

# Interreg



## ADRION

## ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

### FOST INNO



## PROJECT "FOSTERING TOURISM INNOVATION SYSTEM IN THE ADRIATIC-IONIAN REGION"

NEWSLETTER No.6

### FINAL CONFERENCE AND BEST INNOVATION AWARD

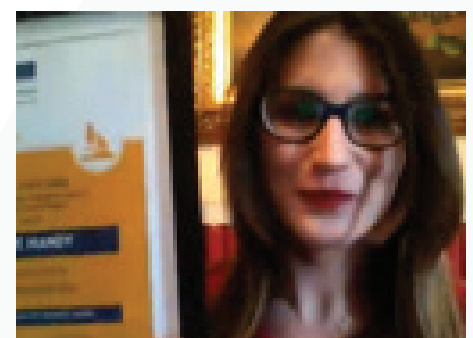
The final conference and award ceremony for the best innovative solutions was held online on 27 May 2020 with over 100 participants. The host of the final conference was the Regional development agency of Northern Primorska Ltd. from Nova Gorica, Slovenia.

The final conference was the opportunity to present the project

results with special attention given to piloting and Adriatic-Ionian Region market research for the two selected best innovative solutions MOVE HANDY and IMPACT TOURISM. During the conference the idea owners were awarded with the certificate previously sent to their addresses. The two winners presented their ideas together with some other applicants who participated in the Public call. According to this Photonet, Rural Yoga, 3D Museum Center, Sustainable Tourism Network Point, Gastronomic Path of AI

Region and Waterfall Tour were also presented as innovative solutions in sustainable tourism in AI region.

The external experts tested the pilot implementation of both ideas in Slovenia and their replicability in AI region was then discussed on best innovation evaluation events in each partner's country. The Pilot program report is available on our webpage: <https://fostinno.adrioninterreg.eu/library/pilot-program-guidelines>



## FOST INNO



### AITIC GUIDELINES

Considering that the FOST INNO project will be completed by the end of June in order to ensure the sustainability of the project results, project partners prepared the Adriatic-Ionian Tourism Innovation Centre (AITIC) Recommendation Report as guidelines for the next five years.

AITIC is founded to provide a sustainable impetus of innovation and allow maximum implementation for the common benefit of the ADRION area. The aim of the Centre in the future is to facilitate knowledge on the role of innovations and assist in co-designing of sustainable tourism development. Sharing of knowledge and learning from the experience of others with focused, objective-seeking communication between individuals, groups, or organisations is a prerequisite for sustainable operating of the Centre.

AITIC is established as a network of six contact points located in Albania, Bosnia and Herzegovina, Croatia, Italy, Montenegro and Slovenia. The role of the Centre is to promote close and long-term partnership. Furthermore, its role is also seen in assistance in contacting partner's stakeholders and arranging an introductory meeting. Moreover, in the model of networked organisations and enterprises AITIC obligation is to help with clarifying or reframing communications for better and quicker adoption.

Activities of the AITIC include: transfer and exchange of know-how on sustainable tourism development and innovations, fostering innovations in tourism, promotion of innovations as a driver of sustainable tourism development, inclusion of stakeholders in the activities of the centre and educational activities.

Through development of a stronger innovation ecosystem AI partners are directly:

- stimulating a more innovative, creative and risk-taking culture;
- promoting a more dynamic and competitive AI region;
- facilitating the entry into the AI market of new, fast-growing players;
- improving the quality and scope of the advisory services in the field of the innovation in tourism;
- finding the right metrics to track tourism innovations.

Finally we would like to inform you that an ICT solution as knowledge database web application has been developed in order to host the AITIC online. We encourage you to explore the platform through this link <https://fostinno.regione.molise.it/> and we warmly invite you to join us.

[www.adrioninterreg.eu](http://www.adrioninterreg.eu) | [www.fostinno.adrioninterreg.eu](http://www.fostinno.adrioninterreg.eu)

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