

EUSAIR STAKEHOLDER CONFERENCE 2021

RE-ROUTING TOURISM AIMING AT SUSTAINABLE GREEN MACROREGION

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EU Strategy for the Adriatic and Ionian Region (EUSAIR)



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport

EUSAIR CROSS-PILLAR COOPERATION PROJECTS, PERSPECTIVES AND RECOMMENDATIONS TSG1 & TSG4

25 November 2021, virtual

BlueCulture

Development of Macro Regional Cluster on BlueCulture Technologies and creation of International Competence Center

Cross Pillar Project Idea **TSG 1 & TSG 4**

Objective: To exploit the advantages of the underwater resources of natural and cultural heritage of the Macro-region seabed



NOVEL TOURISM PRODUCTS AND SERVICES

Relevance to EUSAIR

**Pillar
1**

Blue Growth

Blue
Technologies

MACRO REGIONAL CLUSTER
and INTERNATIONAL
COMPETENCE CENTER

&

TOURISM SERVICES

**Pillar
4**

Sustainable
Tourism

Diversified
tourism offer
(product &
services)

Cross-Cutting Aspects

- ❖ Research, Innovation and SME's development
- ❖ Communication, scientific diving community
- ❖ Capacity building and Blue Skills development



Operation of Knowledge & Awareness Centers (KACs)

Impact for the Adriatic & Ionian macro-region

- ❖ Creation of permanent working community
- ❖ Platform of knowledge, Technology Transfer & Best practices in policies and initiatives
- ❖ Development of sustainable tourism
- ❖ Competitive advantages & economic impact
- ❖ Creation High Tech SMEs innovation in the underwater field
- ❖ Competence Center
- ❖ Alternative sustainable forms of Tourism

THANK YOU

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