

# EUSAIR STAKEHOLDER CONFERENCE 2021

## RE-ROUTING TOURISM AIMING AT SUSTAINABLE GREEN MACROREGION

25th November 2021

Ksenija Slivar, Ministry of Tourism and Sport  
**PRESENTER NAME, INSTITUTION**

EU Strategy for the Adriatic and Ionian Region (EUSAIR)

# OVERTOURISM AND RECOVERY, TRENDS AND PERSPECTIVES

## EUSAIR AND NRRP

## CROATIA RECOVERY AND RESILIENCE PLAN 2021 – 2026



Sustainable Tourism  
**EUSAIR**



Environmental Quality  
**EUSAIR**



Blue Growth  
**EUSAIR**



Connecting the Region  
**EUSAIR**

RRP 2021 – 2026



The specific objectives for this pillar are

- Diversification of the macro-region's tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand.
- Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region.



Sustainable Tourism  
**EUSAIR**

## RRP 2021 – 2026



### The specific objectives for this pillar are:

- To ensure a good environmental and ecological status of the marine and coastal environment by 2020 in line with the relevant EU acquis and the ecosystem approach of the Barcelona Convention.
- To contribute to the goal of the EU Biodiversity Strategy to halt the loss of biodiversity and the degradation of ecosystem services in the EU by 2020, and restore them in so far as feasible, by addressing threats to marine and terrestrial biodiversity.
- To improve waste management by reducing waste flows to the sea and, to reduce nutrient flows and other pollutants to the rivers and the sea.



## RRP 2021 – 2026



The specific objectives for this pillar are:

- To promote research, innovation and business opportunities in blue economy sectors, by facilitating the brain circulation between research and business communities and increasing their networking and clustering capacity.
- To adapt to sustainable seafood production and consumption, by developing common standards and approaches for strengthening these two sectors and providing a level playing field in the macro-region.
- To improve sea basin governance, by enhancing administrative and institutional capacities in the area of maritime governance and services.





# COMPONENT 1.6: DEVELOPING SUSTAINABLE, INNOVATIVE AND RESILIENT TOURISM

REFORM:  
Enhancing the resilience and sustainability  
of the tourism sector

## REFORM

Strategic  
orientation toward  
sustainability

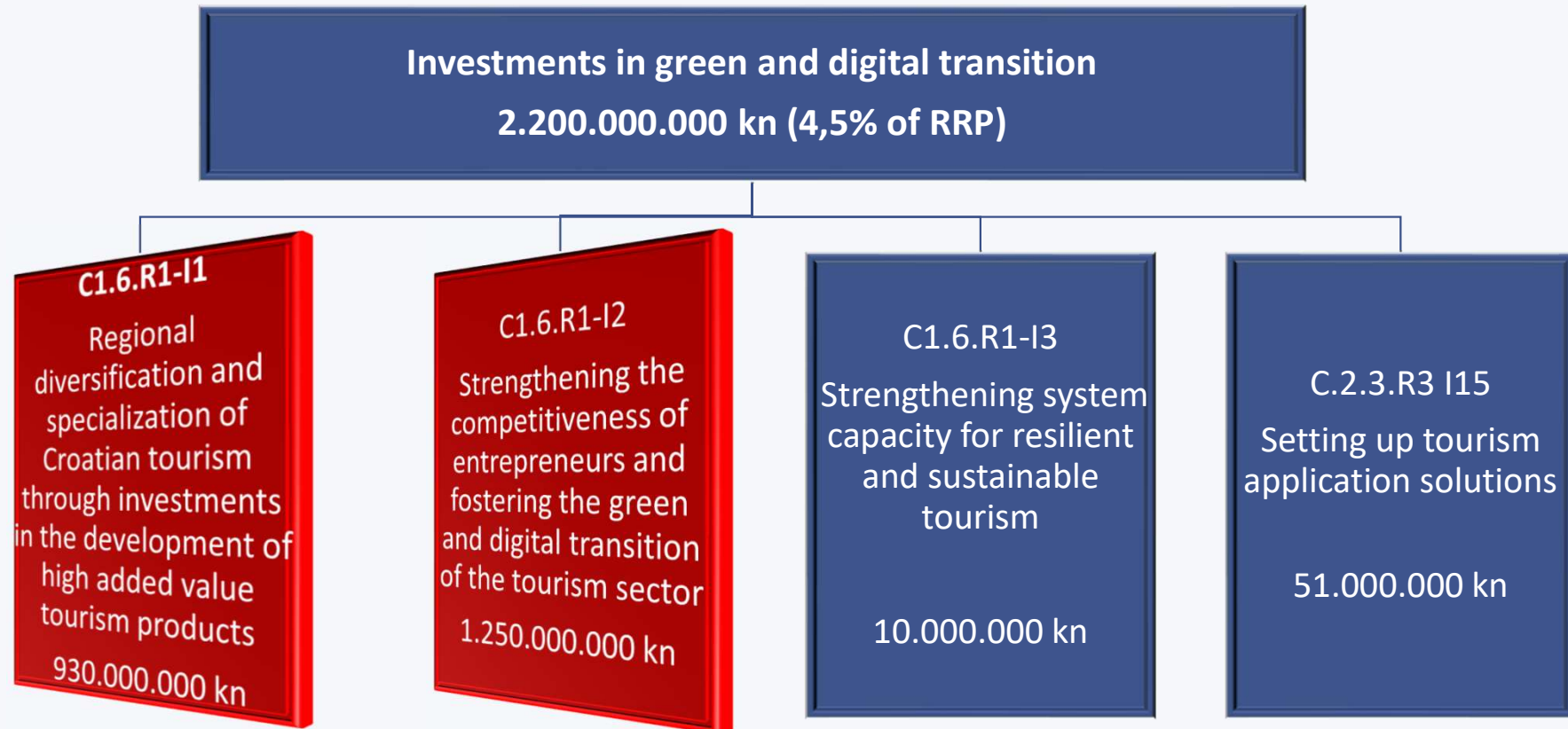
- Strategy for the Sustainable Development of Tourism until 2030.
- National Plan for the Sustainable Development of Tourism 2001 -2027

Monitoring

- European Tourism Indicators System (ETIS)
- Satellite account of sustainable tourism
- System of Environmental Economic Accounting (SEEA)

THE TOURISM  
ACT





# THANK YOU

KSENIJA SLIVAR

[kсенija.slivar@mints.hr](mailto:kсенija.slivar@mints.hr)