

**REPUBLIC OF CROATIA  
MINISTRY OF TOURISM**

Cruise Sector in the EUSAIR Area: Challenges and Future Perspectives

**Strategies for sustainable cruise development:  
funding tools and capitalization on existing projects**

**CROATIA**



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Sustainable Tourism  
**EUSAIR**

# EUSAIR and Pillar 4

## ***Pillar 4: Sustainable Tourism***

### ***Coordinators: Croatia and Albania***

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.
- Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region

→ 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



## Topics and priorities

To achieve the objectives the pillar focuses on two topics:

### **Topic 1 - Diversified tourism offer** (*products and services*)

8 indicative actions/actors, examples of possible projects including:

***“Diversification of the cruise and nautical sectors and enhancement of the yachting sector”***

### **Topic 2 - Sustainable and responsible tourism management** (*innovation and quality*)

7 indicative actions/actors, examples of possible projects

## EUSAIR, Activities of TSG 4

- Held 8 TSG 4 meetings so far
- Basket of common products
- Evaluation criteria, template for project proposals/concepts
- 6 top priorities
- Evaluated 39 project proposals
- Letters of Recommendation
- Report on EUSAIR national tourism strategies - 8 actions proposed
- Voted for:
  - two project proposals*
  - two cross-pillar project proposals*
  - two cultural routes for Routes4U project*

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# TOP PRIORITIES



Sustainable Tourism  
**EUSAIR**

<b>TOP 3 PRIORITIES PER TOPICS</b>		
	Priority/action	Joint targets/indicators
<b>TOPIC 1: Diversified Tourism Offer</b>		
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
<b>TOPIC 2: Sustainable and Responsible Tourism Management</b>		
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.




# PROJECTS AND FINANCING




Sustainable Tourism  
**EUSAIR**



**Evaluated Project Concepts, EUSAIR TSG 4**

Nbr.	Project Concept Name	Country	EUSAIR Eligibility criteria	Scores by Segments			Total Score (max. 100) <i>For EUSAIR TSG 4 support: Min. 60 points in total + ≥ 50% in each category</i>	Evaluator	Average Score
				Relevance (max. 35)	Impact (max 30)	Quality (max. 35)			
1.	Development of Gastro tourism in the Adriatic and Ionian Region	BIH		28	21	21	<b>70</b>	ALB	<b>77,3</b>
				30	26	25	<b>81</b>	BIH	
				31	23	26	<b>80</b>	CRO	
								GRE	
								ITA	
				28	23	22	<b>73</b>	MNE	
				32	26	22	<b>80</b>	SLO	
2.	 Construction of artificial lake on the top of the mountain Jahorina	BIH		28	21	19	<b>68</b>	ALB	<b>70,3</b>
				30	26	26	<b>82</b>	BIH	
				22	20	19	<b>61</b>	CRO	
								GRE	
								ITA	
				28	23	22	<b>73</b>	MNE	
				24	23	14	<b>61</b>	SLO	
3.	Innovative region for an innovative tourism-Enhancing the regional SME skills and competitiveness	CRO		28	28	29	<b>85</b>	ALB	<b>80,3</b>
				26	26	26	<b>78</b>	BIH	
				34	23	26	<b>83</b>	CRO	
				30	20	30	<b>80</b>	GRE	
								ITA	
				28	25	27	<b>80</b>	MNE	
				27	23	22	<b>72</b>	SLO	
4.	The Adventure Tourism – a smart economic drive for Adriatic –Ionian Region	CRO		23	22	22	<b>67</b>	ALB	<b>74,3</b>
				26	28	26	<b>80</b>	BIH	
				25	26	27	<b>78</b>	CRO	
				35	15	25	<b>75</b>	GRE	
								ITA	
				27	24	26	<b>77</b>	MNE	
				26	22	18	<b>66</b>	SLO	
	30	22	25	<b>77</b>	SRB				

