

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





---

## Contents

SUSTOURISMO Trieste Final Meeting .....	3
SUSTOURISMO Final Conference .....	3
SUSTOURMOB Strategy .....	4
SUSTOURISMO Webinars. The key lessons learned .....	6
Sport tourism. Considerations from the SUSTOURISMO project .....	7
SUSTOURISMO App. Key numbers from the project's testing period .....	8
SUSTOURISMO Digital Final Publication .....	8
Final considerations from the project and greetings .....	9
GDPR Policy .....	11



## SUSTOURISMO Trieste Final Meeting

On December 6th 2022, the last (7th) SUSTOURISMO project meeting took place in Trieste, Italy, back to back with the SUSTOURISMO Final Conference. The key topics of discussion were i) the presentation of the key results of the SUSTOURISMO technical activities conducted in 2022; ii) strategic activities focussing on disseminated the main SUSTOURISMO lessons learnt, with a focus on the SUSTOURMOB Strategy, evaluation of pilot cases, business plan and final project recommendations. Discussions were the basis for better understanding the key results of the SUSTOURISMO tourist packages and strategic actions during the 2022 and on how to better disseminate at EU level the lessons learnt.



## SUSTOURISMO Final Conference

On December 7th 2022, the SUSTOURISMO Final Conference was held in Trieste organized by CEI. The discussions, during this hybrid event (online and in presence), focused on “Digital Solutions and eco-friendly models for lower carbon and sustainable tourism solutions in the Adria 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.

During this three-year long partnership, SUSTOURISMO has shown that cooperation cross-sectors and cross-borders is crucial to support sustainable tourism. This has been captured in a series of Memorandum of Understandings that have been signed among stakeholders in each partner country of the consortium.



