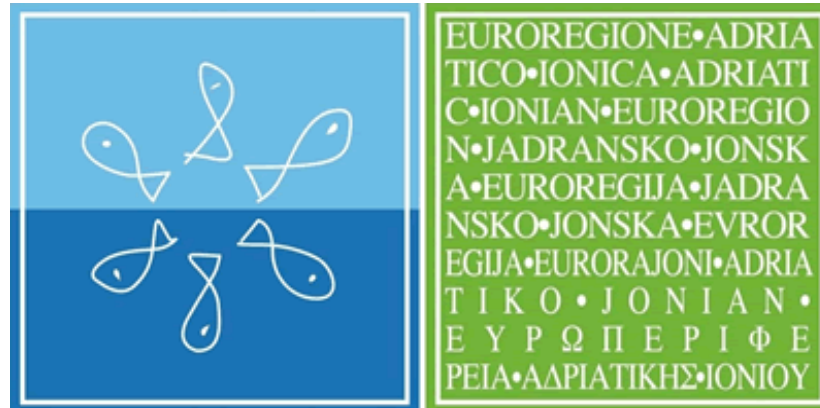


LEGACY OF EUSAIR

Brussels, 13 November 2019

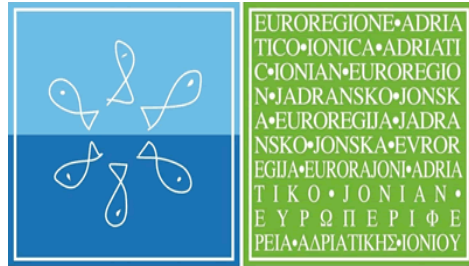
ADRIATIC AND IONIAN REGION: 3 INITIATIVES





Adriatic & Ionian Initiative

- Established in Ancona on 19/20 May 2000
- Ancona Declaration: strengthen regional cooperation, promote political and economic stability, provide common solutions to common problems
- Today 9 Member States: **Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro, North Macedonia, Serbia and Slovenia**
- Cooperation took different forms: Thematic roundtables and including establishment of three Fora: AI Chambers of Commerce, AI Forum of Cities and Towns and UNIADRION (network of AI universities)
- Since the adoption of EUSAIR, AII has a new role: Round Tables aligned with the EUSAIR Pillars
- All Round Table on Sustainable Tourism and Culture- aligned with EUSAIR Pillar 4: Sustainable Tourism, usually held back to back once a year with TSG4 meeting during the national chairmanship of both EUSAIR and AII



Adriatic Ionian Euroregion





- Established on 30 June 2006 in Pula(Croatia)
- Aim: promotion of trans-national and interregional cooperation between regions and local authorities of the Adriatic and Ionian basin
- Association counts 33 members- regional and local authorities from **Albania, Bosnia and Herzegovina, Croatia, Greece, Italy and Montenegro**, most of them are NUTS2 regions
- Model of cross-border and interregional cooperation aimed to promote the coordinated and integrated development between the regions in the area
- Objectives: protection of cultural heritage, environment, sustainable economic development(SME),tourism, fishery, transport, infrastructure; support the European citizenship
- The association (AIE) implemented different activities: thematic events(conferences, workshops), meetings, and trainings, participated in the meetings of the All Fora
- From the adoption of EUSAIR, AIE has followed its process and provided contributions and necessary consultations



EUSAIR

- EU Strategy for the Adriatic and Ionian REGION (EUSAIR) is a macro-regional strategy adopted by the European Commission and endorsed by the European Council **in 2014**
- It was the third EU macro-regional strategy, after EUSBSR and EUSDR) and it covers eight countries: **Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro**, Serbia and Slovenia (*North Macedonia* pending approval of procedures), four EU and four non-EU countries
- General objective: to promote economic and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity
- Countries aim to create synergies and foster coordination among all territories of the EUSAIR Region
- There are four thematic pillars dealing with specific objectives through which the work of the EUSAIR participating countries is organised

EUSAIR: 4 pillars

Pillars	Co-coordinators
1. Blue Growth 	Greece Montenegro
2. Connecting the Region 	Italy Serbia
3. Environmental Quality 	Slovenia Bosnia and Herzegovina
4. Sustainable Tourism 	Croatia Albania

EUSAIR, Pillar 4, Sustainable tourism

The **specific objectives** for this pillar are:

