



Regione Toscana

Diritti Valori Innovazione Sostenibilità



Conference

European Universities for a sustainable and competitive tourism

Florence, 30th June – 1st July 2009

University of Florence
Aula Magna, Faculty of Economics
Via delle Pandette 32



SAVE THE DATE

The development of a sustainable and competitive tourism is one of the goals which the Regions and the European Union are most committed to and which many private and public actors are increasingly interested in.

Following the European Parliament's approval of the Agenda for a Sustainable and Competitive European Tourism (COM 2007 – 0621 – 19-10-2007), more than 20 European Regions have given life to NECSTouR (Network of European Regions for a Sustainable and Competitive Tourism): a network of Regions that is designed to develop models that involve tourist destinations in the creation of a new European tourist offer based on the principles of Sustainability and Competitiveness.

In this field, Universities play an essential and vital role for higher education and research. These are irreplaceable functions that guarantee tourism and its actors the necessary innovative impulse.

The Conference will discuss the need for a Network of Universities which, within the scope of the social dialogue with all stakeholders, prompts the sharing of local “good practices” and the implementation of common education and research programmes on sustainable tourism.

Paolo Cocchi

Culture, Tourism and Trade Councillor
Region of Tuscany

Giampiero Nigro

President of the Faculty of Economics
University of Florence

Organizing Secretariat:
University of Florence tel. 055 4374016
Region of Tuscany 055 4383674
convegno.turismo.unifi@regione.toscana.it
www.regione.toscana.it/turismo