



# Sustainable Tourism & Mobility Hand-by-Hand development



DISCLAIMER

Neither the Managing Authority of the Interreg Adrion Programme, nor the project partners, nor any of their officers, employees, agents, contractors shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission herein. Without derogating from the generality of the information of this document, the Managing Authority, the project partners, their officers, employees, agents and contractors shall not be liable for any direct or indirect or consequential loss or damage caused by or arising from any information or inaccuracy or omission herein and shall be not liable for any use of the information contained in this document. The Managing Authority of the programme is not liable for any use of the information contained in this publication.

Authors:  
Denis Grasso, Giuseppe Luppino, Lorenzo Cello,  
Maria Morfoulaki, Glykeria Myrovali, Kornilia-Maria  
Kotoula, Anna Marconato, Alice Pappas,  
Stefania Silvestri et al.

Publisher: Institute for Transport and Logistics - ITL

Co-publisher: SUSTOURISMO project

Publication date: December 2022

© 2022 SUSTOURISMO project

Index

2	Foreword
4	Partners’ team
6	Who we are
9	GREECE - Thessaloniki
10	GREECE - Municipalities of Epirus
11	ITALY - Ravenna
12	ITALY - Grado
13	SLOVENIA - Ljubljana urban region
14	CROATIA - Zadar
15	MONTENEGRO - Tivat
16	ALBANIA - Berat
17	SERBIA - Belgrade
18	CASE STUDIES SOLUTIONS
18	GREECE - Thessaloniki
20	GREECE - Municipalities of Epirus
22	ITALY - Ravenna
24	ITALY - Grado
26	SLOVENIA - Ljubljana urban region
28	CROATIA - Zadar
30	MONTENEGRO - Tivat
32	ALBANIA - Berat
34	SERBIA - Belgrade
36	The SUSTOURISMO Tools/Outputs
36	SUSTOURISMO App
37	SUSTOURISMO Transnational Strategy - RoadMap
38	SUSTOURISMO Transnational Network
39	SUSTOURISMO Business Model
40	Final Words
41	Project partners
43	Acknowledgements
44	Contacts

## Foreword

SUSTOURISMO project is an Interreg ADRION project started exactly at the most, for that time, difficult point of recent history - this of the outbreak of COVID-19 pandemic. A Project - Visionaire for building a joint tourism storytelling for Adriatic - Ionian (ADRION) areas starting within a shock situation. But leaving aside the pandemic and the wider negative effect and problems brought by it in everyday life and the difficulties at the microscale of projects' implementation, in this publication we are focusing on the main SUSTOURISMO idea and key achievements realized jointly by us, the 10 SUSTOURISMO partners.

The SUSTOURISMO idea; linking green, active and sustainable mobility with sustainable tourism and with the necessary shift to sustainable behavior! Seeking to relief environmental and sustainability consequences of the growing car use by tourists while travelling within the ADRION Region, the SUSTOURISMO project approached tourism under the spectrum of tourists' engagement in eco-friendly sight-seeing and way of moving around for getting familiarized with the destinations through increasing modal share of active transportation (walking and cycling), Public Transport and low-carbon mobility concepts (micromobility and shared mobility). We, the 10 SUSTOURISMO partners representing 10 ADRION areas - Thessaloniki, Preveza and Igoumenitsa in Greece, Ravenna and Grado-Aquileia in Italy, Ljubljana in Slovenia, Zadar in Croatia, Tivat in Montenegro, Berat in Albania, and Belgrade in Serbia - joined forces in order to promote sustainable mobility to travelers within ADRION. All our goals are passing through SUSTOURISMO app - an app developed in the framework of the project and tailored to SUSTOURISMO areas' needs!

SUSTOURISMO app, from the one side, is 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 sustainable modes of transport and, 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 in combination with sightseeing, local flavors tasting, cultural and natural heritage experiences) and offers rewards and benefits for responsible choices (i.e. walking more - winning more / steps calculator, and contribution with ideas on building sustainable tourism services and intervening when problems are faced).

The SUSTOURISMO touristic packages represented a large part of the testing phase of the project; they were co-created by local stakeholders and were tested and evaluated by real users - tourists. Thanks to the collaboration schemes among tourism and mobility actors within the SUSTOURISMO areas, the tourists enjoyed these packages and rewards by using the SUSTOURISMO app. The touristic packages and rewards played the role of strong incentives through which the tourists are convinced to contribute to the sustainability and preservation of cultural heritage in the destinations. The aim of these cooperation schemes is not only to jointly redefine the tourism plans and actions of the areas, but also to maintain and extend SUSTOURISMO achievements also after the closure of the project. Based on the outputs and the knowledge gained from the testing phase of SUSTOURISMO app and

touristic packages, SUSTOURISMO further achievements were reached. These include:

- **SUSTOURMOB cycle - guidelines for tourism co-planning and co-shifting tourism to a more sustainable path**
- **SUSTOURISMO business model and evaluation report for further exploiting SUSTOURISMO app and touristic packages**
- **SUSTOURISMO capacity building material (material from the capacity building webinars)**
- **Creation, maintenance and operation of SUSTOURISMO Network (capitalizing results and continuing the experience exchange, knowledge sharing and new ideas generation on sustainable tourism promotion).**

And then somewhere in the middle of the project, we were given the opportunity from Interreg ADRION Programme to join Thematic Clusters initiative and we had the pleasure to coordinate the one referring to 'Innovation through new methodological approaches and ADRION branding'. 8 projects were matched, and we reached (without SUSTOURISMO partners) another 67 bodies in the area which means that we were offered the opportunity of widely diffusing and capitalizing our results. Within this unique opportunity, new networks and collaboration were born, our results were evaluated by a larger pool of stakeholders and further outreaching was achieved.





