



European Regional Development Fund - Instrument for Pre-Accession II Fund

Thematic Cluster towards
Sustainability in Cultural and
Natural Tourism Destinations



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News & Upcoming Events

**Macro regional event in Tirana, Albania
16-17 May 2022:**

2021-2022 EUSAIR Annual Forum

Dissemination of WONDER project results and promotion of our sub-cluster topic on innovation through new methodological approaches and models and ADRION Branding

SUB-CLUSTER ON INNOVATION THROUGH NEW METHODOLOGICAL APPROACHES AND MODELS AND ADRION BRANDING

Dear Reader,

Welcome to the Thematic Cluster Towards Sustainability in Cultural and Natural Tourism Destinations.

This is the 2nd Newsletter of our sub-cluster '*Innovation through new methodological approaches and models and ADRION branding*' and we are happy to share joint work and expected outcomes of our sub-cluster.

Enjoy reading!



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OUR SUB-CLUSTER IN ADRION ANNUAL & CAPITALISATION EVENT 2021

The ADRION Annual and Capitalisation Event took place virtually on December 7th 2021, under the slogan “Together for a resilient Adriatic-Ionian region”

Ms. Barbara Di Piazza (ADRION Head of Joint Secretariat) welcomed and introduced participants in the event, Ms. Caterina Brancaleoni (ADRION Managing Authority) referred to the intention of ADRION Programme to develop new ideas for building a sustainable future, Mr. Dimitrij Kuzmić (ADRION Monitoring Committee member) referred to the capitalization experience born within ADRION while Mr. Senad Oprašić (EUSAIR Pillar 3 co-coordinator) focused on the support of EUSAIR to the EU Green Deal.



OUR SUB-CLUSTER IN ADRION ANNUAL & CAPITALISATION EVENT 2021

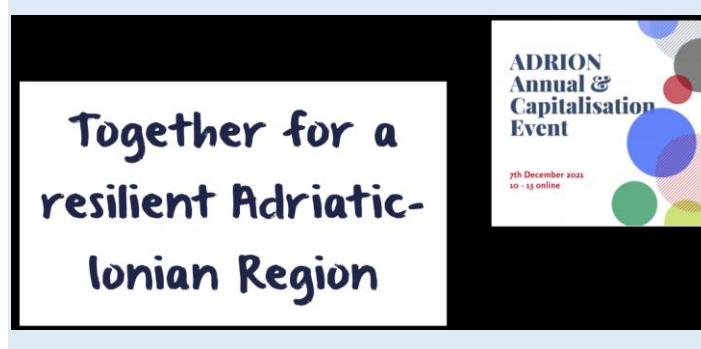
The second part of the event was devoted to the Programme's achievements:

- ❖ Project CIRCLE, DINALCONNECT and EMOUNDERGROUNDS were presented by Mr. Marco Affronte (Municipality of Forlì, Italy), Ms. Irena Bertoncelj (Researcher at the Agricultural Institute of Slovenia) and Ms. Ida Carolla (Municipality of Nardò, IT) respectively.
- ❖ Ms. Jessica Amadio (National Research Institute, IT) presented main points being examined within the framework of the 3 projects of ADRION Thematic Sub-Cluster on Risk Prevention and Disaster Resilience (ADRISEISMIC, MUHA and TRANSCPEARLYWARNING).
- ❖ Ms. Myrovali Glykeria (Research Associate in CERTH/HIT, GR), representing ADRION Thematic Cluster on Innovation and ADRION Branding referred to the joint work of 8 projects (ADRILINK, ADRINETBOOK, PRONACUL, SUSTOURISMO, THEMATIC, 



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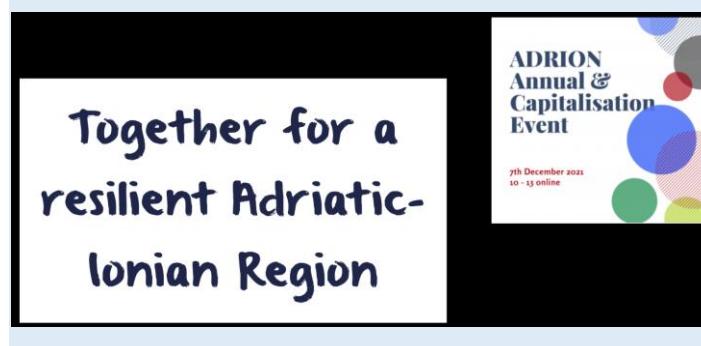
TRANSFER, WONDER, SMART Heritage) among which the policy paper for tourism restart after COVID-19. She referred to the main goal of the policy paper that was to provide guidelines for tourism based on the sustainability path after the reveal of the demanding challenges posed by coronavirus. As for communication related activities she referred to the first newsletter of the cluster concentrating on information for the projects and the overview of sub-clusters activities in order to introduce our work and goals.



