



# MITOMED+ CAPITALISATION WORKSHOP

**VENUE: NATURAL RESERVE DIACCIA BOTRONA  
 MUNICIPALITY OF CASTIGLIONE DELLA PESCAIA**

**11 / 12 JUNE 2019**

For registration: [click here](#)

Project partners:



## 11 June 2019

- 9.00 - 9.30 Registration of participants
- 9.30 - 9.40 **Welcome speech**  
Regione Toscana Toscana Promozione Turistica
- 9.40 - 09.50 **Introductory remarks**  
Ms. Nagore **Espinosa** CEO of in2destination Research and Consultancy in Tourism and Coordinator of INRouTe International Network
- 9.50 - 10.00 **The role of tourism - a challenge for the future in Tuscany**  
Federico **Campatelli** Anci Toscana Partner of Mitomed+
- 10.00 - 10.30 **MITOMED+ Tourism Management Model**  
**Pilot Action1** > Kristina **Brscic** (IPTPO) - Importance of data indicators as tourism planning tool  
**Pilot Action2** > Evdokia **Balamou** (ANETEL) - "The Green Beach Model on Cyprus"
- 10.30 - 11.00 **Good practices of sustainable management of M&C tourism destinations in Med area**  
Elena **Nappi** Vice mayor Municipality of Castiglione della Pescaia  
Elisa **Malfatti** Assesor of Turism sector, Municipality of San Vincenzo
- 11.00 - 11.15 Coffee break
- 11.15 - 13.30 **Policy Learning Seminar – Parallel sessions of the Working Groups**  
Nagore **Espinosa**, Anci Toscana, Valentina **Marchi**, Serena **Malfatti**, Elena **Nappi**, Chiara **Serafin**
- 13.30 - 13.45 **Presentation of the results and contents of the parallel sessions**  
Ms. Nagore **Espinosa** CEO of in2destination Research and Consultancy in Tourism and Coordinator of INRouTe International Network
- 13.45 - 15.00 Lunch break
- 15.00 - 17.00 **Study visit in Green beach of Castiglione della Pescaia (partners only)**  
Moving to the Green Beach of Castiglione through the bikes predisposed by the Municipality of Castiglione della Pescaia
- 17.00 - 18.00 **Urban trekking in Castiglione della Pescaia - 360 ° Tourism**  
Guided tour of the Municipality of Castiglione della Pescaia
- 20.00 Social dinner > Ristorant il 13

## 12 June 2019 - (partners only)

- 9.30 - 13.00 **Study visit in Green Beach of San Vincenzo**  
The Circular Tourism on the Costa degli Etruschi by Simina **Chelaru** Municipality of San Vincenzo
- Notes: The green beach of San Vincenzo is approximately 50 km from Castiglione della Pescaia and the displacement is to be intended with its own vehicles
- 13.00 Lunch to "Il Nettuno" San Vincenzo city center (split payment)