

## 4<sup>TH</sup> SUSTOURISMO NEWSLETTER





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## Contents

SUSTOURISMO Roadmap.....	3
EUSAIR input .....	4
Policy paper from the cluster.....	5
SUSTOURISMO local tourist packages preliminary results .....	6
SUSTOURISMO App is online. Use it and let us know how to improve it .....	7
GDPR Policy .....	9



## SUSTOURISMO Transnational Strategy

SUSTOURISMO Transnational Strategy, also mentioned as ‘SUSTOURMOB cycle’, is a strategy that could be used by ADRION areas to promote the SUSTOURISMO interventions - adoption should follow a concrete transferring based on local needs, capacities and characteristics.

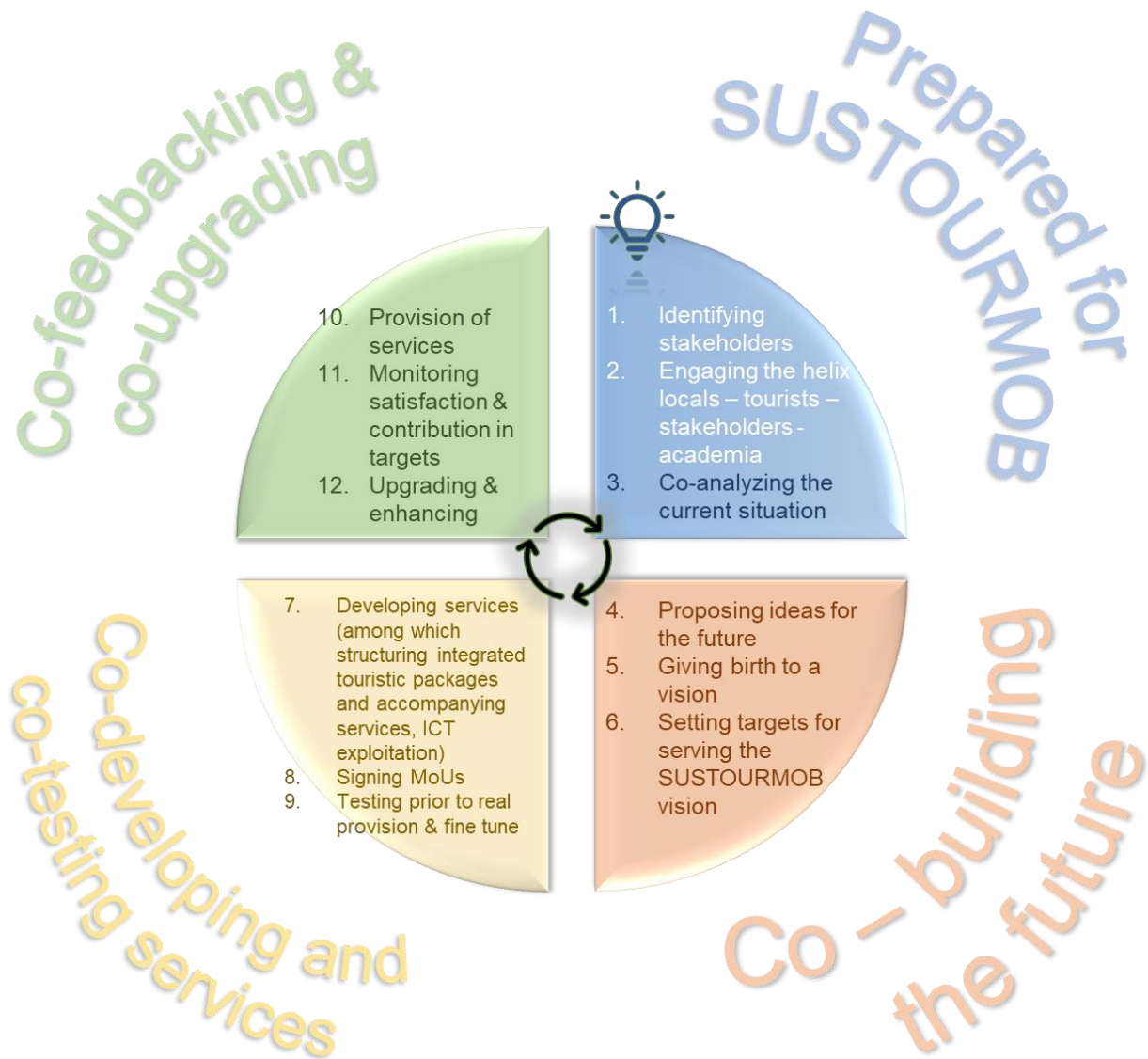


Figure 1: The SUSTOURMOB cycle

The SUSTOURMOB planning cycle helps decision makers to be prepared for the obstacles ahead, keep on track, boost productivity and keep planning focused. **SUSTOURMOB cycle:**

- is co-built and gives a clear direction; it highlights steps to be taken and when they should be completed;



- compiles needs and defines goals, all written down and planned out in steps which gives a reason to stay motivated and committed;
- supports tracking progress toward goal achievement;
- helps understanding the loop in planning that entails ‘analysis - development - real testing - evaluation - monitoring - improvement’, all with the ‘co’ approach (‘co-analysis - co-development - co-real testing - co-evaluation - co-monitoring - co-improvement’);
- helps towards transition and achievement of UNECE Sustainable Development Goals - linked to sustainable mobility and tourism sectors.

*Coming soon!*

## EUSAIR inputs

On 17 May 2022, SUSTOURISMO project was presented during the ADRION annual event that took place within the occasion of the **7th Forum of the EU Strategy for the Adriatic and Ionian Region (EUSAIR)** in Tirana (Albania). SUSTOURISMO representatives joined the ‘Panel on Smart and sustainable mobility of Interreg ADRION’s contribution to the EU Green Deal: Experiences of renewables & Energy efficiency and green mobility practices in the Adriatic-Ionian area’ and discussed on the next steps of ADRION connectivity and sustainability. The panel gathered representatives of projects as Inter-Connect (PLUS), TRIBUTE, ENERMOB, and SUSTOURISMO, all co-funded within the Interreg ADRION Programme.