8 projects

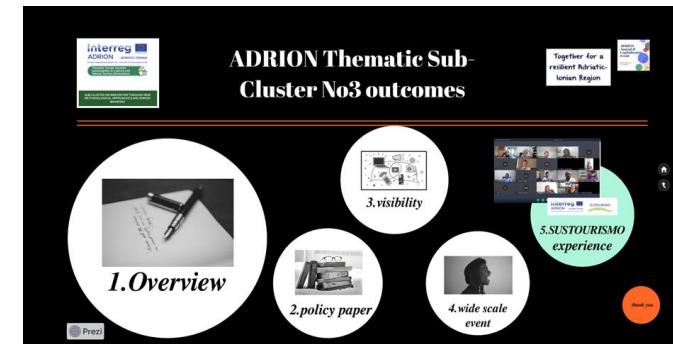
8 countries

77 partners



OUR SUB-CLUSTER IN ADRION ANNUAL & CAPITALISATION EVENT 2021

- ❖ At the end of her presentation, she referred to the macro-regional event of the cluster that will take place in Spring 2022 potentially in the occasion of EUSAIR event.



During the last part, Mr. Giuseppe Di Paola (Coordinator of EUSAIR at the EU Directorate-General for Regional and Urban Policy) highlighted the expected achievements for 2021-27, Mr. Lodovico Gherardi (ADRION Managing Authority DG for Resources, Europe, innovation and institutions, IT) outlined the features and topics of the new ADRION Programme while Ms. Battistina Cugusi (expert at the Italian Presidency of the Council of Ministers Department of Cohesion Policies) closed the event by highlighting the value of ADRION Programme for joint solutions for Adriatic-Ionian Region.



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The paper contains three main parts:

1. Assessment of the impact of the pandemic on the tourism sector, including public services and infrastructures and private entities.
2. Collection of the ideas, proposals, expectations of the stakeholders on the best strategies for the recovery and the promotion of long term development of the tourism sector, specially the cultural tourism.
3. Outcomes of the first two parts are analysed in the framework of the new programming strategy of the EU structural funds for regional development, and in particular the objectives and priorities of the territorial cooperation policy for 2021-2027 period.



The cluster partners, coordinated by the Project THEMATIC, produced the policy paper “Sustainable development of the tourism sector in the ADRION macro region. A strategic proposal for the programming period 2021-2027”, published in December 2021.

The document is based on an in-depth analysis of the impact that COVID has had on the tourism sector. It aims to a main objective, the definition of a strategy for the promotion of cultural and sustainable tourism in the Adriatic-Ionian macro-region.

The final output has been the result of an intense collaboration which involved almost 80 partners from all the 8 projects members of the ADRION cluster.

In November/December 2021 a survey was carried out, in order to collect first-hand knowledge about the current state of play of the tourism sector after the heavy disruptions imposed by the pandemic and the vision of the stakeholders about the future of the tourism industry.



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Sustainable development of the tourism sector in the
ADRION macro region
A strategic proposal for the programming period 2021-2027

A policy paper by the ADRION
3rd Thematic Sub-cluster
'Innovation through new methodological approaches
and models and ADRION branding'

POLICY PAPER: REPORT ON SUSTAINABLE TOURISM

The survey not only focused on the negative consequences that tourism has faced during the health emergency, but also tried to highlight some unforeseen impacts on the speed and richness of innovations proposed and in some cases implemented. These "virtuous products" of the crisis could facilitate recovery and even promote a pristine new growth cycle of the tourism industry, centred on long term environmental sustainability.

The key issues identified by the stakeholders can be summarized in the following points.