- **Diversification** of the macro-region's tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand
(products and services: 8 indicative actions/actors, examples of possible projects)

 - **Improving the quality and innovation** of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region
(innovation and quality: 7 indicative actions/actors, examples of possible projects)
- ensuring the integrated sustainability: strong links to the other three pillars
- cross-cutting issues: research and innovation, capacity building-education, communication to wider and specific audiences

ACTIVITIES OF PILLAR 4

- Basket of common products
- Evaluation criteria, template for project proposals/concepts
- 6 top priorities
- Evaluated over 40 project proposals (Greece, Italy, Croatia, Slovenia...)
- Report on EUSAIR national tourism strategies - 8 actions proposed
- Three mono-pillar project proposals
- Four cross-pillar project proposals
- Two cultural routes for the Routes4U project

TOP 3 PRIORITIES PER TOPICS		
	Priority/action	Joint targets/indicators
TOPIC 1: Diversified Tourism Offer		
1.	Development of sustainable and thematic routes	Diversification of products/increasing number of routes (e.g. archaeological, historical, festivals, thermal, wellness, wine and other thematic routes; supporting the development of cycling, walking/hiking and sailing routes
2.	Fostering Adriatic-Ionian cultural heritage	Diversification of products/increasing number of visitors; supporting: the development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable touristic valorisation of coastal and underwater archaeological heritage
3.	Improvement of SMEs performance and growth-diversification, R&D	New national and transnational clusters and SMEs in the field of tourism, new business opportunities, joint regional and transnational entrepreneurial projects and researches, local communities involved; increased number of total tourist arrivals and overnights, increase of tourism income
TOPIC 2: Sustainable and Responsible Tourism Management		
1.	Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)	New programmes for training and new projects in the field of education; the aim: provide in-service trainings for education professionals, flexible and continuous education of SME employees and to raise the knowledge and competence of unemployed; target: increased number of highly educated employees and entrepreneurs in the field of tourism
2.	Expanding the tourist season to all-year round	Promoting/supporting development of special interest tourism: MICE, rural, alternative tourism, etc.; exchange of good practices; target: increased number of tourist arrivals and overnights; increased number of events, performances, entrepreneurship and SMEs
3.	Developing network of sustainable tourism businesses and clusters	Supporting: networks of creative industries, networks promoting and sharing best practices in environmental quality management and tourism clusters for the implementation/adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other Green (sustainable) Certification Schemes.

CROSS-PILLAR PROJECTS

4 mono-pillar project ideas :

- **ADRIONet**, “*Managing Tourism Flow in Protected Areas*” -with Pillar 3, Quality of environment
- **STE-TAI**, “*Sustainable Tourism through Environmental Energy Technologies in Buildings of High Architectural Interest*” – with Pillar 2, Connecting the region, subgroup on Energy networks
- **Blue Culture**, “*Development of Macro Regional Cluster on BlueCulture Technologies and creation of International Competence Center*” - with Pillar 1, Blue growth
- **ADRIONCYCLETOUR**, “*ADRIatic IONian CYCLE route for sustainable TOURism*”- with Pillar 2, Connecting the region, subgroup on transport

MONO PILLAR PROJECT PROPOSALS

3 mono-pillar project ideas:

- **Green Mapping:** Supporting the development and market access of sustainable and responsible tourism and entrepreneurs in the EUSAIR area; Travel Green AIR App & ICT B2B & B2C as well as users of EUSAIR portal
- **DES_AIR:** Integrated sustainable management of tourist destinations; Lifelong learning training programs and development of masters programs in EUSAIR
- **CultTourAir:** EUSAIR Cultural Tourism Demand Survey; improved statistical monitoring of cultural tourism(methodology) leading to informed, sustainable and responsible management of the cultural and tourism product

ISSUE PAPER

Manual for participatory tourism connecting community and culture through storytelling

- Providing sustainability of EUSAIR's intangible heritage, through implementation of the participatory tourism storytelling model using EUSAIR intangible heritage
- Providing strong interdisciplinary cooperation between the academic and private sectors, on networking with the local community, tourism, hospitality and cultural sectors
- Providing methodology to be provided with a clear indication of the implementation of activities and examples of good practice in "storytelling", and specific instructions and recommendations for users of the manual.

Routes 4U

Multidisciplinary cooperation and support

Priorities - TSG4 identified and supported with actions two priorities: Routes of the Olive Tree and the Roman Heritage Route.

