

TOURISM WORKGROUP

Speech by Mr. Rodolfo Giampieri – Vice President Chamber of Commerce of Ancona



1 What is “Adrion”: identity and aim of the logo

1.1 Identity

“Adrion is an ‘umbrella’ trade mark that symbolises the union of the Adriatic-ionic macro-area (Adr+Ion). Adrion is, firstly, a metaphor of the joining of the two seas and an expression of the **“union of the variety” of the area.**

The union is representative of the central position of the sea and of the communal historic roots that date back to the classic Greek -Roman period. The variety is due to the nature of the tourism of the territory, of its unique natural scenery, of the variety of local traditions and of the richness of the wine and food products.

These abstract concepts are graphically shown in the “Adrion - Adriatic and Ionian Lands” logo, a Corinthian column, which recalls a roman amphitheatre with the crest of a wave above it.

The brand is a “typical geographical indication”, representative of a communal and strongly shared identity as well as being an expression of the “desire to be together” in the organisation associated to the Forum of the Chambers of Commerce of the Adriatic and Ionian Area – geographically situated in all of the countries on the Adriatic and Ionio: Albania, Bosnia-Herzegovina, Croatia, Italy, Montenegro, Greece and Slovenia.

Therefore the use of the mark “Adrion” will be promoted and encouraged until it can be fitted, in a particular way, to those services and tourist packets that, coming from a communal area, offer more localised goals in various countries.

1.2 Mission

The mission of the initiative and project of the "Adrlon" logo is to **reinforce the image of the Adriatic and Ionian lands as tourist identities** seen together in the international market, highlighting the variety of tourist products that characterize them.

Promoters and users of the logo, being public bodies or private operators, shall encourage the development of all the initiatives which give a **united and complete image of the area**.

2 Main objectives of the "Adrlon" launch

The main objective of the "Adrlon" launch is to **reinforce the image of the area externally** (especially in the new international markets) in a unique system which starts with the definition of a shared strategy, strengthened by coordinated actions and interventions and which uses resources and the necessary economic strengths to the full, acting as a united and organised network.

The **coordinated "system"** which spreads out to various countries of the area will be the key to the success of the launch of the logo and therefore of the image of the whole area. The involvement of various stakeholders at this stage becomes a crucial factor who should intervene and act on the weak points of the Adriatic-ionic areas:

- a strong imbalance between areas of high attraction and marginal areas in the international tourist environment;
- an imbalance also between countries with a high capacity and quality of structures for receiving tourists and countries with less capacity;
- a general lack of a united and recognised image of the Adriatic and Ionio. The Adriatic basically evokes the "East Coast", while the west coast is strongly marginalized;
- the Italian, Adriatic regions are rarely included in the itinerary of international tour operators (except for Venice) which concern Italy and are not part of the tours that cover the East.

Within the Forum of the Chambers of Commerce of the Adriatic and Ionian area, the Tourism Committee plans, organises and coordinates all the projects which aim to promote the Adriatic-Ionian tourist area under the "umbrella" trade mark Adrlon, so as to nourish and promote the network or 'system' made up of public and private bodies in the development of tourism.

The trade mark is property of the Forum of the Chambers of Commerce of the Adriatic and Ionian area which intends to:

- assist private tour operators to offer better services with more support from public organizations in the international tourist markets;
- encourage operators to propose in a new way some products of little success in the international market;
- discourage the seasonal phenomenon by allowing operators to create new offers instead of keeping to traditional ones;

- support the areas in tourism that are still weak through connections with the stronger areas;
- supply tourists with immediate details of the services and products offered in this area.

The use of the "Adrlon" logo is permitted to organizations which **fully promote the Adriatic and Ionian tourism in a complete and united way** and which share, through their activities, the ideals set down for the **identity** and **mission** of the trade mark.

3 The Coordination Committee: management

3.1 Role

The creation of the "Adrlon" trade mark depends on an active involvement from all the stakeholders of the tourist areas involved, working with the necessary force to guarantee that all are fully aware of the validity of the project.

It is, however, necessary **to create a network of cooperation and collaboration** taking into consideration that the strategic objectives are principally the following:

1. to encourage the promotion of the trade mark and image through initiatives that directly involve the Forum and the network of its 36 Chambers of Commerce;
2. encourage the development of commercial initiatives of private tour operators above all in the creation of package tours.

It is evident that the two lines of strategy run together. The capacity to attract commercial operators in the Adrlon initiative will in fact be very strong, as will the communication put into action by public organisations and the increase of stakeholder institutions involved.

Given the ambitious aims of the project, **the Coordination Committee will set up and monitor, during this delicate initial experimental phase, the widespread use of the project, the adoption and use of the logo according to the guide-lines** defined in the following paragraphs and will evaluate the commitment and involvement shown by the users in merit to the business brought to the Tourist Committee.

The tasks of the Coordination Committee are therefore:

- the coordination of all actions foreseen in the realization of initiatives linked to the trade mark;
- the creation of a network to make organizations aware of the objectives of the trade mark and of the initiative started;
- the periodical monitoring and evaluation of the results of the adoption and widespread use of the logo so as to begin any corrective actions if necessary.

4 Who the trade mark is intended for

The use of the logo is intended for:

- the Chambers of Commerce Forum members according to the guide-lines defined in paragraph 5;
- organisations, bodies or associations partner to the Chambers of Commerce Social Forum, which participate in the activity of the Tourism Committee of the Forum and which promote and share the ideals set down for the identity and aim of the logo (according to the guide-lines in paragraph 5);
- private tour operators and agencies whose activities comply to the guide-lines in paragraph 6.