On the supply side, among the most mentioned key words are the following:

- ❖ Digitalisation
- ❖ Entrepreneurship and innovation
- ❖ Skill development/capacity building
- ❖ Health Safety and Security
- ❖ Sustainable mobility



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POLICY PAPER

Read the Article On the impact of covid-19
on tourism sector here:

<https://thematic.adrioninterreg.eu/news/exploring-the-impact-of-covid-19-on-tourism>

Read the Policy Paper here:

<https://www.adrioninterreg.eu/wp-content/uploads/2022/01/Policy-Paper-Cluster-3-action-6.pdf>

POLICY PAPER: REPORT ON SUSTAINABLE TOURISM

The reference to skill development, entrepreneurship, innovation, makes evident the perception of the tourism industry by many stakeholders as an industry that is entering a new growth cycle.

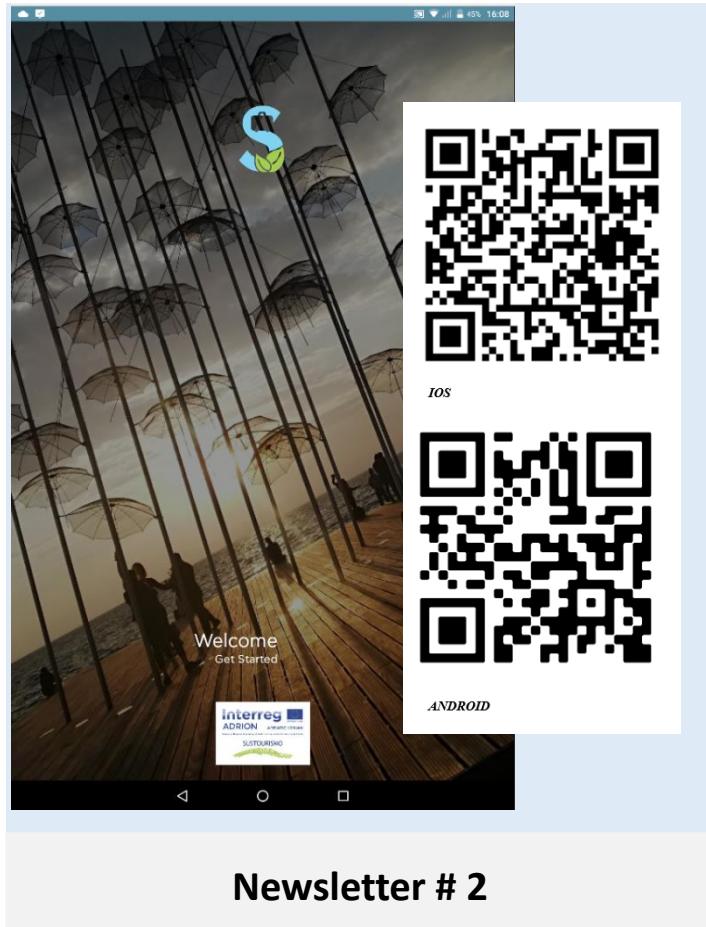
On the demand side the stakeholders mentioned:

- ❖ Diversification and customization
- ❖ Protection and preservation of natural and cultural resources
- ❖ Accessible and inclusive tourism

All these key words can be connected in the framework of social, economic, cultural, environmental sustainability.

Only by building a common and collaborative strategy on these factors it will be possible to address the challenges and the opportunities that the sector will face in the new programming framework 2021-2027. The last part of the policy paper offers a first contribution in this direction, highlighting the priorities identified by the new regulations for the European Territorial Cooperation.

