



**Sustainable  
tourism**

**Interreg  
Euro-MED**



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## SUSTAINABLE TOURISM POLICY LAB

### in MONTENEGRO

*organised by the National tourism organisation of  
Montenegro*

**June 10, 2026**

### Hybrid event

Hotel Hilton (Conference hall Ksenija)

2 Bulevar Svetog Petra Cetinjskog,  
Podgorica 81000, Montenegro

### REGISTER HERE

**(The number of participants is limited!)**

*Organized by Dialogue4Tourism Project*

*Sustainable Tourism Mission*



Visit our website: [https://sustainable-tourism.interreg-euro-med.eu/  
dialogue4tourism@interreg-euro-med.eu](https://sustainable-tourism.interreg-euro-med.eu/dialogue4tourism@interreg-euro-med.eu)

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## **AGENDA (provisional)**

**Date:** 10 June 2026

**Time:** 10:00 – 14:00 (CET)

**Format:** Hybrid

### **10:00 – 10:45 – Welcome addresses**

- Welcome and opening
- Opening moderation: Marija Todorović, National Tourism Organisation of Montenegro
- Borka Lješević, the National contact person for Interreg Euro-MED and URBACT IV within the Directorate for European Territorial Cooperation at the Ministry of European Affairs of Montenegro
- Julia Saiz-Pardo, project manager, on behalf of the Lead Partner of Dialogue4Tourism Project - El legado andalusí-Andalusian Public Foundation
- Luis Miranda Molas, project manager, Association of the Mediterranean Chambers of Commerce and Industry – Dialogue4Tourism Project Partner

### **10:45- 11:10 - Sustainable Tourism Policy Lab Operational Framework**

- Introductory framing of the Lab methodology, objectives and expected outcomes
- Moderation: Ivona Šimičić.

### **11:10 – 11:35 - Presentation of pilot actions of Montenegrin partners of projects of the Sustainable Tourism Mission within the INTERREG EURO-MED 2021–2027 Programme**

### **11:35 – 12:00 - Coffee break**

### **12:00 – 13:30 - Practical session: Tackling the main challenges affecting tourism destinations**

**- Roundtable exercise #1:** Regional sustainable tourism governance  
facilitator: Đurđica Šimičić



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- **Roundtable exercise #2:** Tourism Innovation  
facilitators: Pero Matić / Anamarija Cicarelli

- **Roundtable exercise #3:** Circular Economy in Tourism and Water Scarcity  
facilitator: Ivona Šimičić

### 13.30 – 14.00 - Wrap-up & final reflections on the practical session outcomes

- Summary of key conclusions from the three practical sessions.
- Closing moderation: Đurđica Šimičić



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