

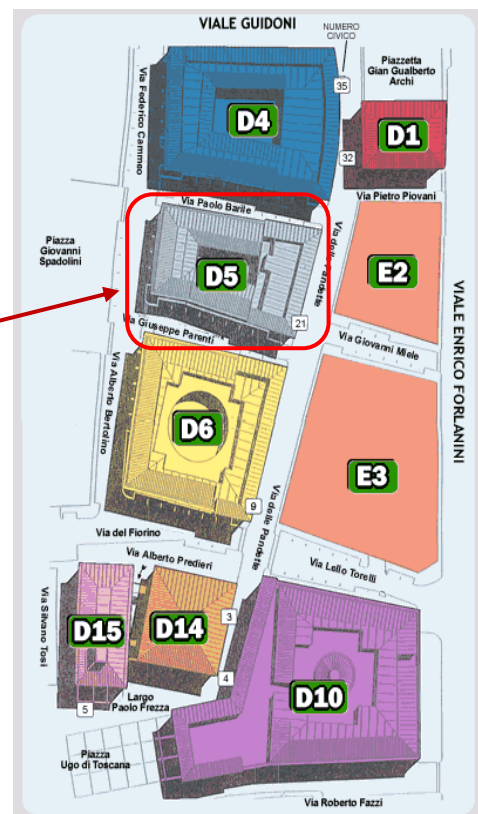


**A Vocational and Educational Curriculum Design from a Sector Skills Alliance on Tourism / VECTOR**

**Florence, 18<sup>th</sup> and 20<sup>th</sup> April 2018 – 6<sup>th</sup> Partners meeting agenda  
University of Florence, Pole of the Social Sciences, Building “D5”**



The Pole of the Social Sciences of the University of Florence, surrounded by “Viale Guidoni, Via Forlanini and Via di Novoli”, is located in the neighbourhood named “Novoli”, close to the Airport of Florence “Amerigo Vespucci” and the Railway stations “Firenze Rifredi” and “S.M. Novella”.



The Venue of the 6<sup>th</sup> Partnership Meeting will be the Department of Political and Social Sciences of the University of Florence, **set within the building “D5” of the Pole**, in “Via delle Pandette 21 – Room 3.50”.

Attached to the present agenda, there is a list of suggested hotels located close to the meeting venue: remember to mention VECTOR project, when you contact them.



**April the 18<sup>th</sup>, 2018**

**Venue: University of Florence, Department of Jurisprudence, Via delle Pandette  
32 - Florence**

**1<sup>st</sup> day of meeting**

**Morning Session**

<b>09:00</b>	<b>Partners registration</b>
<b>09:30</b>	<b>Welcome</b>
✓ Welcome Speech by UNIFI	<b>Prof. Gaetano Aiello</b> , Director of the Department of Economics and Management
<b>09:45</b>	<b>WP5 progresses – Part 1</b>
✓ Moderated by RT	Development of Task 5.3: state of the art concerning the recognition process of DM profile activated in Italy, Portugal and Spain

**11:15 Coffee Break - Room 1.01**

<b>11:45</b>	<b>WP5 progresses – Part 2</b>
✓ Moderated by ENFO	Activation of task 5.4, organization and scheduling of activities

**13:00 Lunch Break – Check point**

**Afternoon Session**

<b>14:30</b>	<b>WP5 progresses – Part 3</b>
✓ Moderated by WP 5 leader – Enfo, with support of TUV, IPTrans, FRI and Unifi	Definition of the requirements and scheduling of the time of delivery of Del. 5.5, 5.6, 5.7 and 5.8

**16:00 Coffee Break (Room 1.01)**

<b>16:15</b>	<b>WP 6</b>
✓ Moderated by UALG along with FRI concerning EQAVET issues	State of the Art of the Quality assurance tool-kit implemented with partner and students + Presentation of Deliverable 6.5



