

# 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

**Iceland Liechtenstein Norway grants** **VSE** **UN** **Universitetet i Sørøst-Norge** **INNOVATUR**  
Tourism's New Academic Pulse

**Multiplier event of the Project INNOVATUR**  
**"Innovating for the Future: Sustainable and Smart Tourism Development"**

**Date: January 29, 2024**  
**Venue: Czech Tourism Agency**  
**Štěpánská 15, Prague 2**  
**Duration: 15:00 – 17:30**

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## 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**