# Partners' team

## CENTRE FOR RESEARCH AND TECHNOLOGY HELLAS/HELLENIC INSTITUTE OF TRANSPORT (CERTH/HIT)



Nilia Kotoula



Maria Morfoulaki



Gglykeria Myrovali

## REGIONAL UNION OF MUNICIPALITIES OF EPIRUS - PED EPIRUS



Athina Ioannou



Aristotelis Stagkikas

## INSTITUTE FOR TRANSPORT AND LOGISTICS - ITL FOUNDATION



Andrea Bardi



Lorenzo Cello



Denis Grasso



Giuseppe Luppino



Irene Sabbadini

## CENTRAL EUROPEAN INITIATIVE-EXECUTIVE SECRETARIAT - CEI-ES



Peter Canciani



Paolo Dileo



Anna Marconato



Alice Pappas



Stefania Silvestri

## INSTITUTE OF TRAFFIC AND TRANSPORT — LJUBLJANA L.L.C - PIL



Blaž Jemenšek



Klara Zrimc Bratanič

## REGIONAL DEVELOPMENT AGENCY OF LJUBLJANA URBAN REGION



Barbara Boh



Matej Gojčič



Vita Nelec



Urša Peršič

## CITY OF ZADAR



Krešimir Lonic



Ivan Plazina



Ivana Vrsaljko



Ilija Moric



Ivona Petrovic

## MUNICIPALITY OF TIVAT

## REGIONAL COUNCIL OF BERAT



Pavlos Filippidis



Donald Molishti



Syrja Ormenaj



Evis Plaku



Alma Spathara

## UNIVERSITY OF BELGRADE / FACULTY OF TRANSPORT AND TRAFFIC ENGINEERING



Snežana Kaplanović



Aleksandar Manojlovic



Olivera Medar

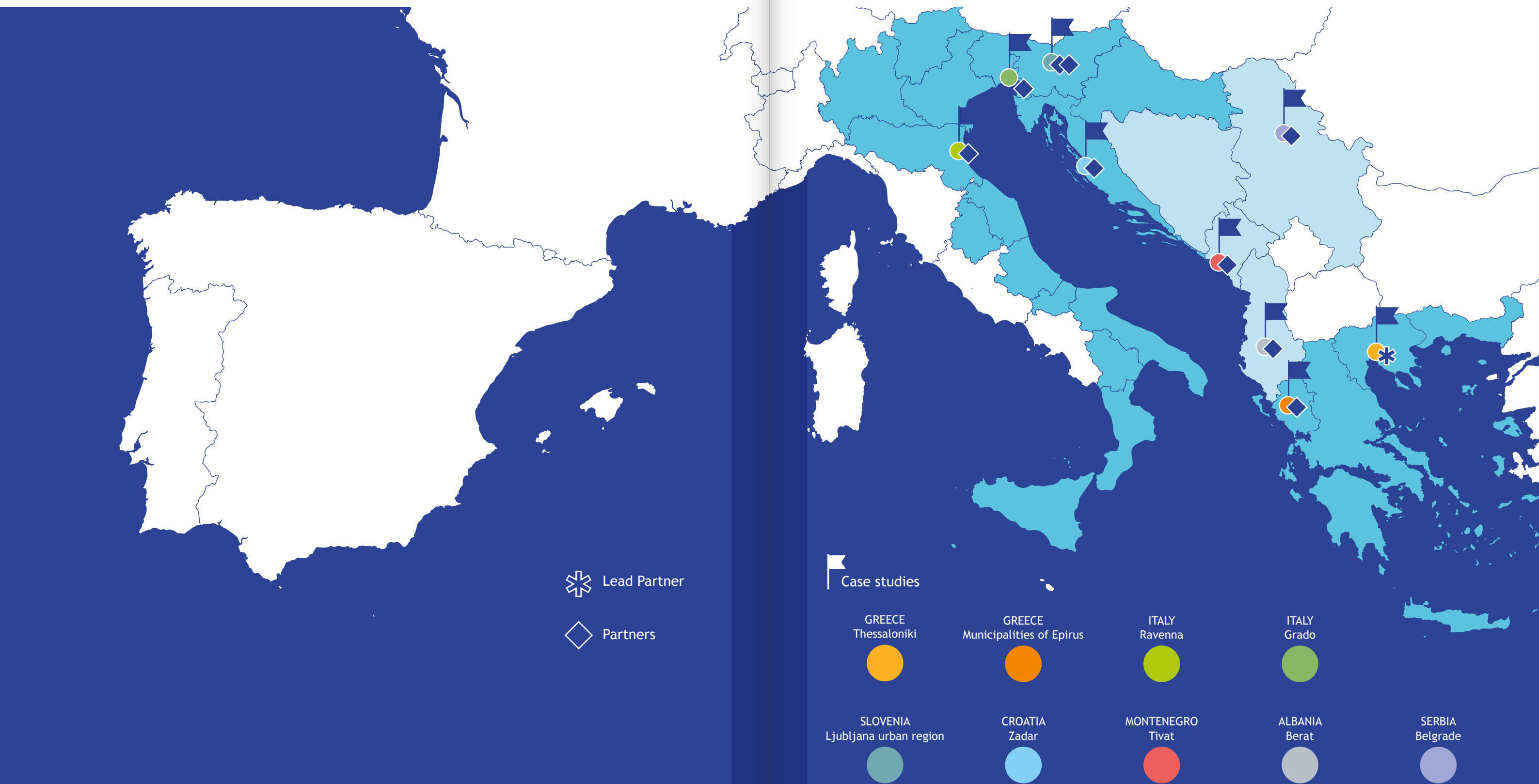


Vladimir Momcilovic



Jelena Trifunovic

# Who we are







**7 countries**  
(Greece, Italy, Albania,  
Croatia, Montenegro,  
Serbia, Slovenia)



Total budget  
**EUR 1,618,927.60**



**10 partners and  
tourist packages**



Start-end date  
**01.02.2020  
31.01.2023**

#### LEAD PARTNER

Centre for Research and Technology Hellas - CERTH  
GREECE

#### PARTNERS

Regional Union of Municipalities of Epirus - PED Epirus  
GREECE

Institute for Transport and Logistics - ITL Foundation  
ITALY

Central European Initiative-Executive Secretariat - CEI-ES  
ITALY

Institute of Traffic and Transport Ljubljana I.I.c - PIL  
SLOVENIA

Regional Development Agency of Ljubljana urban region  
SLOVENIA

City of Zadar  
CROATIA

Municipality of Tivat  
MONTENEGRO

Regional Council of Berat  
ALBANIA

University of Belgrade / Faculty of Transport and Traffic  
Engineering  
SERBIA

## GREECE Thessaloniki



Thessaloniki, the 2<sup>nd</sup> largest Greek city, built at the back of Thermaikos Gulf, is a modern metropolis well known for several reasons: rich historical & cultural heritage (15 UNESCO sites), natural beauty, gastronomy, festivals, events.

International tourists are visiting the city arriving either by road (mainly from Balkans) or at Thessaloniki International Airport “Makedonia”. Last years, cruise tourism in the city is also on the rise.

Currently the only public transport mode serving the city is bus while during the next years, the Thessaloniki Metropolitan Railway will start operating, contributing to a high-quality Public Transport network. The last years, pushed also from the shock event of COVID-19, active mobility is rising too. Considering the opportunities arising from sustainable transport and aiming to shift to the next day of resilient and sustainable tourism, SUSTOURISMO transnational cooperation gave an opportunity for Thessaloniki to upgrade tourism provisions by linking sustainable mobility options with sightseeing and other tourism attractive elements (SUSTOURISMO tourist packages). It brought in a close dialogue key stakeholders in the two sectors (tourism and transport) at ADRIAN level giving birth to a wide discussion that resulted in new projects capitalizing the knowledge gained through SUSTOURISMO and ADRIAN Tourism Cluster experience exchange activities.



**“SUSTOURISMO is a turning point project that significantly impacts destination strategy building. Using cutting-edge tools, led us to increase awareness and obtain new aspects on sustainable urban transportation, destination-carrying capacity and synergies”**

Spyros Avdimiotis  
Associate professor, at International Hellenic University and the associate director of the Sustainable Tourism Development Lab



**“SUSTOURISMO was a ‘journey of exploration’; linking sustainable transport with sustainable tourism and offering advanced services able to support tourism next day!”**

Glykeria Myrovali  
Research Associate in CERTH/ HIT, ADRIAN Thematic Sub-Cluster ‘Innovation through new methodological approaches and ADRIAN branding’ Coordinator

## GREECE

### Municipalities of Epirus



Igoumenitsa is in the north western part of the prefecture of Thesprotia, in the northern Epirus. It is bathed by the beaches of the Ionian and it is the most important port of communication between Greece and Western Europe. Igoumenitsa is a residential center at the prefectural level, dominated by the tertiary sector, which is mainly related to transport and tourism activities focused on the port of Igoumenitsa and the connection with the Egnatia Highway.

Visitors can combine their stay in Igoumenitsa with a series of activities that offer the opportunity to enjoy the natural beauties, to get to know with the cultural wealth of the wider area and to feel the pulse of the modern city. The second project area is at the city of Preveza, which is located to the south of Epirus and at the entrance of the Amvrakikos Gulf.

Preveza is known for the protected wetland of the Amvrakikos gulf, the interesting archeological and historical monuments, the endless beaches, the historic center with Venetian influences, narrow alleys and picturesque taverns. Both coastal cities have high touristic flows during summer. Visitors mainly come for the nearby beaches. Culture, gastronomy and other touristic attractions of the cities can be further promoted. Extending tourism period, promoting sustainable touristic behaviour and mobility are the main objectives that were tackled through the project.

The exchange of ideas and know-how with the other partners of the project.

## ITALY

### Ravenna



Ravenna is one of the most touristic city of the Emilia-Romagna Region. Located a few kilometers from the Adriatic Sea, Ravenna is famous as the capital of mosaics. The long history of this city has left a wealth of historically significant buildings recognized as UNESCO World Heritage sites. Due to the high touristic flows, it is growing the importance of promoting more sustainable touristic behaviors, in particular in relation to the mobility habits and decongestion of the main touristic attractions. For these reasons several efforts have been promoted during the years as the promotion of integrated public transport tickets allowing to travel in all the Romagna area with a single ticket (Romagna Smart Pass and Rail Smart Pass). The SUSTOURISMO Ravenna pilot, thanks the project's App, rewarded tourists visiting Ravenna in sustainable.

