

## Workshop VI

### Sustainable Tourism & Mobility: Redesigning & Regenerating sustainable and innovative tourism

According to the World Tourism Organisation, Sustainable Tourism refers to "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (<https://www.unwto.org/sustainable-development>). Tourism has been one of the sectors worst affected by the Covid-19 pandemic. However, the pandemic has also accelerated the transition to more sustainable models of tourism. People want to travel again, discover new places and cultural heritage, but mostly to destinations which follow the principles of sustainability. Additionally, the war in Ukraine and the energy crisis are posing new challenges to the sector as tourism is considered as one of the main contributors to the national GDP for many countries and can play a crucial role to the support of the economy. At the same time, cities and regions across Europe should respond to the growing demand for more sustainable ways of travel. Sustainability and innovation must be the rule, not an exception. This is the main challenge that should be served during the next years in European and international level through oriented policies, technological solutions, marketing campaigns and new touristic products.

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