

2ND SUSTOURISMO NEWSLETTER





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The SUSTOURISMO context. Analysis on main international, European, national, regional and local policies on sustainable tourism and mobility

Sustainable tourism is not a specific kind of tourism, but rather a pathway that any form of tourism should follow in order to be compatible with the principles of a sustainable development. The World Tourism Organization defines sustainable tourism as “tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essentials ecological processes, biological diversity and life support systems”. A key role in promoting a sustainable tourism is devoted to transport. Where public transports are stronger, a more sustainable tourism is possible.

In the SUSTOURISMO deliverable 1.1.1 titled “The SUSTOURISMO context. Analysis of policy documents on sustainable tourism and transport in the ADRION area”, project partners analysed the legislative frameworks at different levels, focussing in particular on the multilevel governance models needed to manage tourism and transport sustainable solutions in an integrated and coordinated way. The analysis conducted showed that differentiations at national and regional legislative contexts among ADRION countries exist, however this cannot be seen as a main obstacle in the common promotion of ADRION tourism as a brand. On the other side, good examples of several initiatives and plans aimed at creating more attractive and sustainable tourism and mobility solutions show that some actions are already in place. Moreover, there are many initiatives and EU schemes aimed to create cross-borders sustainable tourism schemes and packages. SUSTOURISMO intends to work on these aspects and in particular on the local pilots and the development of the SUSTOURISMO App.





Capitalizing past and ongoing experiences on sustainable tourism

SUSTOURISMO is not about reinventing the wheel. For this reason, the SUSTOURISMO partnership in the deliverable 1.1.2 titled “Capitalising on past and ongoing experience on sustainable tourism & on initiatives for users engagement in sustainable planning” investigated existing knowledge as well as past and ongoing experiences that could contribute to the project’s work.

We consider this an efficacy safeguard, as knowing the baseline dramatically reduces the risk of duplications and replication of pitfalls. But it is also a way to boost efficacy: SUSTOURISMO will capitalise on previous experiences to advance the common understanding of the implications and correlations of tourism and sustainable mobility nexus.

To make this possible, each SUSTOURISMO partner analysed projects that have been implemented in the respective territory and can be considered best practices, i.e. those that contributed to enhancing the sustainability of touristic activities by reducing the externalities of mobility.

