

1ST SUSTOURISMO NEWSLETTER





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Welcome to the Interreg Adrion SUSTOURISMO project

Welcome to the Interreg Adrion SUSTOURISMO project! SUSTOURISMO is a project funded by the European Union's 'Adriatic-Ionian Program INTERREG VB Transnational 2014 -2020'. 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 is expected 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 will be developed to meet the tourists' mobility needs. In addition, the SUSTOURISMO application for mobile phones will be designed, developed and tested for a ten months period in nine cities among the participating countries (Albania, Greece, Italy, Croatia, Montenegro, Serbia, and Slovenia). Ten partners (Research Agencies, Universities, Municipalities and Regions of the Adriatic - Ionian Sea) coordinated by CERTH/HIT join their forces to examine and evaluate the efficiency of innovative combined tourism-mobility services.

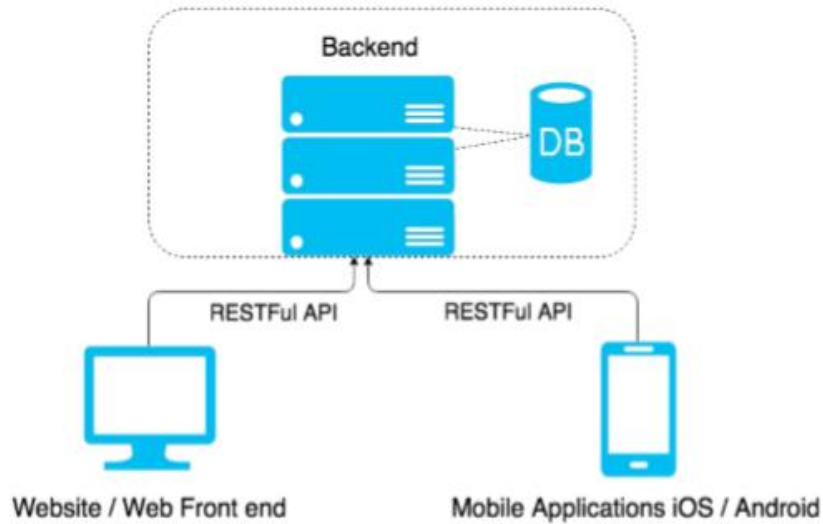


The SUSTOURISMO app

Within the project's framework, the SUSTOURISMO technological application and functionalities will be designed and developed by CERTH in close cooperation with all the pilot cities, in order to serve real tourists' needs while promoting sustainable ways of travelling to and around the visited areas. The SUSTOURISMO app is a two-dimension application; through the informative dimension, the end users (tourists) will be provided with a single point information regarding their stay in any



pilot city, while through the crowdsourcing dimension specific touristic packages will be promoted for each pilot area. Regarding the app’s architecture, it will consist of a back end system, a web front end system and the mobile application. As for the mobile applications, these will be compatible with Android and iOS operating systems, there will be no restrictions on the amount of content and free download from the respective application stores will be allowed.



The SUSTOURISMO app architecture



The SUSTOURISMO app functionalities

In order to ensure the best possible exploitation of the application, as well as the promotion of sustainable transport modes within the pilot areas of the project, a rewarding point system will be developed and integrated within the app.



Virtual KoM

The SUSTOURISMO Kick off Meeting was organized on February, 27th and 28th, 2020. Due to the Covid-19 outbreak and all the restrictions imposed for limiting the pandemic spread, the meeting had to be cancelled. Instead, bilateral skype call meetings took place between the Lead Partner and each partner separately, except for the PED Epirus case, as the meeting was held in CERTH's premises. During these meetings, initial ideas about the design and implementation of each pilot case were discussed, in order for all partners to have a common approach and establish strong foundations for the promotion of sustainable tourism via sustainable mobility in their pilot areas. Managerial and financial issues were also discussed and clarified, ensuring therefore that crucial issues for the project's upright implementation will be taken into account by all partners throughout the project's duration.



CERTH-PED Epirus meeting



The SUSTOURISMO pilots

SUSTOURISMO foresees nine different pilots to be developed and tested in the Adrion area. Some brief descriptions of the different pilot areas follow, stay tuned on the SUSTOURISMO social networks and website to know more about their development.

Thessaloniki's pilot area

The pilot of Thessaloniki will focus on the greater Thessaloniki Metropolitan area, covering most of the touristic destinations for visitors such as archaeological, cultural, religious, swimming and summer leisure destinations. In Thessaloniki's pilot, the main idea is for tourists to experience the city on foot or by bike, to enhance the urban sea transport which connects the city centre with the nearest beaches and to examine the possibility for a single tourist card development.



Region of Epirus pilot area



PED Epirus pilot, in the Region of Epirus, will focus on improving the connections between the port of Igoumenitsa and the urban area of Igoumenitsa and Preveza thanks to two different pilots on the improvement of the coastal line mass transit offer and the creation of a dedicated info board on sustainable transport solutions in ports.

Emilia-Romagna Region pilot area

The Emilia-Romagna case study will focus on the integration of a "regional tourism section" in the existing Mobility as a Service (Maas) App and in the definition of dedicated touristic packages for tourists, improving also the information flows on sustainable mobility and tourism possibilities in the region.





