

Annex 1

PROJECT IDEA DRAFT TEMPLATE

The aim of the project template is to gather the agreement about the project ideas of each TSG to be further developed to become bankable project. The template and the evaluation list ensure the Audit trail. The template must be filled by the applicant with the support of EUSAIR Facility Point Project Partner from the Member State. The evaluation list must be filled by TSG members in order to come up with their decision. If the project idea reaches the threshold of 75 points it will be further developed.

(filled in by applicant)

Project idea title	Digitalisation of cultural heritage of fishing traditions and fish industry for creation of virtual TOURISTIC POINTS OF INTEREST IN EUSAIR
Acronym	LIVING THE SEA 4.0
Please list which awareness raising events with relevant stakeholders were organised for identification and presentation of the project idea	<p>Project idea was presented at all relevant workshops of the EUSAIR Facility Point project and Facility point plus project in the Adriatic-Ionian Region. The content was recognized as important within EUSAIR Pillar 4 (Sustainable tourism). The importance of fishing industry cultural heritage has been confirmed within EUSAIR TSG 4 workshops and other events.</p> <p>The project idea is up-grading the project MALA BARKA 2 (“Small Boat”), co-financed by Interreg Slovenia-Croatia, which has been awarded as the best EU project in Croatia in 2020 and project of the year in Slovenia in 2019. The project idea is supported by Slovenian Ministry of Economic Development and Technology¹ as well as the Ministry of Agriculture, Forestry and Food². The two mentioned ministries have signed the Letter of intent on 12.6.2020 and 17.7.2020 respectively.</p>
Please indicate if the project idea was published on the Stakeholder platform	Not yet.
Please indicate which information/awareness activities were carried out using	10.7.2017 , Izola Slovenia – SMART BLUE POTENTIALS IN SLOVENIA ³

¹ <https://izola.si/medijsko-sredisce/novice/zupan-markocic-se-je-danes-srecal-z-ministrom-pocivalskom-in-ministrico-dr-kustec/>

² <https://www.sta.si/2774537/porocilo-urednistvom-izjava-za-medije-ministrice-aleksandre-pivec-po-podpisu-pisma-onameri-za-vzpostavitev-interaktivnega-muzeja-ribiske-industrije-slovenije-v-izoli>

³ <https://admin.eu-skladi.si/dogodki/modro-z-modrim201d-2013-odkrijmo-in-prikazimo-potencialne-modre-rasti-v-sloveniji>

<p>different online channels/formats and list which channels/formats were used</p>	<p>12.3.2018, Izola, Slovenia – SUSTANABLE MANAGEMENT OF TOURISM IN EUSAIR AREA</p> <p>28.9.2018 Koper, Slovenia – IDENTIFICATION OF POTENTIAL TOURISTIC PROJECTS TO BE SUPORTED BY FACILITY POINT AND FP PLUS (participation also of co-coordinator of TSG4)⁴</p> <p>26-27.9.2020. JOINT CONFERENCE OF PILLAR 3 AND 4⁵</p>
<p>Please indicate at which TSG meeting the project idea was agreed</p>	
<p>Potential lead beneficiary (e.g. different sectors, public administration, research institution, business sector, NGOs, other)⁶</p> <p>Important! Involvement of Private sector/partner must be duly justified and preferably selected by public selection. The public selection is obligatory when the private partners are not eligible for partnership in the determinate calls.</p>	<p>Potential lead beneficiaries are Municipalities, Tourist boards, Maritime and Fishery Museums, Aquariums and other connected institutions (e.g. fisheries offices, etc.) in the EUSAIR area.</p>
<p>Potential project beneficiaries (e.g. different sectors, public administration, research institution, business sector, NGOs, other)⁷</p> <p>Important! Involvement of Private sector/partner must be duly justified and preferably selected by public selection. The public selection is obligatory when the</p>	<p>Local and Regional authorities: Yes, from the whole EUSAIR region.</p> <p>Associations: Yes, Fishery, Historical, Touristic, Digital associations, etc.</p> <p>National authorities: Yes, Ministries of Tourism, Ministries of Culture, Ministries of economic development and technology, etc.</p> <p>Research institutions/Universities: Yes, universities and research institutions in the field of digital visualisation, tourism, history.</p>

⁴ <https://www.rra-zasavje.si/si/novice/rra-zasavje-na-tednu-sredozemske-obale-in-makroregionalnih-strategij-ter-na-dogodku-sladka-istra-275.html>

⁵ www.adriatic-ionian.eu/2019/10/01/joint-event-organized-by-eusair-tsg3-and-tsg4-evaluation-and-preservation-of-environment-for-tourism/

⁶ AF p. 55 T2 Facilitating strategic project development and financial dialogue – target groups.

⁷ AF p. 55 T2 Facilitating strategic project development and financial dialogue – target groups.

private partners are not eligible for partnership in the determinate calls.	
References needed by the partnership (e.g. research in the field of Blue Growth, projects or other relevant activities) (optional)	Interreg SI-CRO: projects Mala Barka, Mala Barka 2.
General objective	<p>1. Diversification of touristic offer, based on digitalisation of fishery heritage in all its spectres. This will wider the accessibility of the common fishery history to the interested public and represent an important touristic product in the whole EUSAIR area.</p> <p>2. To improve the quality of already recognized tourist attractions with digital and interactive technologies, as well as to create new ones.</p> <p>3. Fostering Adriatic-Ionian cultural heritage and new product for the EUSAIR in the framework of the already identified thematic touristic and historical Routes.</p>
Work plan and activities of the project idea	<p>WP1: Management</p> <p>WP2: Upgrading the list of good practices in the region</p> <p>WP3: Digitalisation of relevant identified contents – fishery heritage in all its segments</p> <p>WP4: Development of interactive contents and common touristic products in different countries (marine and continental Fishery tradition/heritage).</p> <p>Establishment of Hot spot promotion points for education, promotion and understanding of the Sea and its importance for healthy nutrition habits. Development of innovative touristic products based on creative and innovative aspects (digital and on spot): thematic workshops promoting culinary art, zero waste and responsible tourism, virtual tours through fishery heritage, photo tourism, exhibitions and videos of restoration works (small fishery boats and other fishery and aquaculture equipment), storytelling and bringing back to live abandoned fish industry facilities...</p> <p>WP5: Dissemination and promotion with emphasis on further development in business opportunities</p>
Expected results/outcomes	The wide accessibility of tourist attraction to all people (accessible tourism), including locomotor and sensory impaired persons and other vulnerable groups (i.e. seniors, young people and schools, families with low income, families with children). By successfully creating a "critical mass" across the Region of 'year-round' accessible destinations, attractions, sights and tourism-related quality services, more tourists can be expected to be attracted, while tourism flows could be maintained also in the low season.

<p>Relevance to the following priority actions from the EUSAIR ACTION PLAN for Pillar:</p>	<p><i>To what extent does the project contribute to the implementation of at least 1 of the following priorities? (description)</i></p> <p>Digitalisation and online accessibility allow the establishment of the thematic network of museums, libraries and archives. Moreover, it gives greater visibility that attract not only new visitors, tourists and researchers, but also business opportunities to regional economies. Digitalisation and digital preservation furthermore create employment opportunities in innovative areas such as 3D-capturing, 3D-processing, 3D-modeling, augmented reality, time tourist, etc., and tools for text digitalisation or preservation of audio-visual materials. <u>It is estimated that around 20% of Europe's collections have been digitalised</u> so far. Making use of ESIF to co-finance digitalisation activities can thus help regions play a key role in contributing to EU objectives in promoting cultural diversity as well as create content for jobs and growth. However, it is important that the digitalisation activities are connected to the regional strategic framework.</p> <p>The project idea also represents an important action for heritage conservation which today is, more than ever, at risk of disappearing because of natural and other phenomena that cannot be predicted. Immovable cultural heritage such as monuments, historical buildings and archaeological sites are particularly vulnerable to threats difficult to predict or prevent. The recent fire at Notre Dame that broke out on 15 April 2019 served as a reminder of this fact. Threats such as accidental damage, as well as natural disasters, pollution, mass tourism and erosion due to exposure over time can put Europe's historical sites at risk.</p>
<p>Pillar 1 BLUE GROWTH</p> <p>Topic 1.1 Blue technologies</p> <p>Topic 1.2. Fisheries and aquaculture</p> <p>Topic 1.3. Maritime and marine governance and services</p>	<p>As known, tourism industry has many multiplicative effects, project idea takes in to account EUSAIR ACTION PLAN and all Pillars priorities.</p> <p>Project idea is identified as monopillar project within Pillar 4 (Sustainable tourism).</p>
<p>Pillar 2 CONNECTING THE REGION</p> <p>Topic 2.1. Maritime transport</p> <p>Topic 2.2. Intermodal connections to the hinterland</p> <p>Topic 2.3. Energy networks</p>	<p>As known, tourism industry has many multiplicative effects, project idea takes in to account EUSAIR ACTION PLAN and all Pillars priorities.</p> <p>Project idea is identified as monopillar project within Pillar 4 (Sustainable tourism).</p>

<p>Pillar 3 ENVIRONMENTAL QUALITY</p> <p>Topic 3.1. The marine environment 1.a. Threat to coastal and marine biodiversity; 1.b. Pollution of the sea; Topic 3.2 Transnational terrestrial habitats and biodiversity</p>	<p>As known, tourism industry has many multiplicative effects, project idea takes in to account EUSAIR ACTION PLAN and all Pillars priorities.</p> <p>Project idea is identified as monopillar project within Pillar 4 (Sustainable tourism).</p>
<p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topic 4.1. Diversified tourism offer (products and services)</p> <p>Topic 4.2. Sustainable and responsible tourism management (innovation and quality)</p>	<p>Topic 4.1: The project idea will develop diversified tourism offer that is also explained in the other section covering objectives, results and priorities</p> <ol style="list-style-type: none"> 1. Diversification of touristic offer, based on digitalisation of fishery heritage in all its spectres. This will wider the accessibility of the common fishery history to the interested public and represent an important touristic product in the whole EUSAIR area. 2. To improve the quality of already recognized tourist attractions with digital and interactive technologies, as well as to create new ones. 3. Fostering Adriatic-Ionian cultural heritage and new product for the EUSAIR in the framework of the already identified thematic touristic and historical Routes. <p>The idea is focused to develop accessible touristic offer and maintaining tourism flows also in the low season. It will provide high value-added products and services.</p> <p>Project follows indicative actions from Action Plan concerning the EU Strategy for the AIR: Initiative to improve quality for sustainable tourism offer, Sustainable and thematic tourist routes, Fostering Adriatic Ionian cultural heritage, Improving accessibility for Adriatic - Ionian tourism products and services, Upgrade of the Adriatic Ionian tourism products;</p>
<p>Relation to other pillars of the EUSAIR</p>	<p><i>Is the project relevant for other EUSAIR Pillars? If yes, to what extent does it contribute to their objectives? (description)</i></p>
<p>Pillar 1 BLUE GROWTH</p> <p>Topics:</p> <p>1.1. Blue technologies</p> <p>1.2. Fisheries and aquaculture</p>	<p><i>The applicant, with the support of EUSAIR Facility Point Project Partner, could define specific quantitative and qualitative indicators (technical indicators) to assess, in a harmonized and objective manner, how the project idea contribute to the pillar/topic.</i></p> <p>Identified possible quantitative and qualitative indicators of the project idea that contribute to the pillars/topics in an interweaving way:</p> <ul style="list-style-type: none"> • Analysis on Digital technologies at the service of tourism prepared. • Number of actions related to digitalization of natural and cultural – fishery heritage, that will serve as new touristic product in the AIR.

<p>1.3. Maritime and marine governance and services</p>	<ul style="list-style-type: none"> • Number of capacity building events for implementation of sustainable policies implemented.
<p>Pillar 2 CONNECTING THE REGION</p>	<ul style="list-style-type: none"> • Number of conferences for the platform to foster an inclusive policy dialogue with key stakeholders and partners organised. • Analysis of goals, obstacles and recommendations drafted and presented. • Plan of collaborative efforts for the support of further development of short supply chain in tourism and respecting SCPs in the fields of energy, transport and tourism prepared and presented.
<p>Topics:</p>	
<p>2.1. Maritime transport</p>	<ul style="list-style-type: none"> • Number of analysis drafted in relation to the Agenda 2030 SDGs.
<p>2.2. Intermodal connections to the hinterland</p>	<ul style="list-style-type: none"> • Number of supported transnational cooperation networks. • Number of SMEs participating to project idea activities.
<p>2.3. Energy networks</p>	<ul style="list-style-type: none"> • Number of cruises operators participating to project idea activities. • Number of public (local, regional, national) key stakeholders participating in project idea activities.
<p>Pillar 3 ENVIRONMENTAL QUALITY</p>	<p>Number of research centres participating to project activities. Number of statistical analytics and sources of indicators including:</p>
<p>Topic 3.1. The marine environment</p>	
<p>1.a. Threat to coastal and marine biodiversity;</p>	<ul style="list-style-type: none"> • global indicator framework for Sustainable Development Goals was developed by the Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) and agreed upon at the 48th session of the United Nations Statistical Commission held in March 2017.: https://unstats.un.org/sdgs/indicators/indicators-list/
<p>1.b. Pollution of the sea;</p>	<ul style="list-style-type: none"> • The FAO's Statistical Capacity Assessment survey for SDG Indicators provides insights about member countries' national statistical systems in regard to their capacity to monitor and report the 21 SDG indicators under FAO custodianship. Details on the assessment conducted by FAO in 2018/19 and the resulting country profiles can be found here: http://www.fao.org/sustainable-development-goals/indicators/statistical-capacity-cp-for-sdg-indicators/en/.
<p>Topic 3.2 Transnational terrestrial habitats and biodiversity</p>	
<p>Pillar 4. SUSTAINABLE TOURISM</p>	<ul style="list-style-type: none"> • European Tourism Indicators System for sustainable destination management (ETIS) was established as a system of indicators suitable for all tourist destinations, encouraging them to adopt a more intelligent approach to tourism planning: https://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en
<p>Topics:</p>	
<p>4.1. Diversified tourism offer (products and services)</p>	<p>UNWTO established International Network of Sustainable Tourism Observatories (INSTO) as a framework to support the credibility, comparability and outreach of various measurement and monitoring programmes pertaining to sustainable tourism, including the derivation of Sustainable Development Goals (SDG) indicators.</p>
<p>4.2. Sustainable and responsible tourism management (innovation and quality)</p>	<p>Promote the sustainability, diversification and high marketing standards in the fisheries and aquaculture sectors in order to achieve the public's awareness that a</p>

