



Creare valore con il turismo sostenibile: le nuove sfide per le regioni italiane per una programmazione e progettazione europea più innovativa ed inclusiva

On-line National Debate, Italian Antenna

12 Luglio 2021

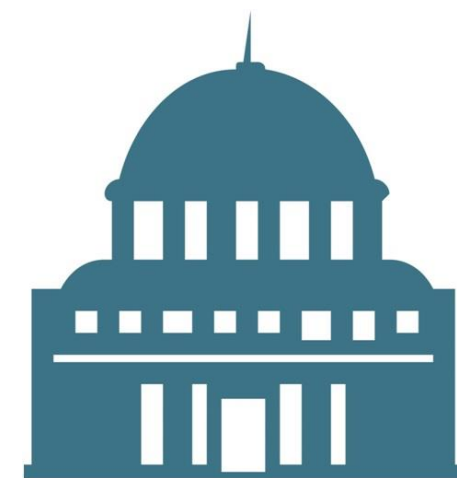
PANORAMED – GOVERNANCE PLATFORM

REGIONE
TOSCANA



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Settore Turismo, Commercio e Servizi – Regione Toscana



Project co-financed by the European
Regional Development Fund



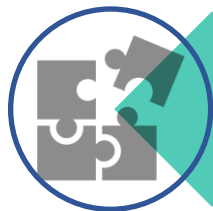
Project co-financed by the European
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<https://sustainable-tourism.interreg-med.eu>



Panoramed: una voce unica per il Mediterraneo!



Gaps and Growth
Opportunities Report



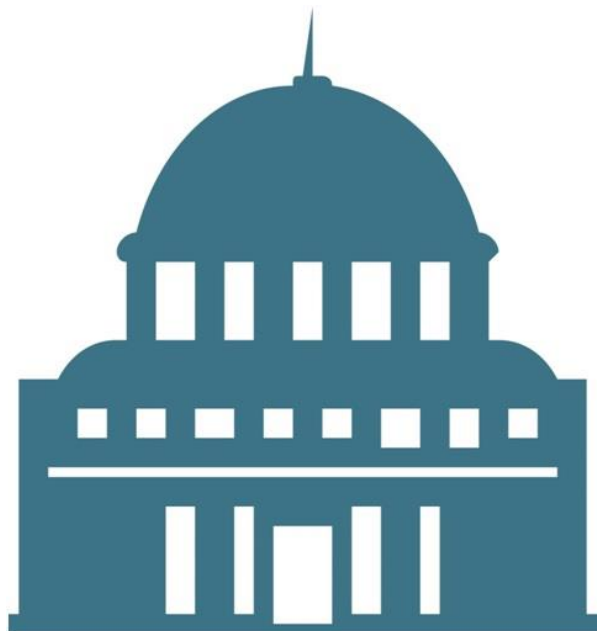
Proposta di contenuti
tecnici per la call dei
progetti Strategici



Key Policy Paper



Framework
agreement



- 21 PARTNERS
- 12 STATI
MEMBRI

- Gruppo di esperti (TWG5)
- Task force per il KPP
- Coordinamento continuo con HPs e SPs
- Attività di Liasing
- Raccordo con gli altri WPs

I temi chiave

Better governance for Smarter Tourism - safe, lively, authentic and attractive for living, visiting and investing

- ✓ **Data sharing and harmonization** as a basis for knowledge-based decision making
- ✓ **Integrated and informed tourism governance** for smart and more resilient destinations
- ✓ **Enhanced and innovative tourism** (business) solutions
- ✓ **Greening tourism** (reducing pressures) and improving historic, traditional and natural heritage
- ✓ **Informing, educating and engaging stakeholders** for changing behavior

Partecipate con noi!

- ✓ **Panoramed Dialogue:** 23 novembre 2021
- ✓ **Aggiornamento del GGOR**
- ✓ **High level Event sul Turismo:** inizio 2022

