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| |  | | --- | |  | | *The adhesion campaign aims to invite the operators of our territories to join the Circuit thus becoming Open Tourism Ambassadors.* | | The adhesion campaign    Caption Here  people working together, teamworkperson typing on a laptop, closeup  Caption Here  As decided by the BOARD of OPEN TOURISM held on 10th May 2021 they launched the campaign to join the Open Tourism Circuit in all the partner territories of the project. The Open Tourism Board members are as below:   * **Mr. ALFREDO LONGO** (President of the Union of Municipalities Lands of the Sea and the Sun) * **Mr.CARLETTO DI PAOLA** (President of the Union of Municipalities Sorgenti del Biferno) * **Mr. REMÌ CALASSO** (President of the Porto Cesareo Marine Protected Area) * **Mr. ARMANDO SUBASHI** (Mayor of the Municipality of Fier) * **Mr.ALEKSANDAR KAŠĆELAN** (Mayor of the Municipality of Cetinje) * **FLORIAN BILALI (President Cedir)** |

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| |  | | --- | | OPEN TOURISM focuses on tourism potential in terms of growth and on the link  between tourism and preservation of natural and cultural heritage as source for  economic growth and development. | | Project Objective The main overall objective is to develop and implement a cross-border public-private cooperation strategy to promote and enhance cultural and natural heritage and the sustainable economic and social development of territories involved. Contribution to the Programme specific objective: - An integrated territorial marketing strategy will boost the attractiveness of natural and cultural assets. Innovative products will be realised to enhance excellences, provide information and deliver a more structured tourist offer, stimulating more visitors. The Contest for tourists will encourage them (as “temporary citizens”) to take an active role in promoting the appeal of these destinations. The Open Tourism Circuit service will be implemented: tourist and economic operators will increase their competences and be engage to welcome and support tourists. - Smart and sustainable economic and social development will be stimulated by the involvement of local communities as “testimonial” of their territories.  Open Tourism is a transnational circuit, activated in Italy, Albania and Montenegro in order to favor the movement of tourists between territories that share history, culture and values. |