The SUSTOURISMO project allowed to test innovative solutions aimed to promote the use of public transport for visiting the city. Moreover it allowed to test solutions to promote some less known touristic attractions. The added value of the participation to the SUSTOURISMO project was related to the possibility to see how others ADRION cities tackled the same problems and how to find common solutions.



**“The Ravenna pilot action is an important moment in the effort that we have been carrying out for years in supporting actions that aim at greater use of public transport”**

Giuseppe Luppino  
European Projects - Head of Unit



**“Sustainable tourism and mobility are two interconnected sectors. Thanks to SUSTOURISMO new innovative cooperation schemes were tested”**

Denis Grasso  
ITL project manager



## ITALY

### Grado



Friuli Venezia Giulia is a dynamic border region, with a varied touristic offer of activities between the Adriatic Sea and the Alps. International tourist flows, coming especially from Central and Eastern European countries, have been increasing in recent years, attracted both by the cultural, natural and eno-gastronomic offer.

For the SUSTOURISMO touristic package, upon consultation with key regional actors, we have selected an area that combines historical-cultural interests with nature and eno-gastronomy, the city of Aquileia (UNESCO cultural heritage), located at the cross-roads between the most important sea-side destinations of Lignano Sabbiadoro and Grado, and the north-south Alpe Adria bike route.

Investing in sustainable mobility is one of the priorities of Friuli Venezia Giulia Region, so to promote behavioural change in tourist habits: our pilot action contributed to this aim by shifting tourist choices from private modes of transport to public services.

At local level, it has given an opportunity for stakeholders of the transport, tourism, public sector of the region to dialogue and consolidate their engagement towards sustainable mobility. What we learnt is that a systemic and more integrated approach with existing mobility services could suit better tourist's needs to help them reach and enjoy the main cultural sites of the Friuli Venezia Giulia Region.

Cooperation with our partners has been key to exchange knowledge and build a strong sustainable tourism community.



**“SUSTOURISMO shows that investing in sustainable mobility options dedicated to tourists can have a positive impact”**

Anna Marconato  
Project Manager



**“Interreg project like SUSTOURISMO are a powerful tool to address the strategic priorities of our country”**

Paolo Dileo  
Project Manager

## SLOVENIA

### Ljubljana urban region



Ljubljana urban region (LUR) is the central Slovenian region with a total population of 0,5 million. The region is distinguished by its well-preserved natural environment, high level of biotic diversity, variegated natural landscape, and rich cultural heritage. The region has strongly developed tourism in the capital of the state, Ljubljana, whereas the mostly rural surroundings of Ljubljana attract significantly fewer guests. These areas deteriorate from accessibility and mobility problems that challenge their potential for development. While the tourism industry contributes significantly to the region's economic development, it also exerts a strong environmental burden. Though the region is steadily developing toward sustainable mobility, this challenge remains one of the central development goals. Future endeavors in this regard include aligning sustainable mobility with other regional potentials, especially tourism. In the frames of the SUSTOURISMO, we created a bicycle tour system that connects attractions and tourist service providers of suburban areas with public passenger transport and cycling to an integral tourist product. With the help of the SUSTOURISMO App, tourists discovering Ljubljana sustainably were rewarded with railway tickets.

The pilot brought together relevant stakeholders, policymakers, and public transport operators, once again proving, EU projects are a great platform for developing and testing innovative solutions for existing challenges. Both Slovenian partners have found the exchange of experiences and ideas within the ADRION community to be particularly useful and enriching.



**“The SUSTOURISMO pilot project proved cycling to be a simple, yet exceptionally effective way to improve the quality of the services and experiences of regional tourism, while also addressing its sustainable component”**

Lilijana Madjar M.Sc.  
Chairwoman of the Development  
Council of the Western Slovenia  
Cohesion Region



**“Well thought and elaborated national cycling tourism products, build-up in line with local market needs, are the key prerequisite for balanced regional development in ADRION environmentally sensitive areas and its local communities”**

Klemen Gostič  
Regional coordinator for  
Sustainable Mobility and Transport



## CROATIA

### Zadar



Zadar is an ancient Mediterranean port city. The old town, surrounded by walls and towers on a peninsula (UNESCO World heritage sites is a city with a great cultural heritage, surrounded on one side by the sea with numerous islands of untouched nature, and on the other by the Velebit mountain, which makes it special and allures many tourists to this region.

Every year, Zadar becomes more and more recognized as a tourist attraction, and thus we come to an increasing pressure on traffic in general, but mostly in the summer season. Because of all this, Zadar has been making efforts for some time through various projects to reduce the amount of traffic, especially in the summer months during the busiest times. One of the projects is the SUSTOURISMO project. Thanks to the mobile application that was created through the project, we managed to at least in some way contribute to the use of sustainable modes of mobility, not only through the use of them, but also through the education of tourists who would receive a reward for visiting the city in a sustainable way. It is very important that what was started with this project continues even after its completion.



**“Citizens with their example, not only today, but throughout the year, contribute to a better quality and healthier way of life, reducing traffic congestion and using public city transport or one of the alternative modes of transport, cycling, walking, in order to make our city a more attractive place for life with cleaner air and a better quality of life”**

Branko Dukić  
Mayor

## MONTENEGRO

### Tivat



Tivat is an example of healthy development and rapid transformation from a charming, somewhat underrated coastal town into a renowned tourist destination. Situated in the south-west part of Montenegro, in the Boka Bay, it has preserved its traditions and conveniences of coastal life, together with the Mediterranean tradition in hospitality, gastronomy, life-style, the culture of living, authentic values and rich historical and maritime heritage, which serve as landmarks of Boka Bay.

Sustainability must be considered an integral part of the Tivat brand, where mobility as a critical and key element, provides different experiences in terms of tourism offers, excursions, events, transport and activities, followed by the new SUSTOURISMO app. Actually, the general contribution of SUSTOURISMO project and App is related to the offer of sustainable mobility options to visitors, followed by attractive packages and accompanying services. Besides this, the specific contribution is seen in opportunities for the creation of a visitor database with relevant data about preferences in regard to public transport, walking, water transport etc.

The SUSTOURISMO project offered a new and different insight into digitalization and (over)tourism which seems to be the most critical challenge in the future sustainable development of tourism in Tivat. Further collaboration with the Interreg ADRION community offers new opportunities for learning and enhancing our sustainable solutions for development in the sense of contemporary tourism development.



**“It is necessary to think “green” and act sustainably in order to preserve the rich historical, natural and cultural heritage of Boka Bay and Tivat. We invite you to use SUSTOURISMO app and choose the services of users who take sustainability into account during your next vacation”**

Danica Banjević  
Director of Tourism Organization  
Tivat



**“Our plan is to stimulate new ways for a sustainable future, such as SUSTOURISMO app, so that they provide added value in all three dimensions from tourism activities, without jeopardizing the development of Tivat as a place to live and as a tourist destination at the same time”**

Željko Komnenović  
President of the Tivat Municipality



## ALBANIA

### Berat



Berat is located in south-central Albania, 120 km south of the capital, Tirana. The region of Berat is populated by around 100.000 inhabitants, covering an area of 380.21 km<sup>2</sup>. The city of Berat is a unique city with a wealth of buildings of the highest architectural and historical interest. Recognizing these values, in July 2008, the town was inscribed on the UNESCO World Heritage List.

The rich historical, cultural, ethnographic, architectural and natural heritage values of the town constitute a firm base for sustainable tourism development. In turn, sustainable development of tourism has the potential to contribute to the economic, social and environmental development of the region. Berat is already attracting an increasing number of visitors from Albania and abroad. Although, no railway roads have been developed in the region of Berat, the existing roads network; scenery / landscape roads, especially in the hills surrounding the city of Berat hold a hidden potential for further touristic development.

