

International Workshop on Tourism as a Catalyst for Regional Development

12th – 13th December 2019, Vienna, Austria

Draft Programme



Vienna Christmas Market at Schönbrunn Palace © Österreich Werbung/Popp-Hackner

Thursday, 12th December 2019

13:30 – 14:00 **Registration and Welcome:** Federal Ministry for Sustainability and Tourism, Stubenring 1, 1010 Vienna, First Floor, Meeting Room II

14:00 – 14:20 **Opening**

- **Ulrike RAUCH-KESCHMANN**, Director General, Tourism and Regional Policy, Federal Ministry for Sustainability and Tourism, Austria
- **Alain DUPEYRAS**, Head, Regional Development and Tourism Division, OECD

Moderator: **Richard DENMAN**, The Tourism Company, United Kingdom

Session I

Tourism as a catalyst for sustainable growth

Examining the value of tourism activity for regions, including the measurement and better understanding of impacts; link to regional policies/ strategies, and how can tourism contribute to sustainable and smart development of regions, cities, and rural areas.

14:20 – 15:00 **Matteo BOCCI**, Senior Associate, ECORYS Brussels
Contribution of tourism to sustainable development at local and regional level – Evidence from the European Structural and Investment Funds 2012-2018

15:00 – 15:30 **Networking Coffee Break**

15:30 – 17:30 **Panel & Discussion**

- **Ramune GENZBIGELYTE-VENTURI**, Policy officer, European Commission, Directorate General GROW, F4 – Tourism, Emerging and Creative Industries
- **Bettina HELLER**, Programme Officer, Consumption and Production Unit, UN Environment
- **Raquel HUETE**, Senior Lecturer in Sociology & Tourism Studies, University of Alicante, Spain
- **Marie-Antoinette MAUPERTUIS**, Professor in Economics, University of Corsica, Executive member of the Corsican regional authority and President of the Corsican Tourism Agency, France

19:30 **Dinner** at the Tirolergarten Tavern „Gasthaus Tirolergarten“, Schönbrunn Zoo at the invitation of the Austrian Federal Ministry for Sustainability and Tourism. Possibility to visit the Christmas Market Schönbrunn Palace prior to the dinner. Schönbrunn Palace: <https://www.schoenbrunn.at/en/>

Friday, 13th December 2019

09:00 **Welcome:** Federal Ministry for Sustainability and Tourism, Stubenring 1, 1010 Vienna, First Floor, Meeting Room II

Session II

Multi-level governance for regional tourism development

Examining the roles of horizontal and vertical coordination and multi-level governance, industry and community engagement, and investment and financing, in supporting tourism as a catalyst for sustainable growth and regional development

09:30 – 10:00 **John F. BACHTLER**, Professor, University of Strathclyde, Glasgow, United Kingdom

10:00 – 11:00 **Panel & Discussion**

- **Georg SCHADT**, Director, Coordination Regional Policy and Spatial Planning, Federal Ministry for Sustainability and Tourism, Austria
- **Esther SCHLUMPF**, Project Manager, Regional and Economic Development Oberwallis, Switzerland
- **Helena HOLMBERG**, Vice President of the Committee for Regional Development, Västra Götaland, Member of NECSTouR, Sweden
- **Paul ARVANITIDIS**, Senior Director Tourism Policy, Innovation, Science and Economic Development, Canada

11:00 – 11:30 **Networking Coffee Break**

Session III

Global trends and future key issues

Exploring the multidimensional implications of global trends likely to transform the face of tourism by 2040, with a focus on the shift to sustainable and inclusive development, and the potential implications for destinations.

11:30 – 12:00 **Peter HAXTON**, Policy Analyst, OECD

12:00 – 13:00 **Panel & Discussion**

- **Jessica HALL**, Assistant Director for Services, International Engagement Section, Department of Foreign Affairs and Trade, Australia
- **Günter SALCHNER**, Regional Management Außerfern, Tyrol, Austria
- **Liisa KOKKARINEN**, Manager Regional Partnerships – Lapland; Project Manager - Sustainable Arctic Destination; Business Finland, Visit Finland
- **Sergio GUERREIRO**, Chair of the OECD Tourism Committee & Senior Director for Knowledge Management & Innovation, Turismo de Portugal

13:00 Closing Remarks

- **Alain DUPEYRAS**, Head of the Regional Development and Tourism Division, OECD
- **Ulrike RAUCH-KESCHMANN**, Director General, Tourism and Regional Policy, Federal Ministry for Sustainability and Tourism, Austria

13:10 – 14:00 Lunch

* * *

Language

The workshop will be held in English.

