



PANORAMED

WP5 COASTAL AND MARITIME TOURISM

*“MEDITERRANEAN AS A SMART DESTINATION.
NO MORE CLICHÉS. - NATIONAL EVENT 2019 –
ITALY”*

3RD - 4TH DECEMBER 2019

**CISTERNINO DI CITTA’ – EX CASA DELLA CULTURA
LARGO DEL CISTERNINO, 13
LIVORNO (TUSCANY)**

Registration:

<https://forms.gle/nLHgpLbovdNjGMZR6>

The project

PANORAMED is a governance platform that supports the process of strengthening and developing multilateral cooperation frameworks in the Mediterranean region for joint responses to common challenges and opportunities.

Within the PANORAMED, the main objective of Work Package 5 “Coastal and maritime tourism” is to reinforce the concrete capacities of the public authorities-directly and indirectly involved in the implementation of the project-to support governance processes in tackling common transnational challenges and planning potential solutions.

To reach this aim, the WP5 focus on an active involvement of different relevant actors for the tourism sector.

Country coordinators are responsible for transferring at national/regional level and further exploring of produced deliverables through identified key targeted actors.

The Event “MEDITERRANEAN AS A SMART DESTINATION. NO MORE CLICHÉS” - NATIONAL EVENT 2019 - ITALY

“*Mediterranean as a SMART destination*” is one of the main objectives to achieve for PANORAMED, as stressed in the **Gaps and Growth Opportunity Report (GGOR)**, a key document that gathers the point of view and the experience of relevant actors and stakeholders in the area.

The GGOR is an extensive and multifaceted document, elaborated by WP5, based on the analysis of the results of MED projects and those produced in the framework of other programmes/initiatives implemented in the Mediterranean region through a research-based methodology. This analysis represented the base to identify and develop gaps and growth opportunities for the MED area in the field of coastal and maritime tourism. The document was additionally enriched with contributions from the PANORAMED Thematic Working Group of International Experts on Tourism (TWG5), PANORAMED Liaising partners, Interreg MED horizontal projects as well as PANORAMED Associated partners.

The GGOR displays a variety of results and recommendations for future policies with a view to offering a tool for policymakers, helping them shape and implement improved solutions to mitigate or solve the existing issues in coastal and maritime tourism in the overall MED area. In this sense, the GGOR will also be the starting document to trace relevant key policy paper (policy relevant recommendations) that PANORAMED is going to elaborate in early 2020.

In this context, the Event “**Mediterranean as a SMART destination. No more clichés**” will be the occasion to present the GGOR at national level and to explore further development with relevant key actors at national level.

The Event will be also the occasion to collect relevant inputs for the 2 upcoming Strategic Projects on Tourism, SMART MED (Empower Mediterranean for SMART Tourism) and BEST MED (Beyond European Sustainable tourism MED Path), co-financed by the INTERREG MED Programme. The 2 Strategic Projects on Tourism focus on key-topics such as:

- Integrated multilevel planning for sustainable tourism
- Capacity building for the empowerment of relevant actors in the tourism sector

These key-topics are aimed to face the main gaps affected the area, high-level seasonality and lack of cooperation between the main tourism actors.

The Event will highlight some cliché on the topic of SMART destinations and will focus on approaches/solutions successfully implemented in the MED area. It will be the occasion to debate with experts (panelists) on key policy recommendations for future policies and strategies.

The Event will be organised back to back with MITOMED+ Closure event, project co-financed by INTERREG MED on sustainable tourism topics, which will be held the 3rd December – morning session in the same location. For more info on MITOMED+ see <https://mitomed-plus.interreg-med.eu/>

Target groups: national/ regional institutional policy makers, bodies/authorities, private sector/business representatives, representatives of academia, research and training sector,

representatives of civil society, thematic and think tank networks and others subjects dealing with Tourism.

With the aim to exploit the final Event conclusion, the 4th December, in the same location, will be arranged the meeting with Italian Regions involved in MED Strategic Project on Tourism and/or interested in taking part in the WP5 next steps.

Livorno, 3rd December 2019

Mediterranean as a SMART destination. No more clichés.

13:30 - 15:00	Registration + networking lunch
15:00 – 16:45	<p>Welcoming speech <i>Luca Salvetti</i>, Mayor of the Municipality of Livorno <i>Stefano Ciuoffo</i>, Regional Minister for Tourism and Trade – Tuscany Region <i>Natalino Barbizzi</i>, Marche Region (Country Coordinator)</p> <p>- Short presentation of the PANORAMED Gaps and Growth Opportunities Report on Tourism <i>Manuela Bigi</i>, Programme Manager, Tourism Department, Tuscany Region</p> <p>- Session 1: Data-driven destinations Developing destination data management systems and analytical capabilities offer qualified information to plan policies and strategies. At the same time it creates high-value collaboration opportunities with public and private stakeholders</p> <p>Keynote speech, <i>Giovanni Liberatore</i>, University of Florence</p> <p>- Focus on management of tourism flows in the coastal areas. What’s going on? What data do we really need? Experiences and food for thought</p> <p>Coordinator: <i>Francesco Tapinassi</i>, Head of Unit for Tourism, Trade and Services, Tuscany Region</p> <p>Panelist: <i>Luigi Patuzzi</i>, Dolomiti UNESCO Foundation; <i>Massimo Giusfredi</i>, Director of Federalberghi APAM Montecatini Terme; <i>Elena Bisiol</i>, Tourism Department – Veneto Region; <i>Federico Campatelli</i>, ANCI Toscana</p>

16:45 – 17:00	Coffee Break
17:00 – 18:00	<p>- Session 2: Coalition for destinations. “Destination management addresses the interactions between visitors, the industry that serves them, the community that hosts them, and the environment”. The build up of public-private sector “coalition” brings to new sustainable models.</p> <p>Keynote speech, <i>Antonio Pezzano</i>, tourism expert for Italian and European Institutions.</p> <p>- Focus on lengthening of the tourism season in the coastal areas. What’s going on? Can we really get it? Experiences and food for though</p> <p>Coordinator: <i>Francesco Palumbo</i>, Director of Toscana Promozione Turistica – Tourism Promotion Agency</p> <p>Panelists: <i>Miriam Giorgio</i>, Puglia Promozione; <i>Moreno Cavilli</i>, Valle d’Aosta Region; <i>Caterina Gasparini</i>, Promoturismo Friuli-Venezia Giulia; <i>Roberto Grassi</i>, INTERREG MED Sustainable Tourism Community, Antenna Italia - Malta</p>
18:00-18:30	Wrap up and final conclusion – Albino Caporale Director of Economic Development and Tourism Directorate

Working language: Italian.

Simultaneous translation English-Italian is available.

Livorno, 4th December 2019

09:00 - 09:30	Registration + welcome coffee
09:30 – 13:00	<p>Introduction Marche Region (Country Coordinator)</p> <p>- Short presentation of the PANORAMED WP5 Tourism Task force (Tuscany Region)</p> <p>- Session 1: MED strategic project on Tourism Discussion on Projects brief presentation (Regioni Lazio, Calabria, Puglia, Val d'Aosta) Integrated activities between strategic projects at national level Coordination with Panoramed activities</p> <p>- Focus on next steps Task force on tourism Integrated activity plan at national level</p> <p><i>Panelists:</i> Italian Regions and Key stakeholders</p>
13:00-13:30	Wrap up and final conclusion

Working language: Italian.