



Embassy of Italy  
Zagreb

The Embassy of Italy organises a conference on  
**Authentic, Sustainable and Digital Tourism:**  
**Speeding up the adaptation of the tourism industry to green and digital transitions**

on  
**June 13, 2022**

at  
**Novinarski dom in Zagreb, Perkovičeva 2**

**Programme**

- 09.45 Opening speeches
- Pierfrancesco Sacco, Italian Ambassador to Croatia  
Natalija Haviđić, Director General for Strategic Planning, Digitalization and EU Funds of the Ministry of Tourism and Sport
- 10:00 Giorgio Palmucci, President of the Italian National Tourism Board (ENIT)  
*New Trends for Contemporary Tourism*
- 10.10 Saša Popovac, Head of Market Research and Analytics at the Croatian National Tourist Board (HTZ)  
*All-year-round Sustainable and Responsible Tourism*
- 10.20 Ettore Prandini, President of Coldiretti TBC  
*Gastronomy tourism in a Sustainable Way*
- 10.30 Dijana Katica, President of the Croatian Association for Tourism and Rural Development “The Village Membership Club”  
*Rural Tourism as a Development Model for Sustainability and Responsibility in Tourism*
- 10.40 Rodolfo Baggio, Professor at Bocconi University - Department of Social and Political Sciences  
*Building a Smart and Sustainable Destination*
- 10.50 Domenico Galia, President of Confindustria Digitale  
*Role of Digital SMEs in Tourism Development*
- 11.00 Paolo Benzi, UX/UI Executive and Marco Innocenti, Executive Director of Omicron Digital  
*Digital Backbone and DxMarkerEVO: Business Model, Infrastructure and Solutions Integrated in Systemic Digitalization*
- 11.10 Q&A
- 11.25 Coffee break
- 11.40 Antonio Barreca, Director General of Federturismo Confindustria  
*Next Tourism Generation Alliance*
- 11.50 Damir Krešić, Managing Director of the Croatian Institute for Tourism  
*Local Community – Sustainable Tourism Nexus*
- 12.00 Valeria Minghetti, Chief Senior Researcher at the International Centre of Studies on Tourism Economics of Ca’ Foscari University Venice  
*Smart strategies for sustainable tourism in Lively cultural DESTinations (S.LI.DES) - Interreg Italy-Croatia Project*
- 12.10 Ivan Ilijašić, President of Smart Tourism Association and Director of Orioly  
*Smart Digital Strategies and Technology in Tourism*
- 12.20 Andrea Ministrini, Partnership Manager at Slow Tourism Association  
*Impact of Tourism at a Reduced Pace on Economic Development*
- 12.30 Luca Stasi, Legambiente Turismo Office Coordinator  
*Overtourism and Covid-19: Is There Room for New Tourism?*
- 12.40 Q&A
- 13.00 Lunch buffet

The event will be moderated by Izidora Marković Vukadin, Research Associate at the Croatian Institute for Tourism.  
The working language of the conference is English.



Embassy of Italy  
Zagreb

Conference on  
**Authentic, Sustainable and Digital Tourism:  
Speeding up the adaptation of the tourism industry to green and digital transitions**

organised by the  
**Embassy of Italy**  
on  
**June 13, 2022**

**Concept Note**

Tourism is one of the most important sectors of the global economy, accounting for 5% of the global gross domestic product and supporting 235 million jobs. It is estimated that the number of tourists will increase to 1.8 billion by 2030. As far as Italy and Croatia are concerned, tourism is one of the most important engines for economic growth, accounting respectively for 7% and 20% of GDP, with significant impacts on the environment and society in all its aspects.

Therefore, the Embassy of Italy in Zagreb aims to promote an exchange of knowledge and experiences between the public and private stakeholders from Italy and Croatia, with particular focus on environmental sustainability in all its facets: from favouring nature-based and enogastronomic tourism supporting the local communities to the use of advanced technologies in terms of, for example, providing a digital boost to businesses, the deployment of renewable energy sources by accommodation establishments, and reducing waste through recycling.

On a global scale, the expansion of green-minded tourism is to be considered also in the context of the United Nation's 2030 Agenda for Sustainable Development, whereas more locally, Interreg, as one of the key instruments of the European Union's Cohesion Policy funded by the European Regional Development Fund, has been contributing significantly to the development of new solutions in various tourism-related initiatives in our Adriatic Sea, including bringing technical innovation into travel with respect to a green approach.

Therefore, the conference will address some aspects of intersectoral coordination necessary to render tourism sustainable without compromising the authentic experiences that our two countries offer to international tourists. It will draw on the knowledge of expert speakers from Italy and Croatia representing the public sector, the academic community and the business world. Overall, the tourism industry is a great opportunity for continued synergies between our countries.