	<p>human consumption of marine aquacultures, are a food source of safe and high nutritional quality. It represents a healthy nutrition habit also of EUSAIR past generations. Supporting the valorisation activities of past EUSAIR Fish Industry Heritage, we can create a Hot spot promotion point for education, promotion and understanding of the Sea and its importance for healthy nutrition habits.</p>
<p>Macro-regional impact</p> <p>(Up to 64 points)</p>	<p>The project idea will use digitalization for preservation of natural and cultural heritage as an important tool that will establish the foundation of new touristic approach for managing the burden of coastal areas caused by touristic flows, climate changes, traffic pollution, and similar.</p> <p>The project idea will show the state of the art in the EUSAIR countries, especially in those where more detailed information is missing in order to identify possible actions to be taken on EUSAIR level to manage a comprehensive approach to follow the UN Resolution on Sustainable Goals:</p> <ul style="list-style-type: none"> • To develop digital technologies at the service of tourism and infrastructures of cruises ports and coastal areas. • To improve the common understanding among ADRION Partners about the needs and the opportunities for transnational cooperation in the fields of environmental protection, sustainable tourism, transport innovation, emission regulation, ecosystem services, climate change adaptation and energy; • To increase in the availability of information to ensure the delivering of evidence based responses through a well-framed exchange of data and capacity buildings concerning reducing transport emission, tourism management and environmental preservation; • To promote sustainable and integrated actions for sustainable tourism including the engagement of various stakeholders and reduce negative impact of “overtourism” in the most visited area by digitalisation of sites • To improve connectivity at local, cross-border and regional level by strengthening intermodal connections (arrangements): public transport / bicycle / rail / etc.. This arrangement would significantly reduce traffic congestion in summer and thus significantly reduce emissions (CO2, hard particles, ozone and noise), reduced the load on space with vehicles, which would significantly contribute to a better quality of life on the coast and a higher quality of tourism (new and better paid). green jobs); <p>“The project idea will provide platform of digitalized cultural heritage (fishery heritage and natural heritage) with other digital actions (3D modelling, capturing, processing, etc.) as a source of knowledge through organization of workshops, events, conferences, sharing best practices, preparation of analysis with recommendations in reaching the Agenda 2030 SDGs in the fields of energy, transport, tourism and environment protection through joint collaborative efforts, as areas dependable on and influencing each other. The aim of such activities will be to influence policy makers, industry, especially the attitude of the travel and tourism providers but also tourists, towards the environmental issues resulting in the long term, hopefully, in using more sustainable products, like in the past and services with less plastic and minimizing the waste caused by travel and tourism.”</p>

<p>Compliance with six broad criteria (see below)</p> <p>(Up to 6 points)</p>	<p><i>To what extent does the project comply with the Broad Criteria of EUSAIR? (description – please seek guidance in the table clarifying the Broad Criteria)</i></p>
<p>Broad Criteria</p>	
<p>Address priorities and well-substantiated needs expressed by countries, regions and stakeholders or Commission services and be widely supported.</p>	<p>The project idea addresses the priorities of TSG4 expressed in the Action Plan in particular the diversification of tourist offer and improve the accessibility of the tourist offer and cultural heritage to all tourist groups.</p>
<p>Demonstrate a transnational, if not macro-regional, scope or impact</p>	<p>The project idea will include all 9 countries including North Macedonia and is based on best practice project within the cross-border projects – Mala Barka and Mala Barka 2. The macro-regional scope is also demonstrated by implementing the priorities of EUSAIR Action plan in all 4 Pillars.</p>
<p>Be realistic and credible</p>	<p>The project idea is realistic based on existing good practice and it is in line with one of 5 priorities action of the new financial programme period 2021-2027: The digitalisation is addressing digitalisation funds for the implementation.</p>
<p>Build on existing initiatives and have reached a fair degree of maturity</p>	<p>The project idea is building on the existing cross border initiatives name "Mala Barka" and "Mala Barka 2" – "Small boat" in the Interreg Slovenia-Croatia 2007-2013 and 2014-2020: http://www.malabarka.eu/en/home/</p>
<p>Pay attention to cross-cutting aspects</p>	<p>The project idea includes the promotion of entrepreneurship and innovation and the creation of start-up based on digitalisation activities. It is based also on the sharing of best practice between countries in the region. Moreover, it involves a communication dimension with a central role on promotion of innovation and Smart specialisation and SMEs creation. The project includes also the interactivity content within the Museums and buildings involved in the project, which is very educative and it has a long learning effect.</p>
<p>Be coherent and mutually supportive</p>	<p>The project idea has impact to all 4 Pillars of the EUSAIR. Actions starts in Pillar 4 as new touristic product with digitalisation of History and heritage of Fishery. This has a positive impact also on environmental and cultural conservation. The negative effect of increase use of energy for digitalisation will be used for Heating and cooling system. Promote the sustainability, diversification and high marketing standards in the fisheries and aquaculture sectors in order to achieve the public's awareness that a human consumption of marine aquacultures, are a food source of safe and high nutritional quality.</p>

<p><u>Compliance with the Guiding Principles/Priorities of the respective Pillar</u></p> <p><u>(Up to 30 points)</u></p> <p>Take into account the Guiding principles/Priorities of the Pillar within which the proposed project is developed</p>	<p>The project goes in a line with the identified issues under objective 4.1 <i>Diversified tourist offer</i>: Joint cooperation at macro-regional level will result in sustainable diversification of the Region’s tourism offer profiting from business opportunities, reducing the sector’s dependence on the seasonal model, limiting the environmental footprint and taking into consideration the impacts of a changing climate. It will provide high value-added products and services. This kind of diversification of products and services can be a vehicle for attracting more and/or different types of tourists, as well as prolonging tourist seasons, strengthening ‘all year round tourism.</p> <p>Project follows indicative actions from Action Plan concerning the EU Strategy for the AIR⁸</p> <ul style="list-style-type: none"> - Initiative to improve quality for sustainable tourism offer - Sustainable and thematic tourist routes - Fostering AdriaticIonian cultural heritage - Improving accessibility for Adriatic - Ionian tourism products and services - Upgrade of the Adriatic Ionian tourism products
<p>Duration:</p> <p>Expected project start and completion date: (day/month/year)</p>	<p>36 months</p>
<p>Additional Information</p>	<p>In terms of digitalisation and online accessibility of cultural heritage in the public domain, preserving public domain status after digitalisation is an important factor in making such materials accessible for use and re-use online. Regarding access to and use of digitalised public domain materials, twenty-five Member States reported actions most of which highlight examples of access and non-commercial re-use, and only three highlighting commercial re-use examples.</p> <p>Beside the data and information of the project idea bases mentioned in the project form above contents of TSG 2 (Transport/Energy), TSG 3 with TSG4 (Tourism) are PROACTIVELY interweaving with:</p> <p>a) Innovative (taking into account the current burdens caused by conflicts) modern planning of spatial development on the coast and the sea (ICZM / SME) with the of higher quality of life on the coast.</p> <p>b) Environmental issues in (mountain); incorporating traditions, local produce/products- connecting tourism with the agriculture</p> <p>https://www.e-unwto.org/doi/pdf/10.18111/9789284420261</p> <p>c) Developing Sustainable Rural Tourism, European Summer Academy for Sustainable Rural Development (incorporating traditions, local produce/products-connecting tourism with the agriculture) https://www.euracademy.org/wp-content/uploads/2017/04/Euracademy_TG1_Sustainable_Rural_Tourism.pdf</p>

The project idea to be further developed should reach the threshold of at least 75 points!

⁸ <https://www.adriatic-ionian.eu/wp-content/uploads/2018/04/EUSAIR-ACTION-PLAN-17-June-2014.pdf>

PROJECT IDEA/CONCEPT DRAFT TEMPLATE

The aim of the project concept is to gather labelled projects of each TSG to be further developed to become bankable projects.

(filled in by applicant)

Project idea title	Adriatic – Ionian Region Cultural Routes Tourism Governance Model: An Opportunity for the EUSAIR Area
Acronym	AIR Cultural Routes
<p>Please list which awareness events with stakeholders were organised for identification and presentation of the project idea</p>	<p>The context of the Cultural Routes (of international importance), according to models developed by several organizations including the Council of Europe and ICOMOS, increasingly takes on importance of local development tools, especially for marginal and needy areas of interventions in this direction.</p> <p>During the 2018 General Assembly of the Phoenicians’ Route, held in Zagreb, was highlighted the concept of applying to the cultural routes the model and the methodology of smart ways and interpretation centers, as well as capacity building and lifelong learning for operators, stakeholders and communities.</p> <p>The need of the establishment of shared governance models and methodologies for the creation of a tourism strategy based on Cultural Routes represent the basis from which the present project idea was born. This issue was addressed above all on the occasion of the XII Euro-Mediterranean Dialogue on the Phoenicians’ Route - 2019 General Assembly of the Cultural Route of the Council of Europe, held in Bari (Italy) on October 24th-25th, on the topic of the "Cultural tourism in the Mediterranean scenario".</p> <p>During the 2019 a discussion on this purpose was held during the EUSAIR Seminar “Perspectives of the EUSAIR Strategy: Projects, initiatives and stakeholders in the Pillar IV Sustainable Tourism” back to back to the 11° EUSAIR TSG4 Meeting, on the 21th November.</p> <p>Another step of this application roadmap was launched in February 2020, when the Director of the Phoenicians’ Route held several meetings in Greece (Corinth, Athens, Amarousio, February 4-7, 2020) that made it possible to strengthen the relationship with local partners, for example the Attica and Peloponnese Regions, and the cities of Corinth and Amarousio – Athens.</p> <p>The goal is sensitising partners and stakeholders, national and regional authorities to EUSAIR projects. The same action was pursued in September 23, 2019 in Macedonia, in the Xanthi area thanks to the support of Chambers of Commerce.</p> <p>Other meetings were scheduled in Croatia in the framework of the International Fair PLACE2GO, March 13th – 15th in Zagreb, cancelled due to coronavirus health emergency.</p>
<p>Please indicate if the project idea was published on the Stakeholder platform</p>	<p>We are available to do so as soon as we receive the go ahead from the TSG4.</p>

<p>Please indicate which information/awareness activities were carried out using different online channels/formats and list which channels/formats were used</p>	<p>The project idea has been shared with the EUSAIR Italian Regions, to ensure their interest and participation will.</p> <p>It was also presented in the framework of the Macro-Regional knowledge sharing seminar on Perspectives of the EUSAIR strategy: projects, initiatives and stakeholders in the Pillar IV “Sustainable Tourism”, that took place in Bari (Italy), on November 21st, 2019 and shared on the online EUSAIR’s channels, at international, national and regional level.</p>
<p>Please indicate at which TSG meeting the project idea was agreed</p>	<p>The project idea has been preliminarily announced during the XI TSG4 meeting, held in Bari (Italy) on November 20th-21st, 2019. Some indications were collected, and we were asked to submit the project proposal on the given format for a <u>proper TSG IV</u> assessment and evaluation.</p>
<p>Potential lead beneficiary (e.g. different sectors, public administration, research institution, business sector, NGOs, other)⁹</p> <p>Important! Involvement of Private sector/partner must be duly justified and preferably selected by public selection. The public selection is obligatory when the private partners are not eligible for partnership in the determinate calls.</p>	<p>To be decided</p> <p>The Puglia Region, as a lead promoter and coordinating Italian Regions, jointly with Sicilia Region, for the EUSAIR Pillar IV, is ready to be the public administration responsible for the overall delivery of the project.</p>
<p>Potential project beneficiaries (e.g. different sectors, public administration, research institution, business sector, NGOs, other)¹⁰</p> <p>Important! Involvement of Private sector/partner must be duly justified and preferably selected by public selection. The public selection is obligatory when the private partners are not eligible for partnership in the determinate calls.</p>	<p>Regional and National EUSAIR related institutions, with specific competences on cultural tourism policy design and development.</p> <p>Cultural tourism related public institutions. Local implementation bodies (LIBs), NTOs, correspondent Ministries and authorities, Public Foundations.</p>
<p>References needed by the partnership (e.g. research in the field of Sustainable Tourism, projects or other relevant activities) (optional)</p>	<p>Previous experiences in local development activities/initiatives/policies related to Cultural Routes</p> <p>Researching body in designing cultural and/or touristic itineraries</p> <p>Participation to the Cultural Routes programme of the Council of Europe</p> <p>Participation in projects founded by ETC, ESIF, etc. related to Cultural Routes</p>

⁹AF p. 55 T2 Facilitating strategic project development and financial dialogue – target groups.

¹⁰AF p. 55 T2 Facilitating strategic project development and financial dialogue – target groups.

	<p>Management of a cultural tourist route at local, regional, national e/o international level</p> <p>Management of cultural tourist projects involving a relevant number of point of interest such as itineraries and cultural routes</p>
General objective	<p>The objective of this project is the identification and development of a new valuable governance model for Cultural and Tourist Routes in the EUSAIR countries;</p> <p>Other related keystones are:</p> <ul style="list-style-type: none"> - Identification of a common methodology to improve and develop cultural routes; - Creation of new integrated local development models/products connected to Cultural and Tourist Itineraries, branding and sustainable policies, application of innovative evaluation and strategy elements; - Activation of a pilot phase to implement a Cultural and Tourist Route in the EUSAIR area, in application of the models of governance and local development in support of the actions carried out by the Route selected as model – pilot. Keywords: storytelling and storydoing, strategies of territorial branding and certification through the launch of paths of excellence in terms of quality of the territorial offer and application of innovative models. Innovative aspects are “paths of excellence” and “Heritage Interpretation Centres”, they can be considered virtuous.
Work plan and activities of the project idea	<p>The project will be organized in a series of integrated activities that will include:</p> <ul style="list-style-type: none"> - creation of a technical/scientific EUSAIR committee of the project for the implementation of the activities in the territories, involving all participating countries; - analysis of existing governance systems of the Cultural Routes in the EUSAIR countries with qualitative and quantitative evaluation of the impacts of Cultural Routes on the territories and benchmarking of the activities; definition of new governance models, valid also for non-European countries. - designing and implementation of a pilot action for testing new models aiming at extending the governance methods through sharing, communication and dissemination activities of models on a territorial basis; Creative product development, design of Paths of Excellence and Heritage Interpretation Centres as a pilot trial phase that extends the governance procedures; - developing of Governance Models in order to offer indications on the infrastructures and territorial services necessary for the implementation of the Cultural Routes system in the EUSAIR area; - promotion and dissemination of a common EUSAIR Cultural Route model and methodology across the EUSAIR countries for strengthening the existing itineraries and promoting the development of new proposals.
Expected results/outcomes	<ul style="list-style-type: none"> - Review on the Strategies adopted by each Country and at common level in the EUSAIR on Cultural Routes. - Design of a pilot action for testing new models aiming at extending the governance methods, Creative product development, Paths of Excellence.

