

# TSG4

## THEMATIC STEERING GROUP FOR PILLAR 4

18<sup>th</sup> Meeting of the TSG4

# EUSAIR

October 18<sup>th</sup> 2022, Thessaloniki

6. i)

# STRATEGIC PROJECTS' DEVELOPMENT

State of play - TSG4 mono pillar flagship strategic projects  
development

# SUSTAINABLE TOURISM FLAGSHIPS & OBJECTIVES

Report on EUSAIR national tourism strategies pointed out to  
• 6 top priorities in TSG4



"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".



## TOPIC 1: DIVERSIFIED TOURISM OFFER

1. Development of sustainable and thematic routes
2. Fostering Adriatic-Ionian cultural heritage through diversification of tourism offer
3. Research & Development for SMEs performance and growth-diversification

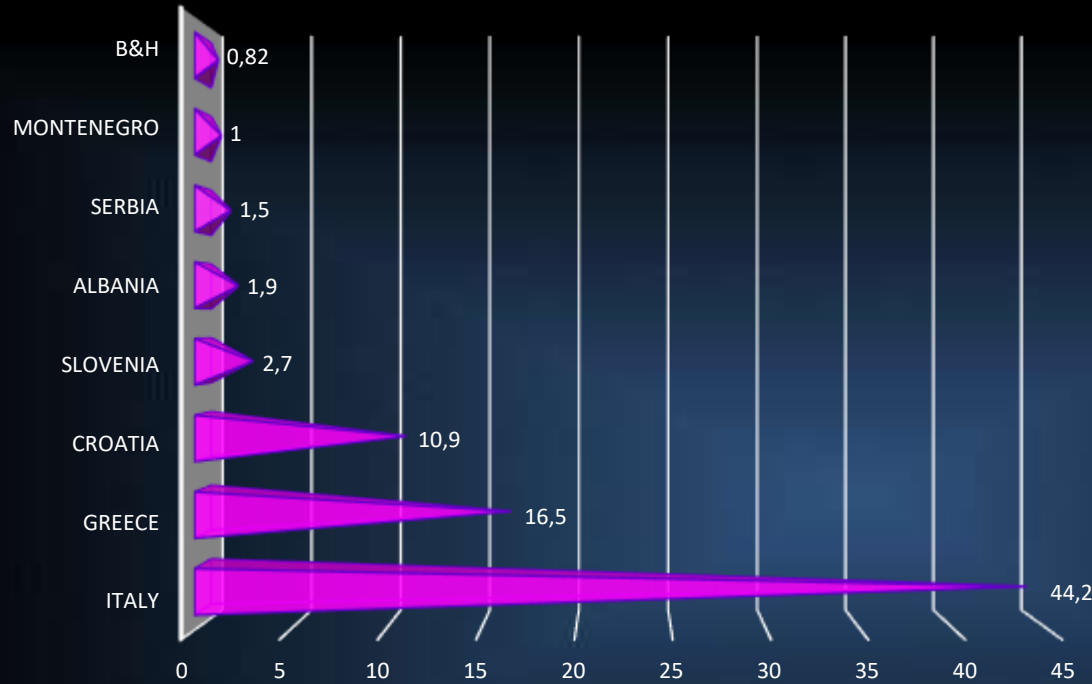


## TOPIC 2: SUSTAINABLE AND RESPONSIBLE TOURISM MANAGEMENT

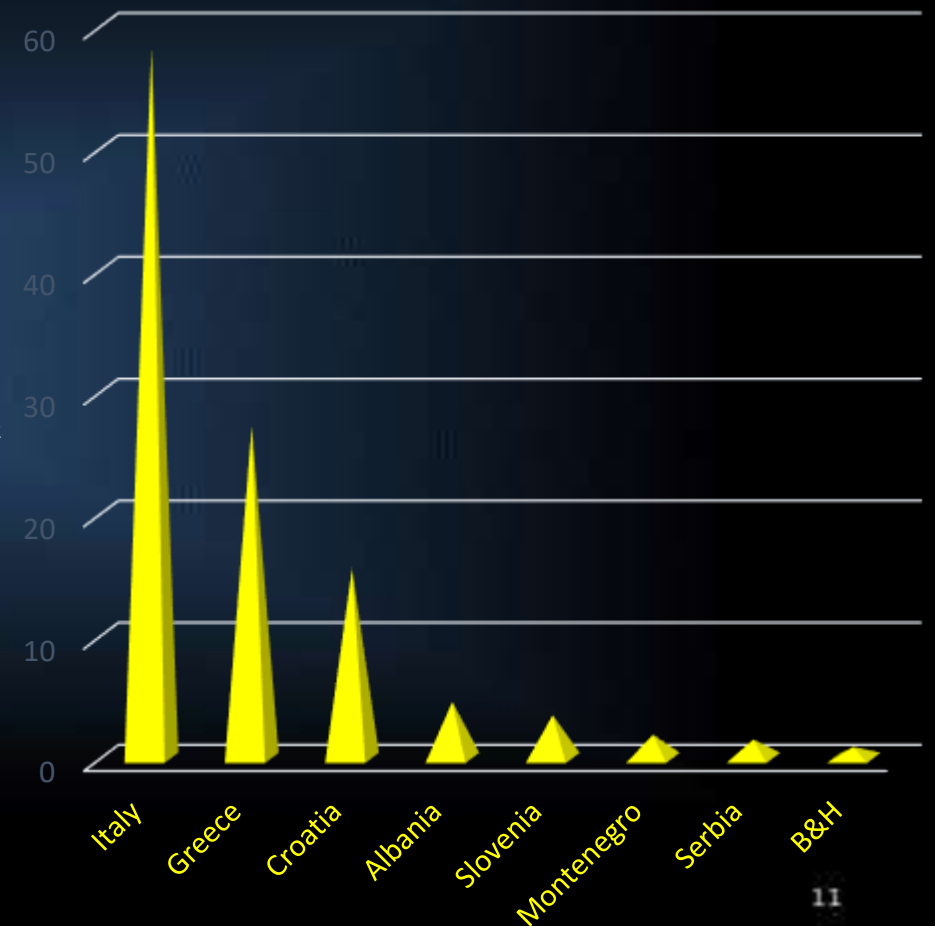
1. Developing network of sustainable tourism businesses and clusters
2. Expanding the tourist season to all-year round through special interest tourism (SIT)
3. Training and skills for tourism businesses - increasing the quality of integrated sustainable destination management

# SUSTAINABLE TOURISM EUSAIR CHALLENGES

2017 EUSAIR Receipts \$bn (Source: UNWTO)



2017 EUSAIR Arrivals [UNWTO]



- Montenegro
- B&H
- Serbia
- Albania
- Slovenia
- Croatia
- Greece
- Italy

TT direct employment (WTTC)

0 500000 1000000 1500000

# CHOSEN TSG4 FLAGSHIPS

## → SUSTAINABLE DESTINATION MANAGEMENT

**CRUISE AIR**  
Destination Management strategic & action plans for sustainable tourism in seaside and continental (rivers, lakes) cruise destinations

**DES\_AIR**  
Education, training and skills curricula development for smart destination management and SIT for tourism businesses and stakeholders providing sustainable destinations & new jobs

**ProDestAIR (MIQS)**  
Development of multiple intelligence & quality systems for smart, participative and agile destination management able for dynamic response to challenges



**GREEN MAPPING**  
Digital support to the development and promotion of quality-assessed micro businesses and EUSAIR destinations for MR coherence in the field of sustainable & responsible tourism

**LIVING THE SEA 4.0**  
Digitalisation of cultural heritage of fishing traditions and fish industry for creation of virtual touristic points of interest in EUSAIR

**CULTURAIR:**  
HARMONIZED AND UNIFIED methodological framework for CT surveys in Adriatic-Ionian Region resulting in increased quality of diversified AIR cultural tourism products