17:30	Wrap up of the day
18:00	End of the first day

<b>April the 19<sup>th</sup> 2018</b>	
<b>Venue: University of Florence, Department of Jurisprudence, Via delle Pandette 32 - Florence</b>	
<b><u>2<sup>nd</sup> day of meeting</u></b>	
<b>Morning Session</b>	
8:50	Registration of the participants
9:00	WP 8 – IPR agreement
✓ Moderated by FRI along with partners involved on task 8.5	Finalization of the Del 8.4 (IPR agreement)
<b>10:20 Coffee Break (Room 1.01)</b>	
10:30	WP 7 – internal and external evaluation
✓ Moderated by WP 7 leader – IEFP, with presence of an invited SME, expert on eLearning activities (Teyuto)	Integration of external evaluator comments into the Del. 5.5, 5.7 and 5.8 + novel ways to capitalize the project outputs
11:30	WP 9 – State of the art
✓ Moderated by WP 9 leader – ICE	<ul style="list-style-type: none"> <li>Finalisation of Del 9.2 and 9.3 and discussion on the possibility to organize a capitalization event in Brussels on October 2018.</li> </ul>
<b>13:00 Lunch Break</b>	
<b>Afternoon session</b>	
14:00	WP 1
✓ Moderated by FRI, PC	<ul style="list-style-type: none"> <li>State of the art of the reporting and some conclusive remarks about the final report (financial and technical</li> </ul>



	guidelines)
<b>14:45 end of the plenary session</b>	
<b>15:00</b>	<b>Transfer from Novoli to Piazzale Michelangelo</b>
✓ Study visit	<ul style="list-style-type: none"><li>• Study visit to San Miniato (ref. Elena Riccio)</li></ul>
<b>19:00</b>	<b>Conclusion of the study Visit and photo opportunity</b>
<b>Social Dinner</b>	
<b>Venue: Ristorante Cafaggi, Via Guelfa, 35/r - Firenze</b>	
<b>19:30</b>	<b>Transfer from Piazzale Michelangelo to Piazza San Marco</b>

---





	<p>Toso, <i>Tourism, Development and Intellectual Property: Making the Link</i></p>
<p><b>11:15</b></p>	<p><b>Certificate awards ceremony</b></p>
<p><b>11:30 – 13:00</b></p> <p>✓ Moderated by Tuscany Region, Lorenzo Bacci</p>	<p><b>Session 2 – Stakeholders’ session) Destination management: different roles at different scales/perspectives</b></p> <p>§ <b>Tuscany Region, Tourism department</b>, Stefano Romagnoli - <i>From the tourism destinations’ observatories to the new regional law: the coordination strategy of the Tuscany Region</i></p> <p>§ <b>Toscana Promozione</b>, Alberto Peruzzini – <i>Tourist promotion between regional dimension and local destinations.</i></p> <p>§ <b>Metropolitan City of Florence</b>, Marco Semplici and Lara Fantoni – <i>The Florentine Metropolitan Strategic Plan: management of tourist flows and decentralization.</i></p> <p>§ <b>Fondazione Sistema Toscana and BTO</b>, Paolo Chiappini and Francesca Chiocci – <i>The online promotion of tourism destinations</i></p> <p>§ <b>Convention Bureau</b>, Carlotta Ferrari – <i>Congress tourism and organization of events in contexts with a fragmented tourism offer</i></p> <p>§ <b>Phocuswright Italy</b>, Giancarlo Carniani - <i>Italian Online Travel Overview</i></p> <p>§ <b>Florencetown srl</b>, Edoardo Giacometti, <i>The experiential tourism made in Tuscany</i></p> <p>§ <b>Marche Region, Environment and Planning Department</b>, Lorenzo Federiconi – <i>Mass tourism flow and internal areas.</i></p>
<p><b>12:50</b></p>	<p><b>MoU signing ceremony with public and private stakeholders</b></p>
<p><b>13.00-14.15</b></p>	<p><b>Buffet</b></p>



**14:15 – 15:00**

- ✓ Moderated by TUV Thuringen Italia (Peter Voelk) and Enclave Formacion (José Antonio Beltràn)

**Session 3 – Parallel Sessions (elevator pitch): The experience of VECTOR Pilot test**

**Group A) Tourism Destinations Planning and Management**

**Group B) Tourism Destinations Marketing and promotion**

**Group C) Tourism Destinations Fund raising and Web 4.0**

**15.00-15.30**

- ✓ Moderated by Foundation for Research and Innovation, Marco Scerbo

**Restitution of the parallel sessions (A,B, and C) by groups' moderators**

**+**

**Conclusions of the 3<sup>rd</sup> VECTOR's Conference on Destination Management**

**15:30 End of the Conference and of the 6<sup>th</sup> project meeting**