



Regione Toscana



Euromeeting 2011  
9<sup>th</sup> Edition

**Regional Policies for a Sustainable and Competitive European Tourism**

**Europe: Target youth**

Innovation, Higher Education, University  
**Santa Apollonia Auditorium, Via San Gallo 25**  
**Florence, 14<sup>th</sup> December 2011**

### Programme

**Time 9,00 Participants enrolment**

**Time 9,30 Introductory speeches**

**Cristina Scaletti**, Councillor for Tourism, Commerce and Culture of the Tuscany Region, President of the NECSTouR network, coordinator of the ERNEST project

**Mattia Pellegrini**, Member of the Cabinet of the Vice-President of the European Commission  
Antonio Tajani (

**Francesca Tudini and Antonella Correrà**, European Commission, DG ENTR, Tourism Unit

**Elisa Garosi**, Committee of the Region, Head of Unit for Networks and Subsidiarity

**Florian Delifer** UNEP Global Partnership for sustainable tourism

**Macio Favilla** UNWTO Executive Director

**Alberto D'Alessandro** Consiglio d'Europa

*Videomessage of the Vice President of the European Commission **Antonio Tajani***

**Time 10,15 First Session**

**Models for the sustainable management of the tourist destinations**

Panel coordinator **Paolo Bongini** Head of Coordination Area for tourism, trade and the tertiary sector, Regione Toscana

**Claudine Wattrelot** Deputy head of tourism department of Provence-Alpes-Côte d'Azur Region (F): 'Multi stakeholders network for Sustainable Destination Management'

**José Macedo**, Alentejo Region (P): 'Uniting municipalities around a common goal: Dark Sky'

**Adriana Vaida**, South East Regional Development Agency of Romania: 'Danube delta as an eco-destination'

**Malcolm Bell**, Director of Visit Cornwall (UK): 'Low carbon footprint as a driver for global management'

**Berit C. Kaae**, Danish Forest Agency and University of Copenhagen (DK): 'Competitive advantage of innovative sustainable tourism practices in the Nordic countries'

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**Paolo Pacini**, Union of Italian provinces (I): 'Developments of the OTD (Sustainable Tourism Observatories in the destinations) experience'

**Lucia Buzzigoli** – University of Florence ' Methodological support to the OTD project'

#### Time 11,45 Second Session

##### **Tourism and the young generations: which future?**

Introduction by **Stella Targetti**, Vice president and regional minister for school, university and research of Tuscany Region tbc

**Alberto D'Alessandro**, Council of Europe (I)

**Eleonora Berti**, European Institute of Cultural Itineraries (LUX): 'Training and research on the cultural itineraries of the European Institute: challenges and perspectives'

**Lluís Prats Planaguma**, University of Girona (ESP): 'Searching for the super student: Studying, working and researching as positive combination'

**Paolo Rosso**, Veneto Region (I): 'Training vouchers of the Region of Veneto'

**Roberto Betti**, Representative of the labour unions Filcams CGIL Fisascat CISL Uiltucs UIL (I)

**Carlo Andorlini**, Regione Toscana (I): Presentation of the 'Yes to Young' Project

Presentation of papers regarding sustainable and competitive tourism by young scholars, graduate students, teaching fellows

#### 12,45 discussion

Ore 13,30 *Buffet lunch*

#### Ore 14,30 Third Session

##### **The strategic role of higher education: The experience of European universities**

Panel Coordinator **Antonio Magliulo** President of the *NECSTouR* scientific Committee

**Magda Antonioli Corigliano** - MET (Master in Tourism Economics, Bocconi SDA University, Milan (I)

**Philippe Langevin**, University of the Mediterranean Aix-Marseille II (ESP)

**Marcello Scalisi**, Executive Director of UNIMED (I)

**Hanan Saad Kattara**, Vice Dean of the Faculty for Tourism and Hotellerie, University of Alexandria (Egypt)

**Beatriz Plaza**, Professor of Regional Economics in Tourism, University of Basque Country (ESP): 'University Brands for Destination Branding: Some Preliminary Data from the Basque Country'

**Jean Pierre Martinetti** – CCTD (F)

**Alžbeta Kiráľová**, University of Prague (Czech Republic)

**Salvatore Messina**, European University for Tourism of Tirane (Albania) 'The experience of the European University for Tourism'

**Antonio Giusti**, University of Florence (I)

#### Ore 16,00 quarta Sessione

##### **Higher education, innovation and competitiveness**

Panel Coordinator **Alessandro Capocchi**, Campus Foundation

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Presentation of the Campus Foundation research on competitiveness and training offer

**Armando Peres** Coordinator of the Committee for the rationalization of tourism education and the promotion of the culture of hospitality of the Tourism Ministry (I)

**Chittaranjan Bhattacharjee** - Kuoni Academy Mumbai (India)

**Peter Keller**, Ecole Hoteliere Lausanne

**Marina Morozova**, Dean of the Faculty of Tourism and Hospitality, Saint-Petersburg State University of Engineering and Economics

**Isabel Torres Martinez** - Institute for Tourism Research (INTOUR) of the University of Bedfordshire (UK)

**Maurizio Davolio** – AITR (I)

**Prof. Guido Ferrari** - Renming Peoples' University of Beijing (Cina)

**Florian Delifer** UNEP: 'The Global Partnership for Sustainable Tourism: building sustainable tourism through high-impact projects worldwide. The intensive workshop designed to mainstream sustainable tourism at destinations'

Representative of the **entrepreneurs associations** of the tourism sector

**Time 17, 30 Conclusions by the Regional Councillor Cristina Scaletti**

Information and updates on:

[www.regione.toscana.it](http://www.regione.toscana.it), [www.necstour.eu](http://www.necstour.eu) and [www.ernestproject.eu](http://www.ernestproject.eu)

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