

## Pillar 4: SUSTAINABLE TOURISM

Main topics according to EUSAIR Action Plan:



**FACILITATING DIGITAL AND GREEN TRANSITION OF THE TOURISM AND CULTURAL HERITAGE OFFER**



**PREPARING FOR THE FUTURE: KNOWLEDGE, SKILLS AND MANAGEMENT**

### EUSAIR Flagships 2021 - 2027

Research & development for improvement of sme's performance and growth-diversification

01



- CultTourAIR - Survey on cultural tourism demand in Adriatic-Ionian Region
- ▲ ADRIONCYCLETour - ADRIatic-IONian CYCLE route for sustainable TOURism - Collaboration between Pillar 2 (Transport subgroup) & 4

Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)

02



- DES\_AIR - Education for Integrated Sustainable Tourism Destination Management
- ▲ ADRIOnet - Managing Tourism Flows in Protected Areas - Collaboration between Pillar 3 & 4

Development of the network of sustainable tourism businesses and clusters Green mapping for the A-I region - supporting development and market access for responsible and sustainable tourism destinations (management) and micro/sme operations in the EUSAIR region

05

- 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
- Air ProDest Strategy (MIQS) - Adriatic-Ionian Strategy and Solutions for Smart Integrated Destination Management based on Multiple Intelligence Systems
- LIVING THE SEA 4.0
- ▲ BLUECULTURE - Development of Macro-Regional Cluster on BlueCulture Technologies and creation of International Competence Center - Collaboration between Pillar 1 & 4
- ▲ STETAI - Sustainable Tourism through Environmental Energy Technologies in Buildings of High Architectural Interest - Collaboration between Pillar 2 (Energy subgroup) & 4

Expanding the tourist season to all-year round

03



- CruiseAir - Destination Management Plans' preparation for Cruise destinations within the Adriatic-Ionian Region

Development of sustainable and thematic cultural routes/connecting cultural routes in EUSAIR

04



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

#### 01-05 EUSAIR flagships

There are 4 strategic formats for implementation of EUSAIR flagships:

##### ● EUSAIR strategic projects

Defined set of tasks which must be completed in order to arrive at a particular goal or outcome foreseen in the Flagship.

##### ▲ EUSAIR cross-pillar strategic projects

These are strategic projects aimed at implementation of Flagships in the topics of different Pillars.

##### ■ EUSAIR master plans

A master plan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development in the field.

##### × EUSAIR actions

A list of tasks that need to be completed before a strategic project is being developed.

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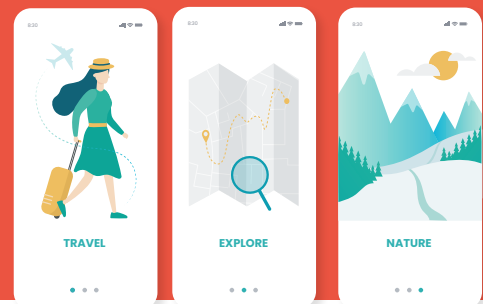
### EUSAIR Flagships and strategic projects supporting Pillar 4

Research & development for improvement of SMEs performance and growth diversification

#### • **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.

01



#### **Expected results of the project include:**

- 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.
- 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.

Interested in the project? The project was developed by experts in cooperation with Thematic Steering Group of Pillar 4. It can be used for further development by relevant partnerships. For additional information please contact the EUSAIR Facility Point Project Partner from Croatia supporting Pillar 4.

## Pillar 4: SUSTAINABLE TOURISM

### EUSAIR Flagships and strategic projects supporting them:

Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)

- **DES\_AIR - Integrated Sustainable Management of Tourism Destinations in AIR**

The purpose 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.



02

### Expected results of the project include:

- 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.

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### EUSAIR Flagships and strategic projects supporting them:

Expanding the tourist season to all-year round

- **CruiseAir - Destination Management Plans' preparation for Cruise destinations within the Adriatic-Ionian Region <sup>1</sup>**

The CruiseAir project aims to develop Destination Management Plans for sustainable tourism in Cruise, River, and Lake destinations within the A-I 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.

03

### Expected results of the project include:

- Regular involvement of the key stakeholders in A-I Region.
- Target the market in a more coherent and integrated way.
- Develop the destinations, their cruise infrastructure (berth allocation, home porting, Security Systems, river-lakes outfalls).
- Identification and management of the negative impacts of the cruise sector (seas, lakes, rivers).
- Diversification of the tourism offer and product segmentation.

<sup>1</sup> Clarification: The Cruise sector/nautical sector/cruise industry referring to all waters such as the seas, lakes and rivers in the EUSAIR participating countries.



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### EUSAIR Flagships and strategic projects supporting them:

Development of sustainable and thematic cultural routes/connecting cultural routes in EUSAIR

- **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".

04



### Expected results of the project include:

- Design of a pilot action for testing new models aiming at extending the governance methods, Creative product development and Paths of Excellence.
- 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.

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## Pillar 4: SUSTAINABLE TOURISM

### EUSAIR Flagships and strategic projects supporting them:

Development of the network of sustainable tourism businesses and clusters Green mapping for the A-I region - supporting development and market access for responsible and sustainable tourism destinations (management) and micro/sme operations in the EUSAIR region

- **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 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.

05

### Expected results of the project include:

- Development of an Adriatic-Ionian-wide and global Sustainable & Responsible Tourism Knowledge Alliance.
- A region-wide information gathering and training process of mapping the development of sustainable tourism offers (destinations and SMEs).
- Development of Travel Green Adriatic-Ionian Region Portal.
- Development of related App with an initial focus on ecotourism in protected areas as its initial key topic.
- A collaborative region-wide branding, promotion and marketing process.



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- **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 destinations. A key objective is to make this Smart Integrated Destination Management system easily transferable and replicable.

05

### Expected results of the project include:

- Collected best practices, and an established open-innovation standard for Adriatic-Ionian region destination management.
- Improved destination management structures, strategies, and capacities established in pilot areas.
- Strategic interventions and related technical documentation prepared, as well as feasibility studies created for destinations.
- Integrated and upgraded smart sustainable destination management solutions, including the development of online cooperation platforms.
- Optimized creation of sustainable destination products, and a tested sustainable destination management model.
- Enhanced resilience of destinations to sustainability challenges, and developed educational tools.
- Implemented project, and built macro-regional project development capacities.
- Disseminated project results, a developed communication plan, and created digital solutions for stakeholder engagement.



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

The project aims to achieve the diversification of touristic offer, based on digitalisation of fishery heritage in all its specters. This will widen 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 attractions with digital and interactive technologies, as well as to create new ones, while fostering Adriatic-Ionian cultural heritage and new products for the EUSAIR in the framework of the already identified thematic touristic and historical Routes.

05

### Expected results of the project include:

- Promote accessible tourism, ensuring tourist attractions are available to everyone, including those with mobility and sensory impairments, as well as other vulnerable groups such as seniors, youth, schools, low-income families, and families with children.
- Aim to establish a significant number of 'year-round' accessible destinations, attractions, sights, and high-quality tourism services across the Region.
- Anticipate increased tourist interest and engagement by creating this "critical mass" of accessible options.
- Envision the ability to sustain tourism flows even during off-peak seasons through these efforts.



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