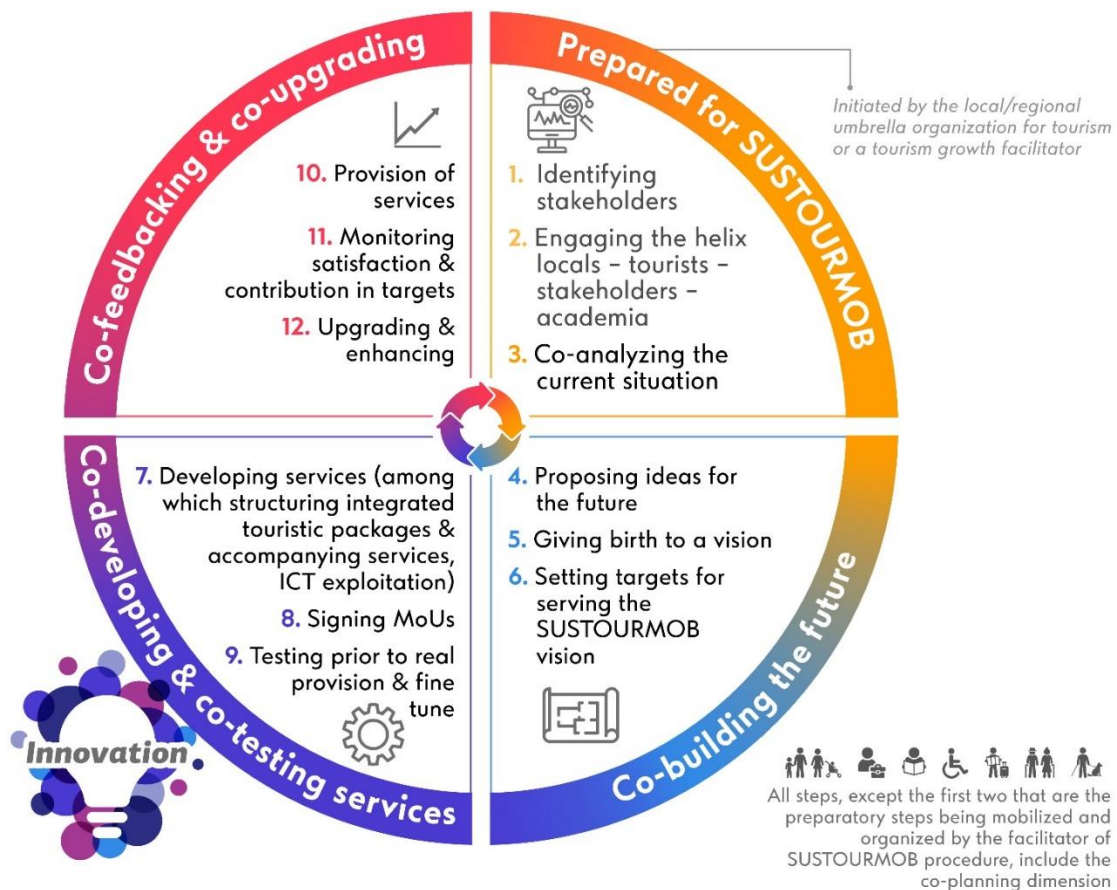
## **SUSTOURMOB Strategy**

SUSTOURISMO Transnational Strategy, also mentioned as ‘SUSTOURMOB cycle’, designed with a transnational dimension to support common sustainable development goals achievement in the wider area, is a strategy that could be used by other ADRION areas to promote the SUSTOURISMO interventions - adoption should follow a concrete transferring based on local needs, capacities and special characteristics.

The SUSTOURMOB planning cycle helps decision makers be prepared for the obstacles ahead, keep on track, boost productivity and keep planning focused. Among benefits identified are:



- It is co-built and gives a clear direction; it highlights steps to be taken and when they should be completed.
- It compiles needs and defines goals, all written down and planned out in steps which gives a reason to stay motivated and committed.
- The monitoring step supports tracking progress toward goal achievement.
- It 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’).
- It supports transition and achievement of UNECE Sustainable Development Goals - linked to sustainable mobility and tourism sectors.



**SUSTOURMOB cycle** is a virtuous cycle for ‘sustainable tourism hand in hand with mobility’ planning procedure. The SUSTOURMOB cycle is the reflection of the, well known in transport sector, Sustainable Urban Mobility Planning cycle (SUMP cycle - Rupprecht Consult, 2019) in tourism sector.



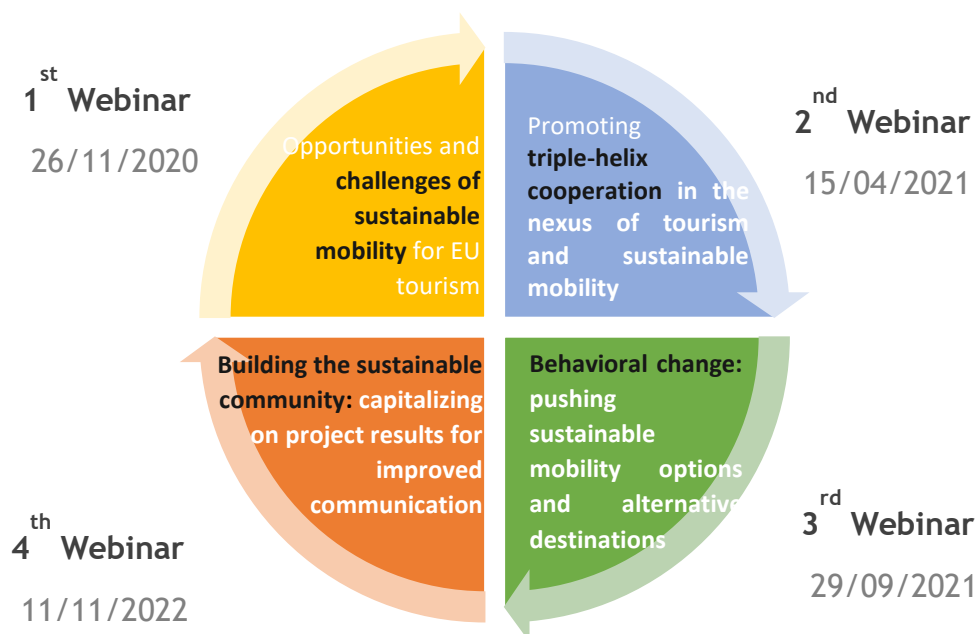
## SUSTOURISMO Webinars. The key lessons learned

During the course of the project, four webinars have been organised by the Central European Initiative - Executive Secretariat to enhance local authorities' planning capacities, develop a shared vision in support of sustainable tourism and set the ground for the establishment of an ADRION Sustainable Tourism Community.

