

5th FORUM INSULEUR

Palermo 5th-9th october 2005

«Tourism in the European islands: Towards Sustainability and Quality»



Camera di Commercio,
Industria, Artigianato
e Agricoltura di Palermo

With the support of
Italian Minister for Regional Affairs and Island



Insular cultural and economic improvements are strictly linked to the growing flows of tourism towards the islands and to the economy connected with it.

That's why it is considered to be a very important field in insular economy.

Tourism can surely be seen as a great opportunity for developments but also it can represent a real menace for insular life style.

The reverberation that tourism can have on these regions can be devastating.

Just think about the intensification of energy and water consumes, limited resources in such areas, or the increasing toxic waste and emissions in the atmosphere or the cementification of the coasts. Tourism should grow together with the studies on strategies towards environmental regard and with the quality of those productive processes that are concerned with it.

That's why I'm glad that the Chamber of Commerce of Palermo, the main city of the principal European island, hosts the international Forum INSULEUR, the network of European Insular Chamber of Commerce, that this year will discuss the important theme of quality and sustainable tourism in the European islands.

Vincenzo CHIRIACO
President of Palermo
Chamber of Commerce and Industry

Arrival of participants and transfer to the hotels

Thursday 6th October 2005

c/o Camera di Commercio, Industria e Artigianato di Palermo – via Emerico Amari 11

Statutory meetings

- 09.00.** Technical Committee
- 11.00** Board of Directors
- 13.00** Lunch
- 16.30** 8th General Assembly
- 21.00** Dinner hosted by the President of Palermo Province
(by invitation only)

Workshop

- 10.00** “Women position in island tourist enterprises”

Interventions of

Giuseppe PACE President of Unioncamere Sicilia

Romano MAMBRINI President of Insuleur

Antonio D'AQUINO Assessor for Industry - Sicily Région

Didi CAMPAGNA SORRENTINO Coordinator of women enterprises Committee, Palermo

Elisabeth PAPAZOI Former Greek Minister for Foreign Affairs

Closing remarks

Stefania PRESTIGIACOMO Minister for Equality*

5th Forum INSULEUR “Sicily 2005”
«Tourism in the European Islands: Towards Sustainability and Quality»

08.30 Registration

09.00 **Formal opening of the fifth Forum**

Romano MAMBRINI President of INSULEUR Network

Vincenzo CHIRIACO President of Palermo Chamber of Commerce

Welcome speeches

Salvatore CUFFARO President of Sicily Region

Diego CAMMARATA Mayor of Palermo

Francesco MUSOTTO Member of European Parliament and President of Palermo Province

Guglielmo SERIO Vice President of CERISDI

George KASSIMATIS Vice President of Eurochambres

Nikitas DOLAPSAKIS President of EOAEN

Giuseppe PACE President of Unioncamere Sicilia

Aristotelis PAVLIDIS Greek Minister for Aegean and Island Policy

09.45 *Plenary session*

Economic, Environmental and Social Impacts of Tourism in the European Islands

Mara MANENTE CISET - Centro Internazionale di Studi e ricerche sull'Economia Turistica:

Presentation of the background paper

Intervention of

Paolo SAVONA Director - Italian Ministry for European policy

10.30 Coffee break

10.45 *First Working session*

“Economic Sustainability of Island Tourism”

Moderator

Juan GUAL Vice President of Mallorca Chamber of Commerce

Rapporteur

Fernando LLANOS Member of INSULEUR Technical Committee

- The role of public Authorities for the tourism development in the islands regions

Pietro Luigi MATTA Libera Università della Politica – Palermo

- Cooperation between Tour Operators and Local Enterprises

Jean-Claude BAUMGARTEN* World Tourism & Travel Council*

- ICT applications in the tourism chain in Malta and Gozo

Omar CUTJAR Malta Business Bureau

- Official and unofficial tourisms in the small islands
Giovanni RUGGIERI Palermo University - Sicily
- How to position in a Competing Way a European Island destination:
the example of Corsica
Daniel CHARAVIN Tourism Agency of Corsica
- Sustainable tourism development in the Greek Archipelago
Harry COCCOSSIS General Secretary, Greek Ministry for Tourism
- The development of quality tourism in the Sicily Region
Fabio GRANATA Assessor for Tourism – Sicily Region

