

The VIII^o edition of **Euromeeting** is an important step forward in the development and implementation of regional policies for sustainable and competitive tourism in Europe.

Back in November 2007, when, during the V^o edition of **Euromeeting**, the Florence Charter for a sustainable and competitive tourism in Europe was signed by many European regions, universities and representatives of tourism organizations, we would never figure out that, few years later, the European Commission would have recognized to NECSTour (Network of European Regions for a Sustainable and Competitive Tourism) such an important role as the one envisaged in the COM/352 of June 2010.

The VIII^o edition of **Euromeeting** will introduce a brand new path towards innovation and applied research in Tourism; an experimentation of a model of indicators for the sustainable management of tourist destinations, with the aim to support the **European Commission** in creating an European Brand to promote tourist destinations. We strongly believe that with the commitment of regions, member states, universities and enterprises we will achieve this ambitious goal. We will discuss these issues and compare our experiences during **Euromeeting 2010**.

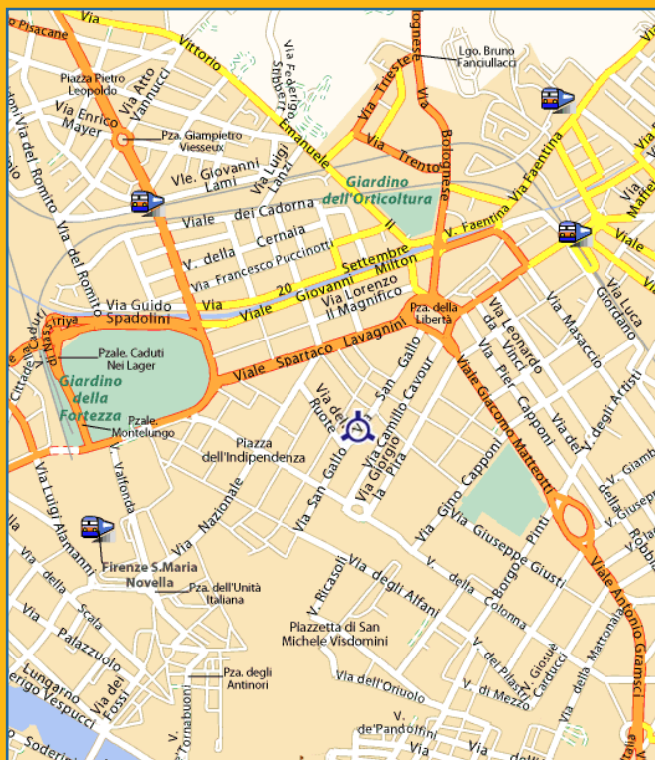
The Vice President of the European Commission Mr. Antonio Tajani will honour us of his presence thus showing the interest of the European Commission towards NECSTour and its actions.

Cristina Scaletti

Regional Minister for Culture, Tourism and Trade

This edition is organized with the support of the Council of Europe.

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Regione Toscana
 Diritti Valori Innovazione Sostenibilità



Euromeeting 2010

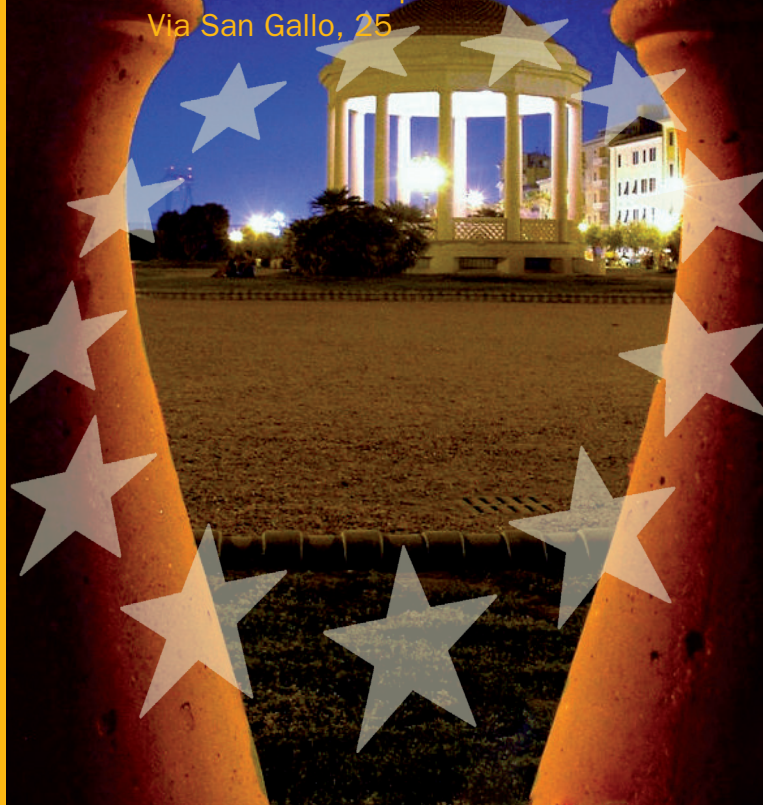
VIII^a Edition

Regional Policies for Sustainable and Competitive European Tourism

Florence, 9th-10th December 2010

Auditorium Sant'Apollonia

Via San Gallo, 25



● 2.00 p.m. Registration

● 2.30 p.m. Welcome from **Cristina Scaletti**, Regional Minister for Culture, Trade and Tourism of the Region of Tuscany. President of NECSTour

