



# Tourism Management in Tuscany

## Mobility Initiative

Florence, 31 March – 3 April 2012





# THE HOST ORGANIZATION

## GENERAL DESCRIPTION

The Mobility Initiative is organized by Pixel. The mission of Pixel is the promotion of internationalization and European Cooperation.

Pixel was established in Florence (Italy) in 1999 and has therefore over 10 years of experience in the following areas:

- Organization of international training initiatives
- Consultancy for planning and managing European projects
- Organization of transnational mobility events and initiatives
- Direct submission as a promoter or coordinator of European projects
- Organization of international conferences in the field of education and training

Pixel has developed cooperative agreements and partnerships throughout Europe with over 400 institutions in 30 different European countries.

Pixel is engaged in a constant improvement in the quality of training and consulting services performed. Pixel obtained quality certification according to UNI EN ISO 9001:2000. Pixel is accredited as a training agency in the Ministry of Education. Pixel is accredited as a training agency in the region of Tuscany.

More information on the expertise of Pixel can be found at: <http://www.pixel-online.net>.

## STAFF EXPERIENCE AND EXPERTISE

The Mobility Initiative, at Pixel, is organized by:

- Dr. Elisabetta Delle Donne has almost 20 years of experience in the planning and management of international education, training and exchange events. She is in charge of the creation of the programme for the group of participants, of the identification of the visits to be made at local level as well as of the identification of the trainers and experts who deliver the practical course, who are chosen among the network of about 100 experts who cooperate with Pixel.
- Dr. Andrea Peraldo has over 10 years experience in the planning and management of international education, training and exchange events. He is in charge of making all the necessary contacts and liaisons at local level for the organization of the study visits, for the definition of the contents of the meetings and for the planning of the training events.
- Dr. Stefano Burzo has experience in the organization of international events. He is in charge of accompanying the group during each visit to the institutions, giving assistance in the use of Public transports, moderating the visit and giving linguistic support and facilitates communication during the meetings when necessary

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Certificazione di Qualità in  
in conformità alla norma  
UNI EN ISO 9001:2000.

Certified Quality System  
in compliance with the standard  
UNI EN ISO 9001:2000.



Accreditamento presso il  
Ministero della Pubblica Istruzione  
con Decreto del 25/07/2006

Accredited by the Italian  
Ministry of Education with the  
Legislative Act of 25/07/2006



Accreditamento presso la  
Regione Toscana con  
Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County  
Council with Legislative Act n.  
1722 of 25/03/2003

# THE PROGRAMME

Day	Time Table	Activities
Saturday 31 March	Arrival to Florence	<p>Transfer to the hotel to be organized directly and independently by the participants. <i>The average cost for the taxi ride from the airport of Florence to the hotel is 35 euro</i></p> <p>Hotel Panama *** Via XX Settembre, 80 - Firenze - Tel. +39 055.4620236 - Fax. +39 055.4620235 Email: <a href="mailto:info@hotelpanamafirenze.it">info@hotelpanamafirenze.it</a> <a href="http://www.hotelpanamafirenze.it">http://www.hotelpanamafirenze.it</a> <i>The reservation is made for <b>7 single rooms</b>. All rooms are <b>booked as Pixel</b></i></p> <p>Residenza Betta Florence Via Agnolo Poliziano 9, 50129 Firenze Tel: +39 055 486601 - Fax : +39 055 486601 Email: <a href="mailto:residenzabetta@gmail.com">residenzabetta@gmail.com</a> <a href="http://www.residenzabetta.com/">http://www.residenzabetta.com/</a> <i>The reservation is made for <b>1 double room</b>. The room is <b>booked as Pixel for Karin Cassel and husband</b></i></p>
Sunday 1 April	Morning 9.30 – 12.30 <b>Guided Tour of Florence</b>	<ul style="list-style-type: none"> <li>9.30 Pick up at the Hotel from the Tour Guide. Walk from the hotel towards the city centre (30 minutes walk)</li> <li>9.30 – 12.30 Cultural walking visit of Florence city centre with professional tour guide. The tour guide is Ms. <b>Silvia Botticelli</b> (tel. +39-339-5789432) The cultural visit will consist of a 3 hours walking tour of the city. The tour will be entirely outdoor. The monuments visited are: the Cathedral, the Baptistery, the Giotto Tower, Republic Square, the Porcellino Market Place, the Old Bridge, Signoria Square and the Old Palace.</li> </ul>
	Afternoon 14.30 – 16.00 <b>Guided Tour of Boboli Garden</b>	<ul style="list-style-type: none"> <li><b>14.30</b> <b>Meeting Point: Entrance of the Pitti Palace</b> (N.B. not the main entrance but the one on the left hand side that is named <i>Ingresso di Bacco</i>)</li> <li>14.30 – 16.00 Walking guided tour of the <b>Boboli Garden</b> with professional tour guide. The tour guide is Dr. <b>Eleonora Pecchioli</b> (art historian) assisted by Ms. Alessandra Capelli (interpreter). The meeting point is at <b>Pitti Palace</b> at the Bacco Entrance (i.e. <b>Ingresso di Bacco</b>) at 14.30. In case you cannot locate the tour guides you can call Dr. Pecchioli on her mobile telephone number at +39-3395468059 The visit will focus on botanical, historical and artistic aspects of the Boboli Garden. The walking tour will last 1 hour and a half.</li> </ul>