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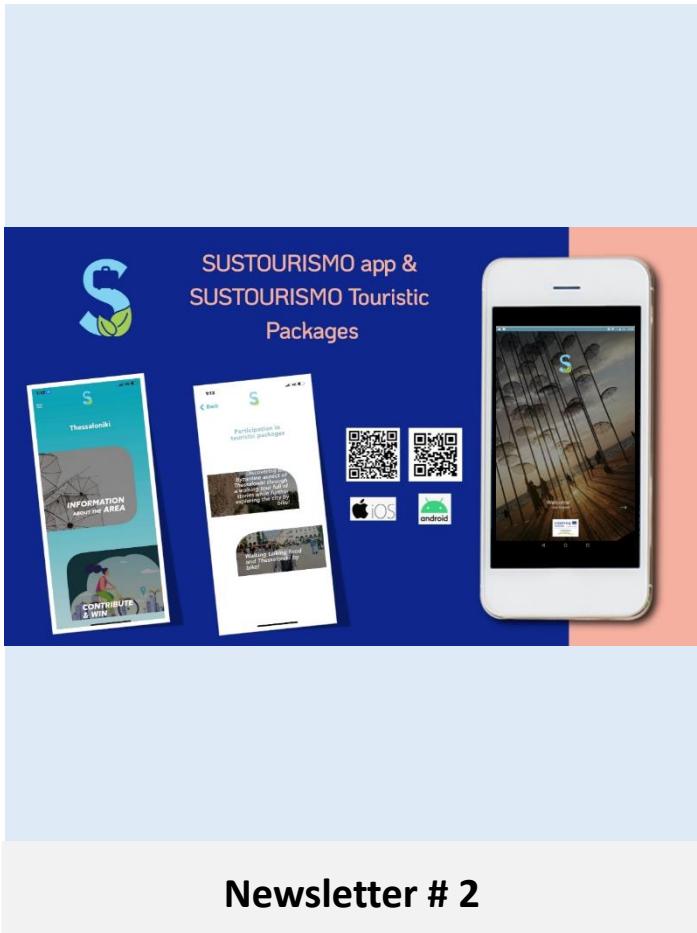
INTERESTING ACHIEVEMENTS IN PROGRESS: SUSTOURISMO, SMART Heritage & WONDER

SUSTOURISMO

Seeking to relief environmental and political consequences of the growing car use by tourists while travelling in the Adrion area, the SUSTOURISMO project approaches tourism under the spectrum of tourists engagement in eco-friendly sight-seeing through increasing modal share of active transportation, Public Transport modes and low-carbon mobility concepts.



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The screenshot shows the SUSTOURISMO app interface. At the top, there's a banner with the text "SUSTOURISMO app & SUSTOURISMO Touristic Packages". Below the banner, there are two smartphones displaying the app's interface. One phone shows a screen with a QR code and the text "Participation in touristic packages". The other phone shows a screen with a QR code and the text "INFORMATION ABOUT THE AREA". At the bottom of the interface, there are icons for iOS and Android, indicating the app is available for both platforms.

Newsletter # 2

INTERESTING ACHIEVEMENTS IN PROGRESS: SUSTOURISMO, SMART Heritage & WONDER

SUSTOURISMO main achievements:

- ❖ Identification of crucial tourism and mobility services providers and key players willing to be part of the **SUSTOURISMO cooperation network**
- ❖ Targeted surveys for identifying tourists interests and needs to promote their active involvement in the **SUSTOURISMO community and cooperation network**
- ❖ Implemented win-win cooperation schemes among identified players involved in the transport and tourism sector
- ❖ Exploitation of new technologies for travellers and tourists engagement in 'green' travelling through the **SUSTOURISMO App**
- ❖ Methodologies for transferring and adopting the lessons learnt by each pilot case to other Adrion regions – **SUSTOURISMO Action Plan**
- ❖ Detailed Roadmap (Sustainable VolunTourism Boost Action Plan) entailing guidelines for reaching sustainable tourism goal – **SUSTOURISMO Strategy**

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Thanks to the collaboration schemes jointly defined by the tourism and mobility bodies of the identified areas, the tourists will be able to enjoy these packages and awards by using the SUSTOURISMO app. The touristic packages and awards will play the role of strong incentives through which the tourists will contribute to the environmental sustainability and preservation of cultural heritage of the involved areas. The aim of these cooperation schemes is not only to jointly define the plans and actions of the project, but also to maintain the SUSTOURISMO interventions beyond the scope of the project.

INTERESTING ACHIEVEMENTS IN PROGRESS: SUSTOURISMO, SMART Heritage & WONDER

SUSTOURISMO main outputs: the SUSTOURISMO App and the Local Touristic Packages

The **SUSTOURISMO App** offers tourists the opportunity to explore the different SUSTOURISMO areas: Thessaloniki, Preveza and Igoumenitsa in Greece, Ravenna and Grado-Aquileia in Italy, Ljubljana in Slovenia, Zadar in Croatia, Tivat in Montenegro, Berat in Albania, and Belgrade in Serbia – and find out more on Points of Interest, SUSTOURISMO touristic packages and other useful information related to sustainable transport solutions and tourism. The App also gives users the chance to be actively part of the project community by contributing to feed the dedicated sections with relevant ideas, thoughts, complaints and implemented trips within the visited SUSTOURISMO areas and win special rewards.

