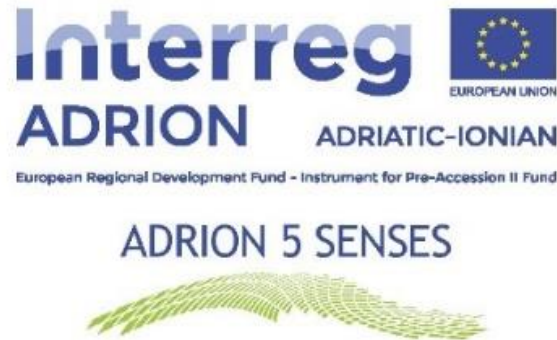




Project ADRION 5 SENSES

e-newsletter #1



ADRION5SENSES

e-Newsletter Nr. 1/2019

## Editorial

Dear Reader,

Thank you for subscribing to our e-newsletter!

Sustainable Tourism is an indispensable aspect of our lives and substantially is the core of the economy in the **ADRION** area. The **Interreg ADRION** project **ADRION5SENSES** presented to you in this e-newsletter deals with a new theme linked to **tourism and destinations promotion**, thanks to a holistic approach to **sight, hearing, smell, taste and touch**. By creating conditions to enhance tourist experiences, effective **branding strategies** are created and the overall performance of ADRION destinations are boosted.

With this e-newsletter we want to **map our progress** as we proceed in the project, to recap the most important **events** and **workshops**, and to provide you with insights from the management and enjoyment of 5 senses to tourism. Besides these, you can learn more about the involved **project partners** and their **activities** on a local and regional level. Thereby, we hope to convey you the most important developments within our Project and contribute to a better understanding of the ADRION area.



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### General Information

The ADRIAN area has a **high potential for further development in sustainable tourism**; however, tourism suffers from several weaknesses. The common territorial challenge to be addressed by ADRIAN5SENSES is the **lack of a sustainable tourism model** based on innovative, high-quality tourism products and services.

The ADRIAN5SENSES project suggests a holistic approach to **sight, hearing, smell, taste and touch** to develop effective branding strategies and boost the performance of ADRIAN destination by creating conditions to enhance tourist experiences. This integrated approach (**sensory marketing**) is something new and innovative for the ADRIAN area.

The **overall objective** is to build and promote the **ADRIAN brand name** in tourism by indulging all five senses of tourists.

The **specific objective** is to direct efforts of ADRIAN stakeholders to the **sustainable planning of physical/virtual settings and valorisation and preservation of natural/cultural heritage**, in which positive and memorable experiences are more likely to emerge, leading to positive outcomes (such as tourists' loyalty).

The project aims to use **technology for the co-creation of enhanced destination experiences**. The ADRIAN destination has the opportunity to better address the multi-sensory nature of the tourist experience, so design experiences by exploring the potential of ICT. The main outputs of the project include a **Joint Strategy & Action Plan** for the ADRIAN destination management, the **ADRIAN 5 SENSES Transnational Cooperation Network** and demonstration actions (**Map of Sensations, Multilingual Web Platform and Exhibition Centres**) that will benefit local/regional/national authorities, SMEs, business support organisations, academia etc.

### Project Life

Until now, the project has completed **market research** on the ADRIAN region and has conducted a **competitive analysis identifying** opportunities for our destination. These studies have highlighted both the involved countries' great potentials and the Region's unique touristic offering. Additionally, the research results have noted the need for further development in



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tourism infrastructures, as well as the promotion of the use of New Technologies. ADRIAN5SENSES partners have compiled a collection of **good practices** and conducted a **benchmark analysis** in order to position each micro-destination on a comparison matrix, illustrating opportunities and challenges ahead.

During the first Quarter of 2019, all project partners organised their Regional Project Conferences in order to develop their Strategies and Action Plans.

In April 2019, during the Project Opening Conference in Ferrara, partners worked together and jointly developed the Joint Strategy and Action Plan for ADRIAN destination management.

**Strategic Goals of the Joint Strategy** are:

- to **increase the capacity of tourism stakeholders** in creating a holistic multisensory experience,
- to proceed towards the development of **innovative, holistic, multisensory tourism products** based on cultural and natural heritage
- to **improve sensory marketing in the destination**
- to **cultivate governance, synergies and interconnections** between interested Parties.



## Events

The first months of implementation have been characterised by an intense set of events to define the **Strategy for Destination Management and Action Plan**.

**Regional Conferences** have been organised in all the partners' countries to present the **Action Plan**. The Action Plan improves local tourist destinations to the Municipalities representatives and other local stakeholders and presents ADRIAN5SENSES expected effects on the territory. The Conferences have been then implemented in **Sarajevo**, in **Montenegro** by the National Tourism Organisation, in **Evia** in **Greece** together with a consultation workshop aiming at presenting and finalise its Regional Strategy and Action Plan, in **Zadar** by the partner Zadra Nova; in **Slovenia**, **Italy**, **Albania** and in **Serbia**. The strategy presented during the Regional



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Conferences will provide the pathway to promote the location as a sustainable destination, offering innovative, senses-indulging tourism products and experiences. Partners rich cultural and natural resources pave the way for an eco-friendly alternative tourism model, that offers focuses on quality experiences and entertains the 5 senses of the visitor.



