



**20<sup>th</sup> April, 2018**

**Venue: Tuscany Region, Sala Pegaso - Strozzi Sacratì Palace, Duomo Square n.10, Florence**

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| 9:00 - 9:30   | Registration of participants   |
| 09:30   | 3 <sup>rd</sup> International Conference on Destination Management   |
| 09:30   | <p style="text-align: center;"><b>Welcome speeches</b></p> <p>Monica Barni, <i>Vice-President of Tuscany Region</i></p> <p>Nadia Bellomo, <i>Metropolitan City of Florence</i></p>   |
| <p><b>10:00 – 11:15</b></p> <p>✓ Moderated by<br/>University of Florence,<br/>Giovanni Liberatore</p> | <p><b>Session 1 – Tourism narrow escapes, the political vision at European and Italian level</b></p> <p>§ <b>Political Directorate of Tourism at the Italian Ministry of Heritage and Cultural Activities and Tourism</b>, Francesco Tapinassi</p> <p>§ <b>Federturismo Confindustria</b>, Silvia Barbone – <i>A strategic blueprint for enhancing the competitiveness of the European tourism industry, The Next Tourism Generation Alliance</i></p> <p>§ <b>Regione Toscana, Culture and Research Department</b>, Roberto Ferrari – <i>Residents and tourists a delicate relationship.</i></p> <p>§ <b>German Association Culture &amp; Work</b>, Karin Drda-Kühn – <i>Unlocking the economic potential of Europe's outstanding cultural treasures: The EuropeTour experience</i></p> <p>§ <b>World Intellectual Property Organization</b>, Francesca Toso, <i>Tourism, Development and Intellectual Property: Making the Link</i></p> |
| 11:15   | <p><b>Certificate awards ceremony</b>, chaired by Andrea Arnone – <i>President of the Foundation for Research and Innovation and Vice-Rector of the University of Florence</i></p>   |
| <p><b>11:30 – 13:00</b></p> <p>✓ Moderated by Tuscany Region, Lorenzo Bacci</p>                       | <p><b>Session 2 – Stakeholders' session: Roundtable with Tuscan regional entities "Destination management: different roles at different scales/perspectives"</b></p> <p>§ <b>Regione Toscana, Tourism department</b>, Stefano Romagnoli - <i>From the tourism destinations' observatories to the new regional law: the coordination strategy of the Tuscany Region</i></p> <p>§ <b>Toscana Promozione Turistica</b>, Alberto Peruzzini – <i>Tourist</i></p>  |





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|   | <p><i>promotion between regional dimension and local destinations.</i></p> <p>§ <b>Metropolitan City of Florence</b>, Marco Semplici and Lara Fantoni – <i>The Florentine Metropolitan Strategic Plan: management of tourist flows and decentralization.</i></p> <p>§ <b>Fondazione Sistema Toscana and Buy Tourism Online</b>, Paolo Chiappini and Francesca Chiocci – <i>The online promotion of tourism destinations</i></p> <p>§ <b>Destination Florence and Convention and visitors Bureau</b>, Carlotta Ferrari – <i>Congress tourism and organization of events in contexts with a fragmented tourism offer</i></p> <p>§ <b>Phocuswright Italy</b>, Giancarlo Carniani - <i>Italian Online Travel Overview</i></p> <p>§ <b>Florencetown srl</b>, Edoardo Giacometti, <i>The experiential tourism made in Tuscany</i></p> |
| <b>12:50</b>  | <b>MoU signing ceremony with public and private stakeholders</b>  |
| <b>13.00-14.15</b>  | <b>Buffet</b>   |
| <b>14:15 – 15:00</b>  | <p><b>Session 3 – Parallel Sessions (elevator pitch): The experience of VECTOR Pilot test</b></p> <p><b>Group A) Tourism Destinations Planning and Management</b></p> <p><b>Group B) Tourism Destinations Marketing and promotion</b></p> <p><b>Group C) Tourism Destinations Fund raising and Web 4.0</b></p>  |
| <p>✓ Moderated by TUV Thuringen Italia – Peter Voelk , and Enclave Formacion - José Beltran Carillo</p> |   |
| <b>15.00-15.30</b>  | <p><b>Report of the parallel sessions (A, B, and C) by groups' moderators</b></p> <p><b>and</b></p> <p><b>Conclusions of the 3<sup>rd</sup> VECTOR's Conference on Destination Management</b></p>   |
| <p>✓ Moderated by Foundation for Research and Innovation, Marco Scerbo</p>                              |   |
| <b>15:45 End of the 3<sup>rd</sup> Conference on Destination Management</b>                             |   |

