

# Interreg - IPA CBC

Italy - Albania - Montenegro



## INNOTOURCLUST

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Innovative Cross Border Tourism SMEs Cluster



"INNOTOURCLUST - INNOVATIVE CROSS BORDER TOURISM SMEs CLUSTER" (Interreg Italy-Albania-Montenegro) brings to participating tourism businesses a training program composed of 5 online seminars and 2 online laboratory workshops.

The program aims to support local tourism enterprises in better facing the new challenges confronting the tourism industry and to improve competitiveness and cooperation of Italian, Albanian and Montenegrin SMEs through the creation of innovative cross-border tourism products and through promoting smart, inclusive and sustainable development.

The seminars and workshops will be held entirely in Italian.

[innotourclust.italy-albania-montenegro.eu](http://innotourclust.italy-albania-montenegro.eu)



This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)

### SAVE THE DATES

COMPLETE SEMINAR PROGRAM

#### FROM SUSTAINABLE TOURISM TO SUSTAINABILITY IN THE TOURISM INDUSTRY

20<sup>TH</sup> APRIL 2021 - 3.30 PM CET

#### POST-COVID TOURISM: STRATEGIES TO RESTART THE INDUSTRY

23<sup>RD</sup> APRIL 2021 - 3.30 PM CET

#### THE CHALLENGES OF DIGITAL TRANSFORMATION FOR TOURISM COMPANIES

30<sup>TH</sup> APRIL 2021 - 3.30 PM CET

#### HOW TOURISM BUSINESSES CAN GAIN COMPETITIVENESS THROUGH COLLABORATION

##### NETWORKS AND MODELS

4<sup>TH</sup> MAY 2021 - 3.30 PM CET

#### FOREIGN MARKET OPPORTUNITIES FOR APULIAN TOURISM COMPANIES

7<sup>TH</sup> MAY 2021 - 3.30 PM CET

Online events on ZOOM: registration is required for each event.  
To access the registration links check your inbox or visit [www.le.camcom.gov.it](http://www.le.camcom.gov.it)  
For further information email: [promozione@le.camcom.it](mailto:promozione@le.camcom.it)



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