

# Digital methods and channels for promoting tourism



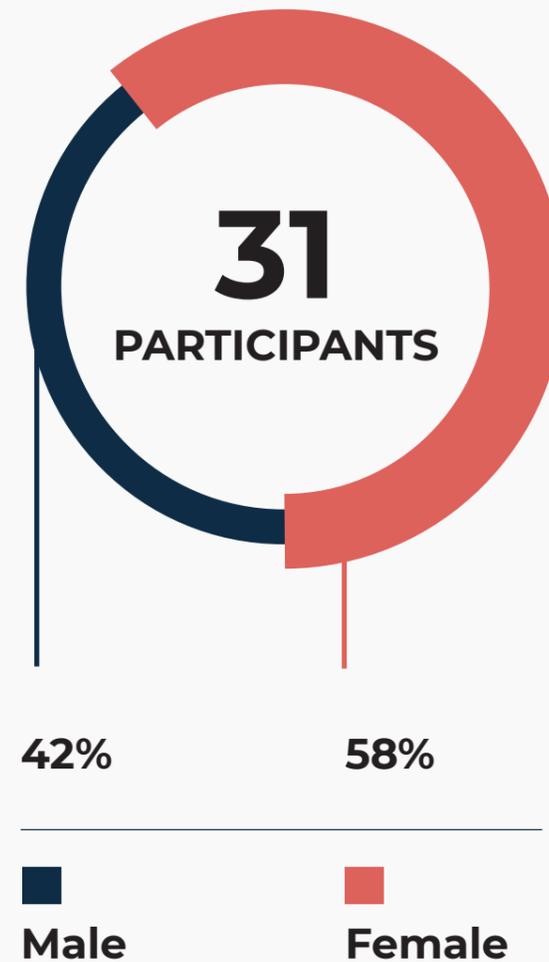
Unione dei Comuni della Bassa Romagna  
CAST - Università di Bologna

28 October 2025



## The Training Courses

The training courses for operators strengthen the skills of cultural and tourism professionals across Italy and Croatia, fostering innovation and cooperation within local cultural districts. Through interactive workshops and study visits, participants explore new approaches to accessibility, sustainability, and digital heritage, gaining practical tools to enhance the attractiveness and inclusiveness of their territories.



A total of 31 participants joined the training courses, including 18 women and 13 men, reflecting the inclusive and collaborative spirit of VALUE PLUS.

# An Amazing Location

Sala del Consiglio - Lugo (IT)



Lecturer

# Francesco Piersimoni



Francesco Piersimoni, co-founder of Adrias Online, is a leading expert in tourism marketing. Since 2007, he has helped hospitality businesses communicate their uniqueness, connect with travellers, and boost direct bookings through innovative tools, including AI. Renowned for his clear and engaging approach, he turns complex marketing concepts into practical strategies for tourism professionals.



# The Event







Interreg



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Italy – Croatia

VALUE Plus

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