



Slovenian
Presidency
20-21

6th Forum

of the EU Strategy for the Adriatic and Ionian Region
Along the coasts of the shared sea
Izola, 11-12 May 2021



EUSAIR contribution to greening Adriatic-Ionian region

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Ministry for Tourism, Greece

Overtourism & post-Covid tourism



- Covid as an opportunity to re-design tourism development model
- Restart tourism based on sustainability principles & SIT
- Rise in safe destinations close to nature and distant from crowded areas / access to outdoor active leisure activities

Ecotourism & sustainable tourism development



- Developed in areas of ecological interest and recognized ecological value
- Produce unique and authentic experiences
- Cultivate environmentally friendly attitude

Smart & sustainable ecotourism destinations

- Guide for designing and developing a smart and sustainable ecotourism destination
- Investments in environmentally friendly infrastructures and sustainable management equipment
- Improvement of ecotourists' access to information

Data-driven smart applications

- Monitoring systems in protected areas
- Smart applications and indicator system to maintain the ecological balance
- Smart water and energy metering
- Support tourism investments

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Network of Smart Sustainable Ecotourism Destinations

- Smart & sustainable management of ecotourism destinations to tackle key challenges such as energy consumption & management of natural, environmental and cultural resources.
- Ecotourism certification schemes and evaluation of local businesses and tour operators with regard to principles of sustainable management
- Applications for regular monitoring and evaluation of the implementation of the strategy and action plan for developing an ecotourism destination
- Training activities on smart and sustainable management of ecotourism destinations



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