



20th April 2018

Venue: Tuscany Region, Sala Pegaso - Strozzi Sacratì Palace, Piazza del Duomo 10
Florence, Italy

3rd day of the 6th Vector project meeting

Morning Session

9:00-9:30	Registration of participants
09:30	3 rd International Conference on Destination Management
09:30	<p>Welcome speeches</p> <p>1) Prof. Monica Barni, <i>Vice-President of Tuscany Region</i></p> <p>2) Dr. Nadia Bellomo, <i>Metropolitan City of Florence</i></p> <p>3) Prof. Andrea Arnone – <i>President of the Foundation for Research and Innovation and Vice-Rector of the University of Florence</i></p>
<p>10:00 – 11:15</p> <p>✓ Moderated by University of Florence, Giovanni Liberatore</p>	<p>Session 1) Tourism narrow escapes: the political vision at European and Italian level</p> <p>§ Political Directorate of Tourism at the Italian Ministry of Heritage and Cultural Activities and Tourism, Francesco Tapinassi – <i>The strategic planning of the regional, National and EU tourism policies</i></p> <p>§ Federturismo Confindustria, Silvia Barbone – <i>A strategic blueprint for enhancing the competitiveness of the European tourism industry, The Next Tourism Generation Alliance</i></p> <p>§ Tuscany Region, Culture and Research Department, Roberto Ferrari – <i>Residents and tourists a delicate relationship.</i></p> <p>§ German Association Culture & Work, Karin Drda-Kühn – <i>Unlocking the economic potential of Europe's outstanding cultural treasures, The EuropeTour experience</i></p> <p>§ World Intellectual Property Organization - Francesca</p>



<p>11:15</p>	<p><i>Toso, Tourism, Development and Intellectual Property: Making the Link</i></p> <p>Certificate awards ceremony</p>
<p>11:30 – 13:00</p> <p>✓ Moderated by Tuscany Region, Lorenzo Bacci</p>	<p>Session 2 – Stakeholders’ session) Destination management: different roles at different scales/perspectives</p> <p>§ Tuscany Region, Tourism department, Stefano Romagnoli - <i>From the tourism destinations’ observatories to the new regional law: the coordination strategy of the Tuscany Region</i></p> <p>§ Toscana Promozione Turistica, Alberto Peruzzini – <i>Tourist promotion between regional dimension and local destinations.</i></p> <p>§ Metropolitan City of Florence, Marco Semplici and Lara Fantoni – <i>The Florentine Metropolitan Strategic Plan: management of tourist flows and decentralization.</i></p> <p>§ Fondazione Sistema Toscana and BTO, Paolo Chiappini and Francesca Chiocci – <i>The online promotion of tourism destinations</i></p> <p>§ Convention Bureau, Carlotta Ferrari – <i>Congress tourism and organization of events in contexts with a fragmented tourism offer</i></p> <p>§ Phocuswright Italy, Giancarlo Carniani - <i>Italian Online Travel Overview</i></p> <p>§ Florencetown srl, Edoardo Giacometti, <i>The experiential tourism made in Tuscany</i></p> <p>§ Marche Region, Environment and Planning Department, Lorenzo Federiconi – <i>Mass tourism flow and internal areas.</i></p>
<p>12:50</p>	<p>MoU signing ceremony with public and private stakeholders</p>
<p>13.00-14.15</p>	<p>Buffet</p>



14:15 – 15:00

- ✓ Moderated by TUV Thuringen Italia (Peter Voelk) and Enclave Formacion (José Antonio Beltràn)

Session 3 – Parallel Sessions (elevator pitch): The experience of VECTOR Pilot test

Group A) Tourism Destinations Planning and Management

Group B) Tourism Destinations Marketing and promotion

Group C) Tourism Destinations Fund raising and Web 4.0

15.00-15.30

- ✓ Moderated by Foundation for Research and Innovation, Marco Scerbo

Restitution of the parallel sessions (A,B, and C) by groups' moderators

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Conclusions of the 3rd VECTOR's Conference on Destination Management

15:30 End of the Conference and of the 6th project meeting