

*International
Conference*

SUSTAINABLE TOURISM



POLICIES, PRACTICES AND PLAYERS

PROVISIONAL PROGRAM
06 DECEMBER '17



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



TEATRO DA TRINDADE INATEL

09:30 Accreditation

10:00 Opening Session

Francisco Madelino, President of INATEL

Cordula Wohlmuther, World Tourism Organization (WTO)

António Vieira da Silva*, Minister of Labour, Solidarity and Social Security

Manuel Caldeira Cabral*, Minister of Economy

10:30 Opening Speech

Cordula Wohlmuther, Coordinator of International Year of Sustainable Tourism for Development, and Institutional Relations and Resource Mobilization of World Tourism Organization (WTO)

PANEL 1

Tourism and Environmental Sustainability

Moderator

José Manuel Alho, INATEL Administration Board Member

10:50 Tourism and environment – sustainable (un)balance?

Filipe Duarte Santos, President of CNADS | National Council of Sustainable Development

11:10 Environmental certification and accessibility in hotel and tourism sector – brand management or social responsibility?

Turismo de Portugal, I.P.

11:30 Coffee Break

11:50 CASE STUDY

Environment, education and leisure in terms of sustainability – SESC Pantanal case

Carlos Artexes Simões, Executive Director of SESC Nacional, Serviço Social do Comércio (SESC), Brasil

12:10 CASE STUDY

Natural.pt – sustainable experiences

João Carlos Farinha, Natural.pt Coordination, ICNF | Institute for the Conservation of Nature and Forest

12:45 Q&A

13:00 Buffet Lunch

* To be confirmed.

PANEL 2

Social and Economic Sustainability – Challenges for Tourism in Portugal

Moderator

Luís Araújo, President of Turismo de Portugal, I.P.

14:30 The challenges of sustainability and tourism for all – influence on the territories

Jean Marc Mignon, President of the Executive Committee from International Social Tourism Organization (ISTO)

15:00 The importance of Cultural Heritage for the responsible development of Tourism

Maria Calado, President of the Centro Nacional de Cultura | National Centre of Culture

15:20 Agroecology and Tourism: a sustainable partnership?

Alfredo Sendim, Herdade do Freixo do Meio

15:40 Education and intergenerationality – How to educate and train for sustainable tourism?

Raúl Filipe, President of ESHTe | Estoril Higher Institute for Tourism and Hotel Studies

16:00 Coffee Break

16:20 CASE STUDY

Social Thermal Program – improvement of life quality and regional development

Maria de Jesus Navarro Ruiz, IMSERSO | Ministry of Health, Social Services and Equality, Spain

16:40 CASE STUDY

Senior Tourism INATEL – a sustainable and solidary answer to new challenges

Francisco Madelino, President of INATEL

17:00 Q&A

17:30 Ending session

José António Vieira da Silva*, Minister of Labour, Solidarity and Social Security

Manuel Caldeira Cabral*, Minister of Economy

João Pedro Matos Fernandes*, Minister of Environment

Farewell drink (networking)