



## 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](http://www.regione.toscana.it/euromeeting)**  
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● 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**

**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

**Piergiorgio Oliveti**, Cittàslow

In conjunction with Euromeeting conference  
there will be an 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 Firenze

**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