

Roadmap for a New Vision in the South Adriatic Area

CAPITALISATION EVENTS

Interreg IPA CBC Italy-Albania-Montenegro 2014-2020
towards Interreg IPA South Adriatic 2021-2027

TOPIC 1: TOURISM

TERRITORY, TOURISM & HOSPITALITY FUTURES

Agenda

November 21, 2023	9.00-13.00
-------------------	------------

The event will be held at Hotel Villa Romanazzi Carducci – BARI (Federico II room) – Working language: English

The thematic event aims to present the impact of megatrends and mega threats on the tourism and hospitality industry up to 2030, with a specific focus on the territories of the Programme area. The impact of climate change, the technology revolution and the rapidly ageing profile of our population are defining the industry's landscape, threats, and opportunities.



The thematic event is connected to SDG 8 (target 8.9); SDG 12 (target 12b); SDG 14 (target 14.7).
EUSAIR references: PILLAR 4 - Sustainable Tourism

9:15-9:40	<p>Welcome address <i>Short presentation of the standard call South Adriatic</i> Managing Authority Interreg IPA CBC IT-AL-ME & Interreg IPA South Adriatic Programmes</p> <p><i>Capitalisation framework overview</i> Chiara Campanile, IT-AL-ME & South Adriatic Joint Secretariat</p>
9:40-10:40	<p>Keynote speech: trend watching “Territory, Tourism & Hospitality Futures” Moderated by Annamaria Fiore, ARTI</p> <p>Ms. Valentina BOSCHETTO DOORLY - Strategic Foresight & Destination Factory Managing Director <i>Experienced manager in the tourism and hospitality industry, having worked between Italy and Ireland. Award-winning in international marketing, she is an author and public speaker in Futures Studies & Tourism Management.</i></p>
10:40-10:50	<p>Regione Puglia – Regional strategic vision on the topic concerned</p>
10:50-11:50	<p>Round up/pitch session of best practices <i>IT-AL-ME project experiences/outputs with good level of applicability/transferability to other subjects/contexts are presented to the audience (max 10 minutes each):</i></p>

	<ol style="list-style-type: none"> 1. <i>3D-IMP-ACT - Virtual reality and 3D experiences to IMProve territorial Attractiveness, Cultural heritage smart management and Touristic development</i> 2. <i>BioTourS - Biodiversity and Tourism Strategy to protect cetaceans</i> 3. <i>G.W.A. - Green Waters Adventure</i> 4. <i>NEST - Networking for Smart Tourism Development</i> 5. <i>REGLPORTS – Nautical Tourism Development</i>
11:50-12:50	Matching and networking parallel sessions Facilitation by Ms. Zsuzsanna BODI and Ms. Francesca SPAGNOLI
12:50-13:00	Wrap-up session and conclusions <i>Plenary outcomes of the parallel sessions presented by facilitators</i>