	<ul style="list-style-type: none"> - Identification of new, unique attractive resources of creative and sustainable tourism and enhancement of the existing offers in each destination, through networking activities and sustainable integrated production chains. - Mapping, of the infrastructures with indications for the need of improvement concerning both physical improvements (equipment & small-scale maintenance) and territorial services necessary for the implementation of Cultural Routes system in the EUSAIR area. - Creation of Quality Standards for stakeholder selection. - Brand-building of the EUSAIR's Cultural Routes
Relevance to the following priority actions from the EUSAIR ACTION PLAN for Pillar:	<i>To what extent does the project contribute to the implementation of at least 1 of the following priorities? (description)</i>
Pillar 1 BLUE GROWTH Topic 1.1 Blue technologies Topic 1.2. Fisheries and aquaculture Topic 1.3. Maritime and marine governance and services	
Pillar 2 CONNECTING THE REGION Topic 2.1. Maritime transport Topic 2.2. Intermodal connections to the hinterland Topic 2.3. Energy networks	
Pillar 3 ENVIRONMENTAL QUALITY Topic 3.1. The marine environment 1.a. <u>Threat to coastal and marine biodiversity;</u> 1.b. <u>Pollution of the sea;</u> Topic 3.2 Transnational terrestrial habitats and biodiversity	
Pillar 4. SUSTAINABLE TOURISM	The project contributes to the implementation of Pillar 4 because it is part of topic 4.1 “Diversified Tourism Offer”, and namely “Development of

<p>Topic 4.1. Diversified tourism offers (products and services)</p> <p>Topic 4.2. Sustainable and responsible tourism management (innovation and quality)</p>	<p>sustainable and thematic routes”, specific priority identified by the TSG IV. All 8 EUSAIR Countries agreed on a joint target/common goal: “Diversification of products/increasing number of cultural and tourist routes”.</p> <p>This is exactly what the project aims at analysing the cultural and tourist routes in the EUSAIR area, in particular verifying their governance models and their development strategies. It will be possible by the comparison between existing cultural and tourist Routes strategies and needs of the territories EUSAIR to develop Sustainable and Thematic Routes common governance model. The new models will be applicable by a Pilot project. This work will be the basis for developing new sustainable and thematic paths that can change the tourist offers in the EUSAIR area with new products and new services.</p> <p>About Topic 4.2, the project idea is to develop innovation and quality in the management of sustainable and responsible tourism by application of creative and responsible tourism models, shared with the tourist operators in each territory of EUSAIR area, based on Community Tourism. Given that the local community and the territorial destination system are the stakeholders of the action. Thanks their involvement and participation, their capacities building, they can become fundamental actors of a local development process (bottom up approach) based on sustainable and responsible tourism. The management of this governance model will find its natural application in the concept of “paths of excellence”. Operative tools of this vision will be the interpretation centres, meeting points between local community stakeholders and, at the same time, with visitors. The interpretation centres could better explain the themes and services of the cultural and tourist routes. The territorial system of reception and hosting, accommodation and other services could be built around these hubs (the interpretation centres), guaranteed by high quality standards. These shared standards are essential parts of a new EUSAIR branding policy based on a common marketing strategy that can strengthen EUSAIR's position internationally.</p>
<p>Relation to other pillars of the EUSAIR</p>	<p><i>Is the project relevant for other EUSAIR Pillars? If yes, to what extent does it contribute to their objectives? (description)</i></p> <p>Since sustainable tourism is a horizontal theme, the project will definitively have connections with other pillars of the EUSAIR.</p> <p>In particular, when working with small local businesses, operational links with blue growth ones (Pillar 1) will be established; when dealing with environmental sustainability issues, operational links with private organisations and public institutions dealing with environment (Pillar 3) will be established; when dealing with local/regional/national/AI transport issues, operational links with private and public stakeholders competent in the transport field will be established.</p> <p>These operational connections will be developed throughout the project duration and considered good practices within EUSAIR countries.</p>
<p>Pillar 1 BLUE GROWTH</p> <p>Topics:</p> <p>1.1. Blue technologies</p> <p>1.2. Fisheries and aquaculture</p> <p>1.3. Maritime and marine governance and services</p>	<p><i>The applicant, with the support of EUSAIR Facility Point Project Partner, could define specific quantitative and qualitative indicators (technical indicators) to assess, in a harmonized and objective manner, how the project idea contribute to the pillar/topic.</i></p> <p>This project proposal is deeply connected with the others Pillars of the strategy by achieving the listed objectives:</p> <p>Pillar 1</p>

<p>Pillar 2 CONNECTING THE REGION</p> <p>Topics:</p> <p>2.1. Maritime transport</p> <p>2.2. Intermodal connections to the hinterland</p> <p>2.3. Energy networks</p> <p>Pillar 3 ENVIRONMENTAL QUALITY</p> <p>Topic 3.1. The marine environment</p> <p>1.a. Threat to coastal and marine biodiversity;</p> <p>1.b. Pollution of the sea;</p> <p>Topic 3.2 Transnational terrestrial habitats and biodiversity</p> <p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topics:</p> <p>4.1. Diversified tourism offer (products and services)</p> <p>4.2. Sustainable and responsible tourism management (innovation and quality)</p>	<p>- promotion of sustainable seafood production and consumption, by developing common standards and approaches</p> <p>- improvement of sea basin governance, by enhancing administrative and institutional capacities in the area of maritime governance and services.</p> <p>Pillar 2</p> <p>- development of reliable transport networks and intermodal connections with the hinterland, both for freight and passengers</p> <p>Pillar 3</p> <p>- To contribute to the goal of the EU Biodiversity Strategy to stop 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.</p> <p>- 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.</p> <p>With reference to those objectives the indicators identified are:</p> <ul style="list-style-type: none"> • Nr. of quantitative and qualitative analysis measuring the impact of cultural routes on involved territories • Nr. of good practices (operational practices or national/regional policies) of cultural/tourist routes management. • Nr. of trainings/capacity buildings/awareness raising initiatives realised at local/regional level; • Nr. of governance models implemented at partners level; • Nr. of new tourism products and services developed within the EUSAIR's Cultural Routes brands.
<p>Macro-regional impact (Up to 64 points)</p>	<p>This project is addressed to design a common governance model for EUSAIR countries concerning common approach to interpretation of cultural and natural heritage and their enhancement, while contributing to the application of innovative methodologies for local development.</p> <p>Following recent international events - in particular the health emergencies deeply influencing the way of tourism performance at international level - this strategy may already be indicative of the flexibility of the products and of the cultural tourism offer that has to gradually adapt to the circumstances to remain competitive on international markets.</p> <p>The scope of the project is to improve cultural and creative tourism, stimulate de-seasonalisation and competitiveness in terms of characteristics of the offer, identified by the cultural and social uniqueness of people and places.</p> <p>The project aim is to adopt common methodological and strategic innovation process that will contribute to reduce operative gaps among different countries and national regions, to harmonize operative skills and abilities at public and private levels, to exchange best practices following the “learning by doing” model.</p>

	<p>At the same time, this proposal enhances the identity and the culture of the local communities, elements necessary to diversify the tourism products and to attract tourist flows.</p> <p>Cultural routes bring people together, guests and hosts, fostering experiential and creative activities, promoting destinations through the quality of the methods of discovery and knowledge of the places through the host community. It results in a stronger motivation that contributes to the promotion of less known destinations.</p> <p>The project will lead economic actors to enhance their tourism-related economic activities, thanks to physical improvements (equipment & small-scale maintenance), increase of competences in service provision (capacity building), new networking/marketing opportunities and national/ cross border business opportunities.</p> <p>Beside tourism, other policy areas positively affected by the project are: economic growth/job creation; education and youth policies; environmental and cultural heritage protection and enhancement; rural development.</p> <p>National and international funds dedicated to these sectors might be sought in the future to widen the impact of the actions developed by the project. At national and regional level, the main actions of the project could be embedded in the mainstream programs (ESIF, IPA, CBC etc) ensuring additional opportunities and continuity to the project improvements.</p>
<p>Compliance with six broad criteria (see below) (Up to 6 points)</p>	<p><i>To what extent does the project comply with the Broad Criteria of EUSAIR? (description – please seek guidance in the table clarifying the Broad Criteria)</i></p>
<p>Broad Criteria</p>	
<p>Address priorities and well-substantiated needs expressed by countries, regions and stakeholders or Commission services and be widely supported.</p>	<p>The analysis of needs and potentials that will be activated by the project could rely on the participation and support of EU and international institutions in charge of cultural and tourist routes (for example Council of Europe, UNWTO, UNESCO and ICOMOS).</p>
<p>Demonstrate a transnational, if not macro-regional, scope or impact</p>	<p>The project will have a transnational application, regardless of the funding opportunities that will be activated. National, transnational and cross border Programme activities will be capitalized too, in order to achieve univocal and coherent results. The best idea could be the creation of a single cross-border project, with EC (European Commission) direct financing or ADRION Programme.</p>
<p>Be realistic and credible</p>	<p>In 2021/2027 Programming, about 20 Territorial Cooperation Programmes in the EUSAIR area will be activated, other than regional and national Programmes directly funded by European Institutions.</p> <p>This is an encouraging aspect in terms of concrete funding opportunities.</p>
<p>Build on existing initiatives and have reached a fair degree of maturity</p>	<p>In the EUSAIR Area there are many Cultural Routes of the Council of Europe. Among them the Phoenicians' Route, that is already using innovative governance models and methodology.</p> <p>The area is covered also by other's Cultural Routes of the Council of Europe: a number of routes including the chosen Olive Trees Route and the future Roman Heritage Route.</p>

	Others paths and cultural routes cross the area. One of the tasks joof the project is to connect them under a common EUSAIR governance model.
Pay attention to cross-cutting aspects	The proposal offers numerous cross cutting approaches, among which we mention innovation both in a methodological and operational sense. Despite being based on traditional European methodologies, such as "bottom up" and communicative interpretation, it adds important elements proposing innovative models, such as creative and experiential tourism.
Be coherent and mutually supportive	The project will develop an intense collaboration between EU and non-EU countries within the EUSAIR area. In fact, the countries adhering to the proposed EUSAIR Cultural Routes governance model should have equal opportunities and common operating standards. The project aims to encourage development of underdeveloped areas and to provide the tools to raise their operating standards.
<p><u>Compliance with the Guiding Principles/Priorities of the respective Pillar</u> <u>(Up to 30 points)</u></p>	<p>The project pursues a smart growth through stimulation of competitiveness in the tourism sector of the Adriatic Ionian Region, as well as optimisation of the potential of EU policies and available financial instruments. It also aims to contribute to sustainable and inclusive growth through the promotion of resource-efficient, responsible and high-quality tourism with new, better and long-term jobs and to the consolidation of the Adriatic-Ionian Region's profile as a sustainable and high-quality destination.</p> <p>Sustainability in tourism should be strongly linked to commercial and business perspectives</p> <ul style="list-style-type: none"> - Brand-building of tourism products/services: creation of a common brand, easily recognizable by tourists/visitors, by local citizens/community and effective for stakeholders. - Improvement of the quality of sustainable tourism offer through the creation of new services and products for specific targeted market segments (seniors, young people or people with disabilities). - Diversification of the cultural routes offers related to the cruise and nautical sector, developing in particular the nautical charter and fishing tourism activities, with more sustainable use methods. - launch of research and study activities on the development of sustainable tourism for the creation of new products and services through the collaboration with universities, research centres, innovation networks already working together or concerning Cultural Routes topics for the development of multidisciplinary and interdisciplinary clusters and strategies - Mapping and joint promotion of existing Cultural Routes. - Fostering Adriatic-Ionian cultural heritage in view of a diversification of the tourism offer. Networks of museums and archaeological sites have already been launched by some Cultural Routes for the creation of thematic joint events and exhibitions. <p>Involvement of creative industries for the promotion of activities of enhancement of archaeological heritage, specific festivals or implementation and systematization of already existing festivals.</p>

<p>Duration: Expected project start and completion date: (day/month/year)</p>	<p>Depending on the prescriptions of the call/calls for proposal where submitting the project proposal/proposals.</p>
<p>Additional Information</p>	<p>Project Contacts: Adriana Agrimi – Regione Puglia – Coordinamento Politiche Internazionali: a.agrimi@regione.puglia.it</p>

The project idea to be further developed should reach the threshold of at least 75 points!

PROJECT IDEA/CONCEPT DRAFT TEMPLATE

The aim of the project concept is to gather labelled projects of each TSG to be further developed to become bankable projects.

Project idea title	Adriatic-Ionian Strategy and Solutions for Smart Integrated Destination Management based on Multiple Intelligence Systems (MIQS)
Acronym	AIR ProDest Strategy (MIQS)
Please list which awareness raising events with relevant stakeholders were organised for identification and presentation of the project idea	Local, regional, and international awareness raising meetings and conferences for the Respect the City Project, GSTC destination sustainability assessment in Dubrovnik, URBACT Tourism Friendly Cities and Program Dubrovnik 2030 Press Conference Ad Hoc 14th Meeting of the Thematic Steering Group for Pillar 4 – Sustainable Tourism under the EU Strategy for the Adriatic and Ionian Region (EUSAIR) 16 February 2021, virtual
Please indicate if the project idea was published on the Stakeholder platform	Yes
Please indicate which information/awareness activities were carried out using different online channels/formats and list which channels/formats were used	Online (Zoom) meetings and workshops Social media announcements (Facebook)
Please indicate at which TSG meeting the project idea was agreed	Ad Hoc 14th Meeting of the Thematic Steering Group for Pillar 4 – Sustainable Tourism under the EU Strategy for the Adriatic and Ionian Region (EUSAIR) 16 February 2021, virtual
Potential lead beneficiary (e.g. different sectors, public administration, research institution, NGOs, business sector, other) ¹¹	To be decided in the project preparation phase, but the City of Dubrovnik with its technical partners is ready to be the public administration responsible for the overall delivery of the project.
Potential project beneficiaries (e.g. different sectors, public administration, research institution, business sector, NGOs, other) ¹² Important! Involvement of Private sector/partner must be duly justified and preferably selected by public selection. The public selection is obligatory when the private partners are not eligible for partnership in the determinate calls.	Local, regional, national, and macro-regional, EUSAIR related public bodies and institutions, NGOs, businesses with specific competences and/or interest in smart integrated sustainable destination management strategies, structures and solutions design, development, and implementation; Destination management R&D&I stakeholders including innovators, initiators, authors and/or promoters of the integrated concepts and solutions in smart destination management such as multiple intelligence spaces and systems (MIQS) or similar integrated multicriterial and/or multi-sectorial development concepts; Tourism, cultural and natural heritage related public institutions; Local implementation bodies (LIBs), NTOs, correspondent Ministries and authorities, research institutes and universities; smart integrated destination strategy and solution developers, start-ups, and innovative businesses from AIR through innovation partnerships.

¹¹ AF p. 55 T2 Facilitating strategic project development and financial dialogue – target groups.