Events

- Macro-regional thematic event : Cultural Routes of the Olive Tree Workshop,
Mali Lošinj, Croatia
- 4th EUSAIR Forum in Budva and Routes4U workshop

Publications

- TSG4 supported data for the study launched on Roman Heritage (December 2018 to February 2019) - an inventory on the tangible and intangible heritage elements of Roman Heritage in the Adriatic and Ionian Region and identification of partners for the establishment of a legal network

All-Round table on Culture and Tourism

- Three Round tables organised till now- in Zagreb, Athens and Podgorica
- **Zagreb RT** dealt with the topic important for EUSAIR Pillar for: thematic routes, destination product development, SMEs, human resources and education for tourism and hospitality
- **Athens RT** dealt with analysis of tourism policies/strategies of the eight countries, connectivity, special interest tourism, territorial investment
- **Podgorica RT** focused on cultural heritage and tourism: storytelling, UNESCO sites and tourism, digitalization, social impact of cultural tourism and its monitoring
- **Follow up:**
 - issue paper for the manual on story telling
 - strategic project proposal for the development of methodology to monitor cultural tourism

Cooperation with other initiatives and programmes

- **AI NURECC:** Participated in events organized by AI NURECC as a link between EZUSAIR and the All For a stakeholders (cruising tourism in Greece, three Fora conference in Split, territorial cooperation Tirana, side event during the 4th EUSAIR Forum in Budva)
- **Routes4U:** choosing two cultural routes (either existing certified by the Council of Europe or new ones to be developed and possibly certified); organisation of a thematic workshop back-to back with TSG4 meeting (Mali Lošinj-Croatia, November 2018)
- **PANORAMED** project (EUSAIR is associated partner)- active participation in creating the first draft documents for the WP Coastal and Maritime Tourism, continues presence and activities sharing at every TSG4 meeting
- **RCC** (Regional Cooperation Centre- possibilities for cooperation with the non-EU countries
- **BlueMed Initiative-** nominated focal point for cooperation (Greece), currently preparing possible proposals for cooperation
- **UNWTO-** active participation in our thematic events (regional workshop in Zagreb, April 2017-

The Present and the Future of Sustainable and Responsible Tourism

<http://www.odrzivi.turizam.hr/default.aspx?id=5789>

and joint event in Poreč and Izola, September 2019 organized by TSG3 and TSG4

“Evaluation and Preservation of Environment for Tourism”

<http://izola.si/medijsko-sredisce/novice/mednarodna-konferenca-o-ovrednotenju-in-ohranjanju-okolja-za-turizem/#more-33896>

Cooperation with other EUSAIR Pillars

- Four cross-pillar projects proposals
- One joint event in 2019:
 - TSG3 and TSG4: “Evaluation and Preservation of Environment for Tourism”, September 2019, Poreč (CRO) and Izola (SLO)
- Two joint events to be proposed for 2020
- Exchange of invitations to participate at each other's TSG meetings
- ???new ideas???

Catania Declaration

- Sustainable valorisation, preservation and promotion of **natural and cultural assets as growth assets** in the Adriatic-Ionian area for tourism purposes
- Development of **sustainable and thematic routes** (with additional emphasis on routes based on Adriatic-Ionian cultural and natural heritage)
 - a Europe closer to citizens
 - fostering the integrated social, economic and environmental local development, cultural heritage and security, including for rural and coastal areas also through community-led local development
 - the chosen priorities are oriented to a smart, responsible and effective use of natural and cultural assets in the Region through innovative and quality tourism products and services
 - capitalization on agreed cross-pillar and mono pillar projects
- To be negotiated in programming national Operational and Country programmes

FUTURE ACTIVITIES AND INITIATIVES

- Further joint activities **with other Pillars:**
 - Pillar 1- fishing tourism?
 - Pillar 2- cycling tourism?
- **All Round table** on Sustainable Culture and Tourism- deciding on themes and speakers
- **EUSAIR forum-** thematic event on topic to be decided by TSG4 (thematic Steering Group 4)
- Possible **cooperation with EUSDR** (cycling tourism?)
- Choosing one or two **more strategic project proposals** to be developed

EUSAIR LEGACY?

processes

guidelines

networks

policies

learning areas

recommendations

• **THANK YOU** •