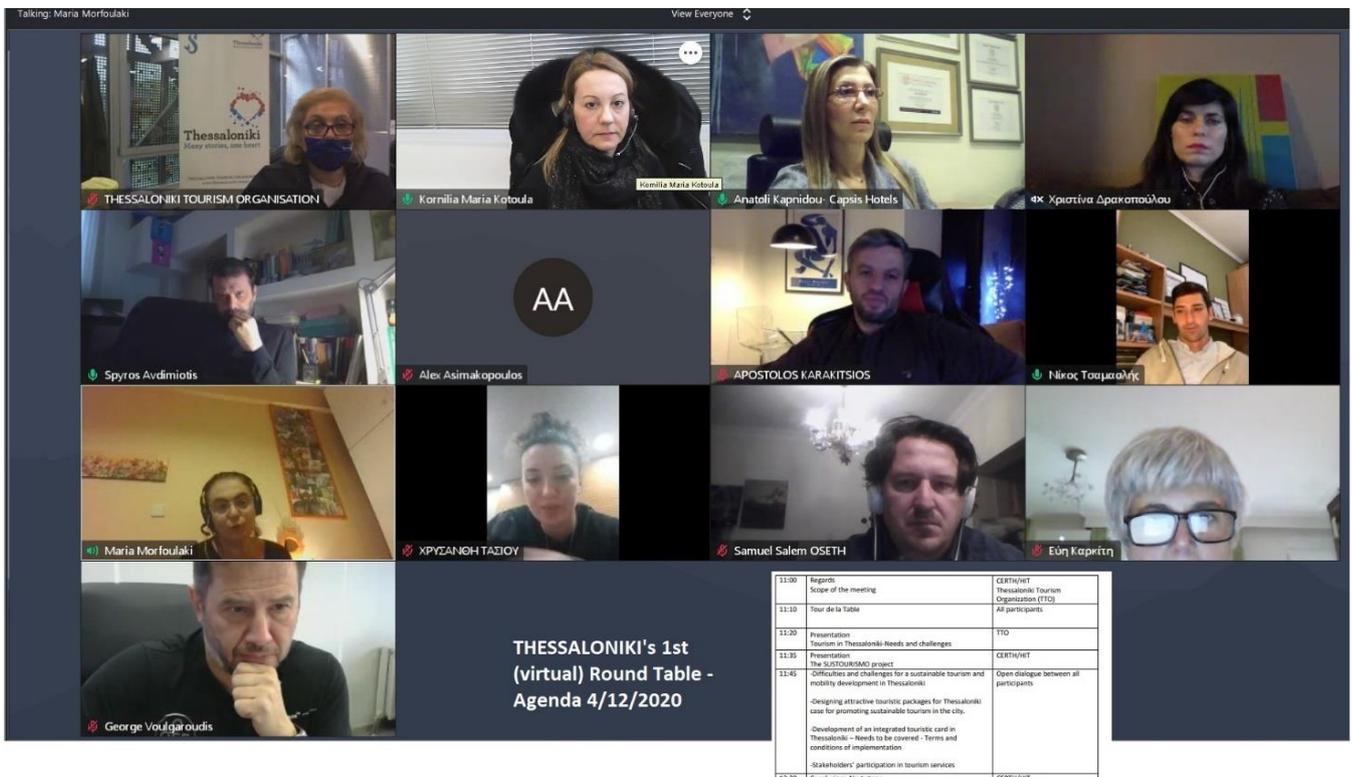
Knowledgeable experts further sifted this valuable information to shortlist experiences that can be considered most meaningful for the objectives of SUSTOURISMO. To pave our way ahead, they extrapolated key strengths and weaknesses of alternative mobility options for tourists, including intermodality and supportive ITC solutions.





SUSTOURISMO 1st local Round Tables

The first Round Tables (RT) focused on the local context of the SUSTOURISMO cases started in October 2020 and aiming to involve key local stakeholders in the development of the project's touristic packages. Furthermore, the 1st RTs had as a goal the understanding of the functionalities of the SUSTOURISMO App (the common informative, crowdsourcing and awareness raising tool) and the benefits that can bring per target group (i.e. tourists, city, industry). So far, seven different round tables were conducted (the others in the beginning of 2021) and valuable information has been collected on how to develop effective and attractive sustainable tourism and mobility initiatives in the SUSTOURISMO cases. In particular, the RT allowed to collect suggestions on the development of tourist packages, considering also the particular moment for the tourism sector due to Covid-19 emergency. Nevertheless, local and regional stakeholders demonstrated a great interest on the project's initiatives and expressed their interest in working together on supporting the project in the touristic packages provision and SUSTOURISMO App testing phase. In the first semester of 2021, a second round of the local Round Tables will be conducted in order to finalize the touristic packages and the way to promote them and the SUSTOURISMO app to real tourists - the testing phase is estimated to start by Summer 2021! Stay tuned!



11:30	Reports Scope of the meeting	CERTH/HT Thessaloniki Tourism Organization (TTO) All participants
11:30	Tour de la Table	
11:30	Presentation Tourism in Thessaloniki: Needs and challenges	TTO
11:35	Presentation The SUSTOURISMO project	CERTH/HT
11:45	Difficulties and challenges for a sustainable tourism and mobility development in Thessaloniki	Open dialogue between all participants
	Designing attractive touristic packages for Thessaloniki case for promoting sustainable tourism in the city.	
	Development of an integrated touristic card in Thessaloniki - needs to be covered: Terms and conditions of implementation	
	-Stakeholders' participation in tourism services	
12:30	Conclusions-Next steps	CERTH/HT



The Berat Competition

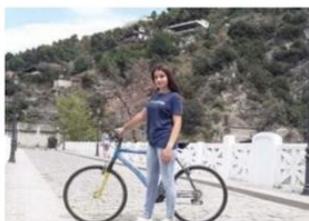
To increase the visibility of the SUSTOURISMO project, especially among younger generations, the Regional Council of Berat implemented a **social media campaign** to:

- Promote sustainable tourism and mobility initiatives in the region;
- Increase the visibility of the project;
- Engage younger generations in the activities of the project.