The municipality of Berat has recently redirected its attention and resources towards green transportation modes / infrastructure such as bicycles and bicycle lines. One of the reasons why the region of Berat participating in Sustourismo project is to promote and valorise its attractions such as the old town (UNESCO World Heritage site), its museums, the Castle district and its rich natural and environmental resources boosting an alternative and sustainable model of tourism and providing sustainable mobility solutions (bikes, walking tours etc).



**“SUSTOURISMO played an important role in bringing together a wide variety of actors to promote sustainable tourism and mobility initiatives”**

Donald Molishti  
Chairman of the Regional Council of Berat



**“The SUSTOURISMO application is an excellent city guide providing an easy-to-access way of receiving touristic information of the region of Berat”**

Alma Spathara  
Albanian Rafting Group

## SERBIA

### Belgrade



The City of Belgrade is the capital city of the Republic of Serbia with over 1.6 million inhabitants. As such Belgrade is the capital of Serbian culture, education and science. The largest concentration of institutions in the field of science and art of national importance is located here.

One of the main characteristics of Belgrade is that it is located at the confluence of the Sava and Danube rivers, which is a huge wealth and a perspective for the development of the city. Walking or cycling along the rivers is a real pleasure for both residents and all those who visit Belgrade. But the main challenge is to motivate people to use an alternative mode of transport. Considering the above, it was a challenge to implement walking and cycling tours in Belgrade during the SUSTOURISMO project. Through the SUSTOURISMO project and the active exchange of ideas and experience with the other project partners, the successful finalization and realization of the SUSTOURISMO tourist packages was achieved. Each experience and lessons learned can be a guideline for anyone who wants to implement similar innovative ideas. The biggest effort, in addition to creating tourist packages, is promoting the application itself. The exchange of ideas, solutions, and support is the way to tread and provide the direction to move forward, which is certainly made possible through the Interreg ADRION community.



**“Bearing in mind that the possible effects of sustainable tourism are long-term, long-term transport development strategies must ensure that the growing volume of demands for sustainable transport is met”**

Aleksandar Manojlović  
Prof. dr at the UNBel-FTTE





**2 companies**  
(a walking tour company & a bike rental company) cooperating with CERTH and Thessaloniki Tourism Organization for offering this touristic package!

**Almost 70 tourists**  
experienced the 1st touristic package!

**5 star**  
experience as declared to the tour guide!

#### KEY WORDS:

- sustainable mobility
- shared bikes
- walking tours
- sightseeing



#### LESSONS LEARNT

Tourists that used the 1st touristic package expressed high satisfaction since the Byzantine and UNESCO monuments tour offered an interesting historical compact lesson for the city. They much appreciated the self-guided bike tour that was offered in the package as an accompanying element while suggesting expanding the opportunity to have access to shared scooters too.



#### TOURISTIC PACKAGE B: ‘WALKING TALKING FOOD, THESSALONIKI BY BOAT & SEA AND SUN EXPERIENCE’

Experiencing the 2nd SUSTOURISMO touristic package, the tourist has the opportunity to discover the unknown spots of the Greek cuisine in the city of Thessaloniki. As the tourist walks with an experienced escort - a professional of the Greek cuisine, he/she learns about city's daily life while treating itself with traditional viands in the «hidden» spots of the local markets. The tourist is also offered the opportunity to explore the beauty of the city from a different point of view; a traditional boat is transferring the tourist to the Blue Flag awarded beaches of Peraia and the Neoi Epivates. The ‘SUSTOURISMO’ tourist, when arriving in Neoi Epivates by the boat, can also enjoy a free coffee in a nearby beach bar. Closing the day, the tourist can go back to the city center by the same traditional boat (return trip). Again here, as in the first package for Thessaloniki, the SUSTOURISMO app is the key to ‘unlock’ the experience and to open the path for further rewards to the tourists!



#### LESSONS LEARNT

Tourists that used the 2nd touristic package were of different profile than this of the 1st TP users; they are tourists interested in experiencing everyday life of citizens of Thessaloniki - they are gastronomy ‘fans’ and they suggested adding also more tasting trials within the walking tour. Furthermore, the combination with the seaside view of the city and the free entrance and drink to the nearby famous beach bar concluded a very interesting city experience.

**3 companies**  
(a walking tour company, urban sea buses and a beach bar) cooperating with CERTH and Thessaloniki Tourism Organization for offering this touristic package!

**Almost 30 tourists**  
experienced the 2nd touristic package!

**5 star**  
experience as declared to the tour guide!

#### KEY WORDS:

- sustainable mobility
- urban sea transport
- walking tours
- gastronomy
- leisure



### IGOUMENITSA: EXPERIENCE THE CITY

Two packages were offered through the application: one on foot providing the opportunity to tourists to experience the history and culture of the city through organized walking tours, focused within the city center.

The second package offers tourists the opportunity to experience the city and nature combining walking and cycling and visiting museums, castles and beaches.

Each package involves 7 main points of interest and the duration of the tours are approximately 2 hours.

By using the application and packages offered, tourists could collect points. Once reached 1.000 points tourists, could collect a reward.

**2 packages**  
**7 points**  
of Interest (Pol)



KEY WORDS:

- Igoumenitsa
- Urban tourism
- Sustainability



#### LESSONS LEARNT

The primary touristic product of the area is “sun & sea”. Through the SUSTOURISMO packages, the aim was to: (a) combine the existing tourism flows with urban and cultural tourism, (b) increase attention to the main points of interest within the pilot areas, (c) promote sustainable touristic and mobility behaviours.



### PREVEZA: EXPERIENCE THE CITY

Two packages were offered through the application: one on foot providing the opportunity to tourists to experience the history and culture of the city through organized walking tours, focused within the city center.

The second package offers tourists the opportunity to experience the city and nature combining walking and cycling and visiting museums, castles and beaches.

Each package involves 8 main points of interest and the duration of the tours are approximately 2 hours.

By using the application and packages offered, tourists could collect points. Once reached 1.000 points tourists, could collect a reward.

**2 packages**  
**8 points**  
of Interest (Pol)



#### LESSONS LEARNT

The primary touristic product of the area is “sun & sea”. Through the SUSTOURISMO packages, the aim was to: (a) combine the existing tourism flows with urban and cultural tourism, (b) increase attention to the main points of interest within the pilot areas, (c) promote sustainable touristic and mobility behaviours.

KEY WORDS:

- Preveza
- Urban tourism
- Sustainability







**DISCOVER RAVENNA WITH THE ROMAGNA AND THE RAIL SMART PASSES. GET REWARDED FOR A SUSTAINABLE VISIT OF THE RAVENNA CULTURAL MASTERPIECES**

The core of the SUSTOURISMO Ravenna integrated touristic-mobility package was to define a reward scheme for tourists visiting at least one of the 6 selected Ravenna monuments using one of the two public transport integrated tickets called “Romagna Smart Pass” and “Rail Smart Pass”. The Rail Smart Pass is an integrated rail and public transport ticketing solution allowing to travel for 3 or 7 days in all the Romagna area using a single ticket. It cost 25€ for 3 days and 50€% for 7 days. It is the evolution of the Romagna Smart Pass including only the Romagna buses. The involved monuments are: MAR - Ravenna Art Museum; Dante Museum; Domus of the Stone Carpets; Rasponi Crypt and

**KEY WORDS:**

- **Ravenna**
- **Integrated ticketing**
- **Sustainable Tourism**
- **Rail Smart Pass**
- **Romagna Smart Pass**



**LESSONS LEARNT**

The Ravenna SUSTOURISMO tourist package allowed to see the importance of integration of touristic and mobility policies and measures in order to promote more sustainable touristic behaviours. In particular it was possible to collect data on the growing request for a sustainable tourism and the increasing availability of tourists to shift towards more sustainable behaviours. This requires innovative approaches not only in terms of most effective communication and engagement tools but also in terms of a wider collaboration among the different public and private local stakeholders. In this case it was fundamental the dialogue among the municipality and the local public transport operator.