The **SUSTOURISMO local touristic packages** are conceived as rewarding schemes implemented and adopted by project's partners to support the promotion of sustainable tourism and mobility at local level following the signature of ad hoc *MoUs* with key regional and local stakeholders. Different schemes have been tested from August 2021 in the different cities and countries involved in the project and a new season will be launched during the summer of 2022.



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INTERESTING ACHIEVEMENTS IN PROGRESS: SUSTOURISMO, SMART Heritage & WONDER

SMART Heritage

A key project output is the [SMART Heritage Cultural Route “Connecting the faces of Europe”](#), which follows the steps of five personalities who played an important role in European history. Through the Cultural Route, the visitor has the chance to follow the heroes who influenced the cultural identity of each region and shaped the common cultural heritage of the ADRION region.

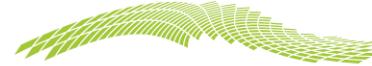
The Smart Heritage Cultural Routes and their [digital applications and virtual tours](#) – another key outcome - highlight the common cultural heritage, allow us to deepen into our traditions and the monuments of our land, and enable us to contribute to the sustainable tourism development of the region, offering a unique tourist product while preserving the cultural identity of our places.



ADRIATIC-IONIAN

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SMART Heritage



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INTERESTING ACHIEVEMENTS IN PROGRESS: SUSTOURISMO, SMART Heritage & WONDER

SMART Heritage

To further support the involved regions with promoting the Smart Heritage Cultural Route and their common identity, the project also developed a [Brand Manual](#) and the [Smart Heritage Film](#) which are available to all partners and local stakeholders.

According to all Project Partners, the SMART HERITAGE was the right project at the right time, as it offered the opportunity to test new technologies (i.e., Virtual Reality technologies) which was extremely valuable not only during Covid-19 pandemic but also for the future of cultural heritage preservation.

Visit the Smart Heritage Web-platform

<https://smartheritage.eu/>

Smart Heritage Film

<https://www.youtube.com/watch?v=0SkJf5255fg&t=4s>

Smart Heritage Cultural Routes

"Connecting the Faces of Europe"

https://issuu.com/smartheritage/docs/t2.2.3_catalogue

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INTERESTING ACHIEVEMENTS IN PROGRESS: SUSTOURISMO, SMART Heritage & WONDER

WONDER

Different project activities have been developed according to the project workplan in all the 6 countries involved: Italy, Slovenia, Croatia, Montenegro, Albania and Greece. In particular different deliverables have been produced such as:

- Children feedback reports
- Stakeholders feedback reports
- Collection of best practices
- Pilot actions carried out at local level in each country involved
- Wonder local city agendas



Interreg
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WONDER





INTERESTING ACHIEVEMENTS IN PROGRESS: SUSTOURISMO, SMART Heritage & WONDER

WONDER

Among the WONDER project pilot actions, many investments and activities have already been developed such as the opening of an Educational Park in the city of Novigrad-Cittanova with the purpose of educating children in the physics and biology sector and making them use interactive outdoor equipment. Also the creation of an interactive, modern and functional playground in the city of Preveza, Greece, that is giving children the opportunity to enjoy the game in security will be developed.

In the city of Fano a new approach to the tourism offer has been shared among tourist economic operators (restaurants, beaches, hotels), no profit associations, local administrations. A coordinated networking activity has been developed thanks to the WONDER project where all the operators consider the children needs and will at the base of their products and services.

A child-friendly tourist guide and itinerary for children will be realized in the city centre using also panels with the illustration of historical and archaeological sites suitable for children.

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Another ongoing project activity consists in defining the branding of the **WONDER** network of child-friendly destinations. For this purpose, specific online meeting took place on the 7th February 2022, where the project partners discussed and approved officially the final project branding, after the first transnational meeting held in Herceg Novi.



INTERESTING ACHIEVEMENTS IN PROGRESS: SUSTOURISMO, SMART Heritage & WONDER

WONDER

Sharing same memories
and experiences.

Happiness, fun, adventure.

