

Agenda

AI-NURECC PLUS Fair and Conference on “SUSTAINABLE TOURISM IN THE ADRIATIC-IONIAN REGION”

16 September, 2022

[Ancona]

Working languages: *English, Italian*

FAIR ON SUSTAINABLE TOURISM (all day long, opening at 10:30)

Exhibition of excellent examples of “sustainable tourism providers”: Cities, associations, NGOs, young tour-operators, start-ups and projects, from the EUSAIR Countries, will present their initiatives to reduce the negative impact of tourism and enhance the positive impact in rural areas and off-the-beaten track, by offering environmentally conscious holiday solutions.

- **Risi Albania:** the overall goal of the project, funded by the Swiss Agency for Development and Cooperation (SDC), is to contribute to an increase in employment opportunities for young women and men (age 15-29) in the tourism sector. The project aims also at increasing the capacities of tour operators accessing **new sustainable tourism markets** and at stimulating the Albania tourism system to adopt and further implement **sustainable tourism development models**.
- **Funky Tours:** from the beginning their vision was to break the prejudices about Sarajevo, Bosnia and Herzegovina and the rest of the Balkans. They have always dreamed of making this region a **respectable tourist destination**, with Bosnia and Herzegovina at the center. As a company with highly educated and experienced staff, they are promoting and introducing their guests to Bosnian and Balkan traditions and customs through many activities and are passionately involved in many humanitarian projects focused on helping children nationwide.
- **Ecobnb:** Ecobnb is a journey undertaken to change the way we travel. To nurture a network that will thrive on the kind of tourism that respects nature, the economy and the local communities. Ecobnb is a community that helps to discover eco-friendly ideas and tips to live green. Their aim is to encourage **responsible tourism with low environmental impact**, to promote stays in sustainable accommodations, organic food, environmentally friendly routes, green travelling and the rediscovery of nearby and authentic places.
- **City of Igoumenitsa:** the City of Igoumenitsa combines a wide array of natural and cultural sites (and living cultural heritage) of interest covering all the different periods of the history of the Adriatic and Ionian region and, therefore, corresponding to the needs of various target groups of visitors. Being a major port-city and a gateway of Greece to Western Europe, the City of Igoumenitsa has to showcase **different examples of how they promote sustainable tourism** to both visitors and passers-by, and exchange experience and lessons learnt with their peers from the Adriatic and Ionian region. Through the tourism utilisation of the cultural heritage, the Municipality of Igoumenitsa aims to create **digital cultural goods** of added value and to establish **new alternative forms of tourism** that will ensure the strengthening of visitation, the strengthening of

the local economy, the awareness of the local community and visitors about the values of monuments and the specialisation and certification of human resources in the interpretation of cultural heritage.

- **Ancona Tourism:** is a Municipality project dedicated to Ancona as tourist destination. The platform helps you to discover Ancona as if you were a local, with different itineraries designed.
- **Mustseedonia and Balkan Green:** Mustseedonia is a non-profit organization dedicated to the promotion of **sustainable tourism development and responsible outdoor activity**. Founded by Aleksander Donev and Ivana Petrovic in 2014, Mustseedonia has contributed to several **outdoor and adventure travel development projects**, including the regional development of Via Dinarica and instrumental in bringing and developing the concept in North Macedonia, recognized as a Country Lead Organization; working with the local communities on the promotion and development of High Scardus Trail; developing www.northmacedonia.green platform for inspiring, educating and raising awareness of the need of sustainable development and green future of North Macedonia; officially representing North Macedonia and the Western Balkans at global events, consulting on tourism development projects, and creating content for international media, including National Geographic and Lonely Planet. Mustseedonia is currently exercising their leadership as co-founding members of the **Balkan Green initiative** (www.balkan.green), a non-profit consortium of sustainable tourism experts dedicated to promoting sustainable tourism development in the Balkans through concrete capacity building, education, and awareness activities. As lead partner on the first Balkan Green development project, funded by USAID's EDGE program, Mustseedonia is overseeing the creation of the **Balkan Green's digital platform and sustainable business plan**, as well as promotional and educational events for sustainable tourism initiatives throughout the region. Mustseedonia, like all Balkan Green partners, is also a Green Destinations Representative, and is consulting with North Macedonian tourism destinations to help them achieve GSTC standards and global recognition for their efforts. They will also be coaching tour operators in the region, as part of the SUSTOUR program (a COSME project), to help them comply with GSTC standards through **sustainable management policies and practices**. Representing Balkan Green and its member organizations at the Sustainable Tourism Fair will be fellow co-founder, **Terena Cardwell, from Spoonbill Nest Innovation Center and Elite Travel Group**. In 2022, Elite Travel Group became the first Travelife Certified tour operator in the Western Balkans, and is working closely with Mustseedonia and other partners on numerous projects in the Balkans promoting sustainable tourism development. To find out more about the activities of Mustseedonia, Elite Travel Group, and their Balkan Green partners, visit their table during the fair.
- **Serbia undiscovered:** they are an **environmentally conscious local tour operator** since 2011 intensely focused on sustainable **rural** tourism. Locally born and raised, they make it a priority to

showcase their famous cultural heritage and native hospitality while **preserving nature and local communities**. Their tours are carefully developed to offer the best of all worlds: unforgettable routes immersed in unspoiled nature, glimpses of archaic rural life, tasting of local delicacies.