Monday 2 April	Morning 9.00 – 13:30 <b>Visit to Confindustria, the Association of Tuscan Enterprises</b>	<ul style="list-style-type: none"> <li>• <b>9.00</b> <b>Pick up at the Hotel from Pixel tutor.</b> Walk from the hotel to the site of Confindustria (15 minutes walk)</li> <li>• 9.30 – 11.30 Visit to <b>Confindustria</b>, the Association of Enterprises of Florence – Tourism Promotion Area. <a href="http://www.confindustriafirenze.it/">http://www.confindustriafirenze.it/</a> Via Valfonda 9, Firenze. The Tourism Promotion Branch of the Association of Enterprises represents the interests of the Tourist sector of the Tuscany Region. Meeting with: <ul style="list-style-type: none"> <li>- <b>Beatrice Grassi</b>, President of the Consortium of Florentine hotels and Manager of Territorial Marketing</li> <li>- <b>Lorenzo Ricci</b>, Vice Director of Confindustria Firenze, who will present Confindustria, the Association and the Florentine entrepreneurial system</li> <li>- Managers of Florentine hotels</li> <li>- Managers of Florentine production companies</li> </ul> </li> </ul>
	Afternoon 15:00 – 17:00 <b>Visit to Tourism Farmhouse and Meeting with CIA the Confederation of Rural Tourism Farmhouses</b>	<ul style="list-style-type: none"> <li>• Visit to the <b>Agriturismo L'Erta di Quintole</b> (<a href="http://www.ertadiquintole.it/">http://www.ertadiquintole.it/</a>), Rural Tourism Farmhouse. Via di Quintole per le Rose 43, Impruneta. Meeting with the Manager, Mr. <b>Filippo Legnaioli</b> who is also the president of <b>CIA the Confederation of Rural Tourism Farmhouses of the Province of Florence</b>.</li> </ul>
Tuesday 3 April	Morning 9:15 – 13:30 <b>Meeting with experts in innovative marketing of tourism and with local tourism network</b>	<ul style="list-style-type: none"> <li>• <b>9.15</b> <b>Pick up at the Hotel from Pixel tutor.</b> Walk from the hotel to the Pixel site (10 minutes walk)</li> </ul> <p>The two following organization will come at Pixel site to meet the group:</p> <ul style="list-style-type: none"> <li>• 9.30 – 11.00</li> <li>• Meeting with <b>Riccardo Rossi</b> manager at <b>Connectis</b> (<a href="http://www.connectisweb.com/">http://www.connectisweb.com/</a>), the company producing IT based solution for the promotion of Tourism in Tuscany. Connectis will meet the group directly at Pixel site in Florence. Presentation of MOT the official tourist search engine for Tuscan Tourist Sector. Presentation of the Info Touch Screen implemented for tourism information by the Municipality of Florence and by the Tuscan associations of the tourism enterprise organizations</li> <li>• 11.00 – 13.30</li> <li>• Meeting with <b>Prof. Ermanno Bonomi</b>, president of <b>CORE Tourism Network</b> representing public and private tourism operators of the Tuscany region. Discussion also with some local tour operators who are members of the CORE Tourism Network.</li> </ul>
	Afternoon	<p>Departure</p> <p>Transfer to the airport to be organized directly and independently by the participants.</p> <p><i>The average cost for the taxi ride to the airport of Florence from Pixel or Panama Hotel is 35 euro</i></p>



# WHAT HAPPENS ON SUNDAY

You will meet with Pixel staff on Monday morning. On Sunday you will be assisted by professional tour guides selected by us.

