



2012
SITC

SMART DESTINATIONS
Barcelona Sustainable Tourism Destination
April 20th 2012

Smart Destinations are those that incorporate **sustainability** and **technology** in all the links of the **value added chain of the destination**, and that are capable of managing them in order to obtain a **sustained competitive advantage** over time

Barcelona has strongly committed itself to sustainability, through the Biosphere World Class Destination certification for the city and the European Charter for Sustainable Tourism in Protected Areas recognition for Greater Barcelona, and they are incorporating state of the art technology on destination management in order to become an integrated,

Top Smart Destination

In this Forum, we will know about what Barcelona and Greater Barcelona are doing and which are the challenges ahead and, most important, **what smart destinations and tourism companies have to do in order to remain competitive**

Tourism has become number one economic sector in the World, but it is not a neutral sector. It causes deep impacts in tourism destinations. On the one hand, it fosters development, brings resources to local populations, creates jobs and allows promotion of the local brand and values. On the other hand, it creates massification, destroys heritage, makes an intensive use of land, dilutes local values and generates conflicts between residents and tourists.

But, in any case, tourism is seen as a strong economic activity sector that is expected to continue growing in the coming decade and, in many cases, as the only sector that can help some territories to achieve economic development and to increase local population's welfare.

In this context, tourism faces extraordinary challenges for continuing to be an alternative for developing destinations, and to find new ways of doing things in mature destinations.

For all of them, thinking on how to develop or consolidate, it is necessary to do so in a sustainable way. All destinations have to think about on how to incorporate what we could call sustainability technology into their cultural, economic, environmental, social, administrative and political systems. For all destinations, sustainability has to be embedded into their DNA, and they have to learn to think and act in a sustainable, and smart, way.

That is why SITC, with this initiative, is making even clearer its compromise with the tourism sector. Because we firmly believe that our future passes, necessarily, for doing things in a sustainable way, we are beginning this year a cycle of conferences and discussions that will help us to understand what sustainability is in tourism and how tourism authorities and companies can work together in order to guarantee the future of tourism destinations.

Barcelona city understood this several years ago, and with its Tourism Strategic Plan started a process for incorporating sustainability into its planning, managing and promotion of the city as a tourism destination. The first phase of this project ended in June of 2011, when Barcelona was awarded the first Biosphere World Class Sustainable Destination certification by the Responsible Tourism Institute, becoming thus the first city in the World certified as a sustainable urban destination.

At the same time, Greater Barcelona has been hardly working on this line too. Its two most important natural spaces, including the Parc Natural del Montseny, have been awarded in 2011 the European Charter for Sustainable Tourism in Protected Areas award, and their tourism management and promotion institutions have been pioneers in the development and implementation of quality certifications for both public institutions and private companies all over its territory.

This certifications and awards have meant a recognition for many of the institutional departments that for many years had worked hardly for making the city of Barcelona and Greater Barcelona a livable territory but, mainly, are an extraordinary challenge for the future. They have the ambition of leading sustainability among metropolitan destinations all around the globe and of positioning themselves as sustainable and responsible destinations in front of its local population, tourism companies and operators and, obviously, tourists. And they are conscious about the fact that this will not be possible without the help and support of the private sector.

And, also, they are well aware that sustainability also means an extraordinary opportunity for many activity sectors. Services, construction, water, energy, mobility, waste, marketing, ..., even agroindustry and food companies are all interested in promoting sustainability policies, products and services for the tourism sector.

Hence, the objective of this meeting is to show what Barcelona and Greater Barcelona as destinations have been doing in the past years and which are the challenges they face and, also, provide some insights on how private companies and institutions of other countries are facing and taking profit of this extraordinary opportunity for reinventing themselves, and for working together for making tourism destinations smarter, that means more sustainable and, then, more livable and attractive, in the long run.



SMART DESTINATIONS PROGRAM

09:30-10:00 **Inauguration**

Sònia Recasens, Second Deputy Mayor for Economy, Enterprise and Employment, Barcelona City Council

Alberto Fernàndez Díaz, First Vice President, Barcelona Provincial Council

Xavier Espasa, General Manager, Catalan Tourism Board

Raimon Martínez Fraile, President, SITC

10:00-10:30 **How Barcelona and Greater Barcelona destinations have pioneered sustainability in tourism**

The city and the province of Barcelona have been working on sustainability for a long time now and, as part of their vision for the future, they have been consistently incorporating technology into their management systems and operations. More recently, they have applied their knowledge and efforts to the tourism sector, and they are firmly committed to position their territory as a sustainable, smart land that attracts visitors, tourists, talent and investments for maintaining a sustained competitive advantage in front their competitors. In their presentations we will learn what they have been doing, and which are their challenges for the coming years, that is to say, where they foresee the opportunities for the future.

How the city has developed a sustainable strategy and is implementing it.

Joan Torrella, Director of Territorial Promotion and Tourism, Barcelona City Hall

How Greater Barcelona is developing a sustainable strategy for the destination.

Jordi Soler, Chief of the Norther Territory, Natural Parks Technical Office, Barcelona Provincial Council

10:30-11:00 **Coffee Break**

11:00-11:20 **Environmental performance & benchmarking in the tourism sector: Technologies, best practices and indicators**

David Styles, Responsible, European Commission - JRC IPTS - Sustainable Production and Consumption Unit

11:20-12:20 **What Smart Destinations can do in order to become competitive**

Erika Harms, Executive Director, Global Sustainable Tourism Council

Tomás Azcárate, President, Instituto de Turismo Responsable

Javier Delgado Muerza, Industry Head of the Travel Team, Google

José Luis Córdoba, Director, Andalucía Lab

Carlos Romero, Director of Tourism Research, Development and Innovation, Segittur

12:20-13:00 ***How our mature destinations are transforming themselves into Smart Destinations***

*Juan Ángel Ferrer, Deputy Mayor for Urbanism , Openings, Housing and Tourism,
Benidorm City Council*

Jordi Orobitg, Deputy Major for Economy and Entreprise, Lloret de Mar City Council

Andrés Garau, Deputy Major for Environment, Palma de Mallorca City Council.

13:00-14:00 ***What private companies are doing in order to become Smart***

*Arancha García, Head of Sustainable Development, Accommodation & Destination, TUI
Travel*

Olatz Elola Urquijo, Consultant, Inclam CO₂

Malco Par, Director, Hotel Majestic

Rodrigo Morell, President, Balantia

Toni Mascaró, General Manager, eMascaró

14:00-14:10 ***Conclusions***

Angel Díaz, President, Advanced Leisure Services

14:10-14:30 ***Final remarks***

Pere Duran, General Manager, Barcelona Turisme

Raimon Martínez Fraile, President, SITC