¹² AF p. 55 T2 Facilitating strategic project development and financial dialogue – target groups.

<p>References needed by the partnership (e.g. research in the field of Blue Growth, projects or other relevant activities) (optional)</p>	<p>The most needed references are the best practices for smart, integrated, resilient, sustainable, and regenerative destination, cultural and natural heritage management structures, systems, and solutions. This includes agile and integrated participative/cooperative management structures and best practices, business modelling, Quality Destination Management best practices and smart integrated destination and culture and heritage management platforms and ICT solutions and tools.</p>
<p>General objective</p>	<p>To co-create strategic approach and interventions with smart, integrated, self-reliable and result-oriented destination, culture and heritage management systems able to respond to all actual developmental challenges, needs, constraints, trends, risks and threats in the AIR destinations including crisis management, tourism, culture and heritage adaptability measures and solutions aimed to improve the destinations' resilience, economic diversification, environmental, social, cultural and economic impact, life quality and travel experience, and recovery of businesses and communities.</p>
<p>Work plan and activities of the project idea</p>	<ol style="list-style-type: none"> 1. <u>Activity: R&D&I</u> is the initial activity of an international Adriatic Ionian R&D&I team. It aims to collect the best practices in the smart, integrated, sustainable, regenerative, and resilient destination, culture and heritage management solutions and systems in the ADRION region, EU and globally in the context of dynamic global challenges and (post)pandemic health, security, socio-economic, political environmental and climate change crisis. 2. <u>Activity: Development of the agile destination, culture and heritage management structures, strategies and action plans.</u> The activity will include improvement of the existing and development of new destination, culture and heritage management structures, strategies and plans based on the concepts of agile/adaptive planning, good governance, stakeholder engagement (including e.g. locals, UNWTO, UNESCO, GSTC, providers and the customers at the production level in accordance with OECD and UNWTO recommendations), resilience, participative planning and decision making, clustering, innovative cross-sector destination, culture and heritage management organizations and companies, mapping of the financial resources and business models for long-term financing of the structures, strategies, and plans, etc. 3. <u>Activity: Development of Technical Documentation</u> The action plan will prioritize the actions, projects, and activities and create a list of technical documentation and feasibility studies at the level of each partner destination and define ways of their financing. At least one city from the ADRION region will function as a pilot destination for the agile tourism development action plans. This activity will enable preparation of a more extensive set of integrated tourism development policies, programs and projects through co-financing necessary technical documentation preparation costs for smart infrastructures such as innovative mixed culture, heritage, social, innovation, mobility, tourism, creative industries, and/or other relevant sectorial hubs and zones will be prepared and the processes will be modelled to be available for replication in other interested AIR destinations. 4. <u>Activity: Integration of Existing and Development of New Solutions</u> for interactive real-time stakeholder collaboration, integration of demand and supply, co-development of new products and services, smart, safe, healthy, and dispersed visitor management

	<p>and flows, etc. At least one AIR city will be prepared to be a pilot destination as an AIR candidate for the EU Capital of the Smart Destinations will develop integrated smart sustainable destination, culture and heritage management solutions, systems, and tools. These solutions will match the actual needs and trends in responsible and sustainable travel including i.e. concepts of regenerative travel, economy, and regenerative social, cultural and businesses eco-systems.</p> <p>5. <u>Activity: Testing, Optimization and Modelling of the Solutions</u> in the pilot destinations in the AIR region should model smart solutions for dissemination, replication, multiplication and scaling of the project results through innovative business models based on the concepts of co-creation, co-ownership, open innovation, eco-social economy, gamification, AI, tokenization, collaborative platforms, innovation superclusters, CLLD, etc.</p> <p>6. <u>Activity: Knowledge, Solutions, Models and Technology Transfer</u> is an activity that enables dissemination, replication, multiplication and scaling through development of dissemination materials, including promotional and educational materials (such as e-manuals, webinars and online courses for sustainable destination, cultural and heritage managers, DMOs and DMCs, organization of dissemination events and stakeholder engagement digital solutions).</p> <p>7. <u>Activity: Project Management</u> involves operative and financial management, administrative, reporting, and logistics. It includes establishment of the Project Steering Committee and the management team including all the project partners. The proposed lead partner, together with its key expert team for agile integrated sustainable destination, culture and heritage management strategies, plans and solutions, will coordinate this activity at the operational and strategic level together with all the partners.</p> <p>8. <u>Activity: Communication and Visibility</u> – this activity includes all activities related to the visibility guidelines of the Interreg ADRIAN programme but proposes to create an efficient, enriching and sustainable stakeholder engagement framework through a co-creation of a communication and stakeholder engagement plan, tools and materials, including a stakeholder platform that will enable communication, stakeholder animation, engagement and mutual support to be sustained even after the project completion.</p>
<p>Expected results/outcomes</p>	<p>1. <u>A1 Results:</u> Collected best practices, improved understanding of the challenges of the destination, culture and heritage management in the AIR in the context of the sustainability, responsibility, good governance, and especially agile recovery, restoration and regeneration of the destinations, their stakeholders, cultural and natural heritage and their social and biological eco-systems (including cultural and natural landscapes and biodiversity). <u>A1 Outcomes:</u> Research studies, conceptual solutions, and innovations in the segment of an integrated destination management, stakeholders’ analyses, concept of multiple intelligence or similar multiple criteria and multi-sectorial destination management spaces and systems examined and optimized as on open-innovation standard for AIR destinations</p> <p>2. <u>A2 Results:</u> Improved sustainable destination, culture and heritage management structures and their management capacities, clear understanding of the destination management priorities and actions to achieve them, through agile action and funding plans.</p>

	<p><u>A2 Outcomes:</u> Competent, self-reliable and proactive sustainable destination, culture and heritage management structures developed and established in the pilot destinations with teams of professional managers and experts, good governance pilot models of co-management and a set of agile sustainable destination, culture and heritage management strategies developed and/or updated and upgraded with a concrete action plan.</p> <p>3. <u>A3 Result:</u> Destinations prepared for strategic interventions relevant for the challenges of the travel industry in the context of the global pandemic and the set of new socio-economic and governance alongside old sustainability and climate change issues. <u>A3 Outcomes:</u> Technical documentation and feasibility studies procured and developed for crucial hard and soft interventions in the chosen pilot destinations including cultural and natural heritage sites, development of ToRs for smart management solutions further development and integration for the pilot destinations.</p> <p>4. <u>A4 Result:</u> Upgraded and integrated existing and new smart sustainable destination, culture and heritage management solutions and systems into a functional and result-oriented collaborative system enabling more active, enriching, engaging stakeholder communication & a long-term co-creative involvement. <u>A4 Outcomes:</u> A set of functional online cooperation platforms, solutions and mobile applications and other tools integrating and upgrading existing solutions with a gamified reward system with tokens promoting short supply chains, value creation and personalized and localized experience in the pilot destinations.</p> <p>5. <u>A5 Result</u> Improved understanding of the sustainable destination, culture and heritage management processes and stakeholders and their needs, interests, constraints and main drivers for active participation and contribution to the sustainable, responsible, but agile, resilient, and regenerative destination management. <u>A5 Outcomes:</u> Integrated solution MVPs tested and iterated until fully functional and relevant to the stakeholders and destination management and development needs. Developed a full-fledged, tested, optimized, replicable, and scalable sustainable destination, culture and heritage management model, solutions, and systems.</p> <p>6. <u>A6 Result:</u> Increased capacities and preparedness of the destinations to cope with both the old and new sustainability, resilience, recovery and regeneration challenges through increased, agile, participative and more relevant smart sustainable destination, culture and heritage management structures, systems and solutions. <u>A6 Outcomes:</u> Developed and produced set of tools (learning electronic and multimedia educational materials and manuals, follow-up project and activities pipelines database, support systems such as online digital learning and sharing platform) adapted, disseminated and replicated in the AIR destinations with similar tourism, cultural and natural heritage sustainability challenges</p> <p>7. <u>A7 Result</u> Project successfully implemented and new macroregional project development and implementation capacities built for long-term cooperation activities in smart, sustainable, and regenerative destination management and development. <u>A7 Outcomes:</u> Project reports, with all the documentation and administrative proofs created, collected, and archived.</p> <p>8. <u>A8 Result</u> Project and its results presented and disseminated in the region among relevant stakeholders and destinations, cultural and</p>
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	<p>natural heritage institutions interested in agile, smart, sustainable, resilient, and regenerative destination management/development.</p> <p>A8 Outcomes: Communication and stakeholder engagement plan, project visibility, informational and promotional materials, a digital stakeholder engagement, co-creation and cooperation solutions developed and implemented with a sustainable business model.</p>
<p>Relevance to the following priority actions from the EUSAIR ACTION PLAN for Pillar:</p>	<p><i>To what extent does the project contribute to the implementation of at least 1 of the following priorities? (description)</i></p> <p>This project is based on the recognition of the importance of integrated approach and cross-sector cooperation tested experimentally in several destinations in AIR countries. The project proposes “wise systems” that thrive on synergy rather than on conflict thus supporting development of cooperative relations among sectors, territories and environmental, social, cultural, and economic systems based on the principles of regenerative development, eco-social economy and destination innovation clustering targeting more sectors and more territories. Hence, in the fields below, we list some of the impact of the project on each of the EUSAIR Pillars and its main topics.</p>
<p>Pillar 1 BLUE GROWTH Topic 1.1 Blue technologies Topic 1.2. Fisheries and aquaculture Topic 1.3. Maritime and marine governance and services</p>	<ol style="list-style-type: none"> 1. Project supports blue innovation and technologies through integrating them into cross-sector sustainable destination, culture and heritage management strategies and action plans, as well as through follow-up projects based on blue innovation and technologies related to travel, tourism, culture, heritage, hospitality, and mobility, including usage of green and regenerative systems as well. 2. It promotes sustainable tourism, cultural and natural heritage short-supply chains in hospitality, sea food-production and mobility. 3. It promotes development, promotion and sales of new maritime and marine governance systems, services, products, joint marketing, and fund-raising connecting and utilizing synergies across these sectors.
<p>Pillar 2 CONNECTING THE REGION Topic 2.1. Maritime transport Topic 2.2. Intermodal connections to the hinterland Topic 2.3. Energy networks</p>	<p>Project second most important priority and activity is focused on a smart, sustainable, intermodal transport and mobility systems and services as a part of the multiple intelligence or similar multiple criteria or multi-sectorial sustainable destination, culture and heritage management and development. Namely, some of the most challenging issues of the travel industry is the issue of a huge impact of transportation on the environment and social systems. On the other side, hinterland, and maritime transport as well as energy networks are not responding to the needs of the permanent residents and are prevalingly seasonal. The project is focused on development of smarter, more sustainable, inclusive, spatially balanced, integrated, and resilient transport solutions. Hence, most of the measures were oriented toward re-thinking and co-creation of the new concepts of the regional transport connections. The proposed measures include preparation of the sustainable urban mobility plans (SUMPs), feasibility studies and technical documentation for the regional and macroregional sustainable and inclusive mobility and transport connecting the region. It also includes development of e-bike systems and infrastructures that are especially interesting for connecting the urban and rural areas but also to create links with the macroregional sustainable mobility networks such as EuroVelo8 route that is passing through the whole AIR (almost half of the route!) and is part of a follow-up of the Interreg MED project MedCycleTour which involved route mapping and preparation of the route Action Plan 2020-2030 that indicate needs for development of technical documentation involved in this project as well.</p>

<p>Pillar 3 ENVIRONMENTAL QUALITY</p> <p>Topic 3.1. The marine environment 1.a. Threat to coastal and marine biodiversity; 1.b. Pollution of the sea; Topic 3.2 Transnational terrestrial habitats and biodiversity</p>	<p>The project contributes to the environmental quality through:</p> <ol style="list-style-type: none"> 1. The marine environment as well as transnational terrestrial habitats and biodiversity are part of the project focuses since they are both recognized as crucial sustainable tourism resources and attractions. This includes the concepts and practices of regenerative development and economy which involves regeneration of eco-systems and their biodiversity as a part of the MIQS or similar framework. 2. Environment and biodiversity are one of the multiple intelligences and will be embedded in all strategic and action plans, including urban and architectural design for the e.g., ports and other destination, cultural and natural heritage sites infrastructure.
<p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topic 4.1. Diversified tourism offer (products and services) Topic 4.2. Sustainable and responsible tourism management (innovation and quality)</p>	<p>The project contributes to both pillar's main topics, i.e.:</p> <ol style="list-style-type: none"> 1. It contributes to the diversified tourism offer (promoting and improving existing, but also developing new products and services in sustainable tourism, cultural and natural heritage and related sectors and industries). 2. It develops sustainable and responsible destination, culture and heritage management capacities, structures, systems, solutions, tools, and technologies. It is thus heavily focused on innovation in all segments (technology, processes, products, services, business models, value chains and short-supply chains, governance, innovation eco-systems, marketing, and sales channels etc.).
<p>Relation to other pillars of the EUSAIR</p>	<p><i>Is the project relevant for other EUSAIR Pillars? If yes, to what extent does it contribute to their objectives? (description)</i></p>
<p>Macro-regional impact (Up to 64 points)</p>	<p>The project has been developed through integration of macro-regional development strategies, policies, needs assessment and action plans. Its focus is to develop solutions that may be applied to all the interested destinations in the AIR in the systemic way through a set of well-thought, integrated but easily replicable and scalable interventions. These interventions emerge as a set of a follow-up activities of the sustainable destination, culture and heritage projects and programs already in progress or completed in the AIR. This project proposes continuation and upgrading of the existing macro-regional efforts at local, regional, national and macro-regional level by providing a consistent, macro-regionally relevant and interconnected framework for a more sustainable tourism, cultural and natural heritage based on the concept of the agile, smart, integrated, and sustainable destination, culture and heritage management and development. This means integrating local, regional, & macro-regional realities, needs, challenges, constraints as well as capacities, knowledge and developmental potential for sectorial & cross-sectorial, but also territorial, cross-border & interregional synergies.</p> <p>As the tourism as well as cultural and creative industry with many related and interconnected sectors create the most important economic activity across the region, which was seriously threatened by multiple sustainability challenges even before this last crisis, and with this new crisis indicated new level of fragility and huge risks to both the industry and the region as a whole, an appropriate, systemic and result-oriented action across the macro-region has one of the highest priorities not only for the economic and social stability of the region, but also for its survival and socio-economic sustainability and prosperity for all its people, businesses and communities in the AIR. A macro-regional tourism development, sustainability and resilience agile strategy and</p>