Roof gardens of “Provincia” palace; Tamo Museum - All the adventure of the mosaic; Classis Ravenna - Museum of the City and of the Territory.  
Thanks to the SUSTOURISMO App, the tourists using the QR codes displaced in the selected monuments and buying one of the public transport integrated tickets can collect points. Once reached 1.000 points tourists could collect a reward by reaching one of the two physical info-points in the city centre.  
The pilot was developed by the Institute for Transport and Logistics (ITL) in collaboration with the Ravenna Municipality (Tourism Department) and Start Romagna (Romagna public transport operator).

**2** public transport  
Integrated tickets

**6** monuments

**102** tourists  
involved





## TAKE A RIDE ON THE GREEN SIDE - ENJOY A SUSTAINABLE VISIT TO GRADO AND AQUILEIA

The 1st SUSTOURISMO touristic package launched in the Friuli Venezia Giulia Region encouraged the tourists to use green mobility solutions to discover Grado and Aquileia and helped to create synergies with regional and local stakeholders from the tourism, transport and culture sector.

The cornerstone of this pilot activity was cycling tourism, valorizing existing cycling infrastructures and public transport services for bike transport in the areas of Lignano, Aquileia, Grado and Trieste with the support of the SUSTOURISMO App. The initiative offered tourists an ideal itinerary for a family trip by bicycle. A totally flat route, separated from the vehicles with access to the Roman archaeological area of Aquileia (UNESCO heritage).

To participate to the sustainable challenge, users had to download the SUSTOURISMO App and cycle from Trieste or Lignano to Grado and Aquileia, taking their bicycle on board of the motorship services to Grado and then ride up to Aquileia to visit the Santa Maria Assunta Basilica with its extraordinary mosaic floors and the Archeological Museum. Participants could scan the QR codes in various points to earn points and get special rewards upon their return.

## 5 Local and Regional Stakeholders

signed letters of support for synergies and actions related to sustainable tourism

## 2 Museums

were involved in the Pilot Action - the Basilica of Aquileia and the Archeological Museum of Aquileia

### KEY WORDS:

- Cycle tourism
- Cultural Heritage
- Family-friendly
- Sustainable mobility



### LESSONS LEARNT

According to the feedback collected, the most significant need for tourists is to be able to access complete and up-to-date information within a single outlet.

In order to become a reference for visitors, as an alternative to the global players such as Google Maps or TripAdvisor, apps and websites focusing on specific topics such as sustainable mobility must be able to consistently provide quality and highly relevant information.



## TAKE A RIDE ON THE GREEN SIDE (AGAIN!) - VISIT AQUILEIA SUSTAINABLY

The second touristic package developed in the summer 2022 offered tourists the possibility to enrol to 4 special "SUSTOURISMO Days" from August to September. Participants could acquire up to 2000 points through the App by reaching Aquileia with an integrated bike and sustainable mean of transport and presenting their ticket at the Aquileia InfoPoint. With their SUSTOURISMO wallet, they could retrieve a gadget related to cycling and enjoy a chocolate and coffee tasting experience offered by a local sustainable factory.



### LESSONS LEARNT

Integrating existing services in order to create a sustainable tourism offer requires modifying operating arrangements which can be confronted to economic constraints and limited by public procurement procedures.

Tourists prefer a one-stop-shop option to buy travel tickets and services. They prefer to have all the information available through one platform.

## 4 SUSTOURISMO

**Days** to acquire 2000 points through the APP by reaching Aquileia by sustainable modes

**100 T-shirts**  
"Take a ride on the Green side" and bike lights were produced

**1 dissemination event**

### KEY WORDS:

- Local;
- Cycle tourism
- Sustainable path
- Integrated transport
- Food excellence





2400 km  
cycling kilometers

82 tourists  
involved

1300 g of Co<sup>2</sup>  
emission savings

KEY WORDS:

- Ljubljana
- Ljubljana Marshes
- Cycling tour
- Railway transport
- Sustainable Tourism



LESSONS LEARNT

The pilot project has shown how public transport and cycling can be effectively integrated into tourist products to achieve sustainability in the destination. The pilot proved introducing changes is only feasible with the active.

THE SUSTAINABLE CIRCLE  
AROUND LJUBLJANA MARSHES

The bicycle tour system *The Sustainable Circle around Ljubljana Marshes* brings an unknown yet extraordinary green space on the doorstep of the capital closer to tourists in a sustainable manner, by combining sightseeing with cycling and train rides. All routes start in the center of Ljubljana, where tourists hop on the train. After a short, picturesque ride, they continue to explore the Ljubljana Marshes landscape park by bike. Each tour lasts between 2 to 3 hours and passes the most renowned natural and cultural sights of the area such as Strahomer pond, Lake Podpeč, nature reserve Iški morost, and many more. The pilot was planned and implemented by the Regional development agency of Ljubljana urban region, the Traffic Institute of Ljubljana, and in cooperation with the Slovenian Railways with the aim to rise awareness of the importance of the railways as the backbone of sustainable mobility. The testing phase proved the pilot to be a

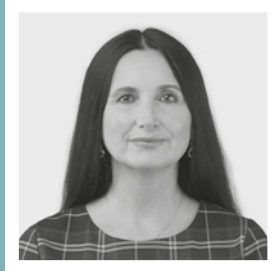


success and a much-needed diversification of the existing tourist offer. Sustainable touristic products are particularly important for our region as it positions itself as a green boutique destination for demanding visitors looking for diverse, active, and environmentally friendly experiences. All parties involved agreed to follow the lead of the SUSTOURISMO pilot and further explore the possibilities of incorporating train rides into regional tourist products.



“As cycling is an environmentally friendly and sustainable outdoor activity, the SUSTOURISMO pilot project is a great example of a bicycle-friendly tourist product that attracts tourists to discover Ljubljana sustainably”

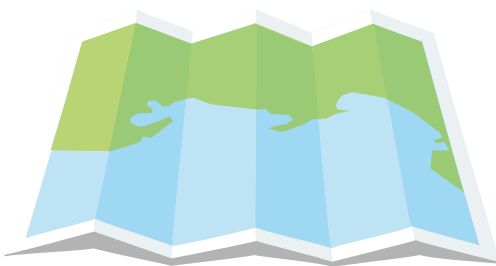
Klara Zrimc Bratanič  
Project manager of SUSTOURISMO project (Prometni Institut Ljubljana d.o.o.)



“Integrating train in the planning of tourist cycling routes is an efficient way of promoting public transport while simultaneously raising the experience value of domestic tourism”

Darja Kocjan, M.Sc.  
Director of Slovenian Railways-Passenger Transport





### THE WALK ALONGSIDE UNESCO PROTECTED WALLS OF ZADAR

The purpose of the tourist package of a tour of the old part of the city and the walls of Zadar, which are included in the UNESCO heritage, was to reduce the use of cars when arriving in the historical core itself.

Given that the old part of the city has the biggest problem related to traffic, we have to somehow ‘force’ tourists not to enter that part of the city with cars. Given that we already have public bicycles installed in several locations, with this package we tried to get tourists to use public bicycles to get to the old part of the city, and then visit

the most important points (which are shown to them in the application) on foot. After the end point, the application takes them again to the nearest bicycle station, which can be used to take them to any part of the city where they are located.

We have placed stations for public bicycles and electric scooters in different places in the city, including the one with the most tourist accommodation facilities. For using this package, the tourist receives a reward of 300 free minutes for public bicycles. In 2021. We also had free guided tours within this package.

**7** public bike stations  
**8** cultural heritage monuments

#### KEY WORDS:

- Zadar
- Sustainable tourism
- Walking
- Bicycle



#### LESSONS LEARNT

We learned that the most important thing is cooperation between all stakeholders in tourism, because without good cooperation there are no results. Also, the habits of tourists should be gradually changed, because most of them have not developed a sense of sustainable tourism. We can only do this if, even after the end of the SUSTOURISMO project, we continue to work on this issue and continue to promote and improve the application.







