## MULTIPLIER EVENT OF INNOVATUR PROJECT

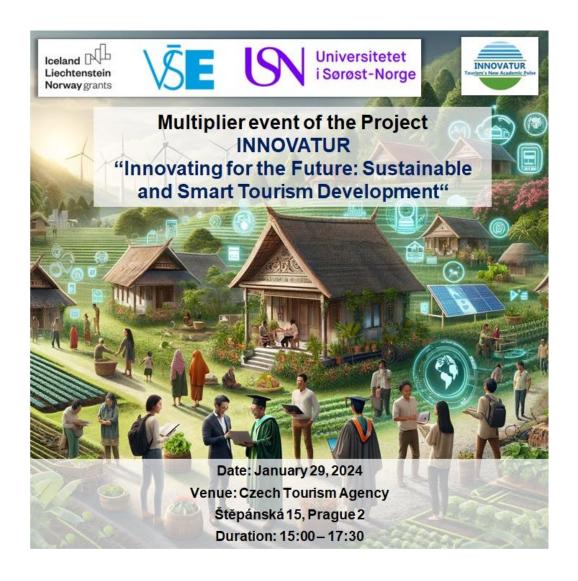
# "Innovating for the Future: Sustainable and Smart Tourism Development"

funded under the EEA & Norway Grants – Institutional Cooperation Programme

EEA Financial Mechanism 2014-2021

Project title: INNOVATUR - Innovating Academic Curricula and Engagement Approach to Sustainable and Smart Tourism Development (SSmTD)

Application number: EHP-CZ-ICP-4-034



## **Program**

#### 15:00-15:15 Welcome and Opening Remarks

Project Coordinator from PUEB (Petr Šauer)

Project Coordinator from USN (Gudrun Helgadottir)

Representative from CzechTourism Agency (Petr Janeček)

Focus: Overview of INNOVATUR project, its significance, and collaborative efforts

Moderator: Petr Šauer

#### 15:15-16:00 Presentation of Intellectual Outputs of the Project (IOs)

IO1: Innovative Higher Education Approach – Sourcebook (Gudrun Helgadottir)

IO2: Introduction to Sustainable and Smart Tourism – Textbook for International Students (Gudrun Helgadottir)

IO3: Teaching Case Studies in Sustainable and Smart Tourism – Book of Cases (Petr Šauer)

IO4: Collaborative Approach Analysis – Case of the Czech Republic and Norway (Wilson Jordao Filho)

Focus: Highlights and contributions of each IO.

Moderator: Gudrun Helgadottir

#### 16:00-16:30 Project Special Focus Session

Involvement of Higher Education Institutions in Sustainable and Smart Tourism Initiatives with Local and International Stakeholders: An Analysis (Ticiano Costa Jordao)

Sustainable and Smart Tourism Development in Regional Destinations: Analysis of Collaborative Approach with Multi-stakeholders (Wilson Jordao Filho)

Moderator: Miroslav Svítek

# 16:30-17:00 Panel Discussion: Regional Sustainable and Smart Tourism Initiatives

Panelists:

Tereza Kadlecová (CzechTourism Agency): Perspectives of Sustainable Tourism in the Czech Republic (5-10 minutes)

Andrea Králiková (CzechTourism Agency): Tourism and Waste Management in the Czech Republic (5-10 minutes)

Questions, open for Remote Interactions (10-15 minutes)

Moderator: Petr Janeček

#### 17:00-17:30 **Networking and Feedback Session**

Objective: To facilitate connections, gather feedback, and discuss potential

collaborations

Moderator: Ticiano Costa Jordao

17:30 End of the Meeting