



● 14,00 Session III: **The challenge of Sustainable Tourism in the Italian tourist destinations**

Parte 1 – **Studies on sustainability of the Italian tourist destinations:**

**Antonio Magliulo**, University of Florence  
Faculty of Economics

**Lionello Punzo**, University of Siena,  
Sustainable Tourism Observatory

**Maurizio Vernassa**, University of Pisa, Political  
Sciences Faculty

Parte 2 – **Sustainability experiences in tourist destinations and the point of view of tourist enterprises**

**Enzo Finocchiaro**, Province of Rimini  
representing the Coordination of local Italian  
21 Agendas - **Sustainable tourism in the  
Agenda 21 destinations**

**Sandra Sazzini**, Legambiente - Competitiveness  
and sustainability: **the experience of the  
enterprises associated to Legambiente  
Turismo**

**Claudio Albonetti**, President of Assoturismo  
Nazionale

**Andrea Giannetti**, President of Confindustria  
Assotravel

**Paolo Corchia**, President of Confturismo  
Toscana and Federalberghi - Regional section

Representative of Confindustria Nazionale

● 16,30 Open discussion and conclusion of sessions III

● 17,00 End of the Euromeeting

**BY PLANE**

Florence International Airport “Amerigo Vespucci” (connected to the main European cities)

It is located 4 km (2.5 miles) from Florence and it can be reached by taxi (20 minutes) or by the shuttle bus, a special connection service from/to the Vespucci Airport and Santa Maria Novella train station.

Pisa International Airport “Galileo Galilei” (connected to the main European cities)

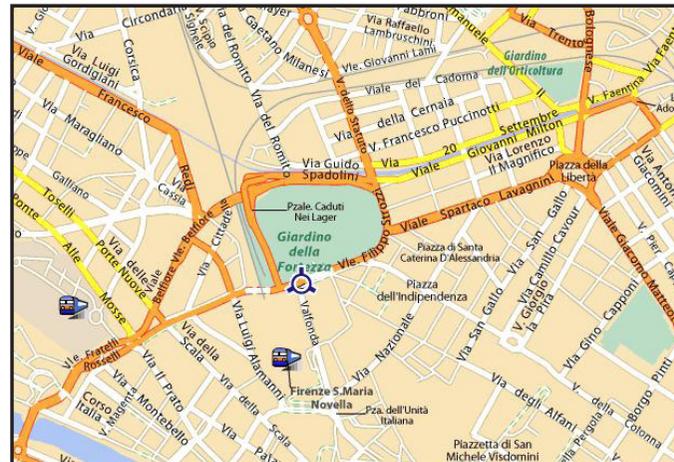
It is located in Pisa, 60 km (38 miles) from Florence and it can be reached in 1 hour by train from Santa Maria Novella train station, in Florence: three train every hour for Pisa C.le and Pisa Airport from 06.00 a.m. to 22.00 p.m.

**BY TRAIN**

Santa Maria Novella Central Station: 100 metres from the Fortezza da Basso.

**PUBLIC TRANSPORTATION**

All town buses stop at Piazza della Stazione (Santa Maria Novella train station). Since they are just 100 metres from the Santa Maria Novella train station, Fortezza da Basso’s avenues are within walking distance of any bus stop.