Furthermore, an **Opening Conference** has been held in **Ferrara, Italy**. In this context, various proposals and ideas for the development in the coming years of Ferrara tourism were presented. The underlying theme of the interventions was the enhancement of tourism proposals through the five senses as well as sustainable mobility. The partners had also the opportunity to share ideas and inputs for the Action Plan development.



## ADRIAN5SENSES & SMART Heritage

### Cross-Fertilization Event

On the 27<sup>th</sup> of June 2019, the ADRIAN project “SMART Heritage” organised its **Kick-Off Meeting** in **Chalkida, Evia (Greece)**. “SMART Heritage - Sustainable Management and Promotion of Common Cultural Heritage” has a goal to promote, valorise and protect cultural heritage in the Adriatic-Ionian area. Its specific objective is to raise **tourism attractiveness** and **reduce tourism seasonality** in the project area, consisting of **Evia (Greece), Gerace (Italy), Forlì**





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(Italy), Mostar (Bosnia-Herzegovina) and Albania. Its specific objectives include the creation of the SMART Heritage cultural route as innovative/unique cultural tourism product and the digitalisation of cultural heritage. The project's Lead Partner is the Development Agency of Evia S.A., also project partner of ADRIAN5SENSES. The rest of consortium members are the Albanian Development Fund (also ADRIAN5SENSES project partner), the Municipalities of Forlì and Gerace and the University of Mostar.

The Development Agency of Evia, welcomed the partners in Evia and organised the Kick-Off Meeting to both kick-starts the project, but as well as to showcase the tourist and cultural offering of Evia. The project ADRIAN5SENSES was officially invited to present itself and discuss future cross-fertilisation activities.

ADRIAN5SENSES Lead Partner, the Region of Epirus, was represented by Ektor Tsatsoulis, the External Expert of the Region. Mr Tsatsoulis was entrusted with the task of presenting ADRIAN5SENSES to the partners of SMART HERITAGE. Mr Tsatsoulis narrowed down the overall and specific objectives of ADRIAN5SENSES that are to brand the ADRIAN region by indulging all five senses so to increase tourist's loyalty and to design memorable experiences by exploring the potential of ICT.

A Joint Declaration was published by the two projects, stating their intention to jointly "promote the ADRIAN area as a unified and unique cultural heritage and sensory-rich tourism destination".



### Next Steps

The ADRIAN 5 SENSES partnership is currently preparing the **Branding for the ADRIAN area**, specifically emphasising the importance of the 5 senses in tourism. In order to do so, each project partner is conducting extensive research via **questionnaires, focus group discussions and interviews**. The aim of this lengthy though inspiring process is to define the image, the vision and the culture regional gaps as well as to debate with local key stakeholders and



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visitors regarding their perceptions of the region. The outcome of this process will feed the development of the Look & Feel concept of the ADRION Brand.

At the same time, the project partners are preparing to offer extensive **training sessions for key stakeholders across the involved Regions**. To be successful in this task, regional stakeholders' training needs - those closely related to tourism - are being assessed in order to create the curriculum addressing their real needs.

Finally, the development of the projects' **Online Platform and the Map of sensations** has been initiated, starting with the identification of the users' requirements and expectations.

### Partners' Portraits

In this section, you can learn more about the project partners who are participating in ADRION5SENSES. We will portray the partners in rotation within this and the subsequent e-newsletter editions. The **Region of Epirus**, Lead Partner and host of the Kick-off Meeting, and the **Sipro Agency**, host of the Opening conference, are the first partners to introduce themselves:

#### The Region of Epirus - RoE (LP)

The Region of Epirus is a traditional geographic and administrative Region in **North-Western Greece**. It borders with the regions of West Macedonia and Thessaly to the east, West Greece to the south, the Ionian Sea and the Ionian Islands to the west and Albania to the north. It is part of the wider historical region of Epirus, which overlaps with Albania and Greece, but lies mostly within Greek territory. RoE is largely made up of the mountainous ridges, which are part of the Dinaric Alps. The region's highest spot is on Mount Smolikas (2.637m). In the east, the Pindus Mountains that form the spine of mainland Greece separate Epirus from Macedonia and Thessaly. The climate of Epirus is mainly alpine. The city of Ioannina is the regional Capital. RoE has 336,856 inhabitants.

In general, the population of the area is decreasing, following the national trend. It is important to emphasise that some Regional Units face a much larger decrease than others. The RU of Ioannina, which hosts the regional Capital, the city of Ioannina, has a small decrease (approx. -1.38% between the years 2001-2011) compared to RU of Arta (-12.23, between the years 2001-2011). The age and gender distribution are relatively equal, with the exception of the age group of 70+ inhabitants, which is significantly higher than the rest of the categories. This is a nation-wide trend but is more evident in rural areas.



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For the Region of Epirus, the **main economic sectors** include retail sales & tourism, public administration sector as well as agricultural and fishery industries. Public administration includes employees of educational institutes, such as the University of Ioannina.

### Sipro

The Agency activities are addressed to studying, promoting and implementing initiatives aimed at **fostering local sustainable economic development**.

Main mission and goals are promoting sustainable development by creating industrial areas equipped with advanced environmental, energy and technology infrastructures; reducing the use of land, through the concentration of industrial sites and regeneration of brownfields; attracting external investment for the creation of new craft and industrial sites possibly leading to new quality jobs; supporting the activities present in the area through joint development projects; establishing a dialogue with all local stakeholders for the identification of benefits for companies settling down in these areas; identifying (European, national, regional) funding channels for the implementation of measures at the local level.

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