5 Guide-lines for the Chambers of Commerce and other organizations

5.1 Who they are

The Chambers of Commerce Forum members, organisations, bodies or associations which are in some way partner to the Chambers of Commerce Forum members that promote and share the ideals set down for the identity and aim of the "Adrlon" logo.

5.2 Objectives of the adoption of the logo

The material, event and project in which the logo is used must promote tourism in the Adriatic and Ionian area, mainly in the international markets, in such a way as to exult the variety of the tourist products offered.

5.3 Mode of use

The logo may be used in posters, notices, leaflets, brochures, flyers, catalogues, magazines, clothing, on various fabrics, web sites, CD, DVD, merchandising and other advertising and promotional materials.

The logo may be used in the occasion of:

- promotional events concerning tourism, or where those employed in the sector are involved, which promote offers of package tours (where two or more countries of the Adriatic-Ionian area are included). Such events can be held nationally or abroad;

- informative events (lectures, conventions, etc) linked to the tourism sector organised by the respective users of the trade mark (or in collaboration with other organisations) where private operators or representatives of connected organisations participate;
- commercial meetings organised by the respective users of the trade mark (or in collaboration with other organisations) where offers of package tours are promoted (where two or more countries of the Adriatic-Ionian area are included). Such events can be held nationally or abroad;
- other existing activities or projects that aim to fully promote the area;
- activities in collaboration with other bodies/associations whose objective is clearly to promote tourism in the Adriatic-Ionian area.

5.4 Involvement of the Tourism Committee

All members of the Chambers of Commerce Forum and any other organisations which use the Adrlon logo must share and realize their own aims of promotion of the area, be up to date with its activity and with the promotional instruments created by the Tourism Committee, as well as actively participating in the activities and meetings of the Tourism Committee itself.

5.5 Permission to use the logo

Organisations must contact the Secretary of the Tourism Committee and present a request for the use of the logo with a detailed description of its activities and their connection with the image of "Adrlon".

The formal permission to use the "Adrlon" logo will first require analysis and evaluations carried out by the Coordination Committee on the relation of the activity to the objective of the logo.

5.6 Monitoring of the use of the logo

The Coordination Committee will request periodically each organisation that has been granted the use of the logo to submit a report that lists and describes projects realised, supplying also pictures showing materials where the logo has been used.

5.7 Validity and renewal of user permission

For members of the Chambers of Commerce Forum permission to use the logo **is for one year and can be renewed** subject to confirmation by the Association.

At the end of the year the Chambers of Commerce which has requested the use of the logo should submit a **report that lists and describes projects realized** where the "Adrlon" logo appears, supplying also pictures showing materials where the logo has been used.

For other bodies/associations, permission is limited to a single occasion only and must be formally requested every time the logo is used.

6 Guide-lines for private operators

6.1 Who they are

Tourist Agencies and tour operators which promote lines of 'products' or single package tours, where the destinations are in two or more countries of the Adriatic-Ionian area.

- such private operators should comply to the following characteristics:
- offices in one of the countries of the Adriatic-Ionian area;
- a web site with a part in English where it is possible to find information and further details of package tours;
- promotional material, whether on paper or multimedia, regarding complete package tours must be in English (as well as any other languages at the discretion of the private operator);
- private operators from the countries directly involved in the "Adrlon Tour" project (Montenegro, Bosnia-Herzegovina, and Albania) must actively participate in the training courses foreseen for the project.

6.2 Objectives of the adoption of the logo

The material, event and project in which the logo is used must promote tourism in the Adriatic and Ionian area, mainly in the international markets, in such a way as to exult the variety of the tourist products offered.

6.3 Mode of use

The logo may be used in posters, notices, brochures, flyers, catalogues, magazines, clothing, on various fabrics, web sites, CD, DVD, merchandising and other advertising and promotional materials.

All material where the logo "Adrlon" is seen must be used for the promotion of tourism in the Adriatic-Ionian area.

6.4 Involvement of the Tourism Committee

All private operators which use "Adrlon" logo must share and realize their own aims of promotion of the area, be up to date with its activity and with the promotional instruments created by the Tourism Committee, as well as actively participating in the activities and meetings of the Tourism Committee itself.

6.5 Permission to use the logo

The private operator must contact the Secretary of the Tourism Committee and present a request for the use of the logo with a detailed description of its activities and their connection with the image of "Adrlon".

The formal permission to use the "Adrlon" logo will first require analysis and evaluations carried out by the Coordination Committee on the relation of the activity to the objective of the logo.

6.6 Monitoring of the use of the logo

The Coordination Committee will request periodically each private operator that has been granted the use of the logo to submit a report that lists and describes the tourist products connected to "Adrlon", supplying also pictures showing materials where the logo has been used.

6.7 Validity and renewal of user permission

For private operators permission to use the logo is for one year and can be renewed.

At the end of the year private operators which have requested the use of the logo should submit a report that lists and describes the tourist products where the "Adrlon" appears, supplying also pictures showing materials where the logo has been used.

The Coordination Committee will evaluate the material supplied and therefore the possibility of a renewal.

7 Specific technical user manual

Every organisation using the "Adrlon" logo must respect the graphic and lay out measures contained in the technical user manual. The PDF file of the manual will be sent to the Secretary of the Tourism Committee and to all those granted use of the logo.

The manual contains the standard graphics (colour combinations, 'negative' graphics, pantone, font, etc..) for the use of the logo in order to maintain a uniform and coordinated image of the logo.