
DRAFT AGENDA

AI-NURECC PLUS High Level Conference

From COVID-19 crisis to new pathways for a sustainable tourism in the Adriatic and Ionian Area

13 June, 2023 - Corfu Holiday Palace, Corfu (Greece)

09:30 - 17:00h (EEST)

Mode of delivery: hybrid (on-site and online)

Working languages: English and other languages tbd

Speakers to be confirmed

It is no mystery that the SARS-CoV-2 pandemic has put the global economy to the test of numerous new challenges: the economic, health and sociological crisis has brought above all a huge stop to the tourism and transport sector, representing the 10 % of world GDP, thus leading governments around the world to run for cover.

However, the pandemic has also brought with it an opportunity, the renewal of a sector that has been stationary for several years.

From the statement of 1 December 2022 by UNWTO Secretary General, Zurab Pololikashvili and European Union Commissioner for Transport, Adina Vălean, *“The restart of tourism, therefore, presents us with a unique moment to seize opportunity from crisis [...]now is the time to capitalise on such shifts in behaviour and direct our sector on a different path, one that leads to a more sustainable and resilient future”*¹.

It is not possible then to talk about tourism without talking about transport: this is what emerges through the documentation drawn up by various European bodies and institutions.

The event intends to analyse tourism and transport from the voices of the highest representatives of the sector, to then focus on EUSAIR state of art and particular means of transport, currently among the most polluting: the cruise sector.

09:30 - 10:00 INSTITUTIONAL GREETINGS

- **Mr. Jozef Tomaš**, President of the Forum of the Adriatic and Ionian Chambers of Commerce (Forum AIC) - AI-NURECC PLUS Partner
- **Mr. George Chondrogiannis**, President of Corfu Chamber of Commerce and Industry
- **Ms. Rodi Kratsa-Tsagaropoulou**, Regional Governor of Ionian Islands (Greece), Co-chair of the CPMR Adriatic-Ionian Task-Force (tbc)
- **Mr. Stavros Kalognomos**, Executive Secretary of the Balkan and Black Sea Commission (BBSC), Conference of Peripheral Maritime Regions (CPMR) - AI-NURECC PLUS Coordinator;
- **Ms. Lidija Pasegrau Hadrovic**, Croatian EUSAIR National Coordinator/All Senior Official

10:00 - 11:00 OPENING SESSION - SUSTAINABLE TOURISM, FROM CRISIS TO TRANSFORMATION

Introduced and moderated by Ms. Alessandra Priante, Director - Region Europe World Tourism Organization (UNWTO) (tbc)

- **Mr. Serafino Nardi** Head of Unit European Region Committee (tbc)
- **Mr. Tomaso Comazzi**, NECSTouR Permanent Secretariat
- **Mr. Alan Vella**, Project Manager - Competitiveness and Internationalisation, at European Commission (EASME)

Q&A session

¹ UNWTO (2022), [Jobs, education and training: together, tourism and transport can deliver a better future for Europe](#)

11:00 - 12:45 ROUND TABLE ON MACRO-REGIONAL STRATEGY FOR TOURISM: WHAT IS THERE, WHAT HAS ALREADY BEEN DONE”

Moderator: Ms. Renata Tomljenović, IZTZG , EUSAIR external expert for project development, Cultural Routes and survey on cultural tourism demand in EUSAIR, related to data-driven tourism, services for Cultural Tourism and Awareness raising on changes in tourism demand (Croatia)

- **Mr. Jože Sodja**, Mayor of Bohinj Municipality - among the Best tourism Villages by UNWTO (Slovenia) (tbc)
- **Ms. Georgia Zouni**, University of Piraeus, Greece, Research and innovation projects and pilots on circular and climate friendly & Cultural routes passing through remote Areas (Greece)
- **Ms. Herida Duro**, EUSAIR Pillar 4 Coordinator (Albania) - Flagship projects (tbc)
- **Ms. Aleksandra Gardasevic Slavuljica**, Director-General, Ministry of Economic Development of Montenegro: Comprehensive tourism strategies development - Culture and Cultural tourism in National Tourism Strategies (Montenegro)
- **Mr. Michele De Vita**, Secretary General Forum AIC, Chieti-Pescara Chamber of Commerce - Mirabilia digital experience (Italy)
- **Ms. Michela Matuella**, Acting Director for DG Near. Unit D (Western Balkans) - Made of Us campaign - Vlogger (tbc)
- **Mr. Slobodan Čerović**, Singidunum University, Department of Tourism and Accessible Hospitality Management (Serbia) (tbc)

Q&A session

12:45 - 13:15 CONCLUSIONS AND WRAP UP

Ms. Alessandra Priante, Director - Region Europe presso World Tourism Organization (UNWTO)

13:15 - 15:00 *Light lunch*

SECOND SESSION: SUSTAINABLE CRUISING

The Adriatic Ionian Region has its roots in the sea: more than 1/3 of its territory consists of its two sea basins.

The "seaways" are in fact the busiest in recent years, leading to an exponential increase in the costs of transported goods: it is therefore of primary interest to try to decongest the ports, by looking for new ways to develop greener routes, perhaps suitable for use of ports that are less developed today, also connecting them to new sustainable tourism pathways.

The Round Table brings together institutions, companies, ports and cities with the aim of observing the difficulties and opportunities from the various points of view of the sector.

15:00 - 17:00 ROUND TABLE ON CRUISE AND MARITIME TRANSPORT: THE IMPACT OF THE COVID, AND

THE GREEN DEVELOPMENTS OF THE SECTOR

Moderator: Mr. Anthony La Salandra, Director “Risposte Turismo”

- **Mr. Aris Batsoulis**, Projects, Studies & Finances for MEDCRUISE (Greece) (tbc)
- **Mr. Pierfrancesco Vago**, Executive President MSC Crociere (Italy) (tbc)
- **Mr. Jurij Korenc**, President at SMIA National Marine Association, Member of the Council of European Boating Industry - DG MARE (Slovenia)
- **Mr. Zoran Martinoski**, President of the Prime Blue ESG Institute (North Macedonia);
- **Mr. Alkis John Corres**, Business and Academia, Professor of Ship Management and Chartering, International Shipping Business Consultant, Maritime Policy Advisor “Cruise Ports - The case of the Eastern Mediterranean” (tbc)
- **Mr. Martin Zrilić**, University of Zadar, [GUTTA Project](#) - INTERREG Italy-Croatia (Croatia) (tbc)
- **Mr. Veselin Drašković**, Pomorski fakultet Kotor - Univerzitet Crne Gore, partner of [PORTS 4.0](#) -INTERREG Italy-Albania-Montenegro- (Montenegro) (tbc)
- **Ms. Georgia Chantzi**, International Centre for Black Sea Studies - ICBSS, coordinator of the [CulTourE4Youth and Black Sea Cruise projects](#)

Q&A session

17:15 CONCLUSIONS AND WRAP UP