

# **REPUBLIC OF CROATIA MINISTRY OF TOURISM**

Workgroup for Sustainable Tourism  
“Creative Cultural Tourism and Sustainable EUSAIR Destinations”  
within the AI-NURECC Initiative

Panel 2: Sustainable tourism management bat macro-regional  
level, in line with UN 2030 17 SDGs

**The case of EUSAIR- Pillar 4, Sustainable Tourism**



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# Content

- **EUSAIR-Pillar 4**
- **Topics and priorities**
- **EUSAIR, Activities of TSG 4**
- **Projects and Financing**
- **Conclusions**



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

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

7 indicative actions/actors, examples of possible projects



Sustainable Tourism  
**EUSAIR**

## **EUSAIR, Activities of TSG 4**

- Basket of common products
- Evaluation criteria, template for project proposals/concepts
- 6 top priorities
- Evaluated 36 project proposals (Greece, Italy, Croatia, Slovenia...)
- 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*



# TOP PRIORITIES

	<b>TOP 3 PRIORITIES PER TOPICS</b>	
	Priority/action	<i>Joint targets/indicators</i>
<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**



Project Concept Name	Country	Average Score
Development of Gastro tourism in the Adriatic and Ionian Region	BIH	77,3
Construction of artificial lake on the top of the mountain Jahorina	BIH	70,3
Innovative region for an innovative tourism-Enhancing the regional SME skills and competitiveness	CRO	80,3
The Adventure Tourism – a smart economic drive for Adriatic –Ionian Region	CRO	74,3
Cultural routes of ancient theaters of Epirus	GRE	55
Experimentation of Tourism Policies in the Framework of Welcoming and Attractiveness Policies in Adriatic and Ionian Rural Areas	GRE	78
WineSenso	GRE	80,8
AITIS, Adriatic-Ionian Initiative for Tourism Innovations and Sustainability	SLO	81,7
ADURTOUR	ITA	93,1
AIFNet	ITA	81,6

Project Concept Name	Country	Average Score
A - MARE	ITA	92,3
Archaeopolis	ITA	94,1
ARCOS	ITA	80,6
ATO	ITA	88,1
BANDIT_ROUTES	ITA	91
CAPITAL CULTOUR	ITA	82,7
EU Travel	ITA	98,6
Fishing Villages	ITA	93,9
GOFORT	ITA	91,1
PHAIR	ITA	81,3
QNeST	ITA	93,1
S. A. N. D.	ITA	87
SIHATHEP	ITA	85,1

ADRIATICA

Project Concept Name	Country	Average Score
SOFT	ITA	82,1
Children's attitudes towards tourism and participatory planning	SLO	88
DRRIH	SLO	68,1
LIVING THE SEA	SLO	92,6
PROVaLo	SLO	95,6
TOUR BIZ	SLO	92,7
ADRIACOOlTOUR	SLO	82
AdriNauticNET	SLO	79.5
ADRIONCULT	SLO	81
Children's attitudes towards tourism and participatory planning	SLO	88
DRRIH	SLO	80.7
FOST INNO	SLO	84
LIVING THE SEA	SLO	79,9

# 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
- **Call ended**-first results by the end of 2018, beginning of 2019



# 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)-submitted for approval
- 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)



# PROJECTS AND FINANCING (4)

**New possibilities for cooperation and funding,  
ctnd**

**RCC**

More opportunities for the IPA countries,  
especially for culture and tourism

**BLUEMED**

Research(?), contact for TSG 4 is Greece



# 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, first such event to be held in Athens on 30 November (theme: Cultural tourism and local identity)



## 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-hopefully in February 2019

# Thank you for your attention!



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