



20th 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 rd International Conference on Destination Management
09:30	<p style="text-align: center;">Welcome speeches</p> <p>Monica Barni, <i>Vice-President of Tuscany Region</i></p> <p>Nadia Bellomo, <i>Metropolitan City 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>§ Tourism Management Institute of La Rochelle Business School, Nicola Bellini – <i>Reappraising policies and policy-making in tourism: lessons from France</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 Toso, <i>Tourism, Development and Intellectual Property: Making the Link</i></p>
11:15	<p>Certificate awards ceremony, chaired by Andrea Arnone – <i>President of the Foundation for Research and Innovation and Vice-Rector of the University of Florence</i></p>
<p>11:30 – 13:00</p> <p>✓ Moderated by Tuscany Region – Lorenzo Bacci</p>	<p>Session 2 – Stakeholders’ session with Tuscan regional entities "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</i></p>





	<p><i>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, Paolo Chiappini – <i>The online promotion of tourism destinations</i></p> <p>§ Destination Florence and Convention and visitors 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>MoU signing ceremony with public and private stakeholders</p>
12:50	
13.00-14.15	Buffet
14:15 – 15:00	<p>Session 3 – Parallel Sessions (elevator pitch): The experience of VECTOR Pilot test</p> <p>Group A) Tourism Destinations Planning and Fund-raising</p> <p>Group B) Tourism Destinations Marketing and Web 4.0</p> <p>Group C) Tourism Destinations Management</p>
<p>✓ Moderated by TUV Thuringen Italia – Peter Voelk , and Enclave Formacion – Elena Perez</p>	
15.00-15.30	<p>Report of the parallel sessions (A, B, and C) by groups' moderators</p> <p>and</p> <p>Conclusions of the 3rd VECTOR's Conference on Destination Management</p>
<p>✓ Moderated by Foundation for Research and Innovation – Marco Scerbo</p>	
15:45 End of the 3rd Conference on Destination Management	

