

Smart and Sustainable Tourism

Impacts, Approaches, Solutions

5 December 2025

Tolentini, Aula Magna – Università Iuav di Venezia

Registration

9.00 - 9.30

Institutional greetings

- **Benno Albrecht** – Università IUAV di Venezia, Rector
- **Stefano Sisto** – Region of Veneto, Director of the Tourist Planning Organizational Unit
- **Massimiliano De Martin** – City of Venice, Councillor for Urban Planning, Private Building, and Environment
- **Alessandro Costa** – VSF, Director General

Session I: Impacts. Viewing the world through the lens of tourism

Tourism is a sentinel sector of change, inherently tied to the behaviors of people and demand. This session will present the characteristics and trends of today's and tomorrow's tourism as seen by international organizations, identifying the most innovative and effective interpretive keys for urban systems.

- **Elena Nembrini** – ENIT, Director General | VSF, Statutory Auditor of the Board of Auditors
- **Ioannis Pappas** – GSTC, Regional Director for Europe | European Climate Pact Ambassador | URBACT Lead Expert | European Urban Initiative, Expert Innovative Actions
- **Guido Licciardi** – World Bank, Senior Operations Officer
- **Costanza Alesse** – NECSTouR, Project Manager

Session Moderator: **Damiano De Marchi** – VSF, Project Manager | Università Ca' Foscari Venezia, Professor

Session II: Approaches. Cities as laboratories of smart, innovative, and sustainable tourism

This session presents pan-European case studies of cities acting as laboratories for tourism innovation, integrating sustainability, inclusion, technology, and participation; focusing on how urban areas can lead the transition toward smarter and more responsible tourism.

- **Domenico Carretta** – City of Turin, Deputy Mayor for Tourism
- **Kyriaki Boulasidou** – Ente Nazionale Ellenico Per il Turismo, Director
- **Johannes Lutter** – UIV - Urban Innovation Vienna, Head of International Affairs & Strategic Partnerships
- **Josep Xurigué Camprubí** – Barcelona Comerç, Deputy Director
- **Leonardo Ricci** – City of Florence, Director of Technological Infrastructure Development
- **Emanuele Geri** – City of Florence, Technical IT Manager, Open Data, SIT

Session Moderator: **Damiano De Marchi** – VSF, Project Manager | Università Ca' Foscari Venezia, Professor

Concluding remarks

- **Paolo Costa** – VSF, Chairman of the Scientific Committee

Session III: Solutions. VSF Members for smart and sustainable tourism

Tourism's role in economic and socio-cultural development requires action not only from businesses in the sector but also from all public and private actors with a meaningful relationship to the territory and its community. VSF's role is to foster this interaction, expanding the range and positive impact of project initiatives through a cross-cutting and post-disciplinary approach, both in terms of skills and related themes. This session will showcase solutions from VSF members supporting a smarter and a more sustainable tourism.

- **Maria Sol Scanferla** – North Adriatic Sea Port Authority, Promotion, Communication and Institutional Relations Unit, Strategic Planning and Development Department
- **Quang Ngo Dinh** – Olivetti, CEO | TIM Enterprise, Head of Enterprise Plan & Execution
- **Simona Olivadese** – UniCredit, Tourism Industry Representative
- **Andrea Casadei** – Almaviva, Tourism Practice Manager - SME Culture, Tourism and Sport

Session Moderator: **Paolo Clini** - Università Politecnica delle Marche, Director of DhekalosLab IA e Digital Heritage

Venice circular city. Analysis and solutions for Venice's journey to becoming a leading city in circularity

Presentation of the new publication by VSF “Venice Circular City. Analysis and solutions for Venice's journey to becoming a leading city in circularity” (“Venezia città circolare. Analisi e soluzioni per il percorso di Venezia a città leader di circolarità”, *currently only available in Italian*).

- **Silvia Oliva** – VSF, Coordinator of Project Activities

Light lunch & networking

13:30 – 14:30

Organized with