Opening speech:

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

Gabriella Battaini Dragoni, Director General of Education, Culture and Heritage, Youth and Sport and Coordinator for Intercultural Dialogue of the Council of Europe

The network NECSTouR for a model of shared management of tourist destinations

Paolo Bongini, Head of Coordination Area of Tourism, Trade and Tertiary of the Region of Tuscany
Rappresentative of the Entrepreneurs' Associations Confesercenti Toscana, Confcommercio Toscana and Confindustria Toscana

● 3.30 p.m. **I^A Session**

Sustainable and Competitive Tourism and Euromediterranean Cooperation

Chairman of the session:

Pierre Deusy, European Commission DG External Relations (RELEX) EuroMed and Regional issues - Economic and Trade Affairs Manager

Speakers:

Salvatore Messina, Rector of the European University for Tourism in Tirana

Franco Rizzi, Secretary General UNIMED and University of "Rome Three"

Antonio Magliulo, President of the Scientific Committee NECSTouR - University of Florence and Luspio of Rome

Azeddine Abdenmour, Vice President of the Algerian Association of International Relations – Vice President of Foudation "Desért du Monde" - University of Constantine (Algeria)

Mimoun Hillali, International Higher Institute of Tourism of Tangier (Maroc)

Charbel C. Salloum, Faculty of Business and Commercial Sciences, Holy Spirit University of Kaslik (Lebanon)

Massimo Baldi, Officier of the Region of Tuscany Department International Affairs

● 5.30 p.m. Open discussion

● 6.00 p.m. Conclusions I^Asession

Europe - China, the new scenario of international collaboration

● 9.00 a.m.

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

Corrado Politi, Advisor of China Tourism Academy Beijing: President of International Exchange Center for Sustainable Tourism Beijing (Dr. TIAN Fu)

● 9.15 a.m. **II^A Session**

Tourism and European Identity: Nectsour's Model as contribution to the tourist enhancement of the European Cultural Routes

Chairman of the session:

Alberto D'Alessandro, Council of Europe. Directorate of Culture and Cultural and Natural Heritage

Speakers:

Michel Thomas-Penette, Director of the European Institute of Cultural Routes

Dori Tercedor, Communication and Didactical activities Department Foundation El Legado andalusi

Maria Guerra, President of The Santiago of Compostella Pilgrim Routes

Juliane Koch, Managing Director, Transromanica

Mario Crescente, The European Route of Historical Thermal Towns (Baths of Ourense)

Massimo Tedeschi, President of the European Association of Vie Francigene - The Via Francigena

Manuel de Novaes Cabral, Porto municipality, Itervitis – The Vineyard Ways in Europe

Antonio Barone, Director, The Phoenicians' Route

Maria Majno, President, The Mozart Route

● 1.30 p.m. Lunch buffet

● 2.30 p.m. . Open Forum

● 4.30 p.m. Wrap up by **Cristina Scaletti**, Regional Minister for Culture, Trade and Tourism of the Region of Tuscany – President of NECSTouR.

Experts' contributing to the discussions

Francesco Redi, Head of European Project Laboratory European University for Tourism

Maurizio Davolio, President of the Italian Association for Responsible Tourism (AITR)

Alice Jude, NECSTouR Secretariat

Jean-Pierre Martinetti, General Manager City of Culture, Tourism and Development

Giovanni Antonio Cocco, General Manager ISNART

Laurent Greffeuille, Head of Tourism Department of the Région Provence-Alpes-Côte d'Azur

Apolonia Rodrigues, CCDR-Alentejo, Planning Expert and TSG Member

Karla Schumacher, German Speaking Community of Belgium, Tourism Officer, Department Tourism, Culture and Social affaire

Christel Leys, Flanders, Tourism Officer, Flemish Department of Foreign Affairs

Silvia Draghi, Officials of the Tourism Directorate of the Region of Veneto

Francesc Iglesias, Catalunya, Tourism Strategic Planner, General Direction of Tourism Catalunya Government

Sandra Sazzini, Legambiente turismo International Relations

Giovanni Liberatore, University of Florence

Maurizio Vernassa, University of Pisa

Lionello Punzo, University of Siena

Alessandro Capocchi, Fondazione Campus in Lucca

Antonio Raschi, CNR-IBIMET of Florence