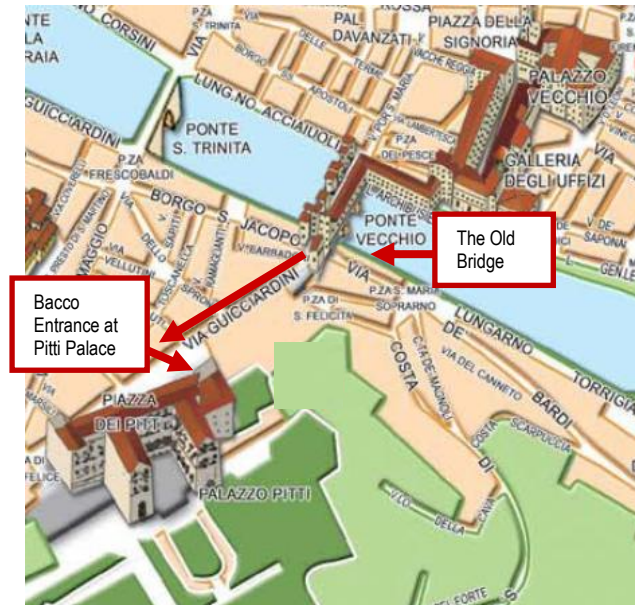
The first tour guide, Ms. **Silvia Botticelli** will come to pick you up at the Hotel Panama at **9.30 on Sunday morning**. With her you will walk to the city centre (the walk from the hotel to the historical city centre takes around 30 minutes). Then you will continue the walk with the tour guide for another 2 and a half hours, i.e. until 12.30. The name and contact details of the first tour guide are: Ms. **Silvia Botticelli** (tel. +39-339-5789432)

At 12.30 your first tour guide, Silvia Botticelli, will leave you. However, before she leaves you, Silvia will show you the meeting point for the second guided tour planned for the afternoon at 14.30.

You have about two hours (12.30 to 14.30) to eat downtown Florence.

At **14.30 on Sunday afternoon** you will have to go to Pitti Palace (Boboli Garden belongs to Pitti Palace). In order to reach Pitti Palace, you will have to cross the Old Bridge (Ponte Vecchio), proceed straight on and after about 150 metres, on your left you will see Pitti Palace (Silvia Botticelli, your morning tour guide will show you anyway).

The entrance where your new tour guide, Dr. **Eleonora Pecchioli**, will be waiting for you is the entrance on the left hand side. It is called the Bacco Entrance (i.e. **Ingresso di Bacco**). In case you cannot locate your new tour guides you can call Dr. Eleonora Pecchioli on her mobile telephone number at +39-339-5468059.



The walking tour of Boboli Garden will last 1 hour and a half i.e. until 16.00. Then you can either stay and relax in the Boboli Garden or enjoy your free time in Florence city centre.

