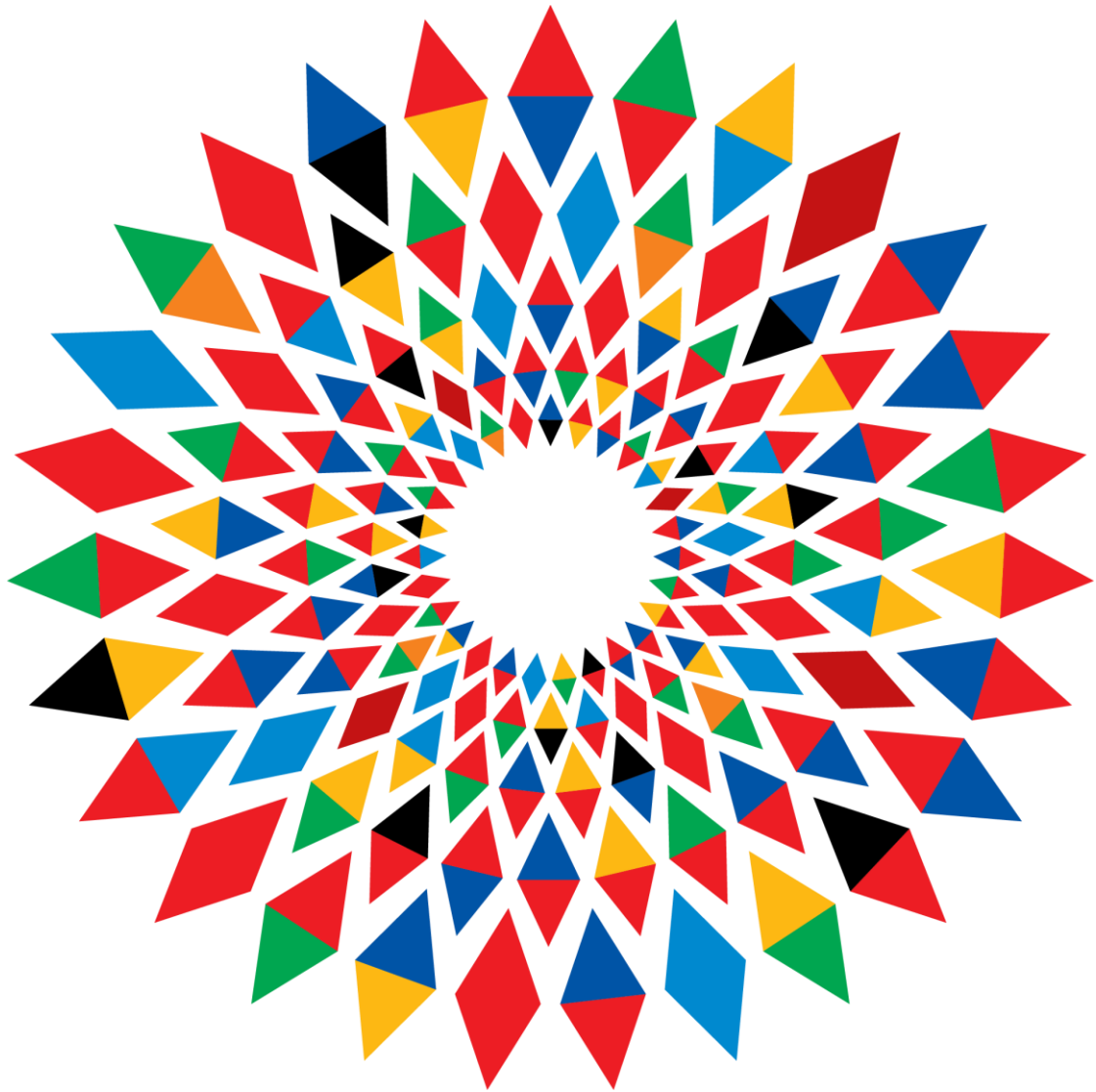


EU2022.CZ

Czech Presidency of the Council
of the European Union



Programme

21st European Tourism Forum

Prague Congress Centre, Czech Republic

15. 11. 2022

Tuesday, 15. 11. 2022

Time	Programme*
08:15 - 9:15	Registration
9:15 - 10:00	<p>Start of conference - opening speeches</p> <ul style="list-style-type: none">• Ivan Bartoš, Vice-Prime Minister for Digitisation and Minister of Regional Development• Thierry Breton, Commissioner of the European Commission (<i>via pre-recorded video message</i>)• Zurab Pololikashvili, UNWTO Secretary-General (<i>via pre-recorded video message</i>)• Alessandra Priante, UNWTO Regional Director for Europe• István Ujhelyi, Vice-Chair of TRAN Committee of European Parliament
10:00 - 11:00	<p>1st Block - Package Travel Directive - lessons learned from pandemic</p> <p><i>The session will focus on the application of the Directive so far, in particular with regard to the problems encountered during the COVID-19 pandemic, safeguard mechanisms, as well as possible changes to the Directive.</i></p> <ul style="list-style-type: none">• Robert Mathiak, European Commission, DG JUST (Justice and Consumer)• Klára Dvořáková (CZ) & Michael Wukoschitz (AT) – attorneys at law in area of travel law• Benoît Chantoin, ECTAA• Discussion and Q&A session
11:00 - 11:40	Coffee break
11:40 - 12:40	<p>2nd Block - Short-Term Rentals (STR) Regulation</p> <p><i>The session will focus on the proposal for a regulation on STR, which the European Commission plans to publish in the autumn. The session will also include the views of professional associations in the context of creating an appropriate regulatory framework for STR.</i></p> <ul style="list-style-type: none">• Amaryllis Verhoeven, European Commission, DG GROW (Digital Transformation of Industry)• Mark Boekwijt, European Cities Alliance• Marie Audren, HOTREC• Eduardo Miranda, European Holiday Home Association• Discussion and Q&A session
12:40 - 14:00	Lunch break

<p>14:00 – 15:00</p>	<p>3rd Block – Transition Pathway for Tourism (TTP) <i>A block dedicated to the Transition Pathway for Tourism and its implementation. Tourism is the first industrial ecosystem for which a Transition Pathway has been created and this session will be the opportunity to feature speakers who will present their practical examples in view of the pathway's implementation.</i></p> <ul style="list-style-type: none"> • Marie-Hélène Pradines, European Commission, DG GROW (Tourism, Textiles) • Jan Doležal, SmartGuide • Mercedes Muñoz Zamora, European Greenways Association • Serafino Nardi, European Committee of the Regions • Discussion and Q&A session
<p>15:00 – 15:30</p>	<p>Coffee break</p>
<p>15:30 – 16:35</p>	<p>4th Block – Trends in Tourism <i>A block dedicated to trends in tourism, not only in marketing. Speakers will focus on practical examples of how to develop tourism in a sustainable and resilient way, especially by taking advantage of the benefits of digitalization or greening of tourism services.</i></p> <ul style="list-style-type: none"> • Jennifer Iduh, European Travel Commission (<i>statistics and research</i>) • Peter Vittek, Czech Technical University in Prague (<i>carbon footprint</i>) • Gorjan Lazarov, OREA Hotels & Resorts (<i>robotization in hotel industry</i>) • Jan Kubinec, Czech Event Association (<i>event industry in the tourism ecosystem</i>) • Mariana Oleskiv, State Agency for Tourism Development of Ukraine • Discussion and Q&A session
<p>16:35 – 16:50</p>	<p>Closing remarks by the moderator – short summary of individual blocks, farewell</p>

**Programme subject to change*