### TIVAT AND SUSTAINABLE MOBILITY SOLUTIONS

In the context of this project, the Municipality of Tivat, in cooperation with Tourist Organization Tivat, has designed an interesting program in the form of three potential tourist packages, as follows: Tivat tour including city tour and Gornja Lastva - Sv Vid (walking tour); Tivat Salina “Solila” - Active tour (birdwatching, cycling, hiking, SUP) and Tivat highlights (e.g. Luštica Bay by Tuk Tuk or alternative mean of transportation).

The pilot objectives were improving the attractiveness of the mentioned attractions as well as their connectivity inside the wider Tivat area. The pilot action focused on defining tourists’ needs from Ti-

- KEY WORDS:
- Mobility
  - Tourism
  - Tivat
  - Montenegro
  - Digitalisation



vat city centre to Salinas, Luštica Bay, and Gornja Lastva by different modes of mobility (e.g. bike, e-bike, tuk-tuk, walking). Key local players designed actions and packages in order to promote sustainable tourism and more specifically high-quality environmental standards in tourist areas. These actions and packages included the SUSTOURISMO app, embedment potentials of the SUSTOURISMO app in current existing popular and well-promoted apps, rewards for tourists that will boost the app(s) downloads and use, and finally new touristic packages. The final results of the pilot project were a reconceptualization of existing tourists offer in the mentioned areas with a focus on sustainable tourism and mobility development.



### LESSONS LEARNT

Considering the complexity of tourist products or journey, the SUSTOURIMO App contributed to each phase in the following way: (1) Before the journey, the app is a useful tool to get necessary information about destination highlights and other relevant info that will encourage the selection of a concrete destination (e.g. Tivat); (2) During the journey, the app has the highest positive effect on the selection of activities and packages that can enrich the tourist experience with a more sustainable choice of mobility options, followed by tourist expenditure and other direct financial and non-financial impact for the local economy, community and environment; (3) After the journey, the app has limited effect, mostly related to the gain of feedback via survey, which can provide important inputs for potential re-visit or loyalty programmes that the destination could potentially develop.

- 4 DMC (Destination Management Companies) involved
- +1 water transport (Bella Boka)
- +1 Tourism Organization

- 6 Local Tour Guides (Tivat City Tour)

- 3 new tourist packages



**+50%** tourists  
in 2022 compared to 2019



## DISCOVER BERAT THROUGH WALKING AND CYCLING TOURS

The first tourist package provides a) a guided walking-tour in the historic city of Berat or b) a bike tour to explore the surroundings areas of the historical center. The highlights of the guided walking-tour (3 hours duration) in the historic city of Berat are:

- The Exploration of the Castle of Berat, the biggest castle in Albania
- The visit of Berat's beautiful world heritage sites, including Mangalem and Gorica
- The feeling of Travelling back in time through a walk in the Medieval Center
- The exploration of the Marvel at the Byzantine wonders inside the Onufri Museum

The highlights of the Bike tour (1 hour duration) to explore the surrounding areas of the historical center are:

- Bike trail to the castle
- Bike trail to the Gorica hill
- Mountain bike trails in the Tomori Mountain
- Bike trail in the city center

In order a visitor/tourist to implement one of the 2 tours, the RCB has communicated with Operators / companies that accepted to offer the services during the testing phase (they have signed a Memorandum of Understanding). The Publicity / promotion of the touristic packages and the sustourismo app has been undertaken through through official website, social media channels, leaflets distributed on hotels / tour operators / agro-touristic destinations.

### KEY WORDS:

- Medieval Center
- Castle
- UNESCO heritage
- Museum



### LESSONS LEARNT

Tour operators need of better incentives and promotional tools in order to effectively participate to local reward schemes. Effective incentives can facilitate the promotion of sustainable touristic solutions.



## EXPERIENCE TOURISM, ARTISAN LOCAL PRODUCTS, FOOD AND WINE TASTING

The second tourist package focus to food and wine tourism. A visitor can choose the Wine tasting and agro-tourism visit (3 hours duration) and

- Enjoy the city with special offers in Bars & Restaurants
- Guided tours to wineries & agro-tourism destinations
- Experience an artisan doing refined work on stone, wood, textile, etc

In order a visitor/tourist to implement a tour, the RCB has communicated with operators / companies that accepted to offer the services during the testing phase (they have signed a Memorandum of Understanding).

### Involved operators / companies:

Several hotels and tour operators agree to participate (Hotel Gega, Grand White City Hotel, White City Hotel, Portik Hotel, Kantina Alpeta).

### Publicity of the touristic packages:

Promotion through official website, social media channels, leaflets distributed on hotels / tour operators / agro-touristic destinations.



### LESSONS LEARNT

The operators need more solid incentives in order to effectively collaborate and provide reward schemes to users of the tourist packages. Solid incentives will engage more operators providing more tourist packages (options) to tourists. A social media campaign will also facilitate in the promotion of the Sustourismo platform and the tourist packages for the city of Berat.

### KEY WORDS:

- Agro-food
- Wine
- Artisan products





### FREE WALKING TOUR IN THE CENTRE OF BELGRADE. RIVERSIDE TOUR

SUSTOURISMO application aims to promote sustainable tourism. What does that really mean? Primarily, subtly directing tourists to use alternative modes of transport. By using the SUSTOURISMO application, they can get information about landmarks in Belgrade, events, public transport, etc. which are really usefull information for tourists. In Belgrade, two tourist packages have been created, one includes walking and the other cycling, which can be found in the application. Tourists can visit the sights located in the center of Belgrade on foot with the

#### KEY WORDS:

- Belgrade
- Walking
- Cycling
- Sustainable Tourism



help of a guide. Or if they prefer riding a bicycle, they can take the opportunity and tour Belgrade along the Sava and Danube rivers. At the end of each tour, in order to successfully validate and earn points for a sustainable way of touring the city, they have to scan the QR codes. Each tourist package brings tourists 1000 points that they can use at the Shonda Gastro Bar of Hotel Mona Plaza by scanning the QR code and getting a 20% discount. The pilot was developed by University of Belgrade - Faculty of Transport and Traffic Engineering.

1 cycling tour

2 walking tours

+200 tourists introduced with the application



#### LESSONS LEARNT

Belgrade SUSTOURISMO tourist packages allowed us to see the importance of careful planning and the involvement of stakeholders in the successful implementation of the packages and measures that would improve sustainable tourism and mobility. The importance of promoting the application, in addition to the classic method, with modern methods such as social networks was also observed. Although social networks were used, we believe that it should be used to a greater extent in the form of advertisements.



## SUSTOURISMO APP

SUSTOURISMO app is from the 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).

SUSTOURISMO brings benefits for all:

- For tourists: a single point offering information facilitating tourists to plan and organize their trips in SUSTOURISMO destinations while simultaneously promoting the use of sustainable transport.
- For tourists and authorities: an interaction point where tourists can provide assessments and com-



- plaints for the services in the area of visit (offering 'voice' to them and making them part of tourism planning). The data to be collected will be a valuable input for sustainable tourism - mobility planning procedure and for entrepreneurs in tourism sector (existing and potential new actors)
- For the touristic destinations (and not only): the app tries to raise awareness towards the use of sustainable mobility options in visited areas adding in sustainability and resilience.



