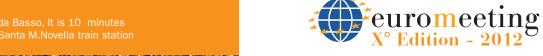




Fortezza da Basso, It is 10 minutes walk from Santa M.Novella train station



Regional Policies for Sustainable and Competitive European Tourism

Sustainable Management of Culture & Art Tourism

Florence, May 18-19, 2012 Teatrino Lorenese - Fortezza da Basso



For more information: www.regione.toscana.it/euromeeting www.necstour.eu euromeeting@regione.toscana.it tel. +39 055 4383639 fax +39 055 4383141





• 18 may 2012

14:00 Conference registration, passes and distribution of conference materials

15:00 Opening Address

Cristina Scaletti, Regional Minister for Tourism, Culture and the Tertiary Sector, Tuscany Region, and President of the NECSTouR network

Antonio Tajani, Vice-President of the European Commission

Piero Gnudi, Italian Minister for Tourism

Francesca Tudini, European Commission, General Directorate Enterprise and Industry, CSR, Consumer Goods and International Regulatory Agreements, Unit F1

Márcio Favilla, Executive director, UNWTO

Elisa Garosi, Committee of the Regions, Directorate C - Consultative Works, Head of Unit C2 Commissions NAT – ENVE

Penelope Denu, Executive Secretary, Council of Europe Enlarged Partial Agreement on Cultural Routes Director, European Institute of Cultural Routes

Deirdre Shurland, Coordinator - Global Partnership for Sustainable Tourism and Senior Consultant - UNEP

16:30 First session

Art and smart cities. Models and experiences

City of Florence

Piergiorgio Oliveti. Cittàslow

Jana Hudcová, City of Prague, Culture Monument Care and Tourism Department

Chistina Werckmeister, City of Vitoria Gasteiz (Spain) Salvatore Messina, European University of Tirana Vlasta Klarić, Croatian Chamber of Economy

In conjunction with Euromeeting conference there will be un informal meeting of the Ernest project

• 19 may 2012

9:30 Second session Cultural itineraries

Alberto D'Alessandro. Council of Europe. Office in Venice

Alla Peressolova, UNWTO Silk Road Programme Director

Michel Thomas-Penette, Delegate General of the European Historical Thermal Towns Association

Massimo Tedeschi, President of the European Associations of Via Francigena (AEVF)

Antonella Tiranti, Head of tourism Umbria Region, San Francesco d'Assisi Itinerary

Philippe Calamel, Project Manager, ODYSSEA project

Adriana Vaida, Regional Development Agency of South-East Romania (SERDA), Danube Itinerary

Adriana Sebesova, Head of the Tourism Department of the Košice Self-Governing Region, Slovak Republic, Development Agency, the *TERRA INCOGNITA Programme*, Sustainable cultural itineraries

11:30 Third session

Model of management in cultural destinations

Paolo Bongini, Head of Coordination Area for tourism, trade and the tertiary sector, Tuscany Region

Alice Jude, NECSTouR Coordinator

Cristina Martelli. University of Flrenze

Teresa Caldarola, Public Official for tourism, trade and the tertiary sector, Tuscany Region

13:00 Conclusions and presentation of the Memorandum on sustainable management for art & tourism in the cities

Cristina Scaletti, Regional Minister for Tourism, Culture and the Tertiary Sector, Tuscany Region, and President of the NECSTouR network

13:30 Buffet Lunch

Simultaneous Interpretation will be available in three languages, namely English, Franch and Italian