

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

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

9:00 - 9:30

Registration of participants

09:30

3<sup>rd</sup> International Conference on Destination Management

09:30

Welcome speeches

**Monica Barni**, *Vice-President of Tuscany Region*

**Nadia Bellomo**, *Metropolitan City of Florence*

10:00 – 11:15

**Session 1 – Tourism narrow escapes, the political vision at European and Italian level**

- ✓ Moderated by  
University of Florence –  
Giovanni Liberatore

§ **Tourism Management Institute of La Rochelle Business School**, Nicola Bellini – *Reappraising policies and policy-making in tourism: lessons from France*

§ **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*

11:15

**Certificate awards ceremony**, chaired by Andrea Arnone – *President of the Foundation for Research and Innovation and Vice-Rector of the University of Florence*

11:30 – 13:00

**Session 2 – Stakeholders' session with Tuscan regional entities "Destination management: different roles at different scales/perspectives"**

- ✓ Moderated by Tuscany  
Region – Lorenzo  
Bacci

§ **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 Turistica**, Alberto Peruzzini – *Tourist promotion between regional dimension and local destinations.*

	<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</b>, Paolo Chiappini – <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>Florentetown srl</b>, Edoardo Giacometti – <i>The experiential tourism made in Tuscany</i></p>
<p><b>12:50</b></p>	<p><b>MoU signing ceremony with public and private stakeholders</b></p>
<p><b>13.00-14.15</b></p>	<p><b>Buffet</b></p>
<p><b>14:15 – 15:00</b></p> <p>✓ Moderated by TUV Thuringen Italia – Peter Voelk , and Enclave Formacion – Elena Perez</p>	<p><b>Session 3 – Parallel Sessions (elevator pitch): The experience of VECTOR Pilot test</b></p> <p><b>Group A) Tourism Destinations Planning and Fund-raising</b></p> <p><b>Group B) Tourism Destinations Marketing and Web 4.0</b></p> <p><b>Group C) Tourism Destinations Management</b></p>
<p><b>15.00-15.30</b></p> <p>✓ Moderated by Foundation for Research and Innovation – Marco Scerbo</p>	<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><b>15:45 End of the 3<sup>rd</sup> Conference on Destination Management</b></p>	