	<p>tools should explore, define and support optimal solutions for the local, micro-regional, national and macro-regional sustainable destination, culture and heritage management and sustainable development interventions that will increase destinations' capacity to cope with both the old and new challenges in a synergistic and systemic way using all available macro-regional knowledge, resources and holistic developmental potentials.</p> <p>This may be achieved at the economy of scale AIR offers with all its socio-economic macro-regional specific development factors being a highly attractive but still mostly seasonally activated tourism attraction in the heart of Europe, being the closest to some of the largest outbound tourism markets in the world but also well connected and recognized at the global travel markets. However, it needs more targeted approach in development of its potentials for all-year-round offers for special interest tourism and leisure market such as e.g. 365 days cycling and sustainable cultural and natural heritage tourism which can be especially attractive with a new integrated macro-regional e-bike travelling solutions. However, this requires coordinated actions at the level of the whole region since isolated activities at the local or micro-regional level are not able to create a relevant impact. An European Parliament study from 2012 indicates the economic value of the cycling tourism only in Europe was estimated at the 44 billion EUR, which is 5 billion EUR larger than the cruising industry, and creates almost double number of jobs than steel industry but is still completely underdeveloped in the whole Mediterranean region which has been estimated to have a potential for economic value of more than 20 billion EUR but requires targeted and coordinated macro-regional investments in infrastructure development, equipment, transport connections and safety improvements, services and tourism stakeholders capacity building. Such resilient type of sustainable travel and tourism may have multiple positive impact on both the sustainability of the local people, communities, culture and heritage, macro-regional economy and environment. However, to use these potentials, macro-regional approaches, strategies, action plans, integrated macro-regional strategic projects and solutions and are essential. On the other side, lack of adequate coordinated action at the level of the sustainable destination, culture and heritage management may prove to be detrimental for all the communities in the region. Thus, this project proposes an agile, smart, integrated and result-oriented approach in responding to these challenges by using the local, national, macro-regional and global knowledge to create (g)local solutions replicable and scalable to all interested destinations in the AIR. This project enables a potential relevant positive macro-regional impact on all the areas and stakeholders since it promotes repositioning of the region as a leader of an innovative, sustainable, and even regenerative travel and economy. The activities proposed involve macro-regional implementation context, structures and interventions incl. development of new joint tourism products and services, implementation of the new destination management capacity building programs and structures, development and deployment of the destination management systems and solutions designed to create real, measurable macro-regional impact, etc.</p>
<p>Compliance with six broad criteria (see below) (Up to 6 points)</p>	

Address priorities and well-substantiated needs expressed by countries, regions and stakeholders or Commission services and be widely supported.	The project is based on the precise priorities defined by the relevant sectorial and territorial policies of the most if not all the targeted countries, regions and stakeholders and has connection with concrete priorities and measures of the relevant local, regional, national and macroregional strategies and plans as well as the new laws
Demonstrate a transnational, if not macro-regional, scope or impact	The project was designed as a follow-up activity of a several transnational and macro-regional projects, conferences and meetups and the intervention is based on the activities that involve macroregional expertise, partners, and project beneficiaries (target destinations).
Be realistic and credible	All project elements are based on the credible sources and stakeholders with a relevant experience in project design (including strategic, operational, financial, technical, legal, feasibility, viability, cost-effectiveness, impact etc.), funding, contracting, implementation, management, monitoring, communication, visibility, and assessment.
Build on existing initiatives and have reached a fair degree of maturity	This project is heavily built on existing initiatives at the local, regional, national, and macro-regional levels. Some of these projects have included pilots of the actions that are now proposed for the wider replication and others even included Action Plans for the follow-up projects. Most of the proposed interventions have their roots in these previous systemic efforts thus proving the highest possible level of maturity. Some of these projects were supported by the European Commissions', EIB and EBRD technical assistance JASPERS and were supported by the national government and relevant ministries.
Pay attention to cross-cutting aspects	This project covers all relevant Interreg ADRION horizontal principles and cross-cutting themes. Integrated destination management systems are developed as an integrated development concept based on the principles of sustainable and even more proactive, regenerative development that not only promotes preservation but regeneration and more positive attitude toward the natural, cultural, social, and economic resource management, including promoting climate positiveness rather than climate neutrality. It also promotes and relies heavily on the concepts of agile cross-sectorial and cross-regional innovation, including social and open innovation, social cohesion, innovation clustering and value chain creation. It promotes economic models based on the eco-social economy, including the newest concepts such as blue and green innovation and clustering, eco-social enterprising, platform design, Local Exchange Trading Systems, gamification, fintech, distributed ledger systems, AI, short supply chains, circular economy, etc.
Be coherent and mutually supportive	Project is developed as a set of coherent and mutually closely interconnected activities and interventions in which each activity is a part of the value chain co-creation process.
<p><u>Compliance with the Guiding Principles/Priorities of the respective Pillar</u></p> <p><u>(Up to 30 points)</u></p> <p>Take into account the Guiding principles/Priorities of the</p>	<p>The project matches all the guiding principles and priorities of its main pillar - the sustainable tourism, culture and heritage pillar and goes even further by offering a set of concrete short-, mid- and long-term interventions aimed to support promotion of all the guiding principles and achievement of the priorities of the pillar. It promotes not only understanding of the concept of “sustainable development” and “sustainable tourism/culture/heritage” but also recognizing them as opportunities rather than constraints especially to achieve the main macro-regional priorities in an agile way, i.e. through a targeted “diversification of the macro-region’s tourism, cultural and heritage products and services along with tackling seasonality of inland, coastal</p>

<p>Pillar within which the proposed project is developed</p>	<p>and maritime tourism demand”, on one side, and “improvement the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region” on the other.</p> <p>The project promotes development of new integrated local, regional, national macro-regional agile strategies, management structures, solutions and systems oriented exactly toward the two EUSAIR main topics, Topic 1- Diversified tourism offer (products and services) and Topic 2 – Sustainable and responsible tourism management by establishment of the new macro-regional sustainable and regenerative tourism innovation superclusters aimed to create new innovative and high quality products and services but also to help implement sustainable and responsible sustainable destination, culture and heritage management plans through collaborative solutions and macro-regional innovation development eco-systems. The project integrates leading innovation oriented public, private, R&D&I/academic, civic and environmental stakeholders through a sustainable and responsible tourism innovation PPPs promoting participation and good governance. Furthermore, the project dynamize the innovation of the tourism-related products and services through systemic hard and soft interventions producing quality and value for the consumers and the market.</p>
<p>Duration:</p>	<p>40 months (1.9.2021.-31.12.2024.)</p>
<p>Additional Information</p>	

PROJECT IDEA/CONCEPT DRAFT TEMPLATE

<p>Project title</p>	<p>Destination Management Plans' preparation for Cruise destinations within the Adriatic-Ionian Region. Clarification: The Cruise sector/ nautical sector/cruise industry referring to all waters such as the seas, lakes and rivers in the EUSAIR m-s.</p>
<p>Acronym</p>	<p>CruiseAir</p>
<p>Applicant/Lead partner (name, country & contacts)</p>	<p>To be decided Greece as a lead promoter</p> <p>Public institutions. Local implementation bodies (LIBs), NTOs, correspondent Ministries and authorities for the water management (seas, lakes, rivers), cruise lines, river cruise lines, lakes cruise lines, port authorities, nautical industry, tourist operators, local municipalities, university departments in relative fields. In general tourism key stakeholders in all the involved m-s of EUSAIR region.</p>
<p>Other partners (including address, e-mail, phone, fax, contact person)</p>	<p>As listed above. In general tourism key stakeholders in all the involved m-s of EUSAIR region.</p>
<p>General objective</p>	<p>Key objective of CruiseAir project idea is the preparation of Destination Management Plans that are equivalent to strategic and action plans for sustainable tourism in Cruise/river/lake destinations of the AIR. Since not all of the EUSAIR m-s have coastal areas, the cruise sector in this case addresses to lakes and rivers as well and the potential of further development of this NICHE market. The main outcome will result to expanding the tourism season all year around through a more efficient, effective, integrated and sustainable growth and management within the Region taking into account the market's supply and needs, the certain needs and demand of the local community and the characteristics of each destination. "Tourism will only be sustainable, if developed and managed considering both visitors and local communities. This can be achieved through community engagement, congestion management, reduction of seasonality, careful planning that respects the limits of capacity and the specificities of each destination, and product diversification" (UNWTO). Cruise sector in general- referring to all water resources - constitutes a thematic product and a market segment that can be further developed but always taking into consideration the principles of sustainability and</p>

	<p>capacity of each destination. To this direction destination management is the basis for sustainable tourism.</p>
<p>Workplan and activities</p>	<p>Crucially, destination management includes the planning, development and marketing of a destination as well as how it is managed physically, financially, operationally and in other ways. The strategic framework will refer to three (3) key issues:</p> <ol style="list-style-type: none"> 1. Situation analysis 2. Vision 3. Roadmap <p>The Work plan consists of the following discreet actions:</p> <p>a. Research & Analysis (indicative activities among others):</p> <ul style="list-style-type: none"> • Mapping of the relevant and potential stakeholders within AIR • Market & Data analysis • Product & Resource assessment • Review of proposals for Consultation planning process • SWOT Analysis • Review of current destination management schemes within AIR • Performance measurement and management per destination <p>b. Consultative Planning (indicative activities among others):</p> <ul style="list-style-type: none"> • Consultative Planning Workshops on each destination involved • Community Fora • Industry and Community surveys • Exchange of best practices • Experience development • Tourism product gap analysis <p>c. Development of the DMP, the strategy and the action plan according to the findings of the previous two steps. It should be mentioned that the DMP will refer not only to the most effective management of the cruise sector but to the development of the cruise industry and the destination as well, where it is actually needed and a gap is identified. Its task will be determined on the output of the Research analysis and its objective will be diversified based on the demand and capacity of each destination.</p> <p>d. Dissemination (indicative activities among others):</p> <ul style="list-style-type: none"> • Workshops on each destination involved • Capacity building events: Training and/or advisory sessions for key stakeholders concerning the scope, role and the mission of a DMP (especially in destinations where this sector is not sufficiently developed) • Interactive project micro site in order to report on the progress, enable feedback and encourage the stakeholder's participation <p>Generally the key elements of this project are:</p> <ol style="list-style-type: none"> 1. Consultative Planning 2. Market Segmentation and Planning 3. Competitive Positioning and Brand Narrative 4. Experience Development 5. Mitigation of negative impacts 6. Practical Value/Action Focus 7. SWOT Analysis 8. Innovation in Surveys (digital applications) 9. Performance Measurement and Management

	<ul style="list-style-type: none"> 10. Capacity Building 11. Dissemination Workshops 12. Communication Program 13. Proposals for new cruise (seas, lakes and rivers) destinations in wider planning 14. Cruise (seas, lakes and rivers) itinerary planning application
Expected results/outcomes	<p>The most important result and outcome of this project idea is the preparation of a Destination Management Plan, a strategy and an action plan on cruise sector, which will ensure that the cruise industry can be economically, socially and environmentally beneficial for the whole EUSAIR Strategy. The DMP will issue a coherent strategy and will implement an Action Plan aiming to actually optimize the benefits and minimize the negative impact of any fragmentary actions undertaken by different actors and will achieve a sustainable balance between supply and demand. Expanding of the tourism season all year around, as one of the key priorities of the Strategy will be met as well. Five core principles are underpinned:</p> <ul style="list-style-type: none"> 1. Involvement of the key stakeholders in AIR 2. Target the market in a more coherent and integrated way 3. Develop the destinations, their cruise infrastructure (berth allocation, home porting, Security Systems, river-lakes outfalls) 4. Identification and management of the negative impacts of the cruise sector (seas, lakes, rivers) 5. Diversification of the tourism offer and product segmentation
Identified source of funds for the implementation of project idea/concept	It will be identified during project development.
Relevance to the following priority actions from the EUSAIR ACTION PLAN for Pillar:	<i>To what extent does the project contribute to the implementation of at least 1 of the following priority actions? (description)</i>
Pillar 1 BLUE GROWTH Topic 1.1 Blue technologies Topic 1.2. Fisheries and aquaculture Topic 1.3. Maritime and marine governance and services	

<p>Pillar 2 CONNECTING THE REGION</p> <p>Topic 2.1. Maritime transport</p> <p>Topic 2.2. Intermodal connections to the hinterland</p> <p>Topic 2.3. Energy networks</p>	
<p>Pillar 3 ENVIRONMENTAL QUALITY</p> <p>Topic 3.1. The marine environment 1.a. <u>Threat to coastal and marine biodiversity;</u> 1.b. <u>Pollution of the sea;</u> Topic 3.2 Transnational terrestrial habitats and biodiversity</p>	
<p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topic 4.1. Diversified tourism offer (products and services)</p> <p>Topic 4.2. Sustainable and responsible tourism management (innovation and Quality)</p>	<p>4.2. Sustainable and responsible tourism management (innovation and quality)</p> <p>This project idea complies fully with the Action plan of EUSAIR ({COM (2014) 357 final} {SWD (2014) 191 final}) and its indicative action: “Diversification of the cruise and nautical sectors and enhancement of the yachting sector”. The concerned project enables the consultation with the cruise sector and the local authorities leading to new, possible alternative sea routes (including alternative use of smaller-scale cruise in rivers and lakes) that could promote joint coastal and rural tourism packages to attract tourists to the hinterland as well as to reduce the environmental impacts. Main priority is the development of guidelines and a study of the carrying capacity of the call ports, the application of sustainability criteria for the decongestion of cruise ports and the better development of these ports. Guidelines shall be issued and addressed to the managing authorities for rivers and lakes in the EUSAIR m-s.</p> <p>Under this framework both relevant topics of Pillar 4 are taken into account. The tourism offer and product will be diversified always with respect to the principles of sustainable and responsible management and growth. Main targets are the effective management, the determination of the role of various stakeholders and the identification of the proper actions that will eventually lead to sustainable and responsible tourism</p>

	<p>management among all the involved cruise destinations of EUSAIR. Without any doubt, the diversification of the tourism offer will result to expanding of the tourism season all year round, profiting from business opportunities, reducing the sector's dependence on the seasonal model, and limiting the environmental footprint. It will provide a high value-added cruise product, which will attract more and/or different types of tourists (lake or river lovers), as well as prolonging the tourist season, strengthening 'all year round tourism' and creating opportunities for more and better jobs for the Region's economy.</p>
Relation to other pillars of the EUSAIR	<i>Is the project relevant for other EUSAIR topics? If yes, to what extent does it contribute to their objectives? (description)</i>
<p>Pillar 1 BLUE GROWTH</p> <p>Pillar 2 CONNECTING THE REGION</p> <p>Pillar 3 ENVIRONMENTAL QUALITY</p> <p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topics:</p> <p>4.1. Diversified tourism offer (products and services)</p> <p>4.2. Sustainable and responsible tourism management (innovation and Quality)</p>	<p>CruiseAir project refers to all the Pillars of EUSAIR. The Cruise industry plays a crucial and a connecting role to many sectors such as the blue growth, the inter modal transportation and the environmental standards. Therefore is considered essential that it implements a coherent Strategy and Plan within EUSAIR and in full coordination with its 4 Pillars. The development of a DMP on Sustainable Tourism (Pillar 4) takes into account the current and future economic, social, environmental impacts, addressing to the needs of visitors, the industry, the growth, the management of the destination, the local communities and the connectivity of the Region.</p>
Macro-regional impact	<p>The project refers to all individual destinations within the AIR that have already developed or intent to further develop this thematic product and need technical, administrative and coordinative assistance in order to achieve this task. Tackling the seasonality through the development of</p>

