



Final Conference – 25th of June, 2009
Programme

MORNING

Time Schedule	Title	Speakers
9.00 – 9.15	Greetings and welcoming	<i>Maria Omodeo – Project Manager, Cospe</i> <i>Prof. Bruno Vecchio – Director of the Department of Historical and Geographical Studies, Università di Firenze</i>
9.15 – 9.30	The Bridge-it project Meaning and logic of the presented results, rationale for making Asian and EU Tour Operators meet – the possibility to subscribe for the technical missions in the partner countries	<i>Maria Omodeo – Project Manager, Elisa Delvecchio – Project Officer,</i> Cospe – Project Management
9.30 – 10.15	The Responsible Tourism product in the European market “Responsible Tourism: a growing phenomenon and business” Present and future potential of responsible tourism products – value added of the Bridge-it itineraries	<i>Prof. Laura Cassi, Università degli Studi di Firenze</i> <i>Prof. Giacomo Corna Pellegrini, ex-president of Agel (Italian Association of Geographers)</i> <i>Dott. Laura Stanganini, Università degli Studi di Firenze - Partner</i>
10.15 – 10.45	CID – a method for locally owned management and control Introduction into the construction of the itineraries and their general characteristics	<i>Dott. Daniele Baggiani, Nadia von Jacobi</i> Local Global - Technical Assistance to Project Management
10.45 – 11.00	Coffee break	

BRIDGE IT

11.00 – 12.00	The Nepali country package Introduction into the territory, destinations, moments of cultural encounter and exchange, picture slideshow & videos	To be approved BIRD or – if absent, COSPE/LG
12.00 – 12.15	<i>Open Questions on the Nepali country package</i>	BIRD, Cospe, LG
12.15 – 13.15	The Chinese country package Introduction into the territory, destinations, moments of cultural encounter and exchange, picture slideshow & videos	To be approved XYY, or – if absent, COSPE/LG
13.15 – 13.30	<i>Open Questions on the Nepali country package</i>	BIRD, Cospe, LG
13.30 – 14.30	Lunch	



AFTERNOON:

14.30 – 15.30	The Mongolian country package Introduction into the territory, destinations, moments of cultural encounter and exchange, picture slideshow & videos	To be approved DMN or – if absent, COSPE/LG
15.30 – 15.45	Open Questions on the Mongolian country package	BIRD, Cospe, LG
15.45 – 16.15	Summary and conclusion Final greetings, first evaluation of outcomes, invitation to visit the country tables for those operators interested in getting into business agreements with the Asian partners, open questions	<i>Maria Omodeo– Project Manager</i> <i>Prof. Monica Meini, Università del Molise</i> All participants
16.15 – 16.30	Coffee break	
16.30 – 18.30	Country tables Possibility to directly interact with the partners and to receive very detailed information on the itineraries, such as detailed programmes, budgets, availability for agreements	BIRD, XYX, DMN, COSPE, LG
All day	Technical missions participation Table collecting the participations to the technical missions in Asia	COSPE/LG