

SUSTOURISMO: Final Conference in Trieste

After three years of fruitful cooperation, including the implementation of 18 touristic packages in nine pilot areas of the Adrion Region, four capacity building webinars, the development of one common mobile app to promote sustainable tourism and of a transnational strategy on “sustainable tourism hand in hand with mobility planning”, the partners of the SUSTOURISMO project, funded under the Interreg ADRION Programme, gathered for their final conference on 7 December 2022 at the Trieste Convention Centre.

The event was hybrid (online and in presence) and witnessed about thirty participants. The discussions focused on “*Digital Solutions and eco-friendly models for lower carbon and sustainable tourism solutions in the Adrion Region*” and on best practices and strategies to face future challenges in the tourism sector. The event was an opportunity to exchange insightful knowledge with stakeholders outside the project consortium.

The first panel of the Conference was dedicated to Mobility planning and Sustainable Tourism, where Mr. Tito Stefanelli, TRT Trasporti e Territorio, showed how the covid-19 triggered some positive changes in transport and mobility patterns, followed by Mr. Andrea Stocchetti from the University of Ca 'Foscari of Venice who demonstrated the positive impact that soft measures can have on tourism mobility planning and management, and Mr. Alberto Dianin from EURAC Research who explained the Triple Helix Cooperation approach applied to the tourism sector.

The second panel focused on Digital solutions at the service of sustainable tourism. In particular, SUSTOURISMO lead Partner Ms. Glykeria Myrovali from the Centre for Research and Technology Hellas (CERTH), presented how digitalization can help to respond to the changes in the traveller behaviour and face the challenges in the tourism sector post covid pandemic. Ms. Natasa Miric, from the Dubrovnik Development agency gave some concrete examples of the best practices and strategies that allowed to overcome over-tourism flows in Dubrovnik since 2017, including the implementation of the smart city strategy and the development of mobile apps such as the Dubrovnik eye to monitor the flows or the Dubrovnik card app to concentrate the touristic offers in one app. Finally, the panel discussion closed with the presentation and evaluation of the SUSTOURISMO app.

The consortium was invited to present the touristic packages developed and tested in each pilot area of the project and discuss the lessons learnt and next steps.

During this three-year long partnership, SUSTOURISMO has shown that Integrating existing services in order to create a sustainable tourism offer requires modifying operating arrangements which can be confronted to economic constraints and limited by public procurement procedures. Stakeholders in the Friuli Venezia Giulia Region have shown however their commitment to keep promoting Sustainable Tourism with the endorsement of a Memorandum of Understanding.





