



## WORKGROUP ON TOURISM

# FINAL DOCUMENT

ANCONA, MAY 29<sup>TH</sup> 2007

## Introduction

As a preliminary observation, the Roundtable on Tourism takes note of the fact that the work of the Coordinating Committee, carried out with the involvement of tourist operators and based on what was discussed at last year's Forum, brought to the fore the following priorities, which received universal endorsement:

- the importance of creating **a distinctive brand identification** for the macro-area, expressing the "willingness to work together" and serving as an "umbrella" brand, a sort of "geographical trademark" identifying the area as a whole;
- the need to start with **a brand of communication – identification** which, in a second phase, could become a seal of quality monitored through a set of rules and regulations or a structure that controls and evaluates, in the early stages of the supply process, the quality of the services proposed;
- the need to **identify Community financial resources** that would make it possible to implement this ambitious project of integrated tourist promotion, involving the creation of experimental tourist packages while focussing on the vast and well structured array of offerings, as well as the economic development of the areas involved, the transfer of know-how and the standardisation of services from the banks of the Adriatic to those of the Ionian;
- the advisability of **establishing a permanent roundtable for contacts** with other local public government bodies and in order to involve private operators, with the end goal of ensuring a marked concentration of the initiatives undertaken by the various institutional subjects involved in the tourism sector, so as to achieve financial integration of the resources available through Community, national and regional funding.

Based on these guidelines, the Coordinating Committee, in its dual role as a centre for collecting and analysing information and an operating organ of joint promotion, has obtained **data and images regarding tourism** from the members of the Forum and from travel agencies in the course of the year, with the following concrete results:

- **a report on the tourist offerings** of the Adriatic Euro-region market was drawn up, analysing tourist flows, stays, origins, trends and market segments;



- a **four-leaf brochure** was produced, providing a succinct, general description of the countries involved, divided by different themes (Art–History–Culture, the Sea, the Environment, Living Well–Wellbeing–Wine and Food, Sports, Religion);
- a **website** on tourism was established, as part of the Forum website, with 2 modes of navigation: by "geographic areas" and by "itineraries";
- an **international online graphics competition** was organised by a communications agency, in order to obtain ideas and proposals for the trademark/logo.

The proceedings of this year's roundtable included a wide-ranging, in-depth debate inspired by the performance of the activities indicated above and resulting in the following proposals and strategic guidelines to be implemented in the immediate future.

## Proposals

The Roundtable on Tourism agreed to accept the proposals presented on:

- **the 4-leaf brochure** divided by areas addressing different topics and meant to be sent to all the members, so that they can use it and distribute it to the greatest possible extent in initiatives of tourist promotion, in addition to which it shall provide the groundwork for the creation of further unified advertising materials for all the territories found between the two seas;
- **the interactive website**, with which each Chamber of Commerce belonging to the Forum can increase awareness of its local territory, providing useful information on tourist offerings, transportation connections, itineraries and local cultural events;

The following proposals were also put forth and endorsed by the workgroup:

- establishment of a **Central Adriatic-Ionian Commission**, with the task of establishing awareness of the importance of a quality tourist destination while creating standards of service that can be adopted by small and medium-size tourist enterprises, so as to showcase and promote in a more effective manner the specific features and characteristics of each individual territory, utilising the best practice involving the seal of quality for hospitality structures already widely developed and distributed by the Italian chamber of commerce system;



- start up of **joint efforts promoting** the area, through participation in international trade fairs in the sector and the organisation of specific events and focussed initiatives (workshops and incoming), with the involvement of the member Chambers of Commerce and the development of synergies with the regional governments and the tourist promotion authorities;

## Conclusions (actions agreed to)

The tourism roundtable agrees:

- to adopt **a common brand** for the Adriatic-Ionian area as a whole, selecting a logo that bears the phrase "Adrlon – Adriatic and Ionian Lands" (see document attached). The purpose of this trademark is to create a unified identity for the area, so that the Adriatic-Ionian region as a whole becomes a recognised entity in the collective imagination of tourists; this brand shall represent the central element around which to plan promotional and communications efforts for the area (website, brochures, events, trade fairs, gadgets, tour-operator catalogues and custom-designed advertising campaigns);
- to formulate **a joint promotional strategy** for proposal to the member chambers, analysing and determining in advance the consumer target, the type of demand, the markets of development, the factors of attraction and the potential of combined tourist packages through the Coordinating Committee, which should be enlarged to include consultants and experts in the sector;
- to reinforce **the participation of the member chambers in the Coordinating Committee** already started up, supplying all information, data, images and suggestions that can prove useful in the performance of effective monitoring and communications activities;
- to **assign the Coordinating Committee to adopt** in the new future, and on a definitive basis, **the brand and the instruments of communication**, whose application and widespread, effective distribution depends on the procurement of the necessary regional, national and European-Community financial resources. Also vital to the joint promotion of the Adriatic-Ionian area is the indispensable tie with the local government authorities responsible for tourist promotion, in order to avoid an overlapping and dispersion of resources while, at the same time, favouring joint planning endorsed by all in the direction pointed to by the roundtable.



<b>Area of intervention:</b>	<b>Objectives:</b>
<i>Integrated communications</i>	Adoption of the brand and the instruments of communication (4-leaf brochure, website), whose application and widespread, effective distribution depends on the procurement of regional, national and European-Community financial resources, as well as on the tie with the local government authorities responsible for tourist promotion.
<i>Joint promotional activities</i>	Formulation of a joint promotional strategy, analysing and determining in advance the consumer target, the type of demand, the markets of development, the factors of attraction and the potential of combined tourist packages. The undertaking of joint efforts promoting the area, through participation in international trade fairs in the sector and the organisation of specific events and focussed initiatives (workshops and incoming).
<i>Tourism Coordination Committee</i>	Enlargement of the Coordination Committee already established to include consultants and experts on tourist promotion and performance of effective activities of monitoring and communications through a more active and direct participation by the member chambers of commerce.
<i>Adriatic-Ionian Central Commission</i>	Communication of the importance of a quality tourist destination and creation of a standard of services that can be adopted by small ad medium-size tourist enterprises, in order to showcase and promote in a more effective manner the specific features and characteristics of each individual territory, utilising the best practice involving the seal of quality for hospitality structures.



Attachment

