

I-STARS Final Conference

BUILDING A RESILIENT AND THRIVING TOURISM INDUSTRY

Friday, November 14, 2025

Participation options: on-site ([Palma, Spain](#)) - online ([Zoom](#)).

09:00 A.M	Registration & Welcome Coffee
	OPENING SESSION
09:30 A.M.	Welcome Remarks <i>María Frontera</i> , President of the Tourism Commission of the Mallorca Chamber of Commerce <i>Marco Táboas</i> , Managing Director of the Fundació Turisme Responsable de Mallorca and Island Director of Tourism for Demand and Hospitality at the Consell de Mallorca
09:50 A.M.	Keynote Address: Embracing Sustainability, a Pathway to Tourism Resilience <i>Alan Vella</i> , Representative, European Innovation Council and SMEs Executive Agency (EISMEA)
10:10 A.M.	I-STARS Project Overview: Advancing Sustainability Practices in Tourism SMEs <i>Demetra Palaonda</i> , I-STARS Project Coordinator, Cyprus Chamber of Commerce & Industry

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	EXPERT TALKS
10:20 AM	<p>Rethinking Business Practices for Sustainable Tourism</p> <p>"Sustainable Business Practices: The Foundation for Long-Term Tourism Growth"</p> <p>Catalina Bibiloni, Sustainability Expert, (NexBiolinea).</p>
10:40 A.M.	<p>The Power of Certification in Driving Sustainable Change</p> <p>"GSTC Global Standards Reference for Sustainability Certifications"</p> <p>Luigi Cabrini, Chair of the Global Sustainable Tourism Council (GSTC).</p>
11:00 A.M.	Coffee Break & Networking
11:30 A.M.	<p>Investing in People: Upskilling & Reskilling for a Sustainable Future</p> <p>"Empowering the Tourism Workforce: Skills for a Green and Digital Future"</p> <p>Maurici Ruiz, Senior Lecturer of the Geography Department and Director of the Geotechnologies Center of the University of the Balearic Islands.</p>

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	SME EXPERIENCE PANEL
11:50 A.M.	SME Experience Panel: From Theory to Practice How SMEs Are Embracing Sustainability, Certification, and Skills Development Marugal Hotel Management & Castell Son Claret Mallorca , I-STARS SMEs, among others. Moderator: Lucía Goberna , Sustainability Officer at Mallorca Chamber of Commerce
	CLOSING SESSION
12:55 A.M.	Closing Remarks & Key Takeaways Jose Marcial Rodríguez , Regional Minister of Tourism, Council of Mallorca
13:00 A.M.	Networking Session & Light Refreshments