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NEW ICONS

Incoming mission in Montenegro “Digitalization in tourism” Chamber of Economy of Montenegro, Podgorica 9th July 2024

Event agenda

09:00 – 09:15 Registration welcome greetings from Chamber of Economy of Montenegro– hosting the event	
09:15 Start of the meeting Session 1	
ITEM 1	Topic: NEW ICON project presentation, introduction with digitalization in tourism training and other upcoming activities for women – Ivana Tomasevic
Contents and inputs	<ul style="list-style-type: none">• Presenting the NEW ICONS project, goals and outputs that we need to achieve. Presenting upcoming activities and analysis that will be conducted and motivating participants to get involved. (Italian partner presenting research requirements)• Introduction with digitalization in tourism• 5 minute presentations of international participants – operators from Albania and Italy• Questions and discussion
Expected output	<ul style="list-style-type: none">• Understanding of project goals, motivating participants to get involved,• Understanding participants’ knowledge about digitalization in tourism and SMEs on trends and conditions of women owned business when it comes to digitalization. Getting inputs about participant’s expectations.
10:00 Start of the meeting Session 2	
ITEM 2	Topic: Digital transformation of Business – Jasna Pejovic, Flourish - SME from Montenegro
Contents and inputs	<ul style="list-style-type: none">• This topic will cover the presentation of digital transformation of business. Trainer will explain what are the needs and the requirements and how the process of digital transformation is taking place. Specific attention will be on tourism businesses
Expected output	<ul style="list-style-type: none">• Participants will gain new knowledge - skills in supporting their business with digital tools.
ITEM 3	Topic Digitalization in tourism new trends – Representatives of SMEs presenting
Contents and inputs	<ul style="list-style-type: none">• Economic operators that have used digitalization and improved their business present their solutions: Andjela Djokic, Jovan Radnic, D3IT digital agency.• Presentation of digital and IT tools that can improve tourism business



Artigiani
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Albania

	<ul style="list-style-type: none"> File reference: https://www.youtube.com/watch?v=rVPdTOagzA
	<ul style="list-style-type: none"> The activity has the aim of connecting companies and strengthening partnerships and business connections in the Area.
Lunch for participants 13:00-14:00 14:00 Start of the meeting Session 3	
ITEM 4	Topic: SMART tourism and Gamification in Tourism – Prof. PhD Darko Lacmanovic
Contents and inputs	<ul style="list-style-type: none"> Presenting SMART tourism and innovations in managing tourism destination. Presenting concept of Gamification in Tourism and pilot project that was implemented in Montenegro using digital tools and gamification to promote destination File /references: https://www.youtube.com/watch?v=rVPdTOagzA
Expected output	<ul style="list-style-type: none"> Participants will gain new knowledge about SMART tourism and gamification in tourism
16:00 End of the event	