	<p>cross regional thematic products is the major challenge this project idea aims to measure up to. Expanding of the tourism season all year around is an issue that concerns all the involved m-s and a common solution through the mutual cooperation is the key task of this project idea.</p>
<p>Compliance with six broad criteria (see below)</p>	<p><i>To what extent does the project comply with the Broad Criteria of EUSAIR? (description – please seek guidance in the table clarifying the Broad Criteria)</i></p>
<p>Broad Criteria</p>	
<p>Address priorities and well-substantiated needs expressed by countries, regions and stakeholders or Commission services and be widely supported.</p>	<p>The project idea complies in full with the Action Plan of EUSAIR ({COM (2014) 357 final} {SWD (2014) 191 final}), addressing to a need expressed by the Strategy itself, namely the diversification of the tourism offer, Sustainable- Responsible Tourism Management and Growth.</p>
<p>Demonstrate a transnational, if not macro-regional, scope or impact</p>	<p>This project refers to AI Region with cruise (seas, lakes and rivers) destinations. All the involved stakeholders will have the opportunity for networking, exchanging their expertise and know-how, their point of view, their concerns on the challenges of this sector which are widely common and require joint cooperation and coordination. This collaboration is a key element of the transnational scope of the project. Common task is the extension of the tourism season by the thematic product development.</p>
<p>Be realistic and credible</p>	<p>As already stated before, the Work plan consists of the Consultative Planning (b). We are proposing a highly participative approach, including several Workshops and opportunities for further discussion and project elaboration. The involvement of the stakeholders from an early stage is considered necessary in order to confirm their input and commitment. Their engagement is crucial for the realistic and credible aspect of this project idea.</p>
<p>Build on existing initiatives and have preferably not mandatory reached a fair degree of maturity</p>	<p>The nautical sector constitutes a high strategic priority at a national level. But since it is mentioned in the EUSAIR Strategy as well, and many m-s consider it as a strategic thematic product in their Strategies, we strongly believe it has reached a certain maturity degree that enables the further development and a better and most effective management at a larger scale within the AIR.</p>
<p>Pay attention to cross-cutting aspects</p>	<p>The highlighted cross-cutting issues of the EUSAIR Strategy are met by this project idea. -Research and Innovation,</p>

	<p>-Capacity Building, both for private actors and public bodies who need to engage in a much closer cooperation,</p> <p>-Communication - especially publicity - to wider and specific target groups is incorporated in CruiseAir project.</p>																												
Be coherent and mutually supportive	As already stated, this project is in full compliance with the key priorities of EUSAIR. It supports and promotes its specific per Pillar 4 topics contributing to sustainable and inclusive growth through the promotion of resource-efficient, responsible and high-quality tourism and to the consolidation of the Adriatic-Ionian Region's profile as a sustainable and high-quality destination. As already mentioned before the DMP will result to the expanding of the tourism season all year around.																												
<p><u>Compliance with the Guiding Principles of the respective Pillar</u></p> <p>Take into account the Guiding principles of the Pillar within which the proposed project is developed</p>	<p>CruiseAir showcases the potential for further growth of the nautical sector. The outcomes and directions of a DMP, will assist the local communities to manage profitably the effects of intensive influx of tourists within a relative short period of time. By exploring alternative routes and/or business models, linking better the cruise offer to local people and products, unsustainable congestion can be better tackled and the full potential could be better exploited, with more lasting economic benefits for the local economies. Therefore this project idea fully complies with the Guiding Principles of the Strategy. We highlight the fact that one of the indicative actions of the EUSAIR is the diversification of the cruise and nautical sector and enhancement of the yachting sector. Indicative projects are:</p> <p>-Development of guidelines and study of the carrying capacity of the call ports for the application of sustainability criteria for the decongestion of cruise ports and better development of these ports. Guidelines shall be issued and addressed to the authorities managing rivers and lakes in the EUSAIR m-s.</p> <p>-Consultation with the cruise sector and the local authorities for designing possible alternative sea routes (including alternative use of smaller-scale cruise in rivers and lakes) that could promote joint coastal and rural tourism packages to attract tourists to the hinterland as well as to reduce the environmental impacts. This projects combines all of the aforementioned.</p>																												
<p>Duration:</p> <p>Expected project start and completion date: (day/month/year)</p>	<ul style="list-style-type: none"> Approximately 24 months 																												
Projected Budget & Financial sources	Estimated Total cost (€) or Approximate distribution of budget by general category of expenditure and by participating country (%)																												
	<table border="1"> <thead> <tr> <th rowspan="2">General category of expenditure</th> <th colspan="9">Participating Country</th> </tr> <tr> <th>AL</th> <th>BH</th> <th>GR</th> <th>HR</th> <th>IT</th> <th>ME</th> <th>SI</th> <th>SR</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	General category of expenditure	Participating Country									AL	BH	GR	HR	IT	ME	SI	SR	Total									
General category of expenditure	Participating Country																												
	AL	BH	GR	HR	IT	ME	SI	SR	Total																				

	Management & Coordination									
	Communication									
	Survey preparation									
	Survey implementation (collection of data from visitors)									
	Data analysis									
	Reporting and dissemination									
	Total									
Additional Information										

Filled in Annex 1 should be submitted via e-mail to the following addresses:

TSG 4: tamanidi_d@mintour.gr, aivaliotou_e@mintour.gr

Based on the information provided in Annex 1 and Annex 2, the EU member state project partner will prepare the ToR for the selection of external experts.

PROJECT IDEA/CONCEPT DRAFT TEMPLATE

The aim of the project concept is to gather labelled projects of each TSG to be further developed to become bankable projects.

Project title	Survey on cultural tourism demand in Adriatic-Ionian Region
Acronym	CulTourAIR
Applicant/Lead partner (name, country & contacts)	Research centres, institutes, universities from all EUSAIR countries
Other partners (including address, e-mail, phone, fax, contact person)	Research centres, institutes, cultural institutions, universities from all EUSAIR countries
General objective	<p>General objective of CulTourAIR project is to collect information on profile, attitudes and consumption of visitors to cultural attractions and events in Adriatic-Ionian Region in order to enhance the existing system of tourism statistics on cultural tourism and to facilitate informed decision making in relation to sustainable and responsible management of the overall cultural tourism product in Adriatic-Ionian Region.</p> <p>Additional objective of CulTourAIR project is to establish a unified and harmonized methodological framework that would enable Adriatic-Ionian Region countries to continuously carry out the survey and monitor cultural tourism demand characteristics and the impacts from tourist activity to cultural resources, local economy and society.</p> <p>General objective arises from EUSAIR Action plan (2014) where the need for harmonisation of national statistics on tourism for more detailed, more comparable and more comprehensive data has been recognised.</p>
Workplan and activities	<p>1. Survey preparation activities (to be done by partners in each EUSAIR country):</p> <ul style="list-style-type: none"> • Analysis of the existing tourism statistics on cultural tourism, i.e. number of visitors to cultural attractions and events etc.; • Mapping the most important international and national cultural attractions and events (approximately 30 per country, including all UNESCO World Heritage Sites); • Preparation of data sheet for each of the selected cultural attractions and events (type of attraction/event, short description, with/without entrance fee, number of visitors, main and shoulder seasons according to number of visitors etc.) <p>2. Setting the quantitative survey methods (to be done by leading partner in consultation with other partners) including determination of:</p>

	<ul style="list-style-type: none"> • content of the survey (visitor profile, e.g. country of origin, age, sex, education, income, travel party; travel motivation; sources of information; travel characteristics, e.g. length of stay, type of accommodation, mode of transport, booking/transaction behaviour; tourism attractions/events visited; other activities in destination; satisfaction, overall and with various elements of cultural tourism supply including a perception of crowding; consumption; willingness to participate in art related workshops and local customs; image of AIR as a cultural tourism destination; etc.) • survey population, • sample design, • sample size by country and cultural attraction/event, • weighting procedure, • data collection method, and • research instrument. <p>3. Pilot testing of the research instrument and method of data collection (to be organized by partners in each EUSAIR country)</p> <p>4. Conducting the survey, i.e. collection of data from visitors to cultural attractions/events (to be organized by partners in each EUSAIR country)</p> <p>5. Data analysis, overall and by country and type of cultural attraction/event (to be done by leading partner in consultation with other partners)</p> <p>6. Reporting/dissemination (to be done by leading partner in consultation with other partners):</p> <ul style="list-style-type: none"> • Reporting/dissemination of the survey results • Methodological guidelines for future surveys
<p>Expected results/outcomes</p>	<p>CulTourAIR results will refer to internationally comparable and harmonized national visitor surveys' data, gathered and analyzed on TSG4 member scale. The project will also result in a harmonized and unified methodological framework that would enable future implementation of such surveys in Adriatic-Ionian Region.</p> <p>Specifically, the expected results of CulTourAIR are:</p> <ul style="list-style-type: none"> • A profile of visitors to cultural attractions and events in Adriatic-Ionian Region, overall and by countries • Visitors' attitudes towards cultural attraction or event, as well as towards cultural offer in general • Insights into visitors' behaviour and satisfaction with cultural tourism offer in Adriatic-Ionian Region, overall and by countries • Estimation of visitors' consumption. <p>Expected outcomes of CulTourAIR are:</p> <ul style="list-style-type: none"> • Increased quality of the cultural tourism product of Adriatic-Ionian Region • More efficient marketing planning, including improvement of promotional activities of the cultural tourism product of Adriatic-Ionian Region

	<ul style="list-style-type: none"> • Assessment of the economic impact of cultural tourism in Adriatic-Ionian Region • Assessment of sustainability issues of cultural tourism product in Adriatic-Ionian Region (other than economic impact) • Development of adequate cultural tourism development strategies based on relevant and up-to-date information on demand
Identified source of funds for the implementation of project idea/concept	<p><i>Provide information for each participating PP, including the references to appropriate planning documents or decisions that have been made by relevant authorities</i></p> <p>It will be identified during project development.</p>
Relevance to the following priority actions from the EUSAIR ACTION PLAN for Pillar:	<i>To what extent does the project contribute to the implementation of at least 1 of the following priority actions? (description)</i>
Pillar 1 BLUE GROWTH Topic 1.1 Blue technologies Topic 1.2. Fisheries and aquaculture Topic 1.3. Maritime and marine governance and services	
Pillar 2 CONNECTING THE REGION Topic 2.1. Maritime transport Topic 2.2. Intermodal connections to the hinterland Topic 2.3. Energy networks	
Pillar 3 ENVIRONMENTAL QUALITY Topic 3.1. The marine environment 1.a. <u>Threat to coastal and marine biodiversity;</u> 1.b. <u>Pollution of the sea;</u> Topic 3.2 Transnational terrestrial habitats and biodiversity	

<p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topic 4.1. Diversified tourism offer (products and services)</p> <p>Topic 4.2. Sustainable and responsible tourism management (innovation and Quality)</p>	<p>4.2. Sustainable and responsible tourism management (innovation and quality)</p> <p>Cultural tourism is a very important segment of overall tourist offer in Adriatic-Ionian Region that can contribute significantly to achieving strategic tourism goals which lead to a more sustainable tourism in general.</p> <p>This project is addressing some of the main problems in Adriatic-Ionian Region that currently block further development of sustainable tourism: high seasonality of tourism activity, dominance of “sun and sea product”, poor infrastructure, unsustainable use of cultural and natural resources.</p> <p>However, to be able to utilize cultural heritage for sustainable development, it is necessary to gain insight on general data on current market demand in cultural tourism which is the general objective of this project.</p> <p>General data on cultural tourism in Adriatic-Ionian Region so far is very scarce and limited. One of the rare examples of statistical data related to cultural tourism in AIR is EGMUS (European Group on Museum Statistics) – central database for museum statistics. However, since EGMUS database depends on national statistics, data for certain countries in AIR are incomplete. Other sources of statistical data on cultural tourism in the Region are scattered or, if available, incomparable between the countries.</p> <p>The aim of CulTourAIR project is to develop feasible methodology for data collection on cultural tourism demand based on examples of best practice from EUSAIR countries in order to develop more successful cultural tourism product.</p>
<p>Relation to other pillars of the EUSAIR</p>	<p><i>Is the project relevant for other EUSAIR topics? If yes, to what extent does it contribute to their objectives? (description)</i></p>
<p>Pillar 1 BLUE GROWTH</p> <p>Pillar 2 CONNECTING THE REGION</p> <p>Pillar 3 ENVIRONMENTAL QUALITY</p> <p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topics:</p>	<p>Development of cultural tourism is influenced by overall destinations environment. Overview of the development of adequate cultural tourism development strategies is important in the connection to Blue Growth in coastal areas.</p> <p>Development of cultural tourism is influenced by overall destinations environment. Overview of the development of adequate cultural tourism development strategies interdepending on infrastructure transport and connectivity.</p> <p>Development of cultural tourism is influenced by overall destinations environment. Overview of the development of adequate cultural tourism development strategies interdepending on habitats and environmental quality.</p> <p>4.1. Diversified tourism offer (products and services)</p> <p>This projects' aim is to contribute to a better planning and management of cultural tourism in Adriatic-Ionian Region, therefore increasing quality of cultural tourism product and tourism offer in general.</p> <p>Therefore, the project follows one of the main guiding principles highlighted for this topic, which is Fostering Adriatic-Ionian cultural</p>

