



**towards a
European Network for a
Sustainable and Competitive Tourism**

Firenze 16 – 17 novembre 2007



The basis of the Network: The European Commission's Communication

From knowledge to action

The necessity to get to know other experiences

**An invitation to work towards an operative model
which promotes dialogue and sharing**

Firenze 16 – 17 novembre 2007

An operative model which allows:

Constant contact with international organisms on the theme of sustainability applied to tourism

Collection and evaluation of good practices (learning from successes and mistakes)

Coordinated Experimentation and Applications

Firenze 16 – 17 novembre 2007

Constant contact with international organisms on the theme of sustainability applied to tourism

Monitoring international appointments for exchange

Collection and diffusion of studies, research and analysis

Creation of an inventory of organisms with relative contact people and references

Collection and evaluation of good practices

Targeted surveys on local systems

Sector based / integrated programming instruments

Development of integrated projects and programmes

Territorial and tourist destination marketing

Training

European interregional cooperation initiatives

Cooperation initiatives with developing countries

Firenze 16 – 17 novembre 2007



Coordinated Experimentation and Applications

**Models for
Social Dialogue**

**Models for
Phenomenon Definition and
Measurement**

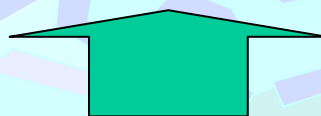
Firenze 16 – 17 novembre 2007

Social Dialogue

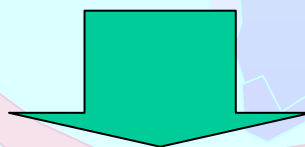
Levels of Application

Measurement

Member States



Regions



Councils

Firenze 16 – 17 novembre 2007

the 10 Principles

Impact of transport

Quality of life of residents and tourists

Quality of work

Widening the relations between demand/offer (geographical and seasonal concentration of tourism)

Active conservation of cultural heritage related to tourism

Active conservation of environmental heritage related to tourism

Active conservation of distinctive identities of destinations

Reduction and optimisation of use of natural resources with particular reference to water

Reduction and optimisation of energy consumption

Reduction of waste and better waste management

The 10 Principles

**The importance of
research and innovation**

Tourism has been excluded from this area for too long

Imposed innovation

**The importance of
“positive contamination”**

**European Network for a
Sustainable and Competitive Tourism**

**Open Network
A Network of Networks**

**The importance of
continuity in dialogue and exchange**

Firenze 16 – 17 novembre 2007



**We'll see you tomorrow
for the first step towards**

**The European Network
For a Sustainable and Competitive Tourism**

**15 February 2008
in Barcelona**

Thank you for you attention

Firenze 16 – 17 novembre 2007

REGIONE
TOSCANA



euromeeting
sviluppo del turismo sostenibile



Firenze 16 – 17 novembre 2007