4 colours, 4 equal leaves =
message of inclusion, equal opportunities.



**FAMILY
FRIENDLY**

Memories that last.

Become part
of our wonders.

Make new memories.



SAFE(TY)



WELL-BEING



PLAYFULNESS



ACTIVITY

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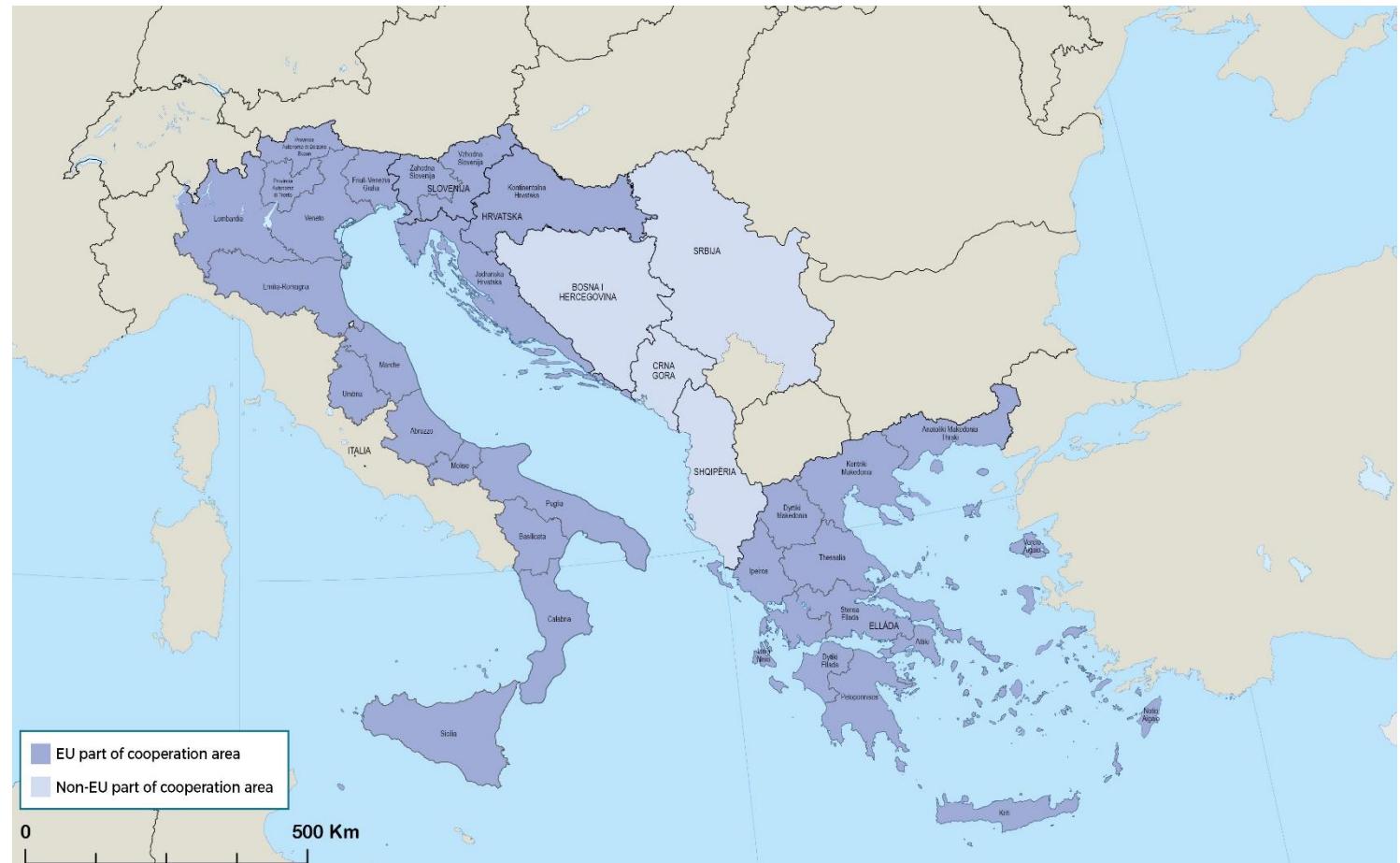
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www.adrioninterreg.eu/index.php/2021/11/05/adrion-thematic-sub-cluster-on-innovation-and-adrion-branding



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