

TOURISM PROMOTION AND MANAGEMENT STUDY VISIT PROGRAMME

Days	Time Schedule	Contents
Day 1 Monday 18 October 2010	Morning 9:00 – 13:30	<ul style="list-style-type: none"> • Presentation of participants • The Italian economic system • Presentation of the "Welcome" project addressed to tourist SME's in Siena • Presentation of the "Quality of Tourism in Florence" project addressing the issue of quality in tourism • Presentation of "Benchtour" European projects in the field of tourism • Identification of best practices
	Afternoon	<ul style="list-style-type: none"> • Free time
Day 2 Tuesday 19 October 2010	Morning 9:30 – 11:00	<ul style="list-style-type: none"> • Visit to Agenzia di Promozione Turistica di Lucca – (Agency for the Promotion of the Tourism Sector of Lucca). Public Agency in charge of the planning and management of the promotion of the Tourism in the Lucca Area. Meeting with the Director Dr. Icilio Disperati
	11.30 – 13.30	<ul style="list-style-type: none"> • Visit to L.U.C.C.A. Museum. Meeting with director Maurizio Vanni.
DAY 3 Wednesday 20 October 2010	Afternoon 15:30 – 17:30	<ul style="list-style-type: none"> • Visit to CIA – Confederazione Italiana Agricoltori (Confederation of Italian Farmers). Association representing the interests of Rural Touristic enterprises of the Tuscany Region
	Morning 9:00 – 13:30	<ul style="list-style-type: none"> • Presentation of MOT the official tourist search engine for Tuscan Tourist Sector • New Technologies for the promotion of tourism in Tuscany • Discussion
DAY 4 Thursday 21 October 2010	Afternoon 15:30 – 17:30	<ul style="list-style-type: none"> • Visit to Confindustria Firenze – (Industrial Association of Florence). Association of Enterprises representing the interest among others of the big Hotels and touristic structures of the Firenze Province.
	Morning 9:00 – 13:30	<ul style="list-style-type: none"> • Web Marketing of tourism • Rural tourism in Tuscany • Discussion
DAY 5 Friday 22 October 2010	Afternoon 18:30 – 21:30	<ul style="list-style-type: none"> • Florence Tour. Tour of Florence's city centre with a non professional guide in order to discover a glance of spots that only Florentine citizens know about. • Dinner in a typical Florentine Restaurant in the city Centre.
	Morning 9:30 – 13:30	<ul style="list-style-type: none"> • Visit to Regione Toscana (Tuscany Regional Government) – Sede di Via di Novoli, 26 – Palazzo B. Direction of Culture and Tourism. Meeting with the Director in charge of Tourism of the Tuscany Regional Government Dr. Bongini Meeting with the Director of the Agency for the Promotion of Turism in Tuscany Dr. Romagnoli
	Afternoon	<ul style="list-style-type: none"> • Free time