

**BEST MED & SMARTMED  
JOINT SEMINAR**

**JOINT TRANSNATIONAL EVENT**

**WAYS OF GOVERNANCE FOR A MORE  
SUSTAINABLE TOURISM IN THE MED AREA:  
KNOWLEDGE TRANSFER**

**23<sup>rd</sup> and 24<sup>th</sup>, May 2022**

Morano Calabro, Province of Cosenza - ITALY

Best Med Joint Seminar event aims to facilitate the exchange and synergies with the Project Partnership and main stakeholders involved into the event. The event activities will involve as many as tourism stakeholders and institutional actors in order to share ideas and find out the best solution for increase the sustainable tourism item.

The event will be an occasion for knowing better the *Ciclovia dei Parchi* in Calabria and the route of the amazing landscape Calabria can offer.



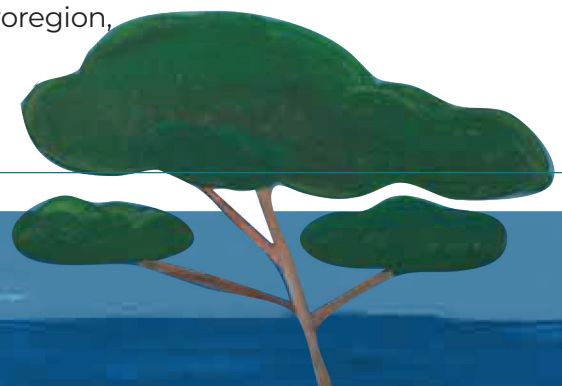
**On line registrations.**

**AGENDA** .....

	<p><b>BEST MED PROJECT JOINT SEMINAR WAYS OF GOVERNANCE FOR A MORE SUSTAINABLE TOURISM IN THE MED AREA: KNOWLEDGE TRANSFER</b></p>
	<p><b>09:00-13:30 CET, Monday   May 23<sup>rd</sup> 2022</b> Catasta, Contrada Campotenese S.S. 19 - 87016 Morano Calabro, Province of Cosenza - ITALY</p>
<p><b>09.00-09.30</b></p>	<p><b>Registration - Coffee</b></p>
<p><b>09.30-9.45</b></p>	<p><b>Welcome</b> <b>Nicolò De Bartolo</b>, Mayor of Morano Calabro. <b>Fausto Orsomarso</b>, Calabria Region Councillor of Tourism, Marketing and Mobility.</p>





<p><b>9.45-11.00</b></p>	<p><b>SESSION 1</b>  <b>Models for a better governance in sustainable tourism in the Med area.</b>            BEST MED Project, SMARTMED Project and PANORAMED.</p> <p><b>Opening speech</b>  <b>Maria Garcies Project &amp; Policy Officer at the CPMR-Intermediterranean Commission</b></p> <p><i>“Better governance for a smarter and more resilient tourism in the Mediterranean”</i>  <b>BEST MED Project, Julia Sáiz-Pardo</b>, El Legado Andalusí            Andalusian Public Foundation (Regional Ministry of the Presidency, Public Administration and Interior of the Regional Government of Andalusia)</p> <p><i>“Time to take action: how BESTMED methodology shaped our strategies”</i>  <b>BEST MED Project, Nicola Mayerà</b>, Project Manager Calabria Region</p> <p><i>“SMART Tourism Business Model as a tool for better governance”</i>  <b>SMARTMED Project, Ksenija Slivar</b>, Lead partner, Ministry of Tourism and sport of Republic of Croatia (Online)</p> <p><i>“Lessons learned from Panoramed to the Adrion thematic cluster”</i>  <b>PANORAMED, Natalino Barbizzi</b> Italian Country Coordinator Project &amp; ADRION National Contact Point, Marche Region</p> <p><b>MODERATOR</b>  <b>Bruno Niola</b>, Promotion and Communication service Pollino National Park</p>
<p><b>11.00-11.20</b></p>	<p><b>Coffee break</b></p>
<p><b>11.20 - 12.50</b></p>	<p><b>SESSION 2</b>  <b>Building of Cooperation Networks. Pilot Area Ciclovia dei Parchi</b></p> <p><i>The Calabria Cycle Route</i>  <b>Giovanni Aramini</b>, Manager of the Parks and Natural Areas sector of the Calabria Region</p> <p><i>Bicycle services, the calls of the Calabria Region</i>  <b>Anna Maria Corea</b>, Parks and Natural Areas sector of the Calabria Region</p> <p><i>Calabria Tourism Observatory in the Mediterranean Network</i>  <b>Cosimo Caridi</b>, Manager of Calabria Tourism Observatory NSTO</p> <p><i>“Setting up the Tourism Observatory in Valle D’Aosta, from the strategic model to the first prototype”</i>  <b>Aldo Buzio</b>, external consultant from Ideazione Srl supporting Valle d’Aosta region, partner of SMARTMED - (Online)</p> <p><i>“MED Sustainable Tourism Community: future views, cooperation and capitalisation possibilities”</i>  <b>Andrea Di Girolamo</b>, Adriatic Ionian Euroregion, representative of Sustainable Tourism Community, Interreg MED</p>