The first webinar (26/11/2020) offered a general overview on the global trends of sustainable tourism in the European framework and on some good practices to support the development of the project's pilot actions. The second webinar (15/04/2021) focused on the contribution of the triple helix collaboration to promote sustainable tourism and to enhance informed decision making and effective participatory approach. The third webinar (29/09/2021) looked at ways to influence the personal attitudes and travel behaviours of tourists to promote sustainable mobility. Finally the fourth webinar opened a wider discussion on the future steps towards sustainable tourism mobility looking at positive examples from cities outside the project area, and capitalizing on the SUSTOURISMO project results.

The webinars offered an opportunity to share experiences and best practices implemented by private and public bodies, showing achievable and tangible results. The four encounters allowed to develop synergies among policies and the planification of actions by different type of actors with the common objective to promote sustainable tourism an mobility. Finally, those capacity-building webinars laid the groundwork to facilitate the cooperation across sectors and countries and formalize a stable collaboration and synergies among public and private stakeholders.

For more information regarding each webinar please visit the SUSTOURISMO website.





## Sport tourism. Considerations from the SUSTOURISMO project

Sport tourism is one of the fastest growing segments in tourism industry and that was a point highlighted also through the process of co-creation, with the stakeholders, of the SUSTOURISMO touristic packages. Given this identified interest from SUSTOURISMO areas, an additional activity was included in the final list of SUSTOURISMO structure; ‘building recommendations for sport tourism development in ADRION area. Information collected from SUSTOURISMO partners and stakeholders was analysed and proposals were extracted.

Sport tourism service providers should establish strategic co-operations with local authorities and stakeholders (public - private cooperation schemes) for enhancing the identity of the product and the greater mobilization of necessary resources. Co-planning is also necessary for inclusive sport tourism; sport tourists of all different ages and needs should get involved in decision making and products’ design. Furthermore, identifying suitable elements of sport tourism services will generate new opportunities for destination marketing, a marketing that should see destination and needs overall. Stakeholders should invest on developing environmental responsibility attitudes in order to promote destinations as eco-friendly areas keeping sustainability on the top. It is also important that the sport tourism services have tangible objectives which can be measured and assessed at a time and that the estimated impacts are closely aligned with the destinations’ identity and objectives. As regards promotion, sport promoters need to pay attention to the use of social media and create suitable messages in the overall marketing strategy and should adopt international marketing strategies to attract inbound tourists. Another crucial aspect is skills development and capacity building for involved actors while last but not least, financial support and sponsorship opportunities for sport providers are necessary for the implementation of sport tourism initiatives.





## SUSTOURISMO App. Key numbers from the project's testing period

The SUSTOURISMO App allowing to explore the SUSTOURISMO areas and their touristic attractions. Based on the data collected during the project's testing period, it was possible to collect data on the number of downloads/users and on registered users collected through the SUSTOURISMO App during the 2021 and 2022. Based on this data, it was possible to document that the SUSTOURISMO App was downloaded and installed several times. By November 2022, **611** users were registered to the SUSTOURISMO App and **363 tourist packages** were experienced by tourists. Considering the difficult COVID-19 period tackled by the project, these are good numbers and a good starting point for increasing the use of the App also after the project conclusion.