Figure 2: SUSTOURISMO project representatives in the ADRION annual event, 2022.



Glykeria Myrovali (CERTH) presented the key objectives and outputs reached so far in SUSTOURISMO while Evis Plaku (Regional Council of Berat) shared local benefits derived from the testing phase of the project for Berat.

## Policy paper from the cluster

SUSTOURISMO, leading ADRION 3<sup>rd</sup> Sub-cluster “**Innovation Through New Methodological Approaches and Model and Adrion Branding**”, participated in the elaboration of the policy paper entitled “Sustainable development of the tourism sector in the ADRION macro region coordinated by [THEMATIC project](#) (one of the 8 projects of the specific sub-cluster). The policy paper is a strategic proposal for tourism boost in the programming period 2021-2027. The document focuses on common challenges Adriatic and Ionian macro-region faced during the COVID-19 pandemic and presents a roadmap for regeneration of tourism in the region. The paper is based on the analysis of data collected through an on-line questionnaire survey conducted on a two months period (November-December 2021). In total 69 organizations from the Adriatic-Ionian region provided their feedbacks for identifying COVID-19 impacts on the region’s tourism sector, while at the same time offered new insights and recommended actions leading to the tourism sector rebirth. From one hand, the closure of businesses and cultural sites, the cancellation of large international, local events and study tours, the international and domestic travel restrictions were reported as the most significant negative impacts the pandemic caused. From the other hand, the key needs identified through this collective work, led to indicative actions that should take place in order to restart the sustainable tourism in the Adriatic-Ionian region. Digitalization provision on tourist facilities, skills development and capacity building in both the private and public tourism sectors, safety and health measures improvement, sustainable mobility promotion, protection and preservation of cultural and natural attractions as well as the development of accessible and inclusive tourism services and products are the hidden assets for exploiting the full potential for tourism growth in the region.



