

**Wednesday – July 1, 2009**

**Pistoia – Synodal Hall of the Palace of the Bishops,  
Cathedral Square**

**3:30 P.M. Towards a network of European  
Universities for a sustainable and competitive tourism:  
approval of the Memorandum of Understanding**

Coordinator – **Piero Barucci** (University of Florence)

**Introductory address**

**Giuseppe Totaro** (President, UNISER, Pistoia)

**European actions for sustainable and competitive tourism**

**Francesco Ianniello** (European Commission, DG Enterprise,  
Tourism Unit)

**The NECSTouR experience**

**Paolo Bongini** (Region of Tuscany)

**The ABITA Network experience**

**Marco Sala** (University of Florence)

**The Italian Society for the Science of Tourism**

**Nicola Boccella** (University of Rome -“La Sapienza”)

**The contents of the Memorandum**

**Antonio Magliulo** (University of Florence)

**Discussion participants:**

**Giampiero Nigro** (University of Florence)

**Marco Sala** (ABITA Inter-university Center, Florence)

**Muharrem Thuna** (Gazi University)

**Lluis Prats Plataguma** (University of Girona)

**Nadia Theuma** (University of Malta)

**Isabel Cortés Jimenez** (University of Nottingham)

**Jean-Pierre Martinetti** (University of Paris I - Pantheon-  
Sorbonne)

**Maurizio Vernassa** (University of Pisa)

**Nicola Boccella** (University of Rome - “La Sapienza”)

**Jayne Stocks** (Sheffield Hallam University)

**Lionello F. Punzo** (University of Siena)

**Heli Tooman** (University of Tartu)

**Brunela Trebicka** (University of Tirana)

**Anja Hergesell** (University of Vienna)

**Conclusions**

**Paolo Cocchi** – Regional Minister for Culture, Tourism and  
Trade, Tuscany

**6:00 P.M.** Close of Conference



**Regione Toscana**

Diritti Valori Innovazione Sostenibilità



**Florence - Pistoia**

**June 30 - July 1 2009**

Faculty of Economics

Via delle Pandette 32 - Florence

**Internacional Studies Conference**

Conference Secretariat

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# European Universities for a Sustainable and Competitive Tourism



**T**ourism is a strategic sector for the sustainable development of the European economy. Europe remains the top tourist destination in the world, with more than 480 million visitors each year, or 53.6% of all tourists. Tourism generates approximately 10% of the European GDP and accounts for more than 20 million jobs. It is estimated that over 710 million people will visit Europe in 2020.

Tourism is competitive if it is sustainable, that is, if it preserves and enhances the environmental, human, and cultural resources of the resident populations. In order to be sustainable it should be planned. Spontaneous tourism, entirely given over to the market, will become unsustainable over time, and therefore uncompetitive.

The European Union has promoted a policy of planning for sustainable and competitive tourism, soliciting the active collaboration of all the actors involved, including the Universities.

A group of European Regions, upon the invitation of the EU, have undertaken a common initiative with the creation of the NECSTouR Network

The Universities also intend to contribute to reaching the objectives of sustainable and competitive European tourism through educational and research programs.

The purpose of this Conference is to promote the creation of a Network of European Universities which, through an ongoing exchange of ideas amongst all the involved actors, favors the emergence of shared local “good practices” and the realization of common training and research programs, primarily aimed at local businesses, destinations, and institutions.

## Program

### Tuesday – June 30, 2009

Florence – Faculty of Economics, Main Hall

#### 3:00 P.M. **Introductory remarks**

**Giampiero Nigro** – Dean of the Faculty of Economics, University of Florence

**Paolo Bongini** – Deputy Director for Tourism and Trade, Region of Tuscany

**Joan Carles Vilalta** – Director General of Tourism, Generalitat of Catalonia

#### 3:30 P.M. **Regional policies for sustainable and competitive tourism**

Coordinator – **Lorenzo Gai** (University of Florence)

#### **Environmental policies and sustainable tourism: the Italian case.**

**Maria Tinacci Mossello** (University of Florence)

#### **Economic policies and sustainable tourism: the French case**

**Jean-Pierre Martinetti** (University of Paris I - Pantheon-Sorbonne)

#### **Economic policies and sustainable tourism: the Spanish case**

**Isabel Cortés Jimenez** (University of Nottingham)

#### 5:00 P.M. **Sustainability in the training of tourism management**

Coordinator – **Moreno Ventisette** (University of Florence)

#### **Vocational Management Training for the European Tourism Industry (VocMat)**

**Cathy Guthrie** (VocMat Project)

#### **Institut de Recherche et d'Etudes Supérieures du Tourisme**

**Maria Gravari Barbas** (Director of IREST, Paris)

#### **European University for Tourism**

**Brunela Trebicka** (University of Tirana)

6:30 P.M. Adourn working session

8:00 P.M. Social Dinner

### Wednesday – July 1, 2009

Florence – Faculty of Economics, Main Hall

#### 9:00 A.M. **Research on the sustainability of tourist destinations: A Panel of Tuscan Universities**

Coordinator – **Piero Roggi** (University of Florence)

#### **Sustainable tourist businesses**

**Elena Livi** and **Lucia Varra** (University of Florence)

#### **Sustainable tourist destinations**

**Patrizia Romei** (University of Florence)

#### **The sustainability of rural tourism**

**Giovanni Belletti**, **Andrea Maressotti**, and **Silvia Scaramuzzi** (University of Florence)

#### **A statistical framework for sustainable tourism**

**Lucia Buzzigoli** and **Cristina Martelli** (University of Florence)

#### **Measuring productivity in local tourist systems**

**Lionello F. Punzo** (University of Siena)

#### **The evolution of governance processes and the sustainability of tourist destinations**

**Maurizio Vernassa** (University of Pisa)

10:30 A.M. Coffee break

#### 10:45 A.M. **Research on the sustainability of tourist destinations: Contributions from European Universities**

Coordinator – **Antonio Giusti** (University of Florence)

#### **Sustainable tourism: myths, reality, and challenges**

**Jayne Stocks** (Sheffield Hallam University)

#### **Sustainable tourism indicators: the challenges and the prize**

**Malcom Bell** (South West Tourism – UK)

#### **Fostering sustainable tourism development: objectives and activities**

**Anja Hergesell** (University of Vienna)

#### **Destination innovation systems for sustainability purposes: the case of Costa Brava**

**Lluís Prats Plataguma** (University of Girona)

#### **Sustainable development of tourism destinations: the case of Soomaa National Park, Estonia**

**Heli Tooman** (University of Tartu)

12:00 A.M. Transfer to Pistoia – satellite campus of the Faculty of Economics (UNISER)

1:30 P.M. Lunch