## → DIVERSIFICATION

**AIR CULTURAL ROUTES**  
harmonized distribution of tourism flows through sustainable management of cultural routes in macro-regional territories and distribution of innovative diversified **MT TOURISM PRODUCTS**



# PRIORITIES & FLAGSHIPS

## TOPIC 1: Diversified Tourism Offer

Priority /action/flagship	Joint targets/indicators	Strategic projects
<p>Development of sustainable and thematic routes</p>	<p>Harmonization of tourism flows through diversification                      Management of macro-regional cultural routes - development of a new valuable governance model for thematic routes in the EUSAIR countries, identification of innovative special interest tourism products on the routes, sustainability of remote destinations, excellence centers for smart specialization in route product development</p>	<p><b>Development:</b>  <b>AIR CULTURAL ROUTES</b></p>
<p>Fostering Adriatic-Ionian cultural heritage through diversification of tourism offer</p>	<p>Digitalization of cultural heritage of fishing traditions and fish industry for creation of virtual touristic points of interest in EUSAIR                      Cultural heritage sustainability; R&amp;D; Travel intelligence sharing, Digitalization for Visibility ; Diversification of MR SIT products based on authenticity; Touristic valorization of remote areas</p>	<p><b>LIVING THE SEA 4.0</b>  <b>CULTOURAIR</b></p>
<p>Research &amp;Development for SMEs performance and growth-diversification</p>	<p>Research and development data gathered, travel intelligence data sharing for SIT development stimulating recovery and better visibility of cultural heritage, and sustainability of diversified EUSAIR micro destinations with quality cultural tourism products</p>	<p><b>CULTOUR AIR</b></p>

# PRIORITIES & FLAGSHIPS



## TOPIC 2: Sustainable and Responsible Tourism Management

Priority /action/flagship	Joint targets/indicators	Strategic projects dvlp.
<b>Developing network of sustainable tourism businesses and clusters</b>	Cooperation and sharing travel intelligence through networks for: visibility, promotion, competitive SME's and sustainable destinations aimed at environmental quality	<b>GREEN MAPING</b>
<b>Expanding the tourist season to all-year round through special interest tourism (SIT)</b>	Destination planning for: sustainable ports and businesses connected to cruising, providing sustainable jobs, MR SIT product & deseasonalization	<b>CRUISE AIR</b>
<b>Training and skills for tourism businesses - increasing the quality of integrated sustainable destination management</b>	Education and LLL trainings for destination management including crisis management and SIT product development for destination stakeholders and SMEs taking care of the sustainability of jobs and diversified region	<b>DES AIR PRODESTAIR MIQS</b>

# AIR Cultural Routes

## Adriatic – Ionian Region Cultural Routes Tourism Governance Model: An Opportunity for the EUSAIR

The objective of the project is to identify and develop a new governance model for Cultural Routes in the AIR countries. The project was designed within the Sustainable Tourism pillar of the European Adriatic-Ionian Macro-Regional Strategy EUSAIR.

Cilj projekta je identifikacija i razvoj novog modela upravljanja kulturnim rutama u zemljama Jadransko-jonske regije. Projekt je osmišljen u okviru stupa održivog turizma Europske jadransko-jonske makroregionalne strategije EUSAIR.

<b>73</b> UNESCO SITES	<b>10</b> EUSAIR COUNTRIES	<b>38</b> European Cultural Routes
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Cultural Routes of the Council of Europe per EUSAIR countries/ Kulturene rute vijeća Europe prema EUSAIR zemljama

The Cultural Routes of the Council of Europe cover a range of different themes including European memory, history, art, cultural and natural heritage.

Kulturene rute Vijeća Europe obuhvaćaju širok raspon različitih tema uključujući Europska sjećanja, povijest, umjetnost, kulturnu i prirodnu baštinu.

