



COMMITTEE ON TRANSPORT AND TOURISM

HOW TO KEEP EUROPE AT NUMBER ONE? EUROPEAN TOURISM'S CHALLENGES AND RESPONSES

Hearing - Draft Programme

Brussels, 14 April 2015

15:00 - 18:30

József Antall Building - Room JAN 4Q1

Opening by Michael CRAMER, Chairman TRAN Committee

15.05 Introductory remarks by Isabella De Monte, Rapporteur

15.10 Remarks by Commission, Pedro Ortùn, Director DG GROW

15.20 PART I. Digitalization of SMEs and Sharing Economy: Need to adapt?

Presentations by the following organisations (7 minutes per speaker):

- Nick Hall, Director
Digital Tourism Think Tank
- Juan-Jesus Garcia, Senior Advisor Industry Affairs
Amadeus
- Marco Torregrossa, Managing Director
European Sharing Economy Coalition

Questions and answers: approx. 30 minutes

16.10 PART II. Branding Europe as high quality destination: Need to promote?

Presentations by the following organisations (7 minutes per speaker):

- Eduardo Santander, Executive Director
European Travel Commission (ETC)

- Tom Jenkins, Executive Director
European Tour Operators Association (ETOA)
- Antonio Barreca, Director General
Federturismo Confindustria, the Italian Association of Travel and Tourism Industry

Questions and answers: approx. 30 minutes

17.00 PART III. Sustainable and Responsible Tourism: A new trend?

Presentations by the following organisations (7 minutes per speaker):

- Herbert Hamеле, President
European Network for Sustainable Tourism Development (Ecotrans e.V.)
- Boris Camernik, Secretary General
Danube Competence Center (DCC)
- Regine Gwinner, Editor in chief of Travel Magazine
Verträglich Reisen - fairkehr GmbH

Questions and Answers: approx. 30 minutes

17.50 PART IV. Coastal and Maritime Tourism: How to boost growth and jobs?

Presentations by the following organisations (7 minutes per speaker):

- Joao Fonseca Ribeiro, Director General for Sea Policy
Ministry of Agriculture
- Marco Digioia, Director of Government Affairs
Cruise Lines International Association (Clia Europe)

Questions and Answers: approx. 20 minutes

18.20 Concluding remarks by Rapporteur

Concluding remarks by the Chair