS CONFERENCE
	REGISTRATION OF THE PARTICIPANTS
12:00-13:00	LUNCH
13:00-15:00	OPENING SESSION (Welcome remarks and introductory speeches)
13:00-13:20	Mrs. Birutė Vésaitė , Minister of Economy of the Republic of Lithuania
13:20-13:40	Mr. Antonio Tajani , Vice-President of the European Commission
13:40-14:00	Mr. Taleb Rifai , Secretary General of the World Tourism Organization (UNWTO)
14:00-14:20	Representatives of previous and forthcoming EU presidencies (Ireland and Greece)
14:20-14:40	Representatives of previous and forthcoming EU presidencies (Ireland and Greece)
14:40-15:00	Mr. Jan Lundin , Director General of the Council of the Baltic Sea States (CBSS)
15:00-15:20	COFFEE-BREAK <i>Amber alternatively</i>
15:20-17:00	SESSION I. DIVERSITY OF THE EUROPEAN TOURISM PRODUCTS: FROM COMPETITION TO CO-OPERATION
15:20-15:40	Exploiting the potential of EU tourism diversity from the North to the South. Consumer trends which will shape the tourist's choice Mr. Boris ZGOMBA , President of the European Travel Agents' and Tour operators' Associations (ECTAA)
15:40-16:00	Meetings industry in the EU – Key developments Mr. Paul Kennedy MBE, Director, Kennedy Integrated Solutions, UK
16:00-16:20	Rural tourism in the EU – Innovative concepts and thematic products (active tourism, nature, gastronomy, etc.) Mr. Linas Žabaliūnas , President of the Lithuanian Countryside Tourism Association, Lithuania
16:20-16:40	Health Tourism in the EU - The evidence based treatment options in EU cross-border healthcare Mr. Laszlo Puczko , Xellum, Hungary
16:40-17:00	Open discussion
19:00-22:00	DINNER. Narvydiškis Manor house (50 km away of Vilnius)

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18th October

9:30-11:00

SESSION II. THE FUTURE OF THE EU TOURISM SECTOR: CHALLENGES AND OPPORTUNITIES

9:30-9:50

Trends and perspectives for the EU tourism

Mr. Rohit Talwar, CEO Fast Future, UK

9:50-10:10

Experiences, needs and motivations of tomorrow's tourists

Prof. C. Michael Hall, PhD, Department of Management, Marketing and Entrepreneurship, University of Canterbury, New Zealand

10:10-10:30

Social trends - Ageing Europe. Encouraging Senior Citizens to travel in Europe off season. State of play of the project

EC. TBC

10:30-10:50

Environmental trends – Will tourism respond to environmental and energy pressures?

TBC

10:50-11:10

Open discussion

11:10-11:40

COFFEE-BREAK

11:40-13:30

CONTINUATION OF SESSION II. THE FUTURE OF THE EU TOURISM SECTOR: CHALLENGES AND OPPORTUNITIES

11:40-12:00

Tourism taxation: benefit for countries economy or boundaries for tourists and business

OECD HOTREC. TBC

12:00-12:20

Regional policy and financial support for tourism for the period 2014-2020

Mr. Jean-Marc Venineaux, Directorate General for Regional Policy, EU Commission.
TBC

12:20-12:40

The contribution of tourism to economic development in the Baltic Sea Region under the Europe 2020 Strategy for Growth and Jobs

Mr. Wolf Born, Co-ordinator of the Priority Area *Tourism*, EU strategy for the Baltic Sea Region, State Chancellery, Mecklenburg-Vorpommern (Germany)

12:40-13:00

Open discussion

13:00-13:30

CLOSING REMARKS (by a conference rapporteur)

13:30-14:00

SIGNING CEREMONY OF THE UNWTO GLOBAL CODE OF ETHICS FOR THE PRIVATE SECTOR

14:00-15:00

LUNCH

15:00

Departure for Trakai and tour around Trakai

19:00

Dinner in Trakai