



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 ST REGIONAL BEST 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**, Basquetur – *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

- Subprojects A-BEST (Dott.ssa Dalia Casali - Comune di Cesenatico), BEST (Dott.ssa Roberta Romboli - Provincia di Ravenna), EXCELLENCE (Ing. Enzo Finocchiaro - Provincia di Rimini) Accessibility, technology, reduction of environmental impacts in the beaches of Emilia Romagna and Catalunya
- Subproject CLEAN: *eleCtric mobiLity to analyse tourist bEHaviour in urbAN areas* (Luca Mattesini - I2T3 Onlus)
- Subproject 4 seasons in Forte dei Marmi and Costa Dorada
- Subproject Marinas: Gateways to discovering the territories
- Subproject Thermal baths and Culture in the hills of Tuscany and Catalunya

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”)*
- *Lluis Prats Planaguma (University of Girona)*
- *Paolo Grigolli (Director of Trentino School of Management)*

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

Chair: **Teresa Caldarola**, 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 Region

Discussants:

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

Open space for participants' interventions and questions

16:30 CONFERENCE CONCLUSIONS

Dissemination of ERNEST projects results through the NECSTouR network (**Alice Jude / Carlos Rulian 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: At some point around the conference timetable (or adjacent day) there will be the ERNEST meeting and steering committee