



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

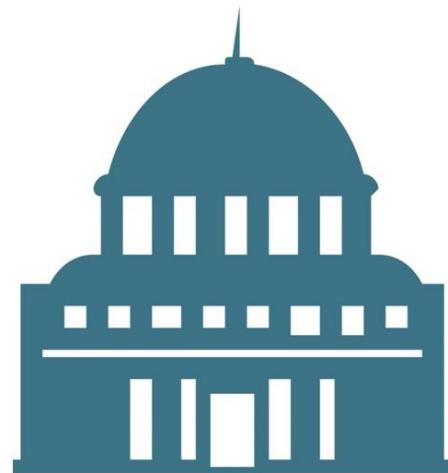
12 Luglio 2021

PANORAMED – GOVERNANCE PLATFORM



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Settore Turismo, Commercio e Servizi – Regione Toscana



Project co-financed by the European Regional Development Fund



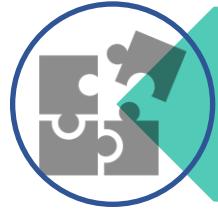
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<https://sustainable-tourism.interreg-med.eu>



Panoramed: una voce unica per il Mediterraneo!



Gaps and Growth Opportunities Report



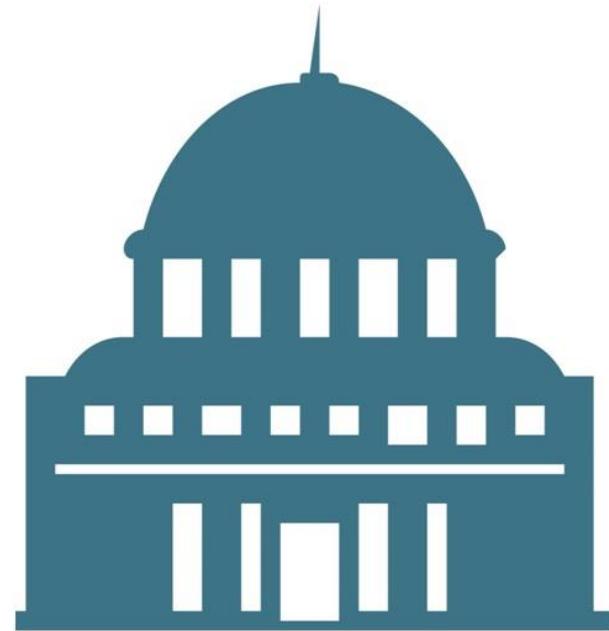
Proposta di contenuti tecnici per la call dei progetti Strategici



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



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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

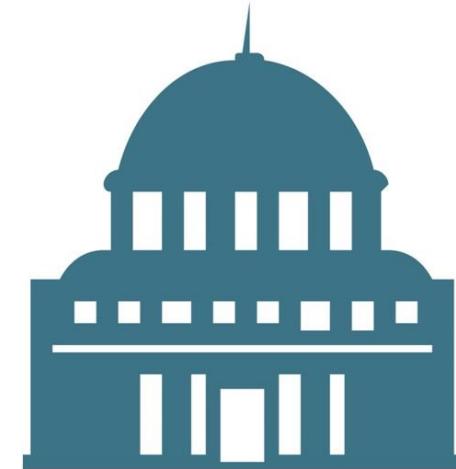


Partecipate con noi!

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



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<https://governance.interreg-med.eu/>



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NECSTour
European Regions for Competitive and Sustainable Tourism



United Nations Environment Programme
Mediterranean Action Plan
Barcelona Convention



RDA
Green Karst