**SCOPE 1:**  
informative dimension of the app, through which the end users (tourists) are provided with a single point information

**SCOPE 2:**  
awareness raising effort towards sustainability; promotion of sustainable touristic packages and rewarding schemes for responsible choices (i.e. walking more - winning more / steps calculator)

SUSTOURISMO app functionalities

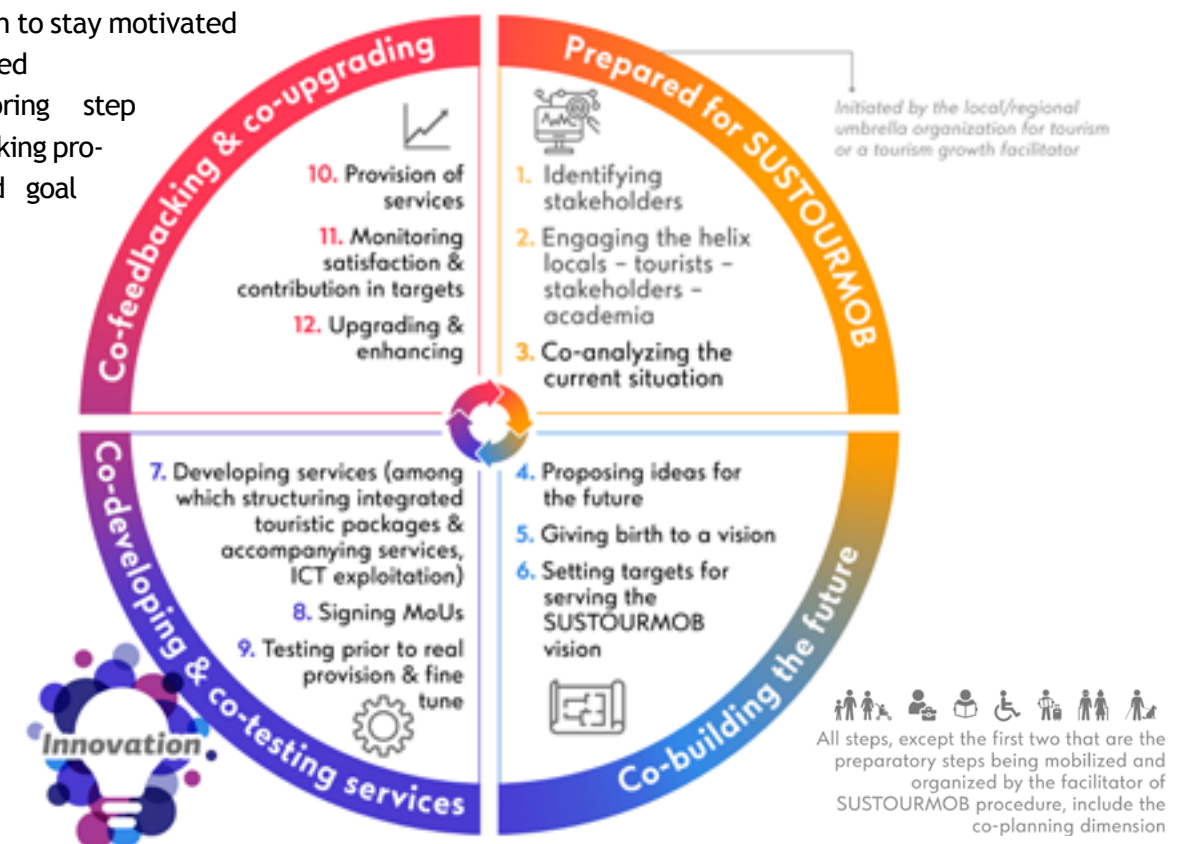


## SUSTOURISMO TRANSNATIONAL STRATEGY - ROADMAP

SUSTOURISMO Transnational Strategy, also mentioned as 'SUSTOURMOB cycle', designed with a transnational dimension to support common sustainable development goals achievement in the wider area, is a strategy that could be used by other ADRION areas to promote the SUSTOURISMO interventions - adoption should follow a concrete transferring based on local needs, capacities and special characteristics. The SUSTOURMOB planning cycle helps decision makers be prepared for the obstacles ahead, keep on track, boost productivity and keep planning focused. Among benefits identified are:

- It is co-built and gives a clear direction; it highlights steps to be taken and when they should be completed
- It compiles needs and defines goals, all written down and planned out in steps which gives a reason to stay motivated and committed
- The monitoring step supports tracking progress toward goal achievement

SUSTOURMOB cycle





## SUSTOURISMO TRANSNATIONAL NETWORK

The SUSTOURISMO Transnational Cooperation Network is a tool for coordinating and engaging private and public, local, regional, national and international actors directly (and even indirectly) linked to Tourism and Transport Sectors in order to establish a long-lasting mechanism to:

- discuss, consult, collaborate and further promote the exploitation of SUSTOURISMO pilots (SUSTOURISMO app and SUSTOURISMO touristic packages)
- share experience on the integrated promotion of sustainable tourism - sustainable mobility in ADRIAN areas and countries.

Participants in the Network add value to the SUSTOURISMO project, its results and its evolution and can contribute to future actions extension (scale and content).

The core partners of the network are SUSTOURISMO partners coordinating the dialogue and engaging local stakeholders in designing sustainable tourism and mobility interventions.

The satellite partners of the Network are bodies having signed a letter of support (LoS) for further capitalizing on SUSTOURISMO outputs and local stakeholders having signed Memorandum of Understanding (MoU) with the core partners for SUSTOURISMO local cases testing.



SUSTOURISMO Cooperation Platform core partners

SUSTOURISMO satellite partners - Thessaloniki's case example



## SUSTOURISMO BUSINESS MODEL

“How to build an effective and sustainable touristic App? The 10 lessons learnt from the SUSTOURISMO business model”.

The SUSTOURISMO business plan describes the SUSTOURISMO pilot apps, their driving forces, the marketing potential, and the actions that should be taken by interested companies for a successful launch of the apps. Through these plans, local stakeholders can be involved in the actual and full-scale rollout of the apps in the SUSTOURISMO areas. The effective SUSTOURISMO business plan is an invaluable tool for the SUSTOURISMO app to stay afloat and survive in competitive tourism industry.

KEY ACTIVITIES FOR A TOURISTICS SUCCESSFULL APP:

1. Constant maintenance of the touristic App and creation of supporting stakeholders.

2. Positioning the app as an indispensable tool for planning a sustainable mobility experience in tourism.
3. Plan intensive promotion campaigns tailored on end users.
4. Join the efforts with existing popular websites, trade shows, POIs, providers, events, etc.
5. Merge with other popular apps.
6. Business exploitation of the app/product exploitation.
7. Development of partnerships (offering tourism packages, mutual promotion, etc.).
8. Mutual promotion of different destinations.
9. Creation of a reward system that appeals to the type of sustainable traveler that the app attracts.
10. Strengthening collaboration between all stakeholders (both public and private).

### The Business Model Canvas

<b>Key Partners</b> • Partners: Destinations (NTOs, DMOs, Sectoral agencies, Regions, Municipalities, Ministries, etc.) • Suppliers: Tour operators and Travel agencies, Public transport authorities, Private companies involved in the tourism, environment, and transport sector, etc) • Users: Travellers, Visitors, Residents	<b>Key Activities</b> • Further development & maintenance of the touristic app • Positioning the app as the essential tool for planning a sustainable mobility touristic experience • Management of app • The inclusion of app is in popular webpages, fairs, POIs, suppliers, events, etc. • Merging the functionalities with other popular apps <b>Key Resources</b> Financial resources are necessary to: • Gather a sizeable amount of information to fill out the App • Launch marketing campaigns to provide information for tourists who might use the App • Development and maintenance of the application	<b>Value Propositions</b> For Partners: • Get an easy chance to do the right thing by focusing on sustainable tourism • Advertise the destination as a sustainable destination and promote the new and innovative sustainable offer • Gather information for future development For Providers/Suppliers: • Gain value as parts of a larger communicational, informational, and navigational platform • This has particular value for smaller providers that are usually lost on tourism websites For users/travellers: • Provides a way for travellers to make responsible decisions with the activities they choose to enjoy a destination • Provides a way for travellers to feel better about their responsible choices	<b>Customer Relationships</b> Suppliers: • Partners and local stakeholders should “build” a sense of “ownership” of the app and integrate it into their tourism promotion policy • Suppliers are largely not included yet Users: • Users needs and expectations will have to be the main reference for future development. <b>Channels</b> Communication towards partner(s) and suppliers: • via direct emails, e-news, and different software (booking, communication, etc) • Surveys • B2B events • Regular meetings of stakeholders • Workshops	<b>Customer Segments</b> Creating value for all segments by making sustainable choices more convenient and information for development more easily obtained. Touristic most important “customers” are the destinations, suppliers, and users who want to be sustainable but need a convenient way to make choices.
<b>Cost Structure</b> The key and the most expensive resources are human resources: • Management of the app • Maintenance and further development of the app • Sales and marketing • Monitoring and control of the key results • Monitoring and control of the prizes (if any) The second but still important are marketing costs (social media, media, different software, etc.).		<b>Revenue Streams</b> Possible revenue sources for the main partner: • Fixed entry subscription fees for different providers/suppliers • Yearly fees for different providers/suppliers • Commission from sold tickets, experiences, programs, services, etc • Merchandise • EU and national funds for innovative solutions • Synergies with other projects and App		