	<p><b>Stakeholders' testimony:</b></p> <p><b>Pinar Pinzuti</b>, <i>Bikenomist srl</i></p> <p><b>Daniele Donnici</b>, Presidente Rete di imprese Destinazione Sila - Tour Operator</p> <p><b>Simona Lo Bianco</b>, Responsabile della gestione operativa FAI - I Giganti della Sila</p> <p><b>Eugenio Celestino</b>, Presidente Proloco Camigliatello Silano</p> <p><b>Antonio Critelli</b>, Hotel Residence "Due Mari"</p> <p><b>Mario Talarico</b>, MABOS - Museo d'Arte del bosco della Sila - "Paesaggio Calabria"</p> <p><b>Giuliano Cento</b>, "Zomaro Resort" Società Cooperativa Agricola</p> <p><b>Ilenia Tucci</b>, "J&amp;B srl"</p> <p><b>Eugenio Aiello</b>, Hitinero Tour Operator</p> <p><b>Angelo Napolitano</b>, I viaggi dell'Arca Tour Operatore</p> <p><b>Adriana Tamburi</b>, Locanda del Parco</p>
<p><b>12.50 - 13.30</b></p>	<p><b>ROUNDTABLE: KEY CONTRIBUTIONS CALABRIA POLICY MAKERS AND STAKEHOLDERS:</b> Destinations exchanging tourism data and sharing best practices for a more sustainable and greener tourism in the Med area / Best Med Project's main results.</p> <p><b>Domenico Pappaterra</b>, Pollino National Park President</p> <p><b>Gen. Francesco Curcio</b>, Sila National Park President</p> <p><b>Alfonso Grillo</b>, Serre Regional Natural Park Commissioner</p> <p><b>Leo Autelitano</b>, Aspromonte National Park President</p> <p><b>Palmarosa Fuccella</b>, External Expert Pollino National Park</p>
<p><b>13.30 - 14.30</b></p>	<p><b>Light Lunch</b></p>



	<b>BEST MED STEERING AND TECHNICAL COMMITTEE MEETING</b>
	<b>14:30-16:30 CET, Monday   May 23<sup>rd</sup> 2022</b> Catasta, Contrada Campotenese S.S. 19 - 87016 Morano Calabro, Province of Cosenza - ITALY
<b>14.30-15.00</b>	<b>WP1 Management</b> Lead partner, El Legado Andalusi Andalusian Public Foundation
<b>15.00-15.15</b>	<b>WP2 Communication</b> Lead partner, El Legado Andalusi Andalusian Public Foundation
<b>15.15-15.30</b>	<b>WP5 Transferring</b> , Ministry of Tourism-Hellenic Republic
<b>15.30-15.45</b>	<b>WP6 Capitalizing</b> , Conference of Peripheral Maritime Regions (CPMR)
<b>15.45-16.00</b>	<b>Final discussion - Q&amp;A</b>

	<b>STUDY VISIT</b>
	<b>10:00-15:00 CET</b> <b>Tuesday, May 24<sup>th</sup> 2022</b> From Campotenese to Morano Calabro, Province of Cosenza- ITALY
<b>10:00-11:30</b> 	<b>Study Visit from Campotenese to Morano.</b> Inauguration of the new section of the Ciclovía dei Parchi - Cycle Route from Campotenese to Morano Calabro. <i>There is the possibility to do use the bike for traveling the route (the distance of cycle route is about 12,8 KMs).</i> Institutional representatives of Calabria Region, Province of Cosenza and the involved territorial municipalities will intervene.
<b>11:30-13:00</b>	<b>Field Trip in Morano</b> Tour of the historical center of Morano Calabro, one of the most beautiful villages in Italy
<b>13:30 - 15:00</b>	<b>Taste Itinerary</b> of local products in Morano Calabro



For further information please send an e-mail to:  
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