Friuli-Venezia-Giulia Region pilot area



The Friuli-Venezia-Giulia Region case study aims at promoting effective and attractive sustainable mobility solutions for tourists in an area that is characterized by significant cross-border flows, but where multimodality needs to be strengthened to ensure a more immersive experience to visitors.

Ljubljana pilot area

In Ljubljana, where two different SUSTOURISMO partners join forces, the pilot will focus on improving the attractiveness of the bike & rail path from the main train station to the local national parks, thanks to the valorisation of the sustainable circle around Ljubljana Moors.



Ljubljana Marshes Nature Park (by Alen Koso)

Zadar pilot area



Photo by Velid Jakupović Gricko

Zadar's pilot plans include increasing the bike paths coverage and examining terminals to city centre interconnectivity via public transport and sustainable modes of transport.



Tivat pilot area

The Municipality of Tivat, in cooperation with the municipal Tourist Organization, is working on boosting the potential of the Municipality as a tourist destination by defining three new touristic packages.



Berat pilot area

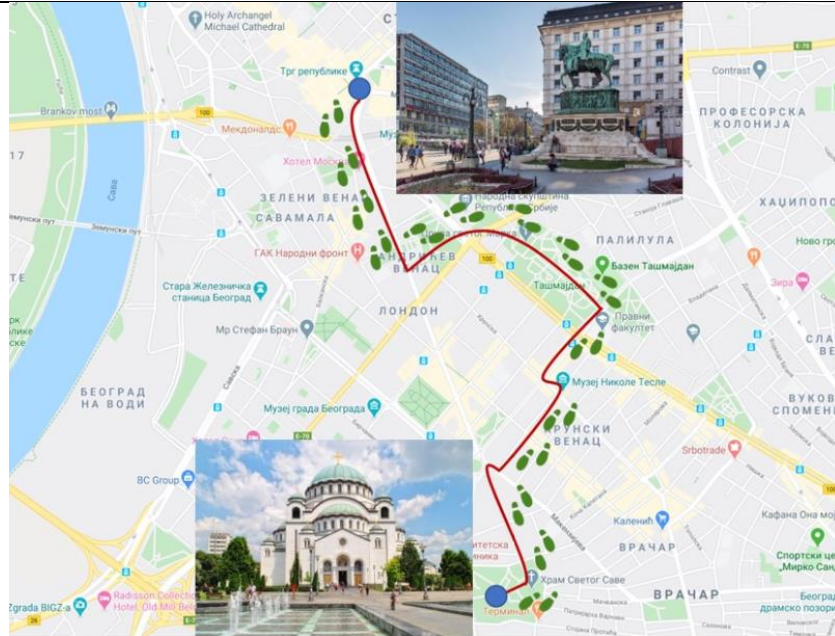


In Berat's case study, the focus is on promoting the exploration of the historical centre on foot, together with the promotion of adventurous solutions and bike tours in the city and the surrounding areas.



Belgrade pilot area

Belgrade plans two different pilots focusing on the development of touristic packages that would stimulate sustainable tours within the city, both walking and by bike. A walking tour in the centre of Belgrade where tourists would visit the sights of the city and a bike tour to "Ada Ciganlija" in order to promote recreational tourism.





New era for tourism in Thessaloniki

In the framework of SUSTOURISMO project, a Memorandum of Understanding was signed on 2nd July, 2020 between the President of the Thessaloniki Tourism Organization (TTO) Voula Patoulidou and the Director of HIT/CERTH, Dr. Evangelos Bekiaris. The objectives of this MoU are:

- HIT-TTO collaboration within the framework of SUSTOURISMO project, which aims at promoting sustainable tourism in Thessaloniki through the development of special applications and tourist packages
- Testing the implementation of a single tourist card for the metropolitan area of Thessaloniki
- Their cooperation in the submission of tourism-related proposals and the transfer of proposals to European and National funded programs.



Berat launches a virtual campaign for increasing the visibility of SUSTOURISMO project

In order to increase the visibility of the SUSTOURISMO project, especially among younger generations, the Regional Council of Berat launched and implemented a social media campaign that aims to:

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

To that end, the social media campaign entitled “Picture It” aims to engage people into posting a photo or short video of themselves related to the promotion of sustainable tourism, i.e., each participant is asked to post a photo of themselves on a touristic destination of the region using a sustainable transportation mode such as a bicycle. These pictures will be shared on the social media platforms of the Regional Council of Berat and people will be asked to vote the most interesting picture. The winners (three pictures with the highest number of likes/comments/shares combined) will win a prize, which in itself will serve to promote sustainable tourism.



Identify your favorite place



Bike to it



Picture it



Share & Win

- 2**
 Guided visit and lunch at 'Alpeta' winery & agro-tourism
- 1**
 Rafting in the Osumi Canyons
- 3**
 Personalized gift by a skilled artisan



Stay tuned with the SUSTOURISMO project

The following are the SUSTOURISMO social networks to remain updated on all future activities.



[sustourismo.adrioninterreg.eu](http://www.sustourismo.adrioninterreg.eu)



<https://www.facebook.com/Sustourismo>



<https://twitter.com/sustourismo>



<https://www.Linkedin/in/sustourismo>





GDRP 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