



European Committee
of the Regions

Commission for
Natural Resources

NAT

Smart tourism: innovation, partnerships and sustainability

Palma de Mallorca, Spain

2 June 2017

9.30 a.m. – 1.30 p.m.

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**European Committee
of the Regions**



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02.06.2017 | European Committee of the Regions | **Palma de Mallorca, Spain** | 9.30 a.m. – 1.30 p.m.

Commission for Natural Resources

Smart tourism: innovation, partnerships and sustainability

9.30. a.m. : **Welcome**

- **Francina ARMENGOL I SOCIAS (ES/PES)**, Chairwoman of the European Committee of the Regions' Commission for Natural Resources (NAT) and President of the Government of the Balearic Islands
- **Gabriel BARCELÓ I MILTA**, Vice-President and Minister for Innovation, Research and Tourism of the Government of the Balearic Islands

9.50. a.m. : **Keynote addresses**

- **Isabel GARAÑA**, Regional Director for Europe, United Nations' World Tourism Organization (UNWTO)
- **Ana-Claudia ȚAPARDEL**, Member of European Parliament, Co-Chair of the Intergroup on European Tourism Development and Cultural Heritage

10.15. a.m. : **Session I: New patterns, new ideas: how public authorities can support sustainability and innovation in tourism**

Chaired by: **Emily WESTLEY (UK/PES)**, Member of Hastings Council, 2nd vice Chair of the NAT Commission

- **Emma LA FERLA**, Chairwoman of the Friends of the Presidency Group Senior and Senior Policy Officer, Permanent Representation of Malta to the EU
- **Llorenç POU GARCÍAS**, General Director for Economy and Employment, Government of the Balearic Islands
- **Ilona LELONEK-HUSTING**, Policy Officer, European Commission's DG Internal Market, Industry, Entrepreneurship and SME
- **Pere MUÑOZ PERUGORRÍA**, Director, Balearic Islands Tourism Agency



11.30 a.m. : **Session II: Transformation, innovation and growth: public and private sector perspective**

Chaired by: Anthony BUCHANAN (UK/EA), Councillor, East Renfrewshire Council, 1st vice Chair of the NAT Commission

- DDr Herwig VAN STAA (AT/EPP), President of the Tyrol Regional Parliament, CoR Member
- Dr László KERESZTES (HU/ ECR), Councillor, City of Pécs, NAT Commission Member
- Dr Bartomeu ALORDA LADARIA, Lecturer, University of Balearic Islands
- Elena LACASA MARCELLÁN, Legal Advisor, Government of Catalonia, Leader of the NECSTouR Digital Platforms Working Group

Exchange with the audience

12.45 p.m. : **Closing addresses**

- Ossi MARTIKAINEN (FI/ALDE), Local Councillor of Lapinlahti, NAT Commission Member
- Francina ARMENGOL I SOCIAS (ES/PES), Chairwoman of the NAT Commission, President of the Balearic Islands

Interpretation

ES/CS/DA/DE/EL/EN/FR/IT/LV/NL/PL/FI/Catalan (participants may speak in these languages)
ES/CS/DA/DE/EN/FR/IT/LV/PL/FI (participants may listen in these languages)



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Rue Belliard/Belliardstraat 101
1040 Bruxelles/Brussel
BELGIQUE/BELGIË
Tel. +32 22822211

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Francina ARMENGOL I SOCIAS

President of the Government of the Balearic Islands
C/ de la Llotja, 3

07012 Palma de Mallorca

Spain

Tel. (+34) 9711 76565 (ext.65656)

Fax (+34) 9711 77482

<http://www.illesbalears.travel/>