Figure 3: Priorities for tourism regeneration after COVID-19 as derived by the sub-cluster Policy Paper

For further information, policy paper can be downloaded following the link:

[Microsoft Word - THEMATIC policy paper for next programming period\\_Final Deliverable \(adrioninterreg.eu\)](https://adrioninterreg.eu/Microsoft Word - THEMATIC policy paper for next programming period_Final Deliverable)

## SUSTOURISMO local tourist packages 2021 preliminary results

The SUSTOURISMO App was born in a COVID-19 pandemic period. It was not easy to promote the SUSTOURISMO App in the first testing period but we put a seed for the future activities related to



the promotion of the sustainable tourism in the ADRION area. Base on the data available, on February 2022 the registered users to the App were **282**. The SUSTOURISMO tourist packages activated at least one time were **154**. Everything is ready for a new 2022 season. Join us and help the SUSTOURISMO project in growing up.



## **SUSTOURISMO App is online. Use it and let us know how to improve it**

The SUSTOURISMO App is online and it is used by many tourists in the first testing period. Join the SUSTOURISMO project, use the App and help us in improving it in order to promote more responsible and sustainable touristic and mobility behaviors. Once installed the App in your smartphone, you will receive automatic notifications asking your opinion on the App. Fill the brief survey and help us in improving the App.

The SUSTOURISMO App offers tourists the opportunity to explore the following SUSTOURISMO areas:

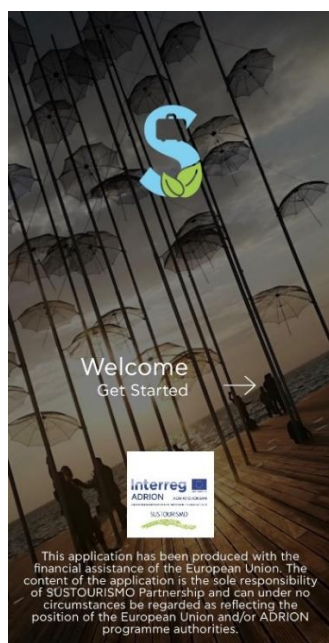
- Thessaloniki (GR)
- Preveza (GR)



- Igoumenitsa (GR)
- Ravenna (IT)
- Grado-Aquileia (IT)
- Ljubljana (SL)
- Zadar (HR)
- Tivat (ME)
- Berat (AL)
- Belgrade (RS)

The App will allow you to find out more on points of interest, sustainable mobility information, events, weather, SUSTOURISMO touristic packages and other useful information/links.

Become part of sustainable tourism and mobility hand in hand development (give us your ideas, thoughts, complaints, submit implemented trips within the visited SUSTOURISMO area, count your steps, participate in SUSTOURISMO touristic packages) and win rewards!



QR codes for Android and for iOS





*This announcement has been produced with the financial assistance of the European Union. The content of the announcement is the sole responsibility of SUSTOURISMO PP3 (Institute for Transport and Logistics) and can under no circumstances be regarded as reflecting the position of the European Union and/or ADRION programme authorities.*

## **GDPR Policy**

We are sure you are aware that new laws about data protection have come into force in May 2018. As your privacy is important to us, we wanted to assure you that your data will only be used to keep you informed about the latest activities of SUSTOURISMO and invite you to SUSTOURISMO events. We will not give out your data to any other third party address on its mailings list nor to other people without your permission.

You do not need to do anything unless you no longer wish to receive emails concerning SUSTOURISMO project. Should this be the case, please contact us in reply to the email stating this fact. If we don't hear from you we shall assume you wish to continue receiving information about SUSTOURISMO and keep your email address on our list.

Our mailing address is:  
SUSTOURISMO,  
Institute for Transport and Logistics,  
Via dei Mille 21,  
40121 - Bologna, Italy  
[sustourismo@fondazioneitl.org](mailto:sustourismo@fondazioneitl.org)