



**TOURISMO - TOURism Innovative and Sustainable Management of flows**

**Fondazione per la Ricerca e l'Innovazione**

**Infoday Workshop**

**Florence, Italy – February 11–12, 2025**

**Event**  
**Venues**

**February 11 | 09:00 - 12:30 - Main Room, 1st Floor, Firenze Welcome Center**  
Piazza della Stazione, No. 4a - Florence 📍 ([Google Maps Link](#))

**February 12 | 08:45 - 16:30 - IT Room 112, 1st Floor, Plesso Didattico Morgagni**  
Viale Morgagni, Nos. 44–48 (multiple entrances) - Florence 📍 ([Google Maps Link](#))

Day 1	Main Room, 1st Floor, Firenze Welcome Center	(Italian Language)
09:00 - 09:15	<b>On-Site Registration</b>	
09:15 - 09:45	<b>Welcome and Introduction to the Infoday Workshop</b> - <b>Councillor Laura Sparavigna</b> – Councillor for Organization and Personnel, Administrative Efficiency, Civil Registry, Civil Protection, Information Services, Smart City and Innovation, Artificial Intelligence - Municipality of Florence - <b>Prof. Marco Pierini</b> – President of the Fondazione per la Ricerca e l'Innovazione - University of Florence	
09:45 - 10:00	<b>From the Legacy of the HERIT-DATA Project to the TOURISMO Project: The Story of an Evolution</b>	
10:00 - 10:30	<b>TOURISMO Objectives and Activities</b> - From the Design and Development of Customized Solutions for More Sustainable Tourism to Their Practical Application - Evaluation of the Implemented Actions in the 8 Pilot Sites - Presentation of the Florence City Pilot Project	
10:30 - 10:45	<b>Coffee Break</b>	
10:45 - 12:15	<b>Experiences from Transnational Pilot Projects</b> ( <i>Alphabetical Order by Country; Presentations in English</i> ) - Varna City Pilot - Bulgaria ( <i>video</i> )      - Golden Bay (Il-Bajja tal-Mixquqa) Pilot - Malta - Bišvevo Island Pilot - Croatia      - Valencia City Pilot - Spain - Rhodes City Pilot - Greece      - Valencia Port Pilot - Spain	
	<b>Q&amp;A Session: Interventions, Comments and Discussion with the Audience</b>	
12:15 - 12:30	<b>Final Remarks and Closure of the Workshop</b>	
	<b>Free Lunch</b>	