Participants were asked to post on social media a picture of themselves in a touristic site of the region using a sustainable transportation mode. Pictures were shared in the Regional Council of Berat's official Facebook page. People voted by liking the photos and/or sharing them while using the hashtag #sustourismo. The post became viral. Results show an important engagement, especially of younger generations. In particular

- 17 young people took part in the competition;
- The post reached approximately 25,000 people;
- The competition posts received 2217 "likes" and 331 "shares".

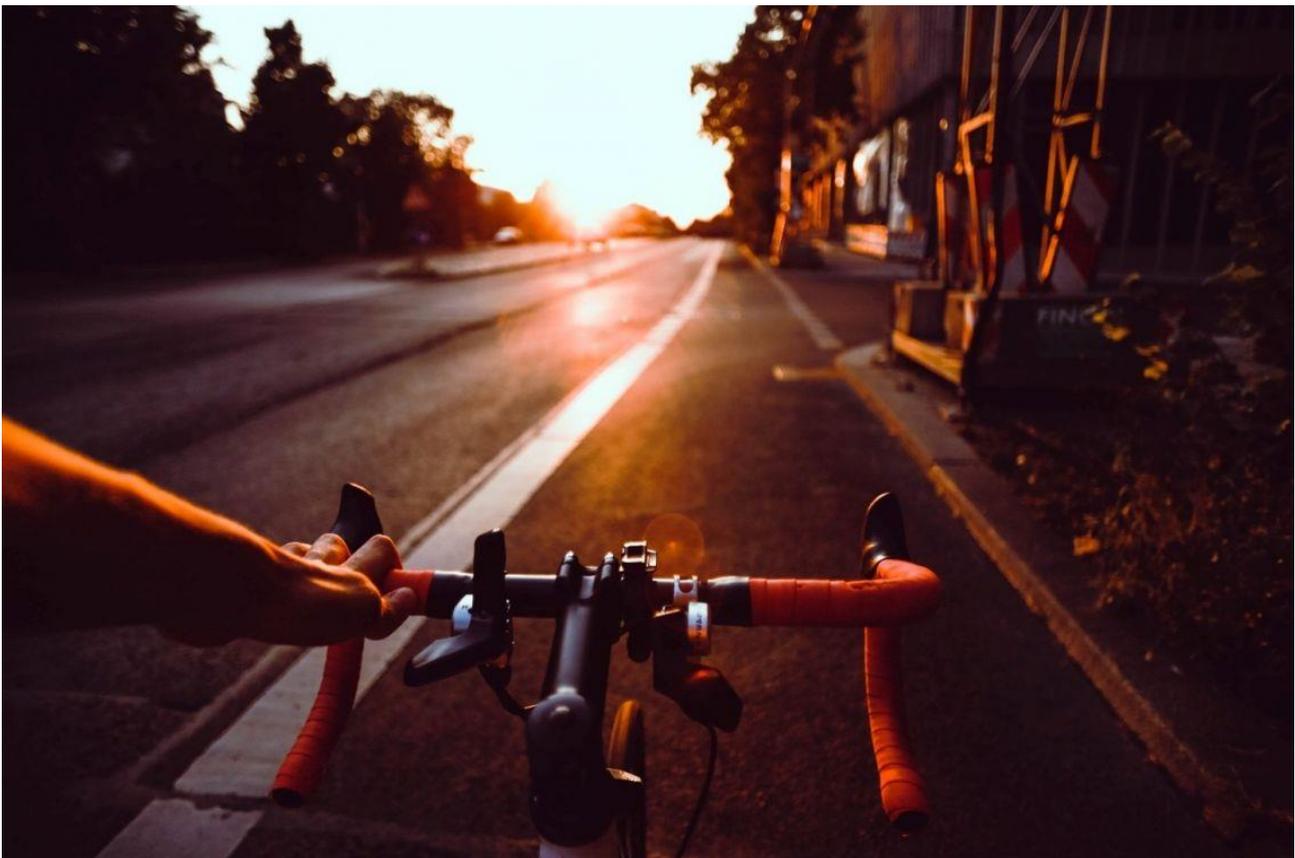
Winners received prizes that consisted of initiatives to promote sustainable tourism, such as: rafting in the Osumi canyons (1st prize), lunch visit to agro-tourism 'Alpeta' (2nd prize), and a handcraft gift made by an artisan (3rd prize).





