Workshop "Green Coastal Tourism: Networking and Delivering Expertise"
DETAILED PROGRAMME

September 22, 2014

Arrival of participants, ice-breaking reception.

September 23, 2014

11:20-12:00 Plenary presentation by Albert Salman "QualityCoast - a sustainability benchmark for coastal towns and parks".

12:00-13:00 Lunch break.

13:00-18:00 Session 1:

Theme 1 – What is "sustainable tourism"?
How can it be measured and credibly demonstrated, in order to build consumer confidence, promote business prosperity, foster community benefits?

15:30-16:00 Coffee-Break

Theme 2 – What should destinations do to become more attractive, and sustainable? The main international programs and tools will be reviewed.

19:00-21:00 Reception on the occasion of the 20th Anniversary of the EUCC Baltic States Office and QualityCoast award ceremony.

September 24, 2014.

09:00–12:00 Session 2: Only accessible to participants of the Seminar Green Destinations (http://balticlagoons.net/littoral2014/wp-content/uploads/2014/02/Green-Coastal-Tourism-Workshop-and-Seminar.pdf):
Theme 1 – What is "sustainable tourism"? Interactive session on the basis of seminar participants' preparation of a Self Assessment of Quality and Sustainability of tourism destinations.
Theme 2 – What should destinations do to become more attractive, and sustainable? (continued).

10:30-11:00 Coffee-Break

Theme 3 - Can we afford it? Looking at costs and benefits, funding programmes and marketing opportunities.

12:00-13:00 Lunch break

End of the Workshop.

Participants to the workshop have to register at the Littoral'14 conference and pay a workshop participant's fee (50 €) here.

If interested, participants to the workshop are also welcome to attend the entire conference, mid-conference excursion while paying a full conference fee.

Participants to Session 2 have to register for the Seminar Green Destinations and pay a Seminar participation fee (http://balticlagoons.net/littoral2014/wp-content/uploads/2014/02/Green-Coastal-Tourism-Workshop-and-Seminar.pdf).