

## WHO WE ARE

### LEAD PARTNER

**Centre for Research and Technology Hellas - CERTH**  
Greece

### PARTNERS

**Regional Union of Municipalities of Epirus - PED Epirus**  
Greece

**Institute for Transport and Logistics - ITL Foundation**  
Italy

**Central European Initiative-Executive Secretariat - CEI-ES**  
Italy

**Institute of Traffic and Transport Ljubljana I.I.c - PIL**  
Slovenia

**Regional Development Agency of Ljubljana urban region - RDA-LUR**  
Slovenia

**City of Zadar - GZ**  
Croatia

**Municipality of Tivat - MoT**  
Montenegro

**Regional Council of Berat - RCB**  
Albania

**University of Belgrade / Faculty of Transport and Traffic Engineering - FTTE**  
Serbia



## Budget and duration

This project is funded by the Interreg ADRIAN Programme 2014 - 2020



Project budget  
**€1,618,927.60**



Project duration  
**01.02.2020 - 31.07.2022**

## Discover more about SUSTOURISMO and follow our activities!

[sustourismo.adrioninterreg.eu](http://sustourismo.adrioninterreg.eu)



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## Contact us

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**Interreg**   
EUROPEAN UNION  
**ADRION** **ADRIATIC-IONIAN**

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

## SUSTOURISMO



**Sustainable Tourism & Mobility  
Hand-by-Hand Development**

# About the SUSTOURISMO project

We aim to generate innovative eco-friendly tourism models for lower-carbon tourism through the increase of modal sharing of active transport modes such as walking, cycling and public transport.

## Objectives

- **Engaging the tourism industry in a sustainable path** with trainings to promote sustainable mobility options to decrease tourism carbon footprint and therefore incorporate interventions into business models.
- **Educating tourists in making responsible travel choices** through the SUSTOURISMO application.
- **Training decision makers to better tackle the environmental limits to growth** and face climate change challenges linked to tourism through:
  - Traveler engagement in tourism planning
  - Stakeholder cooperation
  - Tailored “green” touristic packages



## Main Activities

- **Research and Analysis**  
Definition of best practices and understanding of tourist and stakeholder needs according to previous sustainable tourism efforts in partner regions.
- **SUSTOURISMO Application: Development and testing**  
Creation of a smartphone app to help tourists get involved in sustainable tourism and mobility hand-by-hand planning.
- **Creation of a common tourism identity**  
Real needs of tourists will be reported through questionnaire surveys in each of the 9 SUSTOURISMO pilot areas; stakeholder needs will be reached through roundtables and interviews.
- **Examination of Pilot cases**  
Stakeholders will cooperate (SUSTOURISMO MoUs) in order to offer touristic packages to experience SUSTOURISMO sites in a sustainable way. Sites: Thessaloniki, Epirus Region, Romagna Coast Area, Friuli-Venezia Giulia, Ljubljana, Zadar, Tivat, Region of Berat, Belgrade.
- **Capacity building actions**  
4 webinars will be organised to inform policy makers of local administrations, the private sector and the end-users about the main outputs of the project, in order to move towards wider capitalisation actions.

## Expected results

- **Cooperation** among identified players developing a win-win environment; raising awareness of tourists on sustainability and responsibility.
- **Exploitation of new technology powers** to make travellers adopt more sustainable and responsible solutions.
- **Methodologies** to transfer and adopt the lessons learned through the pilot cases to other ADRION cities.
- **Providing ADRION policy makers with a Sustainable VolunTourism Boost Action Plan** including guidelines for reaching the sustainable tourism goal.