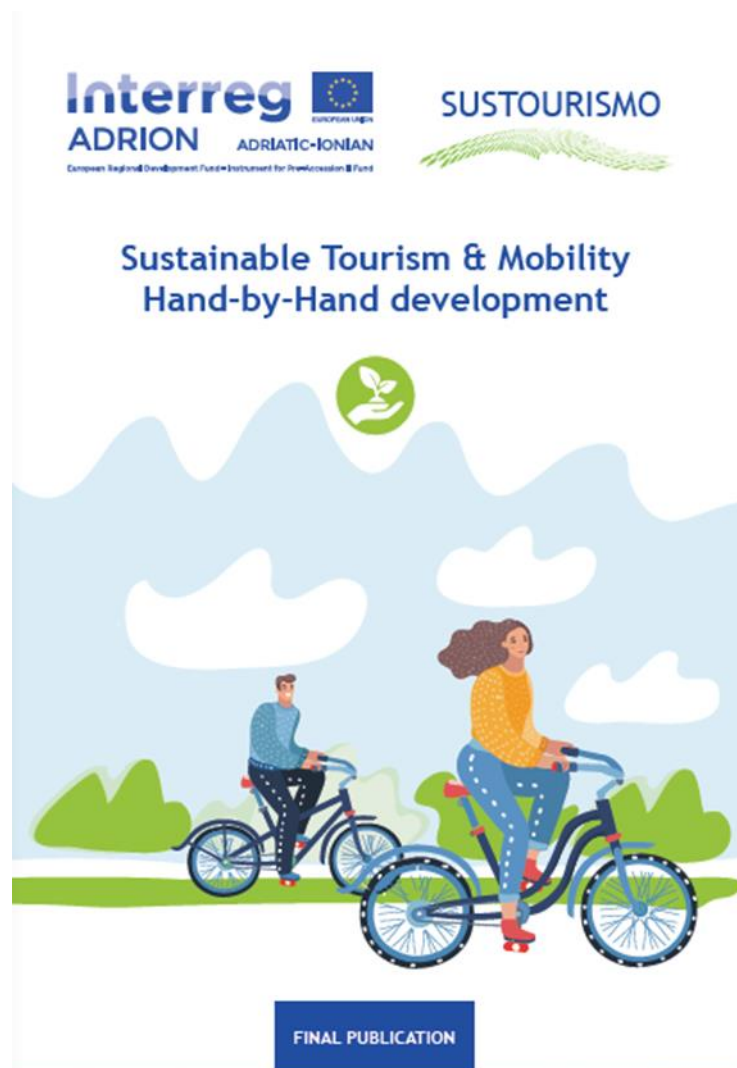


Download the SUSTOURISMO App using the QR codes (Android in the left and iOS in the right).

## SUSTOURISMO Digital Final Publication

Do you want to know more about the SUSTOURISMO key results? Download from the project's website the "SUSTOURISMO Final Publication". You can find several information on the different solutions adopted at local level for promoting a more sustainable tourism and the main evidence on the most important SUSTOURISMO Outputs. Visit now the SUSTOURISMO Website and download your SUSTOURISMO Final Publication.





## Final considerations from the project and greetings

SUSTOURISMO project was a great trip for SUSTOURISMO partners and SUSTOURISMO areas, offering them the opportunity to dive into tourism planning while investing in injecting to tourism sector the knowledge and experience of the partnership in transport sector and sustainable mobility. The project proposed an innovative co-planning approach that joins sustainable transport and sustainable tourism - living collaboration with local stakeholders, tourists' surveys for taking into account real users' needs while preparing SUSTOURISMO enabling tools (SUSTOURISMO app and SUSTOURISMO touristic packages), involvement of local communities in reaching SUSTOURISMO achievements and in building the next steps! COVID-19 pandemic was a compact lesson for all of us and the same applied also at the level of projects' implementation where radical risks mitigation actions had to be undertaken. Being tourism and mobility two sectors



severely hit by the pandemic, we had to rethink, re-consider and re-design our actions so as not to lose the quality and value of recommendations brought from this 3 years' experience.

We developed the SUSTOURISMO app making the first steps of a common ADRION branding storytelling while simultaneously trying to boost sustainable behaviours through a gamification approach (i.e. the more the tourist walks, the more it gains in virtual coins that are translated to real rewards in SUSTOURISMO areas, when a tourist selects to experience a SUSTOURISMO touristic package - all of them incorporating sustainable mobility options among other provided services - it gains more virtual coins that can be redeemed with special offers) and through providing direct information on how to move around the destinations in a sustainable way. Furthermore, the app promotes a co-planning approach arising from its crowd-sourcing functionalities; tourists are asked to provide useful data for tourism and transport planning (trip diaries submission, satisfaction level declaring, proposals and ideas sharing).

Stakeholders' consultation and cooperation with service providers and local actors in order to realize the SUSTOURISMO touristic packages, brought SUSTOURISMO areas a step closer to a common understanding of the value of sustainable tourism growth - this was one of the most important achievements of the project that partners are willing to further continue.

Finally, we would like to highlight the contribution of the ADRION Thematic cluster initiative to SUSTOURISMO; joining projects that work under a common wider goal offers to the projects a wider capacity on how to deal with the specific issue. The experience exchange with WONDER, THEMATIC, SMART Heritage, ADRLINK, ADRLNETBOOK, PRONACUL and TRANSFER projects widened the way we see tourism and gave us new ideas and valuable fresh contacts for further building a resilient and sustainable tourism era! We are already working on SUSTOURISMO follow up!





---

*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)