



## SOCIAL

## FRea

From Fictitious to Real hotel ideas  
for innovative forms of tourism

**FRea - From Fictitious to Real hotel ideas for innovative forms of tourism** - is a project funded by the European Union under the Interreg IPA South Adriatic Programme 2021-2027.



### Duration

start date - end date

01.02.2024 - 31.01.2025

## Main Goal

The overall objective of FRea Project consists of improving the ability in developing an innovative form of tourism, known as workation, which is characterized by economic and social effects.

FRea Project takes advantage of digital innovations and faces some cultural disparities related to low knowledge of the target markets, needs of supporting tools and weak networks among operators.



### Total budget

199.368,26 €

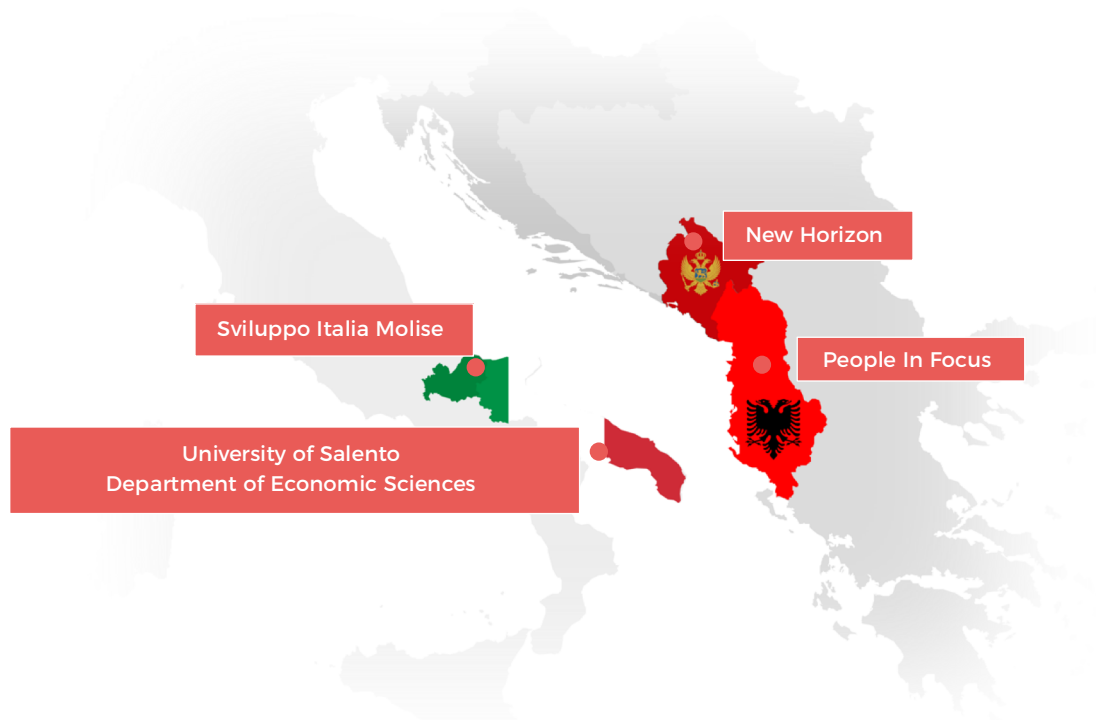


### EU funding

163.207,20 €

## Project Partners

- **Lead Partner** - University of Salento - Department of Economic Sciences (**Italy**)
- **Partner** - Sviluppo Italia Molise S.p.A. (**Italy**)
- **Partner** - People in Focus (**Albania**)
- **Partner** - New Horizon (**Montenegro**)



## Project main activities -Expected output/results

Two workshops, three targeted trainings, a joint action plan and four B2Bs will enhance the ability of tourism managers to develop innovative forms of tourism accordingly with the new needs of the market. FRea Project will develop a joint work plan, including a toolbox of services and joint actions useful for tourism operators interested in developing the workation segment.

## Contacts

**Sandra De Iaco** – Project Manager University of Salento-Dept. of Economic Sciences

E. [Sandra.deiaco@unisalento.it](mailto:Sandra.deiaco@unisalento.it)

**Fabrizio Spallone** – Project Manager Sviluppo Italia Molise

E. [fspallone@sviluppoitaliamolise.it](mailto:fspallone@sviluppoitaliamolise.it)

**Armelia Barçi** – Project Manager People in Focus E. [armeliabarci@gmail.com](mailto:armeliabarci@gmail.com)

**Nazif Velic** – Project Manager New Horizon E. [ngohorizonti@t-com.me](mailto:ngohorizonti@t-com.me)