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**REGISTRATION LINK :**
https://www.smartdestinationconference.com/register/?lg=en

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# Smart Destination
## Online International Conference 15th & 16th June 2021

### Day 1 - 15th June
### The challenge of data interoperability for tourism promotion and information

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| 14.00 - 14.30 | **Introduction:**<br>Magali ALTOUNIAN, 🇫🇷<br>Deputy Mayor of Nice, Delegated to the European Institutions, to the Influence of the City, Sub Delegated to Finance<br>Leonardo MARRAS, 🇮🇹<br>Councillor for Economy, Productive Activities, Credit Policies and Tourism, Tuscany Region |
| | **Keynote speech on tourism data interoperability** 🇮🇹<br>Francesco TAPINASSI, Scientific Coordinator, Buy Tourism Online and Director of Tuscany Tourism Promotion |
| | *The Smart Destination project: public tourism data accessible in real time*<br>Alice JUDE, Head of the Cross-border and European Cooperation Department, Métropole Nice Côte d'Azur 🇫🇷<br>Stéphane ROUX, Smart City and Methodology Manager, Métropole Nice Côte d'Azur 🇫🇷 |

**La coopération au coeur de la Méditerranée**
**La cooperazione al cuore del Mediterraneo**

| 14h30 - 15h45 | **Round Table**<br>**Interoperability of public tourism data: challenges, good practices and perspectives**<br>Moderation**:**<br>Manuela BIGI, P.O. Head of Coordination Integrated Projects Tourism and Trade, Tuscany Region 🇮🇹 <br><br>**Speakers:**<br>1. José LUIS CORDOBA, Andalusia Region, Lead Partner of the European initiative *Tourism of Tomorrow Lab*,  Member of the NECSTouR Network (🇪🇸 🇺🇸 )<br>2. Dario BERTOCCHI, Project SHAPETOURISM, INTERREG MED, Research Professor, Department of Economics, Ca'Foscari University, Venice 🇮🇹 <br>3. Claudia GUZZON, CRPM Network, Project Best MED, INTERREG MED 🇮🇹 <br>4. Céline COULOMB, South Provence-Alpes-Côte d'Azur Region,  Passerelle Geotrek-Apidae - Project Outdoor data, INTERREG ALCOTRA 🇫🇷 <br>5. Mara SORI, Managing Authority Italy - France Maritime Cooperation Programme 2014-2020 🇮🇹 <br>6. Laure COUSSOT, Delegate for Cross-Border Affairs, Canton of VAUD, Council of Léman, Switzerland 🇫🇷 |
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| 15h45 - 16h45 | **Debate with Smart Destination partners**<br>*Roundtable speakers and participants ask questions to the project partners about the functioning of the platforms*<br>Partnership:<br>**Région Toscane & FST**: Manuela Bigi & Alessandro Mannini 🇮🇹 <br>**CAT Confesercenti**: Gianni Masoni & Massimiliano Gini 🇮🇹 <br>**Métropole Nice Côte d'Azur**: Alice Jude & Stéphane Roux 🇫🇷 <br>**CCIR PACA**: Laure Nervi & Julie Giordano 🇫🇷 <br>**Région Ligurie:** Daniele Bruzzo  & Gabriele Talarico 🇮🇹 <br>**Région Sardaigne**: Tiziano Onnis & Christian Scioni 🇮🇹 |
| 16h45 - 17h | **Wrap up and conclusions** 🇮🇹 <br>Francesco PALUMBO, Director Tuscany System Foundation, Florence |

## Day 2 - 16th June
## The challenges of accessibility and standardisation of public tourism data for marketing

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| 14.00 - 14.30 | **Introduction** 🇫🇷<br>Laurence NAVALESI,<br>Municipal and Metropolitan Councillor at the Métropole Nice Côte d'Azur in charge of Cross-Border Relations, Private Education and religious affairs |
| | **Keynote speech on the current interoperability of tourism data in the world - contribution of the Smart Destination project to the development of international standards (🇪🇸)** 🇺🇸<br>Alberto ABELLA, Data Modeling Expert & Technical Evangelist, Foundation FIWARE |
| | *The Smart Destination project: production and consumption of standardised data accessible in real time*<br>Alice JUDE, Head of the Cross-border and European Cooperation Department, Métropole Nice Côte d'Azur 🇮🇹<br>Alessandro MANNINI, Tuscany System Foundation 🇮🇹 |
| 14h30 - 15h45 | **Round Table**<br>**Using public tourism data for marketing: challenges, good practices and perspectives**<br>Moderation:<br>Jean Bernard TITZ, Vice President Telecom Valley, Animator community m-tourisme 🇫🇷<br>**Speakers:**<br>1. Ramon Sanchez, Amadeus, member of the European initiative *Tourism of Tomorrow Lab*, Madrid, Spain(🇪🇸)🇺🇸<br>2. Nicolas MASSIP, Deputy Director, Apidae Tourisme , Lyon, France 🇫🇷<br>3. Roberta MARCENARO, Co-founder and CEO, IMARK, Tour Operator, Washington, USA 🇺🇸<br>4. Evelyne SORASIO, President HI-FROM - Myvizito, Tourist application, Beausoleil, France 🇫🇷 |

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| | 5.  Renzo IORIO, Managing Director, Transport Application,  NUGO, Rome, Italy 🇮🇹 |
| 15h45 - 16h45 | **Debate with Smart Destination partners** <br> *Roundtable speakers and participants ask questions to the project partners about the functioning of the platforms* <br> Partnership: <br> **Région Toscane & FST**: Manuela Bigi & Alessandro Mannini 🇮🇹 <br> **CAT Confesercenti**: Gianni Masoni & Massimiliano Gini 🇮🇹 <br> **Métropole Nice Côte d'Azur**: Alice Jude & Stéphane Roux 🇫🇷 <br> **CCIR PACA**: Laure Nervi & Julie Giordano 🇫🇷 <br> **Région Ligurie:** Daniele Bruzzo  & Gabriele Talarico 🇮🇹 <br> **Région Sardaigne:** Tiziano Onnis & Christian Scioni 🇮🇹 |
| 16h45 - 17h | **Wrap up and conclusions** 🇫🇷 <br> Clémentine CHIER, EUR ELMI Research Engineer in charge of Economic Studies ELMI Expertise, Université Nice Côte d'Azur |

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