LIVING THE SEA 4.0 - Digitalisation of cultural heritage of fishing traditionsand fish industry for creation of virtual

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.

To improve the quality of already recognized tourist attractionswith digital and interactive technologies, as well as to create new ones.

Fostering Adriatic-Ionian cultural heritage and new product for the EUSAIR in the framework of the already identified thematic touristic and historical Routes.

Work plan and activities of the project idea

This project involves five work packages (WPs) aiming to preserve and promote the fishery heritage of a region through digitalization, interactive content development, and sustainable business practices.

WP1: Management - Involves overseeing the successful implementation of the entire project.

WP2: Upgrading the list of good practices / Fishery heritage mapping - This step involves documenting the region's tangible and intangible fishery heritage, as well as identifying past and ongoing successful practices that could guide future activities. This categorization serves as a groundwork for further steps.

WP3: Digitalisation - This stage focuses on the digital representation of the identified fishery heritage across different segments, potentially providing a digital infrastructure for a network of museums, libraries, and archives.

WP4: Development of interactive contents and common touristic products - This stage encompasses the creation of "hotspot" promotion points for education, understanding of the sea, and promotion of healthy nutrition habits. This phase will also involve developing innovative tourism products, such as thematic culinary workshops, virtual tours, photo tourism, exhibitions and restoration videos, and revitalization of abandoned fish industry facilities.

WP5: Dissemination and promotion - This final stage emphasizes the publicizing of the project's outcomes and exploration of potential business opportunities for future development.

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 lowincome, 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.

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

The project is focused on enhancing the impact of macro-regional strategies on destination management by developing a holistic, adaptable, and self-sufficient approach. This approach addresses various challenges including crisis management, tourism adaptability, and the aim is to enhance resilience, economic diversity, and environmental, social, and cultural impact in Adriatic-Ionian (AIR) destinations. A key objective is to make this Smart Integrated Destination Management system easily transferable and replicable.

Work plan and activities of the project idea
R&D&I collection: A team will gather best practices on smart, sustainable, and resilient destination management worldwide.
Management structures: Agile strategies for destination, culture, and heritage management will be developed, involving stakeholders and planning for resilience and financing.
Technical documentation: Actions, projects, and activities will be prioritized and technical documentation and feasibility studies will be developed.
Development of new solutions: Existing solutions will be integrated and new ones developed for real-time stakeholder collaboration and smart visitor management in pilot locations.
Testing and optimization: The developed solutions will be tested, optimized, and modeled for wider dissemination.
Knowledge transfer: Findings will be disseminated via promotional and educational materials.
Project management: A team will handle operative and financial management, administrative tasks, and reporting.
Communication and visibility: Activities will follow visibility guidelines and ensure continued stakeholder engagement post-project.

Expected results/outcomes
A1: Best practices were collected and an open-innovation standard for Adriatic Ionian region destination management was established.
A2: Improved destination management structures, strategies, and capacities were established in pilot areas.
A3: Prepared destinations for strategic interventions and created related technical documentation and feasibility studies.
A4: Integrated and upgraded smart sustainable destination management solutions, including development of online cooperation platforms.
A5: Optimized the creation of sustainable destination products and tested a sustainable destination management model.
A6: Enhanced the resilience of destinations to sustainability challenges and developed educational tools.
A7: Implemented the project and built macroregional project development capacities.
A8: Disseminated project results, developed a communication plan, and created digital solutions for stakeholder engagement.

AIR Cultural Routes - Adriatic – Ionian Region Cultural Routes Tourism Governance Model: An Opportunity for the EUSAIR Area

This project aims to establish a novel governance model for Cultural and Tourist Routes in the EUSAIR countries, with three key facets: formulating a shared methodology to enhance cultural routes; developing new integrated local development models/products tied to these itineraries, including branding and sustainable policies; and initiating a pilot phase to actualize a Cultural and Tourist Route in the EUSAIR region, using innovative models of governance and local development. Notable innovative aspects include "paths of excellence" and "Heritage Interpretation Centres".

Work plan and activities of the project idea

The project entails a set of integrated activities involving the creation of a technical/scientific EUSAIR committee, analysis of existing governance systems of Cultural Routes, and development of new models. A pilot action will be implemented to test these new models, including creative product development and the design of Paths of Excellence and Heritage Interpretation Centres. Furthermore, Governance Models will be developed to provide guidelines for infrastructure and services needed for implementing the Cultural Routes system. Lastly, a common EUSAIR Cultural Route model and methodology will be promoted and disseminated to strengthen existing itineraries and encourage new ones.

Expected results/outcomes

1. Design of a pilot action for testing new models aiming at extending the governance methods, Creative product development, Paths of Excellence.
2. 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.
3. 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.
4. Creation of Quality Standards for stakeholder selection.
5. Brand-building of the EUSAIR's Cultural Routes

CruiseAir - 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

The CruiseAir project aims to develop Destination Management Plans for sustainable tourism in Cruise, River, and Lake destinations within the AIR region. This includes coastal areas as well as lakes and rivers, expanding the tourism season throughout the year. The project focuses on achieving efficient, integrated, and sustainable growth and management by considering market supply and needs, local community requirements, and destination characteristics. By engaging the community, managing congestion, reducing seasonality, and diversifying products, the project aligns with the principles of sustainability and capacity. Destination management is considered essential for the development of sustainable tourism, ensuring the well-being of visitors and local communities alike.