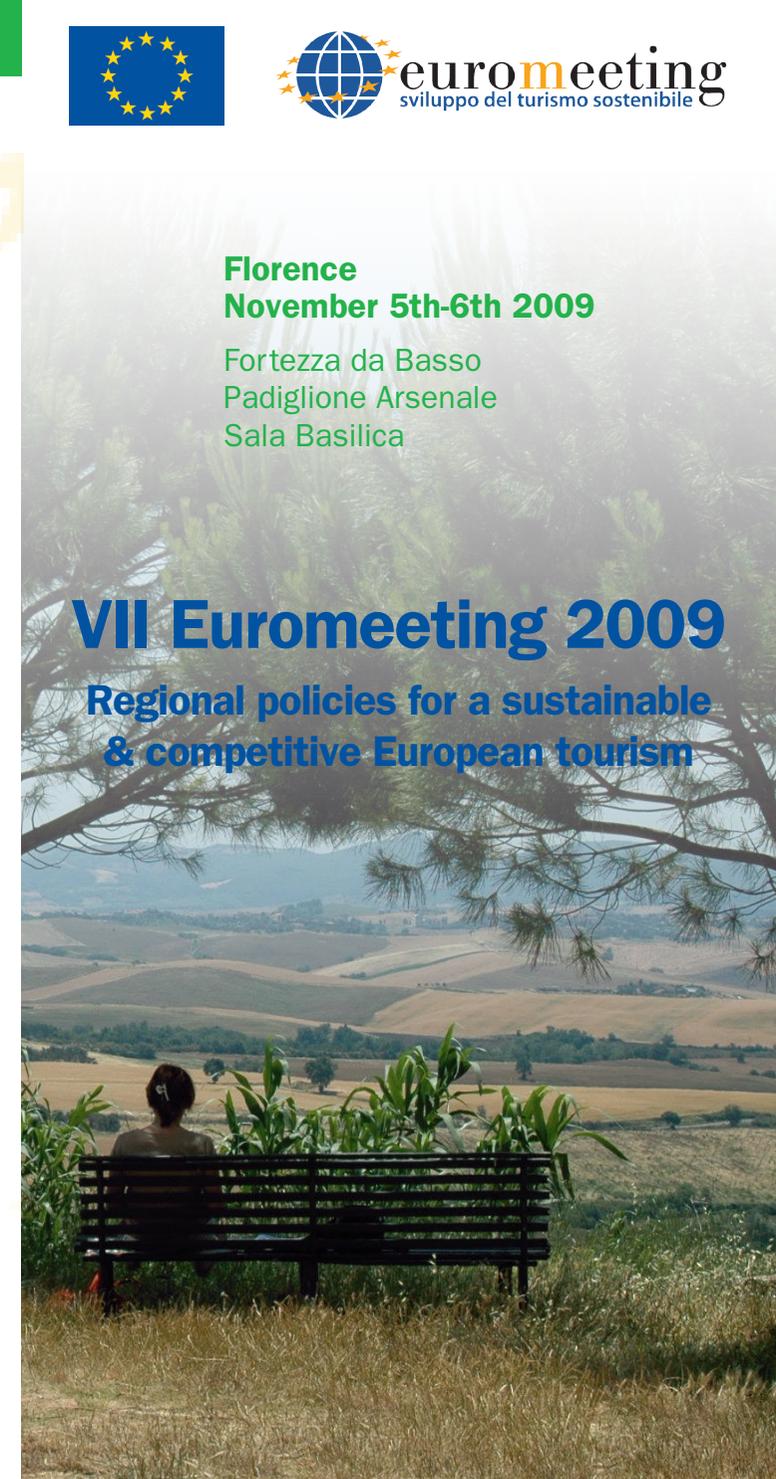
**Florence  
November 5th-6th 2009**

Fortezza da Basso  
Padiglione Arsenale  
Sala Basilica

**VII Euromeeting 2009**  
**Regional policies for a sustainable  
& competitive European tourism**

Conference secretariat  
Regione Toscana - Direzione Generale Sviluppo Economico  
Area di coordinamento Politiche per il Turismo,  
Commercio e Attività Terziarie  
Via di Novoli, 26 - 50127 Firenze, Italia  
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euromeeting2009@regione.toscana.it  
www.regione.toscana.it/turismo

More information and updates will soon be available on  
www.regione.toscana.it and www.necstour.eu  
registration on line  
<http://web.rete.toscana.it/iscrizioni/iscrizioniprivacii.php?ID=223>



