



INNOXENIA Project

Thematic Cluster Coordinator

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Cluster Projects



Region of Western Greece (GR)



Chania Chamber of Commerce & Industry (GR)



University of Teramo (IT)



Majella National Park (IT)



Region of Epirus (GR)



Development Agency of Evia SA (GR)



University of Salento (IT)

Main Objectives

The main aim of the TC3, is to **promote synergies** among the participating projects and their **stakeholders networks** and increase the **transferability** of their project results beyond the single project partnership in the field of the **sustainable tourism**.

Additionally, the specific objectives of the Thematic Cluster are:

- Creation of projects' added value by increasing synergies among them,
- Further development of thematic analysis through cross-fertilization among projects, as well as combination of results/outputs produced,
- Identification of new areas/fields of intervention for the future programming period,
- Increase the projects' visibility, promoting them in a more strategic way,
- Increase of transferability of project results beyond the single project partnership.

Focus of the Cluster Report

- To present capitalizable outcomes of the clustered projects
 - Innovative outcomes
 - Policy / strategy outcomes.
- Methodology followed
 - Collection of information
 - Classification of information
 - Refinement in cluster meeting



Cluster Innovative Outcomes



- Product / Process Innovation
- Marketing Innovation
- Organizational / Governance Innovation

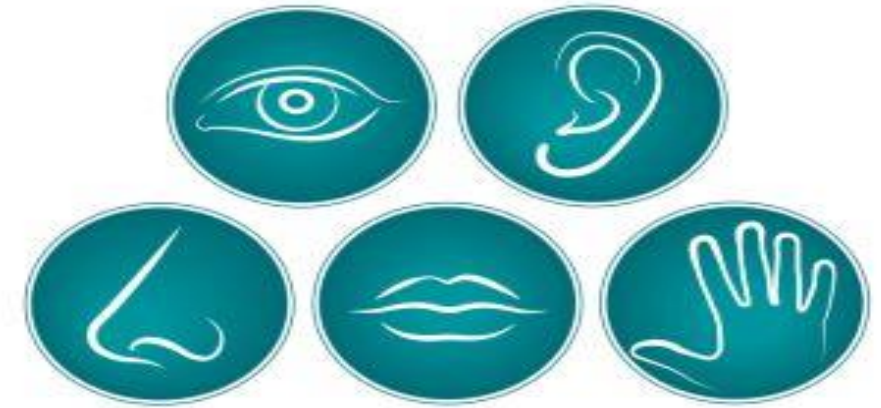
3rd ADRION ANNUAL EVENT & 2nd CAPITALISATION EVENT

Product – Process Innovation

- Tourism experiences

ADRION 5 Senses

- Tourism experiences based on 5 human senses
- Sensory classification

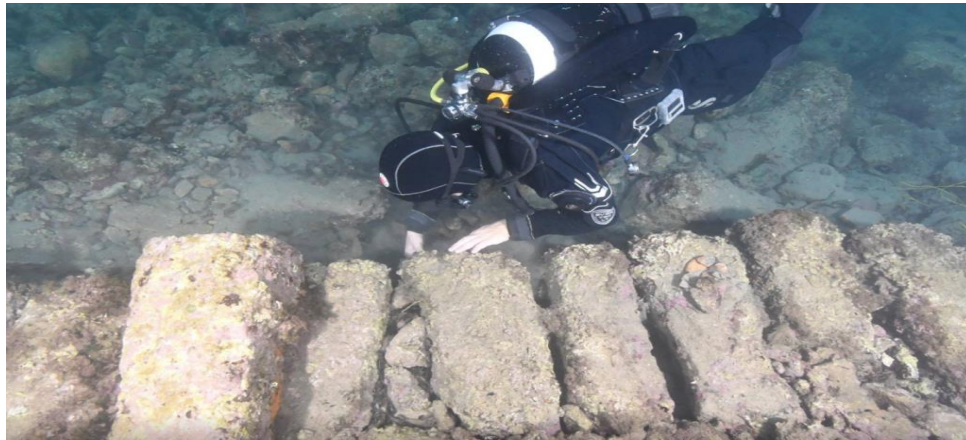


- Routes and Itineraries
 - **Qnest** 32 co-designed routes & 4 transnational itineraries
 - **Adriaticaves** local & international route packages
 - **INNOVAGRO** digital map with enogastronomy destinations / routes



Product – Process Innovation

- Tourism – culture management & revitalization
 - **APPRODI** pilot cases associated with ancient harbors
 - Early medieval harbor of Torcello – lagoon archeological park
 - Ortona – geo-archeological map, training courses
 - Dubrovnik underwater investigation
 - Joint map of ADRION ancient maritime routes cultural heritage



Marketing Innovation

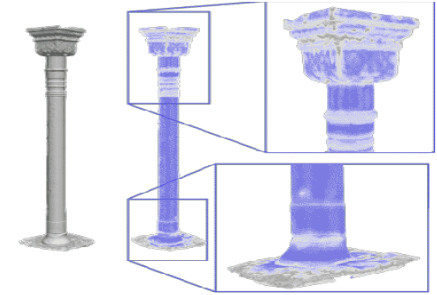
- **Branding**

- ✓ **QNEST** Brand Model on Sustainable Tourism quality
- ✓ **ADRION 5 Senses** Brand – sensory marketing & branding – sensory – rich ADRION destination



