

**Eurometing 2011
IX[^] Edition
Regional policies for a sustainable and competitive European Tourism
Auditorium di Santa Apollonia, Via San Gallo 25
Florence, 14th December 2011**

The 9th edition of the *Eurometing* international conference represents an important opportunity to bring forward the debate on the implementation of regional policies for a sustainable and competitive European tourism.

Eurometing 2011 will be, for the third time, a *thematic forum* of the *NECSTouR* network, the most important European association of regions, institutions, public and private organizations, which believe in the sustainable development of tourism and in the competitiveness of the European tourist offer.

It is an important milestone: one year after the approval of the Commission Communication 352/2010, which mentions NECSTouR as a reference for the construction of a new and original model for the sustainable management of the destinations, also in view of the definition of a European brand for the promotion of tourist destinations of excellence.

Eurometing 2011, in cooperation with the *ERNEST* - *European Research Network on Sustainable Tourism* - FP7 project, will foster debate on the strategic themes of *research & innovation, tourist professionals skills development, University education*. This is the reason why the 9th edition of *Eurometing* looks in particular at the *young European* as our greatest resource in order to guarantee the tourist sector the necessary innovation drive.

On this occasion the Tuscany Region will also present the developments of its project *Sustainable and Competitive Tourism in Tuscany*.

Like the previous editions, experts and representatives of international institutions, of the European Commission, of the OMT, will engage an open dialogue with the regions and the stakeholder on the selected themes and on the most interesting and innovative experiences.

**More information & updates will be published on
www.regione.toscana.it, www.necstour.eu and www.ernestproject.eu.**