- 9,00 Registration and welcome coffee
- 9,30 Welcome from the Vice-mayor of Florence  
**Dario Nardella**
- 9,45 Opening speech of the Regional Minister of Culture, Tourism and Commerce of Regione Toscana **Paolo Cocchi**
- 10,00 Introduction to the workshops  
**The Regions for a sustainable and competitive European tourist offer**  
**Francesco Ianniello**, European Commission, DG Enterprise and Industry, Tourism Unit  
**Mauro Di Dalmazio**, Minister of Tourism of Regione Abruzzo on behalf of the Coordination of Ministers of Tourism of the Italian Regions.  
**Paolo Bongini**, Head of Coordination Area of Tourism, Commerce and the Tertiary Sector Regione Toscana
- 11,00 Session I: **European structural funds: a tool for supporting and implementing regional policies for sustainable and competitive tourism** Part 1  
**Marco Romagnoli**, Director of DG Economic Development – Regione Toscana  
**Michele Pasca-Raymondo**, European Commission, Vice-director General DG Region  
**Christian Cleutinx**, European Commission Director of TREN - DG Energy & Transports
- 12,00 Open discussion and conclusions of session I part 1
- 13,00 Buffet lunch

(Collateral event: first Meeting of the Policy and Advisory Group of the ERNEST project, reserved to ERNEST partners)

- 15,00 Session I: **European structural funds: a tool for supporting and implementing regional policies for sustainable and competitive tourism** Part 2  
**Teresa Caldarola**, Coordination Area of Tourism, Commerce and Tertiary - Regione Toscana  
**Tuscany Regional actions for Destinations and NECSTouR network**  
**Marco Filippeschi**, Mayor of Pisa  
**Regenerating the city by combining urban development and environmental quality: the PIUSS experience (Integrated Plan for a Sustainable Urban Development ) of Pisa**  
**Pierre Meffre**, President of the Tourism Commission - Region Provence-Alpes-Côte d’Azur (F)  
**Joan C. Vilalta i Serrano**, Director General of Turism - Generalitat de Catalunya (ESP)  
**Paolo Rosso**, Head of Tourism Sector, Regione Veneto (I)  
**Jaroslav Tesliar**, Director of the Agency for regional development Kosice - **Development perspectives for the tourism destination management of the Kosice region, Slovakia”**  
**Lotta Nibell-Keating**, Head of Business Development and Analysis at the West Sweden Tourist Board **EU-funding creates competitiveness and sustainability amongst SMEs in West Sweden/Region Västra Götaland.”**
- 16,30 Open discussion and conclusions of session I part 2
- 17:00 End of first day meeting
- 17:30 General Assembly of NECSTouR



- 9,00 Registration and welcome coffee
- 9,30 Session II: **Tourism in Europe: Competitiveness, Sustainability, Research and Innovation**  
**Maria Luisa Mattivi**, Coordination Area of Tourism, Commerce and Tertiary Regione Toscana (I)  
**The experience of the Ernest project**  
**Francesc Iglesias**, Tourisme Catalunya (ESP)  
**Tourism, research and innovation in Catalunya**  
**Malcolm Bell**, Director of South West Tourism (UK) - **The work of the EC Tourism Sustainability Group on core indicators**  
**Giampiero Nigro**, Economy Faculty, University of Florence (I) - **The Network of European Universities in support of the NECSTouR network**  
**Lluís Prats Planaguma**, University of Girona (ESP)  
**Innovation capacity for Tourism Destinations Sustainability**  
**Dimitrios Diamantis**, Sheffield University (UK)  
**Camille Le Borgne**, Advisor Assemblée des Chambres Françaises de Commerce et d’Industrie (FR) - **The Chambers of Commerce network and the CAST project (Chambers of Commerce Active for Sustainable Tourism)**  
**Giovanni Antonio Cocco**, General Director of ISNART (I) - **The pilot experience of “Ecolabel measurability”, starting from the enterprises certified by the “Italian Welcome” label**
- 12,00 Open discussion and conclusions of session II
- 12,30 Buffet lunch

\*The Italian Minister of Tourism On. **Michela Vittoria Brambilla** has been invited to take part in the seminar