

“DIGITAL SOLUTIONS AND ECO-FRIENDLY MODELS FOR LOWER-CARBON AND SUSTAINABLE TOURISM SOLUTIONS IN ADRION REGION”

7TH DECEMBER 2022, TRIESTE

Venue: Trieste Convention Centre,

Magazzino 2, viale Miramare 24/2

(Room C)





SUSTOURISMO is a project funded by the European Union's 'Adriatic-Ionian Program INTERREG VB transnational 2014 -2020', involving 10 partners (Research Agencies, Universities, Municipalities and Regions) from 7 Adriatic-Ionian countries coordinated by the Centre for Research and Technology Hellas that join their forces to examine and evaluate the efficiency of innovative combined tourism-mobility services.

It aims at improving the environment and highlighting the natural and cultural heritage elements within the Adriatic region through the reduction of environmental pollutants caused by the increasing use of private vehicles of tourists travelling around the Adriatic countries, the reduction of pollutants to be achieved through an increase of the modal share of active transportation (walking, cycling), Public Transport and lower-carbon mobility concepts (car sharing, car-pooling, electro-mobility).

In this context, attractive touristic packages were developed to meet the tourists' mobility needs and the SUSTOURISMO application for mobile phones was designed, developed and tested in nine pilot areas among the participating countries (Albania, Greece, Italy, Croatia, Montenegro, Serbia, and Slovenia).



QR codes for Android and for iOS



DRAFT AGENDA

9.00 - 9.45	Registration
9.45 - 10.30	<p>Welcome and Opening</p> <p>Mr. Roberto Antonione, Secretary General - Central European Initiative Executive Secretariat</p> <p>Mr. Paolo Perucci - Director - Central Direction Infrastructure & Territory, Autonomous Region Friuli Venezia Giulia</p> <p>ADRION Joint Secretariat</p>
10.30 - 11.00	<p><u>“Introduction to the SUSTOURISMO project”</u> - Ms. Maria Morfoulaki, Centre for Research and Technology Hellas (CERTH)</p>
11.00 - 11.30	<i>Coffee break</i>
11.30 - 13.00	<p>Session 1: Mobility Planning and Sustainable Tourism</p> <p><u>„Changes in transport and mobility patterns triggered by the COVID-19 pandemic“</u> - Mr. Tito Stefanelli, TRT TRASPORTI E TERRITORIO</p> <p><u>“Role of soft measures in tourism mobility planning and management”</u>- Mr. Andrea Stocchetti, University of Venice Ca' Foscari</p> <p>“Promoting Triple Helix Cooperation in tourism” - Mr. Alberto Dianin, EURAC Research</p> <p>Moderation: Mr. Denis Grasso, Institute for Transport and Logistics (ITL)</p>
13.00 - 14.00	<i>Lunch break</i>
14.00 - 15.30	<p>Session 2: Digital Innovation for Sustainable Tourism</p> <p><u>“Global Trends in Tourism - digitalization and sustainability”</u> - Ms. Glykeria Myrovali, Centre for Research and Technology Hellas (CERTH)/Hellenic Institute of Transport (HIT)</p> <p><u>“Developing sustainable tourism in Dubrovnik”</u> - Ms. Nataša Mirić, Dubrovnik Development Agency (DURA)</p>



	<p><u>“The SUSTOURISMO app”</u> - Ms. Kornilia Maria Kotoula, Centre for Research and Technology Hellas (CERTH)/Hellenic Institute of Transport (HIT)</p> <p><u>‘Digital Thessaloniki 2030’</u> - Dr. Spyros Avdimiotis, Associate professor, at International Hellenic University and the associate director of the Sustainable Tourism Development Lab</p> <p>Moderation: Mr. Anthony La Salandra, Managing Director, Risposte Turismo</p>
15.30 - 16.00	<i>Coffee break</i>
16.00 -17.30	<p>Session 3: The SUSTOURISMO solutions for sustainable tourist packages</p> <p><u>Presentation of tested solutions and roundtable discussion involving all SUSTOURISMO pilot sites</u></p> <p>Moderation: Ms. Glykeria Myrovali, Centre for Research and Technology Hellas (CERTH)/Hellenic Institute of Transport (HIT)</p>
17.30	<p>Conclusion</p> <p>Ms. Anna Marconato - Central European Initiative Executive Secretariat Centre for Research and Technology Hellas (CERTH)</p>

Registration is open at the following link: <https://forms.gle/i2CNwC8kWQiyNupJ7> within November 2nd.