

ERNEST PROJECT

European Research NETwork on Sustainable Tourism



Final Conference

27th June 2012

Florence - Santa Apollonia Auditorium, Via San Gallo 25

9.00 Welcome coffee & registration

9:30 OPENING SESSION & PERSPECTIVES FOR REGIONAL RESEARCH AND INNOVATION

- **Cristina Scaletti**, Regional Minister for Culture, tourism and trade, Tuscany
- **Paolo Bongini**, Head of Coordination Area for tourism, trade and the tertiary sector, Tuscany
- **Dorota Tomalak** (Committee of the Regions – Commission for Natural Resources) *The role of the regions in the European tourism policy*

10.15 ERNEST PROJECT PRESENTATION & SUSTAINABLE TOURISM GOOD PRACTICES

Session chairs and intro: **Maria Luisa Mattivi**, ERNEST Project Manager, Tourism sector officer, Tuscany Region

ERNEST project presentation (movie)

10:30 PRESENTATION OF ERNEST SUSTAINABLE & COMPETITIVE TOURISM GOOD PRACTICES PUBLICATION AND OF A SELECTION OF BEST REGIONAL GOOD PRACTICES

Session chair : **Jean-Pierre Martinetti**, General Director of Cité de la Culture et du Tourisme Durable (CCTD)

- **Zsanett Kaprinyák**, International Projects Manager, Marketing and International Relations unit, NORDA – “Sustainable tourism in north-Hungary”
- **Berit C. Kaae**, University of Copenhagen, DFNA – “Sustainable tourism in the Danish ERNEST region”
- **Jaroslav Tešliar**, Director of the Agency for the Support of regional development, ASRD - “Terra Incognita: development of sustainable cultural tourism in the Kosice region, Slovakia”
- **Adriana Vaida**, ERNEST project manager, Head of Internation Cooperation Projects Department, SE RDA – “The Danube Delta Eco-Tourism Center”
- **Aggelos Niarhos**, ILIA - “Sustainable tourism in the Region of Western Greece”
- **Giuseppe Voltolina** Officer of the Tourism Department, REGIONE VENETO - “Sustainable tourism in Veneto”

Open space for participants' interventions and questions

11:45 TRANS-REGIONAL RESEARCH FINANCING: THE ERNEST JOINT CALL – INTRODUCTION AND ROUND TABLE

Session chair and intro: **Idurre Ostolaza**, Basquetour – “The experience of the Basque Country”

Round table with the joint call funding partners:
The joint call, between local objectives and trans-regional values

Discussants: Regione Toscana (Maria Luisa Mattivi), Regione Emilia Romagna (Maura Mingozzi e Fiorella Dallari), Basque Country Government (Garbiñe Larrauri, Basque Innovation Agency “ERA-NET as a smart step to internationalize SMEs.) Generalitat de Catalunya (Beatriu Aguer)

The ERNEST sub projects

- **Beatriu Aguer** (Generalitat de Catalunya) – *Sub-projects in which is involved GENCAT*
- **Lluís Prats Planaguma** (University of Girona) – *Sub-projects: A-BEST, BEST and EXCELLENCE*
- **Massimo Marchionni** (Scuola Emas Toscana) – *Subprojects: 4.S.A.FO.M.CO.D, T.C.M.T&C, and M.G.D.T*
- **Luca Mattesini** (I2T3 Onlus) - *Subproject CLEAN*
- **Sub projects in which Emilia Romagna is involved:**
 - **Dalia Casali** (Comune di Cesenatico) *Subproject A-BEST*
 - **Roberta Romboli** (Provincia di Ravenna) *Subproject BEST*
 - **Enzo Finocchiaro** (Provincia di Rimini) *Subproject EXCELLENCE*

13:00 *Buffet Lunch and networking opportunities in the exhibition area*

14:00 **Livio Stefanelli**, Brussels delegation of Tuscany Region *The perspectives for regional research and innovation in the framework of Horizon 2020 and the cohesion policy*

14:15 THE CONTRIBUTION OF INDICATORS & SUSTAINABLE TOURISM OBSERVATORIES FOR THE TOURIST DESTINATIONS CAPACITY BUILDING

Session chair: **Calvin Jones**, University of Cardiff

- *Results of the ERNEST Indicator Survey*
- *Basque Country – eGISTour and the Basque Tourism Observatory (video)*

Discussants:

- **Paolo Bongini** (Tuscany – *the OTD experience*)
- **Jean Pierre Marinetti** (Cité Européenne de la Culture et du Tourisme Durable (CECTD): *The evaluation tool “Equalto”*)
- **Lluís Prats Planaguma** (University of Girona)
- **Paolo Grigolli** (Director of Trentino School of Management)

15:00 Tourist destinations between sustainability and competitiveness: Round table on the OTD project

Chair: **Teresa Caldarola**, Officer of Coordination Area for Tourism Trade and tertiary sector, Regione Toscana

Discussants: **Cristina Scaletti**, Minister for Culture tourism and trade, Tuscany and **representatives of the Tuscan municipalities** in the process of implementing sustainability models exchange field experiences, views and opinions

15:45 Round table “sustainable tourism: new measures implemented by Tuscany in the framework of the ERNEST project in support of the young generations and tourist SMEs innovation

Session chair: **Chiara Criscuoli**, staff Giovanisi office, Tuscany

Discussants:

Carlo Andorlini and **Umberto Pascucci**, *Giovanisi-YesToYoung Project, Tuscany;*
Stefano Romagnoli, *Tuscany FESR measures in support of SMEs research and innovation, Tuscany;*

Open space for participants' interventions and questions

16:30 CONFERENCE CONCLUSIONS

Dissemination of ERNEST projects results through the NECSTouR network (**Alice Jude / Carlos Rul Ian Rabassa**)

Introduction and approval of the **ERNEST agreement for durable cooperation**

In the conference venue there will also be

- an interactive exhibition of sustainable tourism good practices of the ERNEST partners
- an exhibition of the ERNEST subprojects

Note: Throughout the conference interpretation is provided in the languages: English, Italian, French, Spanish