## Final Words

SUSTOURISMO project was a great trip for SUSTOURISMO partners and SUSTOURISMO areas, offering them the opportunity to dive into tourism planning while investing in injecting to tourism sector the knowledge and experience of the partnership in transport sector and sustainable mobility. The project proposed an innovative co-planning approach that joins sustainable transport and sustainable tourism - living collaboration with local stakeholders, tourists' surveys for taking into account real users' needs while preparing SUSTOURISMO enabling tools



Glykeria Myrovali  
Associate in CERTH/HIT

(SUSTOURISMO app and SUSTOURISMO touristic packages), involvement of local communities in reaching SUSTOURISMO achievements and in building the next steps! COVID-19 pandemic was a compact lesson for all of us and the same applied also at the level of projects' implementation where radical risks mitigation actions had to be undertaken. Being tourism and mobility two sectors severely hit by the pandemic, we had to rethink, re-consider and re-design our actions so as not to lose the quality and value of recommendations brought from this 3 years' experience. We developed the SUSTOURISMO app making the first steps of a common ADRION branding storytelling while simultaneously trying to boost sustainable behaviors through a gamification approach (i.e. the more the tourist walks, the more it gains in virtual coins that are translated to real rewards in SUSTOURISMO areas, when a tourist selects to experience a SUSTOURISMO

touristic package - all of them incorporating sustainable mobility options among other provided services - it gains more virtual coins that can be redeemed with special offers) and through providing direct information on how to move around the destinations in a sustainable way. Furthermore, the app promotes a co-planning approach arising from its crowd-sourcing functionalities; tourists are asked to provide useful data for tourism and transport planning (trip diaries submission, satisfaction level declaring, proposals and ideas sharing).

Stakeholders' consultation and cooperation with service providers and local actors in order to realize the SUSTOURISMO touristic packages, brought SUSTOURISMO areas a step closer to a common understanding of the value of sustainable tourism growth - this was one of the most important achievements of the project that partners are willing to further continue.

Finally, we would like to highlight the contribution of the ADRION Thematic cluster initiative to SUSTOURISMO; joining projects that work under a common wider goal offers to the projects a wider capacity on how to deal with the specific issue. The experience exchange with WONDER, THEMATIC, SMART Heritage, ADRILINK, ADRINETBOOK, PRONACUL and TRANSFER projects widened the way we see tourism and gave us new ideas and valuable fresh contacts for further building a resilient and sustainable tourism era! We are already working on SUSTOURISMO follow up!

## Project partners



### CENTRE FOR RESEARCH AND TECHNOLOGY HELLAS - CERTH

Centre for Research and Technology Hellas /Hellenic Institute of Transport (CERTH/HIT) is a recognized Research Institute devoted to the promotion of sustainable transport. Given the very close link of transport and tourism, CERTH/HIT, with an ultimate scope to transfer its extended experience from mobility to tourism, added in its structure a relatively new Sector entitled 'Transport & Tourism'.



### REGIONAL UNION OF MUNICIPALITIES OF EPIRUS - PED EPIRUS

The main purpose of the Regional Union of Municipalities of Epirus (PED Epirus) is to promote local and regional development. PED Epirus aims at coordination, collaboration and promotion of the 18 Municipalities of Epirus, research and study of organisations related to local government and local growth, collaboration with all related bodies and institutions on issues of local-government, culture, decentralization and development, culture, economy and tourism, environment protection and social cohesion.



### INSTITUTE FOR TRANSPORT AND LOGISTICS - ITL FOUNDATION

The Institute for Transport and Logistics Foundation is a no-profit public research body established

in 2003. Its mission is to contribute to the development and promotion of the transport and logistics system in Emilia-Romagna Region through research, consultancy and training activities. ITL strategic vision is about triggering network relationship among public authorities, private companies and educational institutions.



### CENTRAL EUROPEAN INITIATIVE-EXECUTIVE SECRETARIAT - CEI-ES

The Central European Initiative (CEI) is a regional intergovernmental forum of 17 Member States in Central, Eastern and South-Eastern Europe fostering European integration and sustainable development through regional cooperation. CEI work is focused on achieving two main goals: Green Growth & Just Societies.



### INSTITUTE OF TRAFFIC AND TRANSPORT LJUBLJANA L.L.C - PIL

Prometni institute Ljubljana is a research and development organization conducting research related to transport technology, transport infrastructure, and transport information systems. The company was founded by Slovenian Railways.



### REGIONAL DEVELOPMENT AGENCY OF LJUBLJANA URBAN REGION

RRA LUR connects 25 municipalities of Ljubljana urban region, in which it supports sustainable eco-



nomic, infrastructural, social, cultural, and creative activities. At the same time, it encourages the integration and development of partnership networks between various stakeholders, who together build the sustainable development of the region through their activities.



#### CITY OF ZADAR

City of Zadar is a local self-government unit, determined by the Local self-government and Administration Act and Territories of Counties, Cities and Municipalities in the Republic of Croatia Act. It has 200 employees and 13 administrative departments and offices. The administrative area of the City of Zadar includes the town of Zadar, four nearby settlements and seven islands. City of Zadar focuses on ensuring conditions for continuous economic and social growth of the city by promoting good management, entrepreneurship, competitiveness and innovations.



OPŠTINA TIVAT

#### MUNICIPALITY OF TIVAT

Tivat Municipality - Tivat is situated in the south-west part of Montenegro, located in the central part of the Boka Bay. The Municipality of Tivat covers an area of 46 km<sup>2</sup>. Tivat is a modern Mediterranean city oriented towards the development of tourism and complementary industries. Today, a large yacht marina with a luxury resort and all the

associated facilities, Porto Montenegro is located in that area. Luštica Bay, another large investment project, is shaping the Tivat part of the Luštica peninsula. Tivat is connected to the whole world, via sea but also by air, thanks to the local international airport.



#### REGIONAL COUNCIL OF BERAT

The RCB is a public entity focused on regional development through the collaboration of the five municipalities composing the region. To achieve that, it formulates and implements the regional strategy - both short and long term, manages the regional operational plan, has a capacity in networking, cooperating with all stakeholders on all levels in order to effectively implement its goals. RCB manages national & international funds and on the same time ensures funds high quality & impact. It provides validity to the decisions that affect life quality in the region.



#### UNIVERSITY OF BELGRADE / FACULTY OF TRANSPORT AND TRAFFIC ENGINEERING

The Faculty of Transport and Traffic Engineering founded in 1950 is the oldest institution of its kind in the region of South-Eastern Europe and the only one with comprehensive education programmes for experts in the fields of traffic, transport, communications and logistics. It is educational - scientific institution and has 2,300 students who study to become transport and traffic engineers.

## Acknowledgements

This work would not have been possible without a strong cooperation within the SUSTOURISMO partnership, and particularly the work package leaders. SUSTOURISMO is a project co-funded by the Interreg ADRION Programme, to which we are very grateful for the opportunity given to realise all the work described in this publication. Particularly, we would like to thank our Project Officer for the support in this journey.

## Contacts

Maria Morfoulaki  
SUSTOURISMO Lead Partner  
Centre for Research & Technology Hellas - CERTH/HIT



@sustourismo



@sustourismoproject



@sustourismo

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





SUSTOURISMO

