



# 7<sup>th</sup> Forum

**EUSAIR - AII**  
ALBANIAN PRESIDENCY 2021-2022

EU Strategy for the Adriatic and Ionian Region  
"EU-Youth-AIR cultural exchange"

16-18 May 2022  
Maritim Hotel Plaza Tirana, Albania

## SIDE EVENT

*Towards sustainability in cultural and natural tourism destinations - sharing new innovative and methodological approaches and models - the experience of the ADRION Programme Subcluster 3.3*

(Macro regional event organized by the Subcluster 3.3 members in collaboration with the FAIC)



## PROGRAMME

18 May, Wednesday

("Jeronim de Rada" Venue)

11.30 - 12.00	<b>Participants' Sign-In</b>
12.00-12.15	<b>Opening Session</b> Welcome speech by Moderator – Municipality of Fano
12.15 – 12.45	<p style="text-align: center;"><i>Panellists: presentation 10-15 minutes each</i></p> <p><b>Panel on: "Digitalization in tourism"</b></p> <p><b>Panel discussion:</b> <i>"New technologies and related processes and approaches"</i>, the experiences of the projects:</p> <ul style="list-style-type: none"><li>• Adrinethbook</li><li>• Smart Heritage</li><li>• Transfer</li></ul> <p><b>Conclusions:</b> peculiarities and common features</p>
12.45-13.15	<p><b>Panel on: "Inclusive and Accessible Tourism"</b></p> <p><b>Panel discussion:</b> <i>"Creating an environment where all people feel welcome and included: different possible approaches"</i> the experiences of the projects:</p> <ul style="list-style-type: none"><li>• WONDER- Child Friendly Destinations</li><li>• Thematic</li><li>• Adrilink</li></ul> <p><b>Conclusions:</b> peculiarities and common features</p>
13.15 – 13.45	<p><b>Panel on: "Sustainable and Responsible Tourism"</b></p> <p><b>Panel discussion:</b> <i>"Green travelling and new paths for a correct tourist use of cultural and natural heritage"</i>, the experiences of the projects:</p> <ul style="list-style-type: none"><li>• SUSTOURISMO</li><li>• PRONACUL</li></ul> <p><b>Conclusions:</b> peculiarities and common features</p>
13.45 - 14-00	<p><b>Closing session and final findings</b></p> <p>Representatives of the Joint Secretariat - Interreg ADRION Programme</p> <ul style="list-style-type: none"><li>• Definition of the added value by increasing synergies between projects according to the EUSAIR strategic key sectors of development and growth in the Adriatic-Ionian region.</li><li>• Supporting the development of new partnership and identification of new areas/fields of intervention to be funded within the current Programming period 2021-2027.</li></ul>