- **Walk of Peace:** the vision of the Walk of Peace Foundation (Fundacija Poti miru) is to bring together partners in Slovenia and other European countries in the mission of joining the former World War I front lines into a unified European Walk of Peace. Through mutual exploration, restoration, study, remembrance, exchange of experiences and knowledge, creation, cultural tourism and promotion, the heritage, which more than 100 years ago divided and destroyed people's lives and homes, has become the foundation for getting to know one another and respectfully collaborating with each other. The Walk of Peace is a synonym for coexistence and exploration that brings us to the universal and highest value: Peace. The peculiarity of the programme area is the presence of WW1 heritage, of extraordinary historical significance, sometimes poorly preserved, with untapped potential for tourism development. The project will contribute to transforming the current situation through shared cross-border activities aimed at the long-term conservation of WW1 heritage and **increasing its use in view of the development of sustainable cultural tourism** (www.thewalkofpeace.com).
- **Wonder:** overall objective is to increase the attractiveness and competitiveness of destinations from the Adriatic-Ionian Region. Thanks to a **child friendly approach liveability** and a **sustainable touristic offer of cities** (governance, environment and services) have been enhanced. The project aims at reaching two main outputs: 1. Action Plan – collecting actions and strategies to be undertaken by cities to become a “Child-Friendly Destination”. Provide a step-by-step guide with measures, policies, actions and initiatives with the potential to be implemented in every local context. 2. Transnational Network of Child-Friendly Destinations – setting up a network of tourist destinations that will work on children engagement and sustainable tourism offer to improve attraction and competitiveness of the cities.
- **ESN:** “Students helping students” is the motto of the association “Erasmus Student Network” that supports Erasmus students incoming and outgoing. The help given is on several fronts: from integration into the local reality, to educational support, to sports activity and much more. The association supports several "causes", among which the presence of "**Environmental Sustainability**" is emphasized: running, yoga, walks in nature, days of beach cleaning in collaboration with other associations for the care of the environment (e.g. Legambiente). ESN Ancona wants to create a family atmosphere between Italians and foreign students and this is done by carrying out not only recreational, but also cultural and sustainable activities.

CONFERENCE ON SUSTAINABLE TOURISM (starting at 16:30)



Tourism is one of the fastest growing global sectors, registering steady growth with the emergence of new destinations. In this context, destinations in the Western Balkans are gaining popularity. Different “slow” modes of tourism are gaining in importance and are reshaping the way people travel and live.

Most of the economies of the Balkan countries recognise **sustainability as a prerequisite** for the development of tourism. In most economies, the enhancement of cultural and natural heritage has been proposed as the main approach to tourism development. This suggests that the **tourism industry, if valued, is able to make a valuable contribution to local sustainability initiatives.**

The Conference aims at analysing the current challenges the tourism sector is facing due to the health and climate crises and at reflecting on how to turn them into opportunities and into assets for recovery and local development. By offering a picture of the current solutions for conscious tourism, also thanks to the outputs coming from the UniAdriion Summer School and the Fair, the conference will delineate how to further implement sustainable tourism development models.

Moderator: Valerio TEMPERINI, Professor at Marche Polytechnic University - Department of Management.

(16:30/17:00) Welcome Greetings:

- ❖ **Gian Luca GREGORI**, Rector of the Marche Polytechnic University;
- ❖ **Ida SIMONELLA**, Municipality of Ancona Representative, FAIC Secretary General;
- ❖ **Ioannis LOLOS**, Mayor of Igoumenitsa, FAIC President;
- ❖ **Andrea PERNA**, Full Professor at Marche Polytechnic University, UniAdriion Secretary General;
- ❖ **Stavros KALOGNOMOS**, Executive Secretary of the Balkan and Black Sea Commission (BBSC), Conference of Peripheral Maritime Regions (CPMR) - AI-NURECC PLUS Coordinator.

(17:00/18:00) “An insight on the sustainable tourism European policies. Development models and best-practices from the EUSAIR Countries”:

- ❖ **Keynote speaker: Valentina SUPERTI**, European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs – Director of ECOSYSTEMS II: TOURISM & PROXIMITY (video-message);
- ❖ **Jovo ATELJEVIC**, Professor and Head at the Management Department - University of Banja Luka (Bosnia and Herzegovina);
- ❖ **Milena ČUKIC**, Marketing Coordinator at National Tourism Organisation of Montenegro;
- ❖ **Donatella ROMOZZI e Michele GIOVENALI**, Marche Region, Italian project partner of the EUSAIR Facility Point;
- ❖ **Davide FRULLA**, Head of EU Project management / International cooperation and Tourism Unit of the Municipality of Fano (Italy);
- ❖ **Paolo SERI**, Adjunct Professor of Territorial and Environmental Economics - Marche Polytechnic University (Italy).

(18:00/19:00) Presentation of the results of the Summer School and awarding of the students:

Introduction by: Lucia PIZZICHINI, Professor at Marche Polytechnic University, Faculty of Economics - Scientific Coordinator of the Summer School, Expert on Sustainable Tourism;

- ❖ **Gilles KITTEL**, European Commission - DG Regio, Team Leader - Instrument for Pre-Accession, Enlargement Negotiations and EU Strategy for the Adriatic and Ionian Region (EUSAIR) (*online*).

Concluding remarks by Valerio Temperini



**“Macroregional aperitivi” (starting at 19:00 at Piazza del Plebiscito)
and Concert of Stefano Saletti & Banda Ikona (starting at 20:30, in
case of rain we will move to Teatro delle Muse - Sala Ridotto)**