<p>4.1. Diversified tourism offer (products and services)</p> <p>4.2. Sustainable and responsible tourism management (innovation and Quality)</p>	<p>heritage by affecting the product diversification, in this case, cultural tourism.</p> <p>The project also aims at following the tourism practices in regards to sustainability of cultural heritage in Adriatic-Ionian Region.</p>
<p>Macro-regional impact</p>	<p>The project aim is to include all EUSAIR countries in the research in order to gain a comprehensive overview of the current situation in the field of cultural tourism and to be able to contribute to its further planning on macro-regional level.</p>
<p>Compliance with six broad criteria (see below)</p>	<p><i>To what extent does the project comply with the Broad Criteria of EUSAIR? (description – please seek guidance in the table clarifying the Broad Criteria)</i></p>
<p>Broad Criteria</p>	
<p>Address priorities and well-substantiated needs expressed by countries, regions and stakeholders or Commission services and be widely supported.</p>	<p>Project CulTourAIR is directly linked to both, culture and tourism sectors, involving a wide range of local/national/regional stakeholders in both sectors. Further, it is directly connecting all EUSAIR countries. By developing joint research methodology and by joint data collection on the field, as well as by producing results that develop cultural tourism in all EUSAIR countries, CulTourAIR project is contributing to strategical socio-economic cohesion of Adriatic-Ionian Region. Regarding the project's long-term frame, it will define a harmonized and unified methodological framework that would enable future implementation of such surveys in Adriatic-Ionian Region.</p>
<p>Demonstrate a transnational, if not macro-regional, scope or impact</p>	<p>The project includes all EUSAIR countries in the research in order to gain a comprehensive overview of the current situation in the field of cultural tourism on macro-regional level. Various stakeholders from tourism and culture sectors who will be included in the process of the project implementation will gain an opportunity for networking and building potential partnerships for future joint activities. The project contributes to further strategic planning of cultural tourism on macro-regional level.</p>
<p>Be realistic and credible</p>	<p>When defining the project idea, special attention was paid to its credibility and the need to define it realistically. The proposed project idea was already partially implemented in EU countries through ATLAS project (Association for Tourism and Leisure Education and Research) and on a national level, where the survey on basic trip characteristics was expanded with data on motivation (centrality of culture in a decision to visit) and consumption. Its' successful implementation thus proves the technical and financial feasibility of the proposed project idea in the macro-regional context such as Adriatic-Ionian Region. Furthermore, the previous research conducted on a national level is an example where this project directly informed the national cultural tourism strategic and operational planning as well as marketing and product development policies. Regarding the project's credibility, the definition, testing and implementation of the project's methodological</p>

	framework will ensure its replicability and thus its sustainability in future periods.																																																																																								
Build on existing initiatives and have preferably not mandatory reached a fair degree of maturity	The foundations of this project idea are previous research conducted on national scale that have proven successful and therefore are of great relevance in further project development.																																																																																								
Pay attention to cross-cutting aspects	Project CulTourAIR is cutting across regional countries as well as across sectors. It is primary focused on research dedicated to development of cultural tourism in Adriatic-Ionian Region, and fostering greater partnership and joint activities of the two sectors – tourism and culture – that need yet to develop true cooperation at national and macro regional levels.																																																																																								
Be coherent and mutually supportive	The project is in compliance with other initiatives included in Pillar 4, as well as with main strategic principles stated in EUSAIR Action plan.																																																																																								
<p><u>Compliance with the Guiding Principles of the respective Pillar</u></p> <p>Take into account the Guiding principles of the Pillar within which the proposed project is developed</p>	<p>CulTourAIR project follows one of the main guiding principles highlighted for Sustainable and responsible tourism management which is expanding the tourist season to all-year round by supporting development of special interest tourism.</p> <p>Since projects' aim is to develop cultural tourism product in Region based on the broad market research, it is considered that these actions will lead to expanding the tourist season to all-year round.</p>																																																																																								
<p>Duration:</p> <p>Expected project start and completion date: (day/month/year)</p>	<p>Overall – approximately 24 months:</p> <p>Survey preparation activities – 6 months</p> <p>Survey implementation (data collection) – 12 months</p> <p>Data analysis; dissemination – 6 months</p>																																																																																								
<p>Projected Budget & Financial sources</p>	<p>Estimated Total cost (€) or Approximate distribution of budget by general category of expenditure and by participating country (%)</p> <table border="1"> <thead> <tr> <th rowspan="2">General category of expenditure</th> <th colspan="8">Participating Country</th> <th rowspan="2">Total</th> </tr> <tr> <th>AL</th> <th>BH</th> <th>GR</th> <th>HR</th> <th>IT</th> <th>ME</th> <th>SI</th> <th>SR</th> </tr> </thead> <tbody> <tr> <td>Management & Coordination</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Communication</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Survey preparation</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Survey implementation (collection of data from visitors)</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Data analysis</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Reporting and dissemination</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	General category of expenditure	Participating Country								Total	AL	BH	GR	HR	IT	ME	SI	SR	Management & Coordination										Communication										Survey preparation										Survey implementation (collection of data from visitors)										Data analysis										Reporting and dissemination										Total									
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Additional Information	
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Filled in Annex 1 should be submitted via e-mail to the following addresses:

TSG 1: _____

TSG 2: eusairFPIT@regione.marche.it

TSG 3: ; Senad.Oprasic@mvteo.gov.ba; and in cc to (obligatory): eusair@izola.si

TSG 4: eusair@mint.hr

Based on the information provided in Annex 1 and Annex 2, the EU member state project partner will prepare the ToR for the selection of external experts.

PROJECT IDEA/CONCEPT DRAFT TEMPLATE

The aim of the project concept is to gather labelled projects of each TSG to be further developed to become bankable projects.

Project title	<p><i>Integrated Sustainable Management of Tourism Destinations in AIR:</i></p> <ul style="list-style-type: none"> - <i>development of LLL training programs and</i> - <i>development of Master's program</i>
Acronym	DES_ AIR
Applicant/Lead partner (name, country & contacts)	One of EUSAIR countries universities
Other partners (including address, e-mail, phone, fax, contact person)	EUSAIR Countries Higher Education Institutions (HEIs)? Public and private educational institutions of EUSAIR
General objective	<p>The objective of this three-year project is to contribute to strengthened competitiveness of the EUSAIR countries by increasing the quality of education for integrated sustainable destination management.</p> <p>Development of integrated destination management is essential for smart specialization of destinations of EUSAIR, for high quality diversification of tourism offer of destinations, harmonized destination planning, and for the sustainability of local communities, local businesses and natural and cultural resources.</p> <p>Well-managed destinations attract fresh investments, develop value-added jobs, recruit new talents, and boost innovation</p> <p>Human capital development through targeted education is to enhance the capacity for innovation of all stakeholders, and especially SMEs operating in EUSAIR destinations, strengthening the potential for smart specialization (developing entrepreneurial skills and entrepreneurial mind set-up in tourism sector). The project will contribute to increased growth and visibility of the (destinations of) Adriatic Ionian region.</p>

	<p>Through improved and integrated destination management, it will also contribute to smart specialized and innovative tourism offer of destinations. It will raise competitiveness and productivity by promoting all stakeholders of destinations, especially SME sector closely linked to the innovative tourism offer, by networking the existing SMEs from all areas, and by promoting their products and services. Furthermore, the project will focus on providing the guidelines for targeted education and training for further building of competences in innovative tourism.</p>
<p>Workplan and activities</p>	<p>WP1 – Project management Objective of this WP is to facilitate sound project management and coordination. This WP will follow common management procedures for ETC projects</p> <p>WP 2 - Development of educational (training) programmes for Integrated sustainable destination management, fostering integrated approach including all stakeholders. Promotion and implementation of lifelong entrepreneurial learning as a key competence concepts among educational stakeholders' organisations in all levels of education</p> <ol style="list-style-type: none"> a. Research on existing destination management educational and training programs - and preparation of educational tools b. Life-long entrepreneurial learning programme introduced as a key competence to Higher Education Institutions (HEIs) c. Training modules development, Strategic piloting <p>Outputs: tools developed, training held, strategic piloting and peer visits conducted in all participating institutions</p> <p>WP 3 – Development of Masters' programmes for Integrated sustainable destination management for EUSAIR countries</p> <ol style="list-style-type: none"> a. Development of the Pilot project of ISDM program as model for one year Master in ISDM studies in EUSAIR countries b. Curriculum development <p>WP 4 - Training Lab Pilot - Human capital development for raising competences in destination management for a sustainable and innovative tourism destinations</p> <p>In order to increase the capacities of HR among the destination stakeholders 5 training modules will be developed and using these, 5 capacities building programmes will be organised (Training of Trainers - ToT) in each country.</p> <ol style="list-style-type: none"> a. Education and training of relevant stakeholders (with involvement of line Higher Education Institutions (HEIs and SMEs) b. Training modules development, Training of trainers for innovative special interest product development, market research, inclusiveness c. Winter schools – exercise among identified beneficiaries <p>Outputs: tools and pilot actions for smart educational packages (SMEs cooperating with research institutions and HEIs through training and piloting)</p> <p>WP 5 - Systematic policy dialogue in the field of integrated tourism destination management for smart and innovative tourism offer</p>

	<p>including trainings and education for all EUSAIR destinations for specific new approach and development of innovative tourism products and markets (hybrid, trans-sectoral, inclusive and market sensitive)</p> <p>a. Strategic cooperation between Universities and National tourism offices for destination management</p> <p>b. Good practice examples – dissemination events throughout the Adriatic-Ionian region in coordination with relevant authorities, line ministries, chambers, National Tourist Boards, local authorities, etc.</p> <p>WP 6 – Communication and visibility</p> <p>Outputs: destination management action plans, methodologies and tools for facilitation of strategic cooperation of EUSAIR destinations, universities and National tourism offices on increasing tourism offer based on sustainable and innovative tourism developed and promoted.</p>
<p>Expected results/outcomes</p>	<p>Upgrade of Adriatic-Ionian education for the integrated management of sustainable tourism destinations'</p> <p>Human capital development for raising competences in integrated sustainable tourism destination management for innovative EUSAIR</p> <p>Outputs:</p> <ul style="list-style-type: none"> • Tools and pilot actions aimed at Human capital development for raising skills and competences in destination management innovative tourism, SMEs cooperating with research institutions and HEIs through training and piloting • Strategic piloting in HEIs in every participating country • Upgrade of Adriatic-Ionian destinations • Upgrade of Adriatic Ionian tourism products • New quality for sustainable tourism offer of destinations". • Brand-building of the Adriatic Ionian destinations.
<p>Identified source of funds for the implementation of project idea/concept</p>	<p>Depending on new MFF (possibly HORIZON)</p>
<p>Relevance to the following priority actions from the EUSAIR ACTION PLAN for Pillar:</p>	<p><i>To what extent does the project contribute to the implementation of at least 1 of the following priority actions? (description)</i></p> <p><i>Action plan stresses the importance of the smart growth through stimulation of competitiveness in the tourism sector of the Adriatic Ionian Region, as well as optimisation of tourism services which can be achieved through smart destinations. Smart destinations are those managed in an integrated and sustainable way. Destination management requires interdisciplinary approach. The coordination as well as integration of the various elements that constitute the destination mix for a specific geographic location of Adriatic and Ionian Region is necessary</i></p> <p>Education should provide smart coordination & management plans on destinations' level, providing sustainability of the Region.</p> <p>Raising diversified profiles of EUSAIR destinations based on distinctive resources and special interest products incorporating elements of good</p>

	<p>governance and act as sustainable action plans that are both strategic, competitive and futuristic.</p> <p><i>Education in this matter aims also to contribute to sustainable and inclusive growth through the promotion of resource-efficient, responsible and high-quality tourism with new, better and more long-term jobs and consolidation of the Adriatic-Ionian region's profile as a sustainable and high-quality destination.</i></p> <p>This being in line with the Action Plan could further build on the work already carried out in a bottom-up manner by established macro-regional actors. Such is the case of the Adriatic-Ionian Initiative (with a special group for Tourism and Culture), the network of the Adriatic and Ionian Universities (UNIADRION), the Adriatic-Ionian Euro-region (through its Thematic Committee on Tourism and Culture), the Forum of Adriatic and Ionian Cities and the mentioned AIC Forum.</p>
<p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topic 4.1. Diversified tourism offer (products and services)</p> <p>Topic 4.2. Sustainable and responsible tourism management (innovation and Quality)</p>	<p>Pillar IV topics</p> <p>As stated in the publication “For A Prosperous and Integrated Adriatic and Ionian Region”, (June 2014), under the section 2.4. referring to pillar 4. of the EUSAIR - Sustainable tourism, developing the Region’s potential in terms of sustainable tourism can be accelerated by offering innovative and quality tourism products and services with involving all actors in the sector.</p> <p>To achieve SO 2. Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region the project will focus on “Topic 2 - Sustainable and responsible tourism management (innovation and quality)” of the aforementioned pillar.</p> <p>This will be implemented by putting the special focus on the priority concerning available skills and knowledge in tourism industry. Therefore the project will be focused on training and building competences both at mid-term (faculties) and short-term perspective (existing DMCs-SMEs) by introducing tailor-made training modules and train the trainers sessions.</p> <p>Also the Report / Analysis on the National Tourism Strategies of the 8 countries and the Common Tourism Priorities clearly demonstrates in its Executive Summary the priorities detected by all 8 countries, among which the third point stresses the needs for Skills and vocational training and the matter of tourism management.</p> <p>The recommendations goes towards the development of multilingual training courses and establishment of Master program on tourism management, sharing the same methodologies and approaches, within the EUSAIR countries.</p> <p>Project addresses the main challenge which is the educational system not matching economy needs, infrastructure and services quality, resulting in the lack of destination management skills, especially for sustainable destinations with integrated approach. Lack of management skills leads towards low competitiveness, high seasonality, neglected non-coastal destinations and unemployment. There are also overall</p>

	<p>regional disparities, caused by geographical and other socio-economic factors.</p> <p>Project will also systematically improve availability of suitable skills in tourism management by embedding the high quality integrated management approach and entrepreneurship as key competences in all forms of the educational system, with special focus on faculties dealing with tourism.</p> <p>Cross-sectoral aspects</p> <p>EUSAIR countries have recognised the need for integrated cross sectoral approach in destinations management. The project will address the cross sectoral limitations of destinations in Adriatic Ionian region by supporting the constitution of multilevel and inter-sectoral working (educational/training) teams and partnerships to overcome administrative and sectoral bottlenecks (through activities of WP 3 and 4).</p> <p>Integrated approach throughout the region is planned, connecting scientist, scholars, professors and teachers in tourism and other studies, in order to exchange knowledge and achieve interdisciplinary approach being essential for destination development and product creation. Working together through research and education, diversity and compatibility on the level of the region can be achieved even in the matters of better connectivity and accessibility of the EUSAIR.</p>
<p>Relation to other pillars of the EUSAIR</p>	<p><i>Relevance for other EUSAIR topics:</i></p>
<p>Pillar 1 BLUE GROWTH</p> <p>Pillar 2 CONNECTING THE REGION</p> <p>Pillar 3 ENVIRONMENTAL QUALITY</p> <p>Pillar 4. SUSTAINABLE TOURISM</p>	<p>Blue Growth is closely related to sustainable development of destination management regarding maritime tourism and coastal destinations, and thus education is planned to include this specific phenomenon as well.</p> <p>Connected region – connected destinations – education on needs of maritime connectivity of islands, best practice examples of boat-biking routes, etc</p> <p>Sustainable region – Education level for sustainable management of destinations in the region</p> <p>Proposal by Pillar 4</p>
<p>Macro-regional impact</p>	<p>Project is addressed to level up overall regional disparities, caused by geographical and other socio-economic factors.</p> <p>Education and training will provide integrated and high quality approach towards branding and promotion of destinations and regional tourism. New skills and competences will improve the competitiveness of destinations and products and especially of SMEs in the domestic and international (regional) markets improving their performance by enhancing their skills as well as encouraging the policy makers in drafting more effective policy frameworks.</p>

