

Interreg - IPA CBC

Italy - Albania - Montenegro



EUROPEAN UNION

DUE MARI

***NEXT GENERATION
TOURISM
DEVELOPMENT***



Ministry of Economic
Development and
Tourism



*Policy paper for future use of digital
technologies in promotion
of sustainable tourism*

FINAL CONFERENCE

30.11.2023. Podgorica

Presenter: mr.sc. Ivana Ostoić

OVERVIEW

- Sustainable Tourism and Digital Marketing
- Policy Paper on promotion of sustainable tourism
- Conclusions



OUTPUT D.T. 2.3.2

- Policy paper for future use of digital technologies in promotion of sustainable tourism



-
- Digitalisation is changing the way people live, work, and travel, and has opened up new opportunities for tourism businesses to compete in global markets, especially, in the framework of COVID-19 pandemic that profoundly changed tourism.



DIGITAL TRENDS IN TOURISM

- Digitalisation has the potential to boost innovation, to generate economic and environmental efficiencies and increase productivity, including in the highly globalised tourism sector
- Use of AI

Questions?

Thank you for your attention!



Ministry of Economic
Development and
Tourism



FOLOW US FOR MORE INFORMATION



Interreg - IPA CBC

Italy - Albania - Montenegro



DUE MARI

This presentation has been produced with the financial assistance of the Interreg IPA CBC Italy-Albania-Montenegro Programme. The contents of this video are the sole responsibility of the Ministry of Economic Development and Tourism (MNE) and can under no circumstances be regarded as reflecting the position of the European Union and of the Interreg IPA CBC Italy-Albania-Montenegro Programme Authorities.



PUGLIA REGION
Department of Tourism, Economy
of Culture and Valorization of Territory

