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## Tourism in the Adriatic Ionian Euroregion and COVID-19 crisis: measures and opportunities towards sustainability

*On-line webinar with the support of MED Sustainable Tourism Community in the framework of XVII AIE General Assembly*

**16 December 2020 – time: 11:00 – 12:30 (CET)**

The COVID-19 outbreak has generated unprecedented pandemic crisis in the tourism sector having also a strong impact in the Adriatic Ionian macro-region. Being Tourism such an important economic and social driver for the area, the Covid-19 pandemic has produced immeasurable damages to the tourism sector, especially in the countries and regions which are highly specialized and very tourism dependent regions.

The European Union and the EU Macro-regional strategies, such as EUSAIR, can facilitate the tourism recovery process, through funding opportunities, activating networks, platforms and structures for a peer to peer exchange on good practice and lessons learnt and for clustering and jointly addressing some national, regional and local needs. Many regions and local authorities will need to promote new alternative tourism models to stimulate a sustainable growth in the respective territory and create, at the same time, new employment opportunities.

The online event will aimed to explore which are the measures taken at different level (such as EU and macroregional level) to mitigate effect of the Covid19 crisis on Tourism and help the sector and its recovery phase. The webinar will allow also the member regions of the Adriatic Ionian Euroregion to have a platform of discussion with other key actors and decision makers, having at the same time an overview of some good examples of alternative tourism models developed by Interreg projects with a particular focus on the sustainability of tourism.

## AGENDA

11:00 - 11:05	<p><b>Opening address and introduction of the webinar</b></p> <p><b>Nikola DOBROSLAVIC</b>, President of the Adriatic Ionian Euroregion</p>
11:05 - 11:15	<p><b>Post-covid-19 tourism crisis: NECSTouR views and regional best practices for recovery strategies on the tourism sector</b></p> <p><b>Cristina NUÑEZ CUESTA</b>, Managing Director of NECSTouR</p>
11:15 - 11:25	<p><b>Tourism recovery through cooperation at macro-regional level: the EUSAIR flagship projects on tourism</b></p> <p><b>Vlasta KLARIĆ</b>, EUSAIR Facility Point, Thematic Expert - Pillar 4 – Sustainable Tourism, Ministry of Tourism and Sport, Croatia</p>
11:25 – 11:35	<p><b>Tourism Development and Promotion, the Triple P project developed in Western Balkan countries</b></p> <p><b>Madlina PUKA</b>, Adventure Tourism Expert of Triple P project, RCC - Regional Cooperation Council (BiH)</p>
11:35 - 11:50 15 min	<p><b>General presentation of MED Sustainable Tourism Community and the activities of the Italian, Croatian and IPA Antennas</b></p> <p>by <b>Josep RODRÍGUEZ</b>, Head of International Relations, Tourism Technical Office, Barcelona Provincial Council, Lead partner of ST, and by <b>Andrea DI GIROLAMO</b>, Project officer, Adriatic Ionian Euroregion</p>
11:50 - 12:30	<p><b>NEW MODELS OF TOURISM: SMART SOLUTIONS TOWARDS THE SUSTAINABILITY OF TOURISM DESTINATIONS</b></p> <ul style="list-style-type: none"> <li>• <b>DESTIMED Project: The Promotion Of Ecotourism In Protected Areas</b> <b>Arnau TEIXIDOR</b>, International Union for Conservation of Nature and Natural Resources (IUCN MED)</li> <li>• <b>MEDCYCLETour project and the Eurovelo 8, cycle route for sustainable coastal tourism</b> <b>Ernst FAHRENKRUG</b> - ECF – European Cyclists' Federation</li> <li>• <b>SMARTMED project: smart tourism business model</b> <b>Ksenija SLIVAR</b>, Ministry of Tourism and Sport, Croatia</li> <li>• <b>NEST Project: Smart Tourism Destinations</b> <b>Valentina NDOU</b>, University of Salento</li> </ul>
12:30	<p><b>Conclusion</b></p>