# ACCOMMODATION

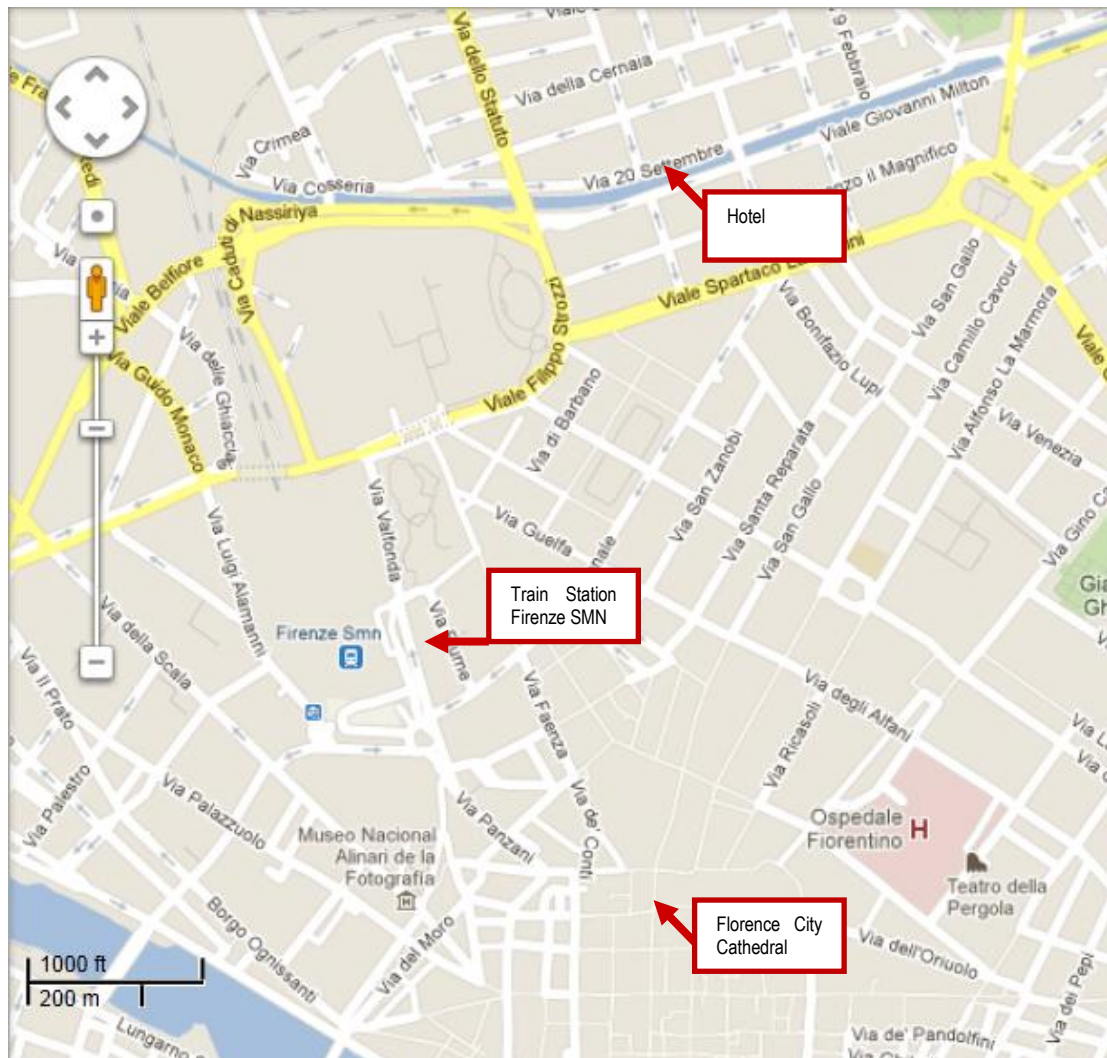
The accommodation pre-booked by Pixel is at Hotel Panama a 3 star hotel situated near the City centre of Florence, near the main train station (reachable on foot in 15 minutes) as well as near Pixel site (reachable on foot in 10 minutes).

Hotel Panama \*\*\*

Via XX Settembre, 80 - 50100 Firenze

Tel. +39 055 4620236 Email: [info@hotelpanamafirenze.it](mailto:info@hotelpanamafirenze.it)

For more information on Hotel Panama please see <http://www.hotelpanamafirenze.it/en/index.html>



# GENERAL INFORMATION

<b>Target Group</b>	8 managers of companies operating in the field of tourism.
<b>Languages</b>	The Mobility Initiative will be held in English
<b>Location</b>	Florence (Italy)
<b>Total Duration</b>	3 days. Arrival on Saturday 31 March Departure on Tuesday 3 April
<b>Fees</b>	<p>Fee per person: <b>550 euro</b></p> <p><b>The fee includes:</b></p> <ol style="list-style-type: none"> <li>1) Organizational costs for the implementation of the program locally <ul style="list-style-type: none"> <li>- Liaison with local bodies</li> <li>- Preparation of the visits</li> <li>- Tutoring, in English, during the visits</li> <li>- Monitoring and supervision</li> </ul> </li> <li>2) Guided Tours <ul style="list-style-type: none"> <li>- Guided Tour of the Boboli Garden (with professional tour guide)</li> <li>- Guided Tour of Florence City (with professional tour guide)</li> </ul> </li> <li>3) Accommodation for 3 nights in single rooms with private bathrooms in 3 stars hotel</li> <li>4) Local Travels via public transport</li> </ol> <p><i>The fee is related to groups of <b>minimum 8 participants</b>.</i></p> <p>The participation fees mentioned above do not include:</p> <ul style="list-style-type: none"> <li>- Lunches and dinner costs</li> <li>- Transport from and to the airport on the day of arrival and departure</li> <li>- Costs related to all activities carried out during the free time</li> </ul>