

## MITOMED Final Conference

### CHALLENGES AND PERSPECTIVES FOR COASTAL AND MARITIME TOURISM IN EUROPE

Tuesday 12th May 2015  
Florence, Palazzo Medici Riccardi, Sala Luca Giordano

Working languages: English, Italian  
(simultaneous interpreting will be provided)

#### DRAFT AGENDA (28/04/15)

The main objectives of this event are to share the findings and results of the MITOMED project and to develop ideas for the governance of maritime and coastal tourism and for future initiatives and projects. The event round tables are organised to promote open debate, through participation from the audience

9.00 – Registration (and coffee corner)

9.30 – Welcome and introduction – Regional Minister for Tourism and Culture of Tuscany Region (tbc)

9.45 – The MED programme 2014-2020: the future of Maritime Projects – Blanca Lopez Bassa, Project Officer, MED Joint Technical Secretariat (video presentation)

10.00 – MITOMED Project results – Maria Luisa Mattivi, Sector for Tourism destinations – Regional Government of Tuscany - Recap of the MITOMED project findings

10.20 Round Table 1 “Tourism indicators”

Round table 1 focuses on the use of indicators as a management tool to increase knowledge of M&C tourism, and promote informed decision-making

Introductory speech and coordination: University of Girona

Participants:

- § Paolo Bongini, Regional Government of Tuscany
- § Laura Grassini, University of Florence
- § representative of TOURMEDASSETS, University Venezia Ca' Foscari (tbc)
- § representatives of NECSTouR MED regions (tbc)

11.30 - Coffee Break

12.00 Round Table 2 "The MITOMED Action Plan"

Round Table 2 illustrates the MITOMED Action Plan, investigates the potential of coastal and Maritime tourism as a competitive and sustainable driver of Blue Growth in the Mediterranean, and debates, with input from practical experiences, fields of action which could be the basis for future cooperation projects

Introductory speeches:

- § Asterio Savelli, University of Bologna "Coastal tourism in the post-industrial society: challenges and development potential"
- § Eudokia Balamou, ANETEL "The MITOMED action plan"

Open debate with presentation of experiences on:

- § beaches ("Greening" Cyprus Beaches, ANETEL - tbc)
- § seasonality ("New forms of cultural tourism: legends and myths in Istria" – Manuela Hrvatin, Istria Region e "The experience of Bagno Teresa in Marina di Levante, Viareggio" – Cristiano Pezzini, owner)
- § soft mobility (Cycling on Etruscan coast, Enrico Caracciolo, journalist - tbc)
- § ports and cruises (Experiences from POSEIDON project - Daniele Contini)
- § fisheries and tourism (Experiences from FISHMPABLUE project - Luca Santarossa, Federparchi and NEMO project, tbc)
- § environment and tourism ("Pressures generated from tourism: from needed actions to governance mechanisms" - Dania Abdul Malak, Med-IAMER Project)
- § representatives of NECSTouR MED regions (tbc)

Following brief illustration of their experiences, an open debate is led by Giovanni D'agliano, Regional Government of Tuscany, IPTPO, ANETEL, and the audience.

13:30 – Conclusions – by Regional Government of Tuscany

14:00 -Buffet Lunch

On 13 May 2015, in the same venue, the COM&CAP CAPITALISATION EVENT "MARITIME AND COASTAL SUSTAINABLE TOURISM, A KEY FOR THE BLUE GROWTH" takes place.

For further information on the event:

<http://www.medmaritimeprojects.eu/article/maritime-and-coastal-sustainable-tourism-a-key-for-the-blue-growht>