Compliance with six broad criteria (see below)	<i>To what extent does the project comply with the Broad Criteria of EUSAIR? (description – please seek guidance in the table clarifying the Broad Criteria)</i>
Broad Criteria	
Address priorities and well-substantiated needs expressed by countries, regions and stakeholders or Commission services and be widely supported.	<p>Two main EUSAIR priorities are being satisfied by the project development: high quality tourism management and the diversification of the offer.</p> <p><i>EUSAIR countries have expressed need for training and skills in the field of tourism management. Tourism management should highly collaborate with businesses being the essential part of tourism destinations need to be trained in the framework of successful destination management</i></p> <p><i>Thus new programmes for training and new projects in the field of education will be developed;</i></p> <p><i>Project’s aim is to provide not only the training modules and curriculum for ISDM, but also in-service trainings for education professionals, flexible and continuous education of SME employees and to raise the knowledge and competence of all stakeholders of destinations, including the unemployed. All this in specific topics of destination management planning, destination marketing and visitor orientation, destination specific products development, destination safety and security, destination resources responsible use. In line with SME/DMC product development, smart interdisciplinary modules will be developed for specific tourism products (regarding safety demands), active, cultural and creative tourism, food tourism, city tourism and other innovative hybrid special interest forms of tourism.</i></p> <ul style="list-style-type: none"> • <i>Diversified tourism offer:</i> <i>Training and innovation for sustainable integrated destination management includes high quality diversified product development for each specific destination. It specifies special personalized trainings for specific destinations in specialized products characteristic for each destination.</i> <i>This including the modular principle.</i> <i>Diversification of products/increasing number of visitors; supporting synergies among destinations, creative and cultural industries and the SMEs</i>
Demonstrate a transnational, if not macro-regional, scope or impact	<p>The transnational cooperation between the national authorities responsible for education, economy and tourism as well as the private sector is currently rather limited. There are some initiatives in the last few years to strengthen this cooperation and networking, still, in most of the countries, this process is applied very slowly and it is mostly initiated by the Governments’ bodies having more formal manner rather than practical and proactive role.</p> <p>Project enhances communication – especially publicity - to wider and specific audiences, through the higher quality of education, life-long</p>

	learning, vocational training, and development of skills, are incorporated in the proposed Action Plan as part of the "Capacity building" process.
Be realistic and credible	Include HEI, DMOs, SMEs with timely and realistic goals.
Build on existing initiatives and have preferably not mandatory reached a fair degree of maturity	EU Strategy for the Adriatic and Ionian Region – pillar IV, report/analysis of the EUSAIR national tourism strategies for identifying common priorities and actions in relation to the EUSAIR action plan-pillar IV: "sustainable tourism". Defining relevant EUSAIR macro-regional mid-term tourism result indicators and targets” stresses 8 joint proposals/actions, with a macro regional dimension, among them: Skills and vocational training developing multilingual training courses and establishing a Master program on tourism management, hospitality and services, sharing common methodologies and approaches, within the EUSAIR countries;
Pay attention to cross-cutting aspects	<p>A number of cross-cutting issues of integrated cooperative sustainable tourism management falls under EUSAIRs field of expertise and is of high relevance to all proposed topics:</p> <ul style="list-style-type: none"> • Interdisciplinary research and innovation with particular attention to destination management, destination development, integrated approach to all destination stakeholders, integrated approach to the macro-regional destinations promotion, • Stakeholders Capacity Building (SMEs), both for private actors and public bodies who need to engage in a much closer cooperation through an integrated approach - stakeholders shall be actively involved in different stages of this complex process, starting from drafting the destinations management plan and policy, towards its implementation and monitoring to the process of evaluating it and introducing necessary improvements.
Be coherent and mutually supportive	<p>Partners (HEI, DMOs, DMCs) will continue to cooperate on future projects connected with innovative and sustainable tourism education.</p> <p>Multiplier effects are possible in several forms. The results of the project will certainly have an effect of the increase of awareness on sustainable and innovative tourism and its importance in developing an entrepreneurship culture and boosting the growth of the respective sector. Stakeholders in other organisations/regions/countries outside of the defined partnership can easily take over approach in this project by transferring the elements of the project outputs and adjusting it to their needs since all the outputs will be designed as easily transferable and can serve as multiplication matrix for further development of the programme areas sustainable tourism concepts.</p>
<u>Compliance with the Guiding Principles of the respective Pillar</u>	Guiding principles of sustainable tourism will be respected in terms of social, cultural, environmental and economic sustainability of destinations involving in education and project development all multi-sectoral stakeholders of destinations.
Duration:	2020 - 2023

Expected project start and completion date: (day/month/year)										
Projected Budget & Financial sources	Estimated Total cost (€) or Approximate distribution of budget by general category of expenditure and by participating country (%)									
	€3.6 <i>million</i> (?)									
	General category of expenditure	Participating Country								
		AL	BH	GR	HR	IT	ME	SI	SR	Total
	Management & Coordination									
	Communication									
	Infrastructure & Equipment									
	Waste Management Network									
Total										
Additional Information										

Filled in Annex 1 should be submitted via e-mail to the following addresses:

TSG 1: _____

TSG 2:

TSG 3:

TSG 4: *eusair@mint.hr*

Based on the information provided in Annex 1 and Annex 2, the EU member state project partner will prepare the ToR for the selection of external experts.



Annex 1

PROJECT IDEA/CONCEPT DRAFT TEMPLATE

The aim of the project concept is to gather labelled projects of each TSG to be further developed to become bankable projects.

Project title	Green Mapping for the Adriatic-Ionian Region - Supporting Development and Market Access for Responsible and Sustainable Tourism Destinations and Micro/SME Operations in the EUSAIR Region
Acronym	TG AIR
Applicant/Lead partner (name, country & contacts)	To be decided Croatia as a lead promoter
Other partners (including address, e-mail, phone, fax, contact person)	All EUSAIR partner countries are welcome to join.
General objective	<p>The proposal aims to support the development and promotion of quality-assessed Micro & SME tourism operations and destinations in the EUAIR Adriatic-Ionian region. The objective is to improve their sustainability and competitiveness, then give them visibility and market uptake through the application of proven ICT-based innovation and knowledge networking processes that support the mapping, development, management, marketing and monitoring of a country's sustainable tourism development. It will achieve this through a collective country-based bottom up training and development process that will deliver green travel maps for each participating region, designed for either b2c, b2b or b2g use in the international market-place, or for national/regional management of a country's SCP programme.</p> <p>The Green mapping of the participating countries and regions will create favourable market conditions that will facilitate the selected destinations' and Micro & SME's 'research to market-place' innovation activities, assisting them to innovate to be more environmentally and socially responsible, and to be more economically competitive and sustainable at an international level.</p>
Planned activities and expected outcomes of the	<p>Series of work packages might include further activities:</p> <ul style="list-style-type: none"> • Building a Sustainable Tourism Knowledge Sharing, Training & Promotion Partnership, building EUSAIR regional networks to build the Travel Green Adriatic & Ionian Region (TG AIR) sustainable tourism knowledge alliance.

<p>Project idea/concept</p> <p>Proposal</p>	<ul style="list-style-type: none"> • Defining and Mapping the Adriatic-Ionia Green Tourism Offer in all eight countries, involving a bottom up stakeholder based process in each country • Travel Green AIR App and ICT Portal Development based on the Tourism 2030 ICT platform, for specific B2B and B2C Adriatic Ionia Regional Portal. • Knowledge Alliance Information Workflow (map, manage and market the offers). • Promotion and Dissemination of the Travel Green Adriatic-Ionian Region Brand (in collaboration with the ADRION brand using Travel Green AIR). • Developing a Regional Client – Service Provider Consumer Feedback & Monitoring & Reporting System.. • Project Management, Monitoring & Evaluation System
<p>Expected results/outcomes</p>	<ol style="list-style-type: none"> 1) Development of an Adriatic-Ionian-wide and global Sustainable & Responsible Tourism Knowledge Alliance. 2) A region-wide information gathering and training process of mapping the development of sustainable tourism offers (destinations and SMEs). 3) Development of Travel Green Adriatic-Ionian Region (AIR) Portal 4) Development of related App with an initial focus on ecotourism in protected areas as its initial key topic 4) A collaborative region-wide branding, promotion and marketing process
<p>Relevance to the following priority actions from the EUSAIR ACTION PLAN for Pillar:</p>	<p>To what extent does the project contribute to the implementation of at least 1 of the following priority actions? (description)</p> <p>Pillar 4</p>
<p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topic 4.1. Diversified tourism offer (products and services)</p> <p>Topic 4.2. Sustainable and responsible tourism management (innovation and Quality)</p>	<p>The TG AIR programme is expected to give the pillar of sustainable tourism a strong input from European and global cutting edge developments in the field. The Green mapping of the participating countries and regions will create favourable market conditions that can facilitate innovative activities in destinations and businesses, assisting them to innovate to be more environmentally and socially responsible, and while being at the same time economically competitive and sustainable at an international level.</p> <p>Transnational territorial dimension</p> <p>TG AIR plans to include sustainable and responsible tourism offers from the EUSAIR member states</p> <p>Thematic dimension</p> <p>The proposal should focus on ecotourism in protected areas as its sustainable transnational thematic tourism product, with a specific focus on waters and wildlife.</p> <p>The programme should cover the following EUSAIR priority areas:</p> <p>Skills and vocational training. multilingual sustainable & responsible tourism training courses, linked to existing European best practice. (creating Masters program?)</p> <p>Governance and capacity building</p> <p>Training and tools to be provided to foster capacity building for destination management organizations, also in the EUSAIR context.</p> <p>Innovation, ICT and digital agenda</p>

	<p>The TG AIR project should be formed in a way which will enable its embedding into international portals of sustainable and responsible tourism. This might bring considerable time and cost savings to the region.</p> <p>Measuring and monitoring sustainable tourism</p> <p>In the later stage the project should follow the principles of ETIS and INSTO.</p>
Relation to other pillars of the EUSAIR	<i>Is the project relevant for other EUSAIR topics? If yes, to what extent does it contribute to their objectives? (description)</i>
<p>Pillar 1 BLUE GROWTH</p> <p>Topics:</p> <p>1.1. Blue technologies 1.2. Fisheries and aquaculture 1.3. Maritime and marine governance and services</p> <p>Pillar 4. SUSTAINABLE TOURISM</p> <p>Topics:</p> <p>4.1. Diversified tourism offer (products and services) 4.2. Sustainable and responsible tourism management (innovation and Quality)</p>	<p><i>(Each TSG could define their specific quantitative and qualitative indicators (technical indicators) to assess in a harmonized and objective manner how the project ideas contribute to the pillar/topic).</i></p> <p>TG AIR programme can establish an operational framework to manage and stimulate the territorial dimension of Blue Growth, applied to tourism.</p> <p>The approach offers a method to foster Innovation – in this case in sustainable and responsible tourism, seeking to develop supply chain networks and clusters that can be mapped measured, managed, marketed and monitored (in possibly one system).</p> <p>Measuring and monitoring sustainable tourism for the region as a whole can become possible with the TG AIR project, starting with the introduction of skills and vocational training alongside ICT based tools to improve governance and of improved communications capacity for developing integrated tourism packages, products and services.</p>
Macro-regional impact	The macro-regional level of implementation is the scope of the Travel Green AIR programme, and defines its deepest level of impact. By giving all 8 countries a single sustainable & responsible tourism measuring, mapping, managing, marketing and monitoring ICT system, the whole region will be able to act coherently in key areas of common interest.
Compliance with six broad criteria (see below)	<i>To what extent does the project comply with the Broad Criteria of EUSAIR? (description – please seek guidance in the table clarifying the Broad Criteria)</i>
Broad Criteria	

Address priorities and well-substantiated needs expressed by countries, regions and stakeholders or Commission services and be widely supported.	The project specifically address the EUSAIR priority areas 2, 3, 4 and 6. I.e: 2 Measuring and monitoring sustainable tourism 3. Skills and vocational training 4. Governance and capacity building 6. Innovation, ICT and digital agenda
Demonstrate a transnational, if not macro-regional, scope or impact	The project has strong connections to existing EU networks and programmes that would bring partners into a European-wide network of tourism stakeholders, primarily involved in Research, Higher Education and Business.
Be realistic and credible	The 24 months project allows sufficient time for stakeholders to understand the programme and develop the capacity to integrate it into their working practices. This has already been proved in the Erasmus-funded TRIANGLE programme in four other European countries.
Build on existing initiatives and have reached a fair degree of maturity	The programmes stem from UN and EU initiatives dating back to the 2002 Agenda 21 UN - WSSD process and the EUs SD I & II.
Pay attention to cross-cutting aspects	At the global level tourism sustainability is seen as the cross-cutting vector that can stimulate overall regional and sector sustainability. TG AIR starts from this recognition of tourism as a multi-sector, multi-stakeholder, multi-level activity, and then builds a mapping process that makes this all visible.
Be coherent and mutually supportive	As the underlying ICT development processes have been through several EU and UN development phases to date, the TG AIR project has reached a high level of coherence. Partners will be able to rely on skilful project coordination that is based on tested online communications and work flow systems that enable partners to interact positively and supportively.
<u>Compliance with the Guiding Principles of the respective Pillar</u> Take into account the Guiding principles of the Pillar within which the proposed project is developed	Project design specifically addresses the guiding principles of Pillar 4, i.e. sustainable Tourism. TG AIR can encourage tourism product and service diversity, particularly through the application of the Green Mapping System. The training and education component to promote skills and competences for development of tourism products and services in a sustainable and responsible manner can greatly be enhanced among the workforce in both businesses and public institutions.
Duration: Expected project start and	24 months

completion date: (day/month/year)										
Projected Budget & Financial sources	Estimated Total cost (€) or Approximate distribution of budget by general category of expenditure and by participating country (%)									
	General category of expenditure	Participating Country								
		AL	BH	GR	HR	IT	ME	SI	SR	Total
	Management & Coordination									
	Communication									
	Infrastructure & Equipment									
Waste Management Network										
Total										
Additional Information										

Filled in Annex 1 should be submitted via e-mail to the following addresses:

TSG 1: _____

TSG 2: _____

TSG 3: mitja.bricelj@gov.si ; Senad.Oprasic@mvteogov.ba; and in cc to (obligatory): eusair@izola.si

TSG 4: _____.

Based on the information provided in Annex 1 and Annex 2, the EU member state project partner will prepare the ToR for the selection of external experts.