First SUSTOURISMO Webinar

On 26 November 2020, around fifty participants joined the 1st Webinar of SUSTOURISMO. The event was organised by the Central European Initiative - Executive Secretariat (CEI-ES) to get closer to the tourism-sector-related stakeholders and initiate a fruitful learning process based on the project's main topic: sustainable mobility for sustainable tourism. It introduced the main objectives and expected results of the project, and the lead partner of the project, the Centre for Research and Technology Hellas / Hellenic Institute of Transport (CERTH/HIT), presented the trends in the tourism sector at global and regional level. Key strategic documents and policies at EU level were summarised by the project partner Institute of Transport and Logistics (ITL) with a scope to identify gaps in daily operation at local level and draft the steps towards the future of ADRION tourism. The CEI-ES, in cooperation with MATE and Corintea, presented current best practices in terms of sustainable mobility and transport that can boost sustainable tourism in the ADRION region. Participants engaged in a very enlightening discussion on local peculiarities regarding sustainable tourism and exchanged ideas for further supporting this field. This is the first of a series of four webinars that will help develop the SUSTOURISMO network and shape the future of ADRION tourism policies.





The SUSTOURISMO app is on the go for being launched during the next semester!

The SUSTOURISMO app is from one side a single point through which the end users (tourists) are provided with necessary information regarding the points of interest in SUSTOURISMO areas and the way to visit them with active and public transportation. From the other side, there is a more intense awareness raising effort towards sustainability that is supported by the SUSTOURISMO app. The app promotes the use of sustainable touristic packages (joint provision of services that support sustainability, i.e. promotion of active transport) and offers rewards and benefits for responsible choices (i.e. walking more - winning more / steps calculator).

In brief, the SUSTOURISMO App is estimated to bring the following benefits (not exhaustively):

- I. For tourists: a single point offering tourism information to plan and organize trips in the areas of visit while simultaneously promoting the use of alternative transport modes;
- II. For tourists and authorities: an interaction point where tourists can provide assessments and complaints for the services in the area of visit (offering ‘voice’ to them and making them part of tourism planning). The data to be collected from the other side will be a valuable input on sustainable tourism - mobility planning procedure and for entrepreneurs in tourism sector (existing and potential new actors)
- III. For the area of visit (and not only): the app tries to raise awareness towards the use of sustainable mobility options in the places of visit that benefit from the one side the area itself, while from the other side support the creation of responsible behaviours under a wider spectrum.





The SUSTOURISMO Surveys. Preliminary results.

In the frame of the first thematic work package, local surveys among foreign and local tourists were foreseen to understand and further analyse their needs. Unfortunately, COVID-19 has affected the tourism sector greatly. In 2020, Slovenian Railways recorded a decline in both international and domestic traffic. Compared to 2019, the number of domestic passengers was reduced by one third. The decline was even worse in their international lines, where the numbers dropped by 60% (source Slovenian Railways Traffic Transport, 1st SUSTORUSIMO local round table).

The SUSTORUSIMO partners were therefore faced with a great challenge, when conducting the surveys due to reduced number of tourists. The period for this activity was prolonged for 3 months and by the end of December, most partners have managed to successfully fulfil the desired quota. The results of the surveys will be presented in a common report, which will be prepared by RRA LUR and Visit GoodPlace® Sustainable Tourism Factory by the end of March 2021.