Registration

Please register for the event by clicking on the link sent to you with the invitation and filling out the form. As there is a limited number of participants, please register as early as possible and by 4th December 2019 at the latest. You will then receive a confirmation that guarantees your participation in the event. Places are only guaranteed according to availability. Badges will be distributed at the reception desk.

Green Meeting

The Federal Ministry for Sustainability and Tourism and the OECD attach great importance to sustainability and environmental protection. The organisers strive to meet the criteria for the Austrian Ecolabel for Green Meetings and Events. Please use the on-site facilities for waste separation and above all help us avoid food waste by, e.g., de-registering in time if you cannot attend.

Transport

We encourage you to travel in an environmentally friendly way. If possible, please travel by public transport. In case of reduced mobility, please contact us in advance so we can assist you accordingly. Options for CO2 compensation for traveling by car or air are available here: www.climateaustria.at or www.myclimate.org

Getting to Vienna by train from the airport:

- City Airport Train: 30 min. interval, 16 min. ride, € 11/19 single/return ticket, stops at Landstraße-Wien-Mitte
- Schnellbahn S7 (commuter train): 30 min. interval, 25 min. ride, € 4.20 single ticket, stops at Landstraße-Wien-Mitte

Getting to Vienna by bus from the airport:

Vienna Airport Lines (bus): 30 min. interval, 22 min. ride, € 8/13 single/return ticket, stops near Schwedenplatz

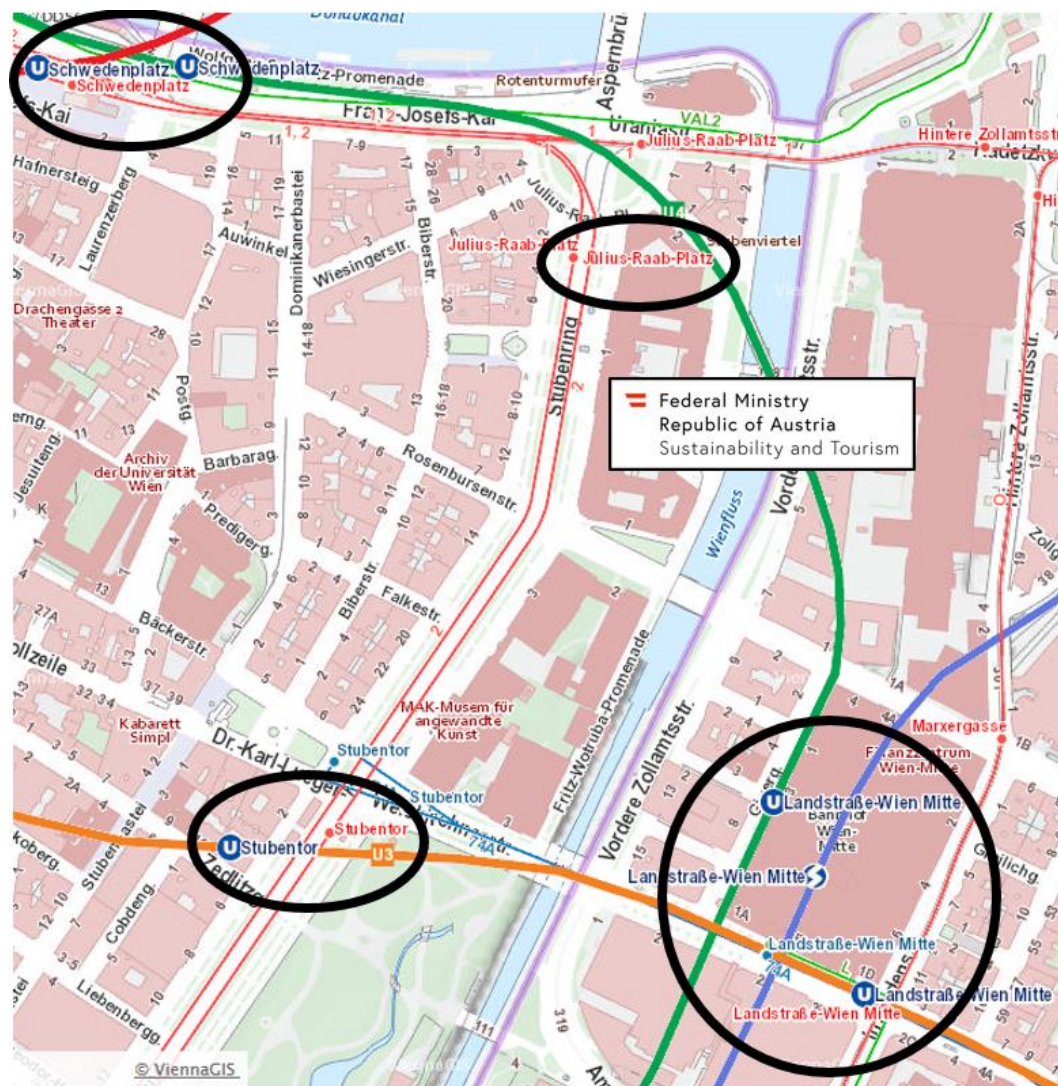
Public transport in Vienna:

The Vienna public transport network is extensive and reliable. Tickets are available for single rides and extended time periods (e.g. 24-72 hours), see [Wiener Linien](#) and their [ticket shop](#) for more information and prices. Trips can easily be planned [online](#) or via the [mobile app WienMobil](#) (iOS, Android). There are also several maps available that you might find useful: [fast connections](#) (subway, train), the entire [public transport network](#) and the [city center](#) with its famous sights.

Venues

Conference: [Federal Ministry for Sustainability and Tourism](#) (Bundesministerium für Nachhaltigkeit und Tourismus)
Stubenring 1, 1010 Vienna
First Floor, Meeting Room II

The Ministry is situated on [Vienna's Ringstrasse](#) in the City Centre. It is in walking distance (2-7 minutes) from the closest public transport stops: Schwedenplatz (U1, U4), Julius-Raab-Platz (tram line 1, 2), Stubentor (U3), and Landstraße-Wien-Mitte (U3, U4, airport train).



Dinner: Tirolergarten Tavern (Gasthaus Tirolergarten)

Maxingstraße 13b, 1130 Vienna
Schönbrunn Zoo

The restaurant is located in the park of Schönbrunn Palace at the upper level of the zoo, next to the historic Tyrolean Haidachhof. Transportation to the restaurant from Schönbrunn Castle will be provided. The exact location of the meeting point will be communicated during the workshop.



© ViennaGIS

Accommodation

Participants are responsible for booking and paying for their accommodation. There are numerous hotels in all categories in the City Centre of Vienna close to the meeting venue on Stubenring 1, 1010 Vienna. [A list of hotels awarded the Austrian Ecolabel can be found here.](#)

About Austria and Vienna

<https://www.austria.info/uk>
<https://www.wien.info/en>

About the OECD Tourism Committee

<http://www.oecd.org/cfe/tourism/>

Contact Information

- Austria:** **Monika KLINGER (OECD Tourism Committee) – main contact for organisation in Austria**, Deputy Director, International Tourism Affairs; Abt-72@bmnt.gv.at; monika.klinger@bmnt.gv.at
- Georg SCHADT (OECD Regional Development Policy Committee)**, Director, Regional Policy and Spatial Planning; georg.schadt@bmnt.gv.at
- Austrian Federal Ministry for Sustainability and Tourism**, Stubenring 1, 1010 Vienna
- OECD:** **Peter HAXTON, PhD, Policy Analyst, Regional Development and Tourism Division**, Centre for Entrepreneurship, SMEs, Regions and Cities; peter.haxton@oecd.org