- **AR / VR Solutions**

- ✓ **Adriaticaves** virtual cave visits
- ✓ **QNeST** virtual access to cultural heritage 3D reconstructions

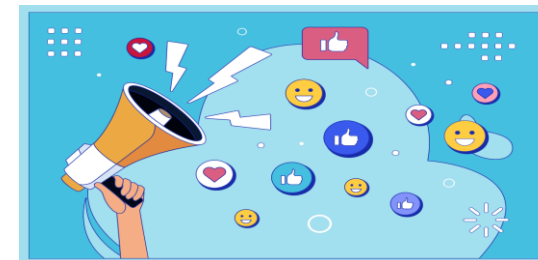


- **Cross-Marketing initiatives**

- ✓ **APPRODI** cross-marketing initiative for ancient harbors

- **Awareness raising**

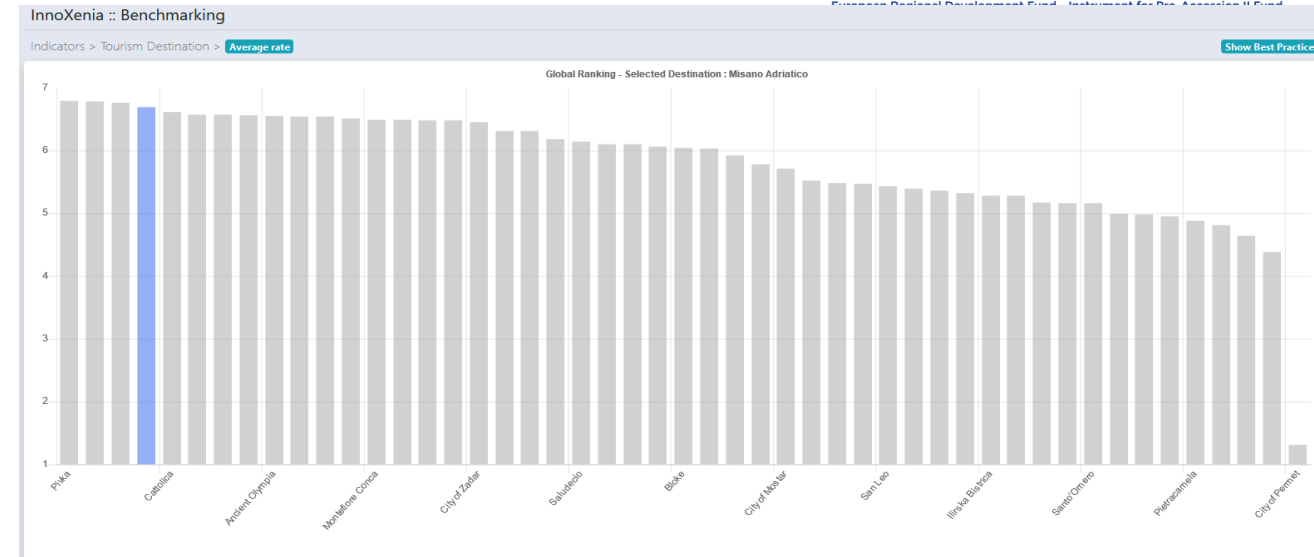
- ✓ **Adriaticaves** study for attracting interest on caves



Organizational – Governance Innovation

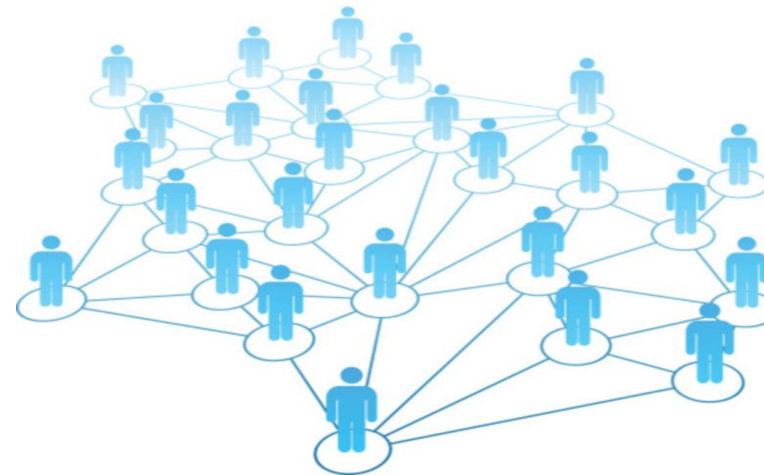
• Governance

- ✓ **InnoXenia** Tourism Innovation Observatory equipped with Tourism Innovation Decision Support System
- ✓ **INNOVAGRO** Virtual Transnational Business Innovation & Entrepreneurship Center with tools for e-business, e-incubator, e-library, e-learning, e-networking



• Ecosystem Networking

- ✓ **InnoXenia** Adriatic Ionian Tourism Technology Platform
- ✓ **INNOVAGRO** Network (agrofood sector)
- ✓ **QNeST** Network (sustainability)



Pending work

- Elaboration on the policy / strategy dimension
 - Policy recommendations, strategies, action plans
 - Measures for
 - ✓ Smart destination – product diversification
 - ✓ Enhanced collaboration for knowledge transfer
 - ✓ Environmental preservation & climate change mitigation
 - ✓ Legal framework – standard harmonization
 - ✓ Stakeholder – staff education
 - ✓ Investment – funding attraction

Thank you for your kind attention!

Innoxenia Project

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