- More specifically, the project results in:
- Enhanced body of knowledge on cultural routes;
  - Increased cultural **heritage preservation**, valorization and sustainability through **Cultural route governance model with action plan**;
  - Improved **stakeholders' involvement** through governance model developed and applicable on AIR level;
  - Capacity Building Network;
  - Increased knowledge of relevant stakeholders on **sustainable management** of cultural routes



-  Tourism season all year around  
Cjelogodišnja turistička sezona
-  Diversification of tourist offer  
Diverzifikacija turističke ponude
-  Brand-building of tourism products/services  
Brendiranje turističkih proizvoda i usluga
-  Improving competitiveness and sustainability of cultural tourism. /  
Povećanje konkurentnosti i održivosti

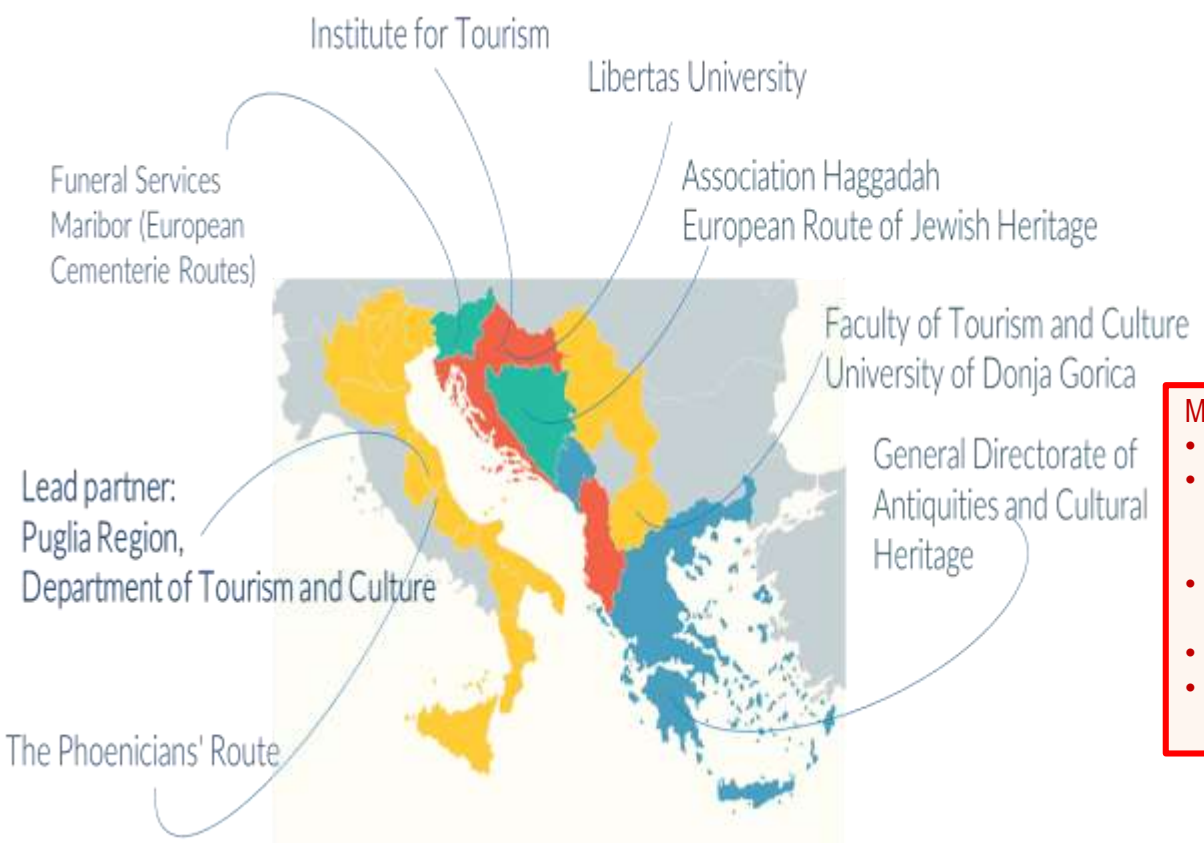
Cultural routes are the strategy for slow and sustainable tourism, enhancing relationships with local culture, contributing to reduction of seasonality and increase of local employment.

