


INTERREG ITALY - ALBANIA – MONTENEGRO 2014-2020
Project idea: "HOSPITIS"

PRIORITY AXIS	SPECIFIC OBJECTIVE
2. Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness	2.1. Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development.

1. CONTEXT

It's been going on for some years a radical change in the choices and reasons for traveling. In this process of change the experiential factor acquires an increasingly important role: tourists need an emotional involvement, they want to feel empathy with their hosts and get to know the "personality" of a territory. This new trend refers to a new generation of tourists eager to live, rather than just "to visit", that wants to be directly involved, rather than being mere "consumer".

Therefore, the demand-side of tourists to get involved in a story, in a local story that do know the area through its products, creating "emotional" ties between holiday and destination is growing. A destination that wants to be competitive in the tourism market cannot ignore this trend that requires to put in first place the authenticity of the experience aimed to guests.

The primary objective of HOSPITIS project, therefore, is to build the story of the territory (the "Hospitable Community"), triggering cross-border cooperation with the adoption of a common model and methodology aimed at the creation of unique "story-telling" tourist destinations characterized by public-private partnerships.

2. OBJECTIVES

The cross-border HOSPITIS project aims to implement, for the network of municipalities involved, a new approach to the creation of "local systems of hospitality" aimed at mobilizing skills and available assets and at the same time to facilitate the opening of the "local community", especially those located in the most marginalized areas in comparison to mainstream tourist flows, but that are not less rich in attractors and resources to be offered on the market.

HOSPITIS model aims at promoting a "soft" way to enjoy tourist destinations, a tourism that respects the "biodiversity" of places and able to appreciate the authenticity of available assets. A tourism that should provide answers to demand-side segments interested in "living" places and not only in "contemplating" them.

3. ACTIONS

Action 1: Fostering the creation of strategic cross-border partnerships between local stakeholders for the promotion of sustainable and responsible tourism in the Adriatic Sea



Action 2: Enhancement and differentiation of local public and private tourist services, with a focus on reducing the environmental impacts of tourism

Action 3: Actions for tourism offer expansion and deseasonalization by promoting sustainable tourism that enhances the natural heritage and might focus on the local community

Action 4: development of smart and innovative services targeted to support sustainable tourism in the border area

Action 5: Enhancement of local hospitality systems and network for sustainable tourist destinations in the Adriatic Sea through the development of ICT promotional and communication tools

4. PARTNERS SOUGHT:

- Municipalities/Union of Municipalities
- Regional Development Agencies