Discussion

13.00 Lunch

15.00 *Second Working Session*

“Best Practices for the Sustainability of Island Tourism”

Moderator

Gérard THÉOBALD President of Basse-Terre Chamber of Commerce

Rapporteur

Olivier LEMERLE Member of INSULEUR Technical Committee

- The Maritime Routes of the Olive Tree: An example of Cultural Tourism
George KARABATOS President of the CCI of Messina
- Cultural tourism in Cyprus
Vakis LOIZIDES Cyprus Tourism Organization
- Development of cultural tourism for a successful museum
Alberto VALENTINI President of technical & scientific committee of RETECAMERE, Italy
- Sustainable patterns of production
Angel FERNÁNDEZ General Director, TIRME
- All inclusive Holidays - A trap for the real holidays - What Mediterranean islands
should do
Vassilis KONTOS President of the CCI Corfou
- The uncertain sustainability of island tourism: new proposals
Giovanni D'AYALA General Secretary of INSULA
- Social tourism in Europe
Manuel Jaén PALACIOS Representative of the Balearic Islands Government in Brussels
- One example of sustainable tourism in the Canary Islands
Luis PADRON General Secretary of Las Palmas CCI- Canary Islands

Discussion

17.00 Coffee break

17.15 Round Table
“Sustainability of Island Tourism from a European and International Perspective”

Moderator :

Elisabeth PAPAZOI, Former Greek Deputy Minister for Foreign Affairs

Participation of representatives of :

- The European Parliament *MEP Margie SUDRE*
- The European Commission
- The European Economic and Social Committee *Sylvia SCIBERRAS*
- Assessor for Territory & Environment, Sicily Region *Francesco CASCIO*
- Assessor for Tourism, Sardinia Region *Luisanna DEPAU*
- The World Tourism Organization *Francesco FRANGIALLI** - General Secretary

19.00 Closing session

Session Chairman

Vincenzo CHIRIACO President of Palermo Chamber of Commerce

Closing Remarks

Enrico LA LOGGIA Italian Minister for Regional Affairs and Islands

Official Closure of Proceedings

Romano MAMBRINI President of INSULEUR

21.00 Gala dinner hosted by the President of Sicilian Region
(by invitation only)

Saturday 8th October 2005

9.00-18.00 Social programme

Sunday 9th October 2005

Departure of participants.

Programme for accompanying persons

Thursday 6th October 2005

Free Morning

15.00 *Tour of Palermo: the historic centre.
Tour of the Monreale church
(Interpreters: French, English, Italian)*

19.00 *Return to the hotel*

Friday 7th October 2005

09.30 *Guided Tour of Cefalù
(Interpreters: French, English, Italian)*

13.00 *Lunch at Cefalù*

15.00 *Return to the hotel*

Afternoon: Shopping in Palermo

FORUM SECRETARIAT

**Palermo Chamber of Commerce,
Industry, Craft Sector and Agriculture**

Via E. Amari, 11
90139 - Palermo (Sicilia)
tel.: 0039 091 6050368
fax: 0039 091 586348
e-mail: segreteria.presidenza@pa.camcom.it

*Maria Luisa BONOMOLO
Tiziana TOCCO
Mario FRONTONI*

REGISTERED OFFICE

INSULEUR - Network of EU Island CCI's

52, Michael Livanou str., 82 100 Chios - Greece
tel.: 00 30 2710 41 170
fax: 00 30 2710 44 722
e-mail: eoaen@chi.forthnet.gr
www.insuleur.net

Rallia MITSI

BRUSSELS DELEGATION

INSULEUR - Network of EU Island CCI's

c/o ACFCI - Av.des Arts, 19 A/D- 1000 Bruxelles- Belgique
tel.: 00 32 2 221 04 34
fax: 00 32 2 217 69 87
e-mail: a.czmal@acfc.cci.fr
www.insuleur.net

Alexander CZMAL