Kulturene rute su strategija sporog i održivog turizma, potiču suradnju s lokalnom zajednicom, doprinose smanjenju sezonalnosti i povećanju zaposlenosti lokalnog stanovništva.



**institute for tourism**

# PARTNERSHIP STRUCTURE



**PROJECT DURATION : 24 months**  
**TOTAL BUDGET € 1,527,218**



Destination Management Plans preparation for cruise destinations within the Adriatic-Ionian Region



The project's aim is the preparation of a Destination Management Plan, a strategy and an action plan for promoting sustainable development on Cruise Destinations within the AIR. The project was designed within the Pillar 4. Sustainable Tourism of the European Adriatic-Ionian Macro-Regional Strategy (EUSAIR).

Specifically, the expected results of the CruiseAIR project are:

- Report on cruise tourism destinations management in AIR, with implications and recommendations,
- **Cruise Tourism Strategy with an Action plan,**
- Sea cruise destinations management plan,
- River/lake cruise destinations management plan,
- Joint Capacity building network,
- Monitoring and evaluation manual with tools,
- Report on monitoring and evaluation.

Sustainable growth and management of cruise tourism.

As an impact of the COVID-19 pandemic, cruises in the EUSAIR region were brought to a halt: in 2020, the number of cruise passengers and calls dropped by 98% and 94%, respectively.

The AIR region, with 3 seas and numerous rivers and lakes, presents high potential for further cruise tourism development.



  
**30**  
 destinations in the Mediterranean cruise itineraries

**8,289,163**  
 cruise passengers in 2019

**22.4%**  
 increase in number of cruise passengers in 2015-2019

Cruise sector in general - referring to all water surfaces - constitutes a thematic product and a market segment that can be further developed but always taking into consideration the principles of sustainability and capacity of each destination.



Figure 8 Structure of partnership per country



PROJECT DURATION : 24 months  
 TOTAL BUDGET: € 1,561,104

## PARTNERSHIP STRUCTURE



## LIVING THE SEA 4.0 - Digitalisation of cultural heritage of fishing traditions and fish industry for creation of virtual TOURISTIC POINTS OF INTEREST IN EUSAIR

### RESULTS

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).



More tourists can be expected to be attracted, while tourism flows could be maintained also in the low season.



### KEY POINTS

- 1 digitalisation
- 2 heritage preservation
- 3 online accessibility

P·J·R  
 CONSULTING

**72** cultural and natural properties belonging to the UNESCO World Heritage List (64 cultural and mixed cultural-natural properties, and 8 natural properties).

150% of the whole European continent

**44** elements inscribed in the UNESCO list of Intangible Heritage of Humanity.

# AIR ProDest Strategy (MIQS) - Adriatic-Ionian Strategy and Solutions for Smart Integrated Destination Management based on Multiple Intelligence Systems (MIQS)

## PARTNERSHIP STRUCTURE



**TOTAL BUDGET € 2.579.400,00**  
**PROJECT DURATION: 48 months**

## RESULTS

Open-innovation standard for AIR destinations formulated.



A set of strategies developed and/or updated and upgraded with a concrete action plan for agile sustainable management of (culture and heritage) destinations



Developed and established Adriatic-Ionian pilot destinations with competent, self-reliable and proactive sustainable destination, culture and heritage management structures and teams of professional managers and experts



Developed a full-fledged, tested, optimized, replicable, and scalable sustainable destination, culture and heritage management model, solutions, and systems



A set of tools developed: functional online cooperation platforms, solutions and mobile applications etc. integrating and upgrading existing solutions with a gamified reward system promoting short supply chains, value creation and personalized and localized experience in the AIR pilot destinations



Improved understanding and creation of the sustainable unique destination products, resulting from culture and heritage management processes and stakeholders' needs, interests, constraints and main drivers for active participation and contribution to the sustainable, responsible, but agile, resilient, and regenerative destination management



## GENERAL OBJECTIVE:

To improve positive macro-regional impact on destinations' management. 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

A LOOK AHEAD!





Sustainable Tourism  
**EUSAIR**

THANK YOU!

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