



Newsletter

Get the latest news from the 1st and 2nd International Conferences of TANGRAM!

e-newsletter #2

15 March 2022

Dear Reader,

We are excited to announce to you that our 1st and 2nd International Conferences were completed with great success and wide participation.

The 1st International Conference of TANGRAM Project titled: “Sustainable tourism development of Adrion Area oriented toward parks and gardens related to natural and cultural heritage” took place on Monday, 20 December 2021 09:30 - 12:00 CET and was hosted by the University “Ismail Qemali” of Vlora.

The 2nd International Conference of TANGRAM Project titled: “Project realization in COVID - 19 period” took place on Wednesday 02 February 2022, 09:00 - 12:00 CET and was hosted in the City of Niš by the Civil society organization Proactive.

You can also find the Agendas of the 1st and 2nd International Conferences of Tangram Project: “Sustainable tourism development of Adrion Area oriented toward parks and gardens related to natural and cultural heritage” and “Project realization in COVID - 19 period” as well as photographs of the Conferences below.

Thank you,

The TANGRAM Partnership

A few words about TANGRAM



lonian area”.

TANGRAM is a multilateral transnational cooperation project co-financed by the Interreg [V-B Adriatic Ionian programme](#) - ADRION - under Priority Axis 2 “Sustainable Region”. / Specific Objective 2.1 “Promote the sustainable valorization and preservation of natural and cultural heritage as growth assets in the Adriatic-

The project aspires to build and promote the ADRION brand name in tourism by promoting a sustainable valorization and integration into the tourism offer of Parks as hidden resources by an innovative governance system based on the collaboration between public and private. Natural/cultural heritage sustainable valorization and effective promotion are embedded in the TANGRAM project logic.

The above goals will be met by exchanging good practices in tourism management/marketing, analyzing and exploiting business opportunities within a new governance system based on a participative approach, enhancing the capacities of all relevant stakeholders in sustainable tourism management and marketing, formulating proper joint strategies and action plans for integrated management of sustainable tourism.

Expected Results

1. Enhanced and differentiated ADRION tourism offers through the Local Action Plans and Transnational Action Plan leading to prolongation of tourism season; attraction of high-income, educated, and sophisticated tourists.
2. Creation of sustainable and high-quality jobs in the tourism sector.
3. Increased knowledge of partners and stakeholders in tourism strategy and marketing resulting from the multiplatform capacity building and after the implementation of the EASW workshop.
4. Improved governance system based on the collaboration between private and public stakeholders in the promotion of sustainable tourism destination thanks to the Parks promotion in the TANGRAM transnational network for the development of specialized services for specific tourist specific market niches in the parks.

Ist International Conference of Tangram Project:

Sustainable tourism development of Adrion Area oriented toward parks and gardens related to natural and cultural heritage.

Monday 20th December 2021

Venue: University “Ismail Qemali” of Vlora, Albania, Zoom Meeting

Hosted by:

University “Ismail Qemali” of Vlora, PPI0

Supported by:

Development Agency of Evia, SA, PP06

The 1st International Conference was held on 20 December 2021 in person and virtually, in University “Ismail Qemali” of Vlora, Albania on the topic:

“Sustainable tourism development of Adrion Area oriented towards parks and gardens related to natural and cultural heritage”

The conference was organized and hosted by, University “Ismail Qemali” of Vlora, Albania and was supported by the Development Agency of Evia, Greece.

The 1st International Conference of TANGRAM aimed to emphasize the importance of sustainable tourism development for the Adrion area oriented towards parks and related to natural and cultural heritage.

Associate Professor Xhiliola Agaraj (Shehu) as project coordinator of TANGRAM project for the University of Vlora, gave a welcome speech, while Vice-Rector of the University of Vlora, Associate Professor Enkelejd Mehillaj, and Lead Partner of Tangram Project Municipality of Monza, Italy wished success to the conference, participants present in the conference as well as the importance of cooperation between the partner countries in this project, as well as with local stakeholders to develop a Local Action Plan and Transnational Action Plan for sustainable tourism development for the park-oriented and heritage-related Adrion area. natural and cultural.

The University of Vlora presented the results of the Benchmarking and Tangram Transnational Cooperation Network:

- Evaluation of tourist destination of Adrion area from point of view of tourist and businesses- presented by Ph.D. Enida Pulaj, and
- Benchmarking analyses of Adrion are based on quality indicators of destination management - presented by Assoc Professor Xhiliola Agaraj (Shehu)

The presentations aimed to highlight the evaluation of tourist destinations for the Adrion area from the point of view of tourists and businesses operating in the tourism sector, as well as a benchmarking analysis of destinations considering quality indicators of destination management and based on market research for all Adrion area.

Ektor Tsatsoulis, Senior Manager, Representative of the Development Agency of Evia, Greece presented the consequences of Covid 19, the importance of using public spaces missing during this period, the measures to be taken to create new public spaces based on a global survey on space public used during covid 19.

Eva Canevarolo as representative of LP presented WOOL Project "Wool as Outstanding opportunity for leverage" under Adrion Thematic Network "Promotion of Emerging Destinations". This Thematic Cluster focuses on the promotion of emerging destinations of the Adriatic and Ionian areas. The sub-cluster is composed of the following projects:

- ADRIONET
- TANGRAM
- WOOL

The 3 projects TANGRAM, WHOOL, and ADRIONET were involved during the 1st Mainstreaming event of the Thematic cluster, "Economic Development through Culture: the Friuli Venezia Giulia region system", on the 30th September 2021. Representatives of the three projects collaborated to share experiences and future opportunities for collaboration.

In particular, the Wool Project share the objectives and project results with the thematic network to facilitate networking with other initiatives and projects that want to enhance the tangible and intangible cultural heritage at the local, regional, European and international level.

The conference completed its proceedings successfully.

2nd International Conference of Tangram Project:

“Project realization in COVID – 19 period”

Wednesday 01- 02nd February 2022

Venue: Civil society organization Proactive, Serbia,

Hosted by:

Civil society organization Proactive

On February 1st in the City of Niš in the organization of CSO Proactive on TANGRAM project under ADRION program was held conference Project realization in COVID - 19 period - TANGRAM 2nd International Conference.



In the Ambassador meeting hall with the in-person participation of 4 project partners (*RDA Banat, Argonauta, TOBL - Turistička organizacija grada Banja Luka, CSO Proactive*) we talk about some of the most important activities on the TANGRAM Project.

The conference was organized in a hybrid model because of COVID 19 pandemic, with online and in-person participation. In a welcome speech Milan Babic, a member of Proactive greeted all participants and wished them successful and productive work, in the hope that the next meeting will be the place where all the partners will gather in person and work under normal conditions.

The next session was about Benchmarking and TANGRAM Transnational Cooperation Network and it was represented by PP10 University of Vlora. In this session, we talked about Activity - Establishment of the transnational TANGRAM network and Memorandum of Agreement - signature by the PPs state of the art. All PP agree that we need to finish this activity as soon as possible and to provide

information on the project drive, on that way we will complete Benchmarking process.



The last session was about Communication, and it was represented by DAE. In this session, all project partners received important information for communication. We plan the next activities and talk on a few different topics, Project partners inputs for the website and social pages updating where we plan next steps and activities, calendar planning, Newsletter contents and time plan for the next newsletter, Events and mitigation measures which need to be adopted, Next steps of communication activities.

In the end, we agree that we need to continue with successful work and communication and promotion of the TANGRAM project on social media, but also on the web platform that all project partners use in everyday communication.



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