Work plan and activities of the project idea

The project focuses on destination management, including planning, development, and marketing of the destination. The strategic framework consists of a situation analysis, vision, and roadmap. The work plan includes research and analysis activities such as stakeholder mapping, market and data analysis, product assessment, and SWOT analysis. Consultative planning involves workshops, community forums, surveys, and the exchange of best practices. The development phase entails creating the Destination Management Plan (DMP), strategy, and action plan based on the previous findings. Dissemination activities include workshops, capacity building events, and an interactive project microsite. Key elements of the project include consultative planning, market segmentation, competitive positioning, experience development, performance measurement, and capacity building. The project also emphasizes mitigating negative impacts and innovation in surveys. Furthermore, it aims to propose new cruise destinations and implement cruise itinerary planning applications for seas, lakes, and rivers.

Expected results/outcomes

Five core principles are underpinned:
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

CulTourAIR - Survey on cultural tourism demand in Adriatic-Ionian Region

The CulTourAIR project aims to enhance the existing system of tourism statistics on cultural tourism in the Adriatic-Ionian Region. Its general objective is to collect information on visitors' profiles, attitudes, and consumption of cultural attractions and events. This data will facilitate informed decision-making for the sustainable and responsible management of the overall cultural tourism product in the region. Additionally, the project seeks to establish a unified and harmonized methodological framework for monitoring cultural tourism demand characteristics and the impacts of tourist activity on cultural resources, the local economy, and society. The project aligns with the EUSAIR Action Plan's goal of harmonizing national tourism statistics to provide more detailed, comparable, and comprehensive data.

Work plan and activities of the project idea

The CulTourAIR project involves several key activities to enhance tourism statistics on cultural tourism in the EUSAIR countries. These activities include survey preparation, setting quantitative survey methods, pilot testing, conducting the survey, data analysis, and reporting/dissemination. The survey preparation phase involves analyzing existing tourism statistics, mapping cultural attractions and events, and preparing data sheets for selected attractions. The project also focuses on determining the content of the survey, sample design, sample size, data collection methods, and research instruments. Pilot testing of the research instrument and data collection method is conducted before the actual survey takes place. The survey collects data from visitors to cultural attractions and events in each EUSAIR country. The collected data is then analyzed overall and by country and type of cultural attraction/event. The project concludes with reporting and dissemination of the survey results, as well as providing methodological guidelines for future surveys.

Expected results/outcomes

Specifically, the expected results of CulTourAIR are:
- 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.

Expected outcomes of CulTourAIR are:
- 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
- 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

DES_ AIR - Integrated Sustainable Management of Tourism Destinations in AIR

The objective of this project is to improve education in sustainable destination management, enhancing the competitiveness of EUSAIR countries. Integrated destination management is crucial for smart specialization, diversification of tourism offerings, and the sustainability of local communities. By improving destination management and providing targeted education, the project aims to promote innovation, attract investments, and raise competitiveness in the Adriatic-Ionian region.

Work plan and activities of the project idea

WP1: Project management - This work package focuses on facilitating effective project management and coordination using established procedures for ETC projects.

WP2: Development of educational programs - The objective is to develop educational tools and promote lifelong entrepreneurial learning as a key competence among educational stakeholders. This includes researching existing destination management programs, introducing entrepreneurial learning to higher education institutions, and developing training modules.

WP3: Development of Masters programs - This work package involves developing a pilot project for a Master's program in Integrated Sustainable Destination Management (ISDM) as a model for EUSAIR countries. Curriculum development is a key component.

WP4: Training Lab Pilot - The focus is on human capital development and raising competences in destination management for sustainable and innovative tourism destinations. This includes developing training modules, organizing capacity-building programs for relevant stakeholders, and conducting winter schools.

WP5: Systematic policy dialogue - This work package aims to foster strategic cooperation between universities and national tourism offices for destination management. Dissemination events and sharing of good practice examples will be organized throughout the Adriatic-Ionian region.

WP6: Communication and visibility - The objective is to develop and promote destination management action plans, methodologies, and tools to facilitate strategic cooperation among EUSAIR destinations, universities, and national tourism offices.

Expected results/outcomes
- 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.

TG AIR - 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

The proposal aims to support the development and promotion of quality-assessed Micro & SME tourism operations and destinations in the EUAID Adriatic-Ionian region. The objective is to enhance their sustainability and competitiveness by utilizing ICT-based innovation and knowledge networking processes. The project will involve bottom-up training and development to deliver green travel maps for each participating region, catering to different target audiences. These maps will facilitate market uptake and visibility of the destinations in the international marketplace. The project also aims to foster innovation and environmentally and socially responsible practices among the participating entities, enabling them to be economically competitive and sustainable at an international level.

Work plan and activities of the project idea
- 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.
- 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

Expected results/outcomes
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
5. A collaborative region-wide branding, promotion and marketing process