



20th April 2018

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

3rd day of the 6th Vector project meeting

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

§ World Intellectual Property Organization - Francesca





Toso, Tourism, Development and Intellectual Property: Making the Link

§ Necstour network, Teresa Caldarola, *The NECSTouR* experience, a network of European Regions for a more sustainable and competitive tourism

11:15

11:30 - 13:00

✓ Moderated by Tuscany Region, Lorenzo Bacci

Certificate awards ceremony

Session 2 – Stakeholders' session) Destination management: different roles at different scales/perspectives

- § Tuscany Region, Tourism department, Stefano Romagnoli - From the tourism destinations' observatories to the new regional law: the coordination strategy of the Tuscany Region
- § Toscana Promozione, Alberto Peruzzini Tourist promotion between regional dimension and local destinations.
- § Metropolitan City of Florence, Marco Semplici and Lara Fantoni The Florentine Metropolitan Strategic Plan: management of tourist flows and decentralization.
- § Fondazione Sistema Toscana and BTO, Paolo Chiappini and Francesca Chiocci The online promotion of tourism destinations
- **§ Convention Bureau,** Carlotta Ferrari Congress tourism and organization of events in contexts with a fragmented tourism offer
- **§ Phocuswright Italy,** Giancarlo Carniani *Italian Online Travel Overview*
- **§ Florencetown srl,** Edoardo Giacometti, *The experiential tourism made in Tuscany*
- § Marche Region, Environment and Planning Department, Lorenzo Federiconi Mass tourism flow and internal areas.





12:50	MoU signing ceremony with public and private stakeholders
13.00-14.15	Buffet
14:15 – 15:00 ✓ Moderated by TUV	Session 3 – Parallel Sessions (elevator pitch): The experience of VECTOR Pilot test
Thuringen Italia (Peter Voelk) and Enclave Formacion (José Antonio Beltràn)	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	Restitution of the parallel sessions (A,B, and C) by
✓ Moderated by Foundation for Research and	groups' moderators +
Innovation, Marco Scerbo	Conclusions of the 3 rd VECTOR's Conference on Destination Management
15:30 End of the Conference	