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				Relevance <i>(max. 35)</i>	Impact <i>(max 30)</i>	Quality <i>(max. 35)</i>			
5.	Cultural routes of ancient theaters of Epirus	GRE		27	17	14	<b>58</b>	ALB	<b>55,0</b>
				19	24	19	<b>62</b>	BIH	
				18	15	15	<b>48</b>	CRO	
								GRE	
								ITA	
				19	23	19	<b>61</b>	MNE	
				10	21	9	<b>40</b>	SLO	
6.	 Experimentation of Tourism Policies in the Framework of Welcoming and Attractiveness Policies in Adriatic and Ionian Rural Areas	GRE		33	26	30	<b>89</b>	ALB	<b>78,0</b>
				26	23	28	<b>77</b>	BIH	
				27	21	28	<b>76</b>	CRO	
								GRE	
								ITA	
				26	22	27	<b>75</b>	MNE	
				25	22	27	<b>74</b>	SLO	
27	22	28	<b>77</b>	SRB					
7.	WineSenso	GRE		32	22	21	<b>75</b>	ALB	<b>80,8</b>
				31	24	27	<b>82</b>	BIH	
				31	26	24	<b>81</b>	CRO	
								GRE	
								ITA	
				30	25	26	<b>81</b>	MNE	
				32	26	26	<b>84</b>	SLO	
31	26	25	<b>82</b>	SRB					
8.	AITIS, Adriatic-Ionian Initiative for Tourism Innovations and Sustainability	SLO		26	20	22	<b>68</b>	ALB	<b>79,4</b>
				27	22	24	<b>73</b>	BIH	
				23	29	32	<b>84</b>	CRO	
								GRE	
								ITA	
								MNE	
				32	28	33	<b>93</b>	SLO	
28	26	25	<b>79</b>	SRB					

# PROJECTS AND FINANCING(1)

## ***ADRION -challenges***

1<sup>st</sup> call - S.O. 2.1 Valorisation and preservation of natural and cultural heritage as growth assets in the ADRION area:

- 6 projects approved with 47 partners, all EUSAIR countries
- 24.5% EU resources allocated to Priority Axis 2 out of the overall budgeted resources
- Only 10% of eligible and 4.5% of submitted projects
- Letters of Recommendation not considered??



# PROJECTS AND FINANCING (2)

## ***ADRION – opportunities (?)***

2<sup>nd</sup> call – a **targeted** call, has three main topics for tourism and culture:

- preserve, capitalize and innovate cultural and natural heritage
- Monitor, evaluate and mitigate environmental and social pressure for and by tourism
- develop sustainable tourism by reducing pollutant agents
- **deadline for application: 29 June 2018**  
*(extended)*



# PROJECTS AND FINANCING (3)

**Facility Point Plus- new funding opportunity for cross-pillar projects:**

**TSG 4 prepared two project proposals:**

- 1) Managing Tourism Flows in Protected Areas (with Pillar 3)
- 2) Sustainable Infrastructure: Promotion of a Quality - oriented, Sustainable Tourism Offer in EUSAIR Destinations (with Pillars 2 and 3)

**New possibilities for cooperation and funding Routes 4U, cooperation with the Council of Europe, two thematic routes proposed by Pillar 4:**

1. Olive Tree Route
2. Roman Emperor Route – providing opportunities for cooperation with EUSDR

**Facility Point Project Development:**

Two projects approved by TSG 4, most likely to be financed through FP Project Development Package

1. Travel Green in Adriatic-Ionian Region
2. Western Silk Road (possible cooperation with UNWTO)



# Connection with the Cruising Industry

- a strong potential for further growth, local coastal and hinterland economies
- exploring **alternative routes**, including alternative use of **smaller-scale cruise**
- linking better the cruise offer to **local people and products**
- secure the support of the local population for more lasting economic benefits for local economies
- Western (Maritime) Silk Road (?)

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# CONCLUSIONS (1)

## Challenges:

- Strategy without its, at least minimal, source of funding is difficult to implement
- Programmes designed at the same time as the Strategy, not foreseen a mechanism to give additional points upon recommendations of TSGs - which were required to do so!
- Different levels of competence and financing possibilities for the EU and non-EU countries
- Strategic Project and the Partner Agreements-support to implementation of EUSAIR: signed too late, not enough time for project preparation (programming period ending )

## CONCLUSIONS (2)

### Opportunities

- Cooperation with AI-NURECC – bringing the AI Initiative and the AI Euro-region and their for a and potential closer to EUSAIR
- **cooperation with** Council of Europe and RCC (for the non-EU countries)
- cooperation with **other macro-regional strategies** (e.g. EUSDR)
- cooperation with PANORAMED (WP on Maritime and Coastal Tourism)
- voluntary (?) contributions in, for example, organizing thematic meeting, workshops connected with 8 common actions stemming from national tourism strategies



## CONCLUSIONS (3)

- Lessons learned should be used for the upcoming programming period
- **Align transnational programmes** (priorities, criteria, evaluation) **with the macro-regional strategies**
- Provide specific **budget lines** for macro-regional strategies projects
- Strive for more cooperation among the four Pillars
- Raising visibility and higher inclusion from all stakeholders expected once the Stakeholder platform will be finished and operational

# Thank you for your attention!



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