



WORKGROUP ON TOURISM

FINAL DOCUMENT

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Preliminary introduction

In order to carry on with the implementation of the strategic guidelines set last year and strive for the spread of the "Adrion" area tourist trademark and its discipline, a study on the awareness of and interest in the use of the Adrion logo was carried out on a sample of about forty tourist operators active in the Adriatic and Ionian area. The following results emerged from the study:

- ✓ multi-country tourist packages are already being experimented by several tour operators and agencies: 65% of the sample already proposes multi-country tourist packages and more than 50 different multi-country holiday packages are already on offer on the market;
- ✓ 92% of business operators believe that multi-country tourist packages of the Adriatic-Ionian area can be successful, provided that they are adequately advertised and distributed on the market, while 78% of the sample has shown interest in using the Adrion trademark for free;
- ✓ the types of vocational tourism that most adequately represent multi-country tourist offers include the following: culture and wine and food tourism, nature-based adventure tourism and sun&beach tourism. According to tourist operators, however, the distinctive feature of a vacation is not only the possibility to spend a holiday in more countries, but also the high quality level of services and facilities;
- ✓ the following is a list of the most adequate tools to promote this type of tourist products: use of the Internet and implementation of web marketing actions, advertisement on trade magazines and participation in trade events,
- ✓ the target markets, on which promotional actions should be focused, are Europe, North America and Russia.

Besides involving private tourist operators, much work has been done this year to involve the largest number possible of institutions and organizations in the initiative. The AIC Forum has participated in several national and international workgroups and events to present the initiative of the Adrion trademark, which has been disseminated in the entire area.

Proposals

The following proposals were put forward during the proceedings of the Workgroups on Tourism:

- ✓ regulations of use for the discipline and use of the Adrion trademark have been presented. The aim is to reinforce the image of the Adriatic and Ionian territories as a single tourist destination, with the goal of attracting especially tourists from international markets: the trademark promoters and users, be they public institutions or private players, will promote the development of all the initiatives, which can contribute to the creation of the single and integrated image of the area;
- ✓ these regulations of use define characteristics and aims of the trademark, requirements for trademark assignees, obligations, authorization procedures, trademark management by an ad hoc committee and use licence monitoring and control modalities. These regulations, which have already



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been approved by the Board of Governors, will be submitted to the Workgroup on Tourism for authorization;

- ✓ the Chamber of Commerce of Ancona, in a partnership with other chambers of commerce and public bodies, training institutes, associations, local development agencies and tour operators of the Adriatic-Ionian Area, presented the activities of the AdrionTour financed project, which is intended to carry out tourist promotion activities in the Adriatic-Ionian area. Specifically, the following activities will be implemented:
 - dissemination of the above regulations for the use for the AdrIon trademark;
 - drawing up of promotional plan and a number of communication activities;
 - organization of an Educational Tour for journalists and tour operators;
 - implementation of training and support initiatives targeted to tour operators, who are interested in participating in the Adrion network;
 - organization of meetings with people working in the field to favour the planning of multi-country tourist packages.
- ✓ In view of the work done by the Workgroup on Tourism in the last few years on the promotion of an tourist area trademark, the AIC Forum has put in place a remarkable work of coordination and concerted actions for joint and shared planning activities, with the aim of strengthening the work done so far. Against this background, the AIC Forum has put forward its application to officially act as a partner in the "Adrion" project, to be presented on the occasion of the first useful call for proposal of the IPA CBC - Adriatic Cross-border Cooperation Programme;
- ✓ the "Adrion" project is currently supported by the Italian union of chambers of commerce Unioncamere, national office, and has been formally recognized as worthy of support by the Committee of Senior Officials of the Adriatic-Ionian Initiative (AII). the project was furthermore submitted to the attention of the competent ministers of Slovenia, Croatia, Montenegro, Bosnia-Herzegovina, Albania, Greece and Serbia, as well as formally shared within the Commission for Tourism and Culture of the Adriatic Euroregion;
- ✓ the AIC Forum is called upon to work, so that each member chamber, although not directly involved in the work of the Workgroup on Tourism, is directly involved in the project as official partner or as the final beneficiary of the project expected activities and results, provided that it lies in the eligible territory of the above community programme;
- ✓ the Workgroup on Tourism has discussed and acknowledged the proposals put forward by the Greek Presidency of the AII Permanent Secretariat, the Marche Region, the Forum of the Adriatic and Ionian Cities and Towns, the Italian Leisure Boat Association Assonautica, the Province of Ancona, the Italian Research Institute on Tourism ISNART, as well as the suggestions coming from representatives of the tourist professional associations and private business operators.



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Conclusions (concerted actions)

The Workgroup on Tourism has agreed to

- ✓ approve the regulations of use for the adoption of the Adrion trademark, in order to regulate the use of the same by bodies and private tourist operators with special reference to requirements, obligations for trademark assignees and authorization procedures; to this end, the management of the trademark will be entrusted to an ad hoc committee, whose members will be appointed by the Board of Governors;
- ✓ invite all member chambers to spread the trademark among the tourist operators and local institutions of the area of competence and combine the dissemination of the brand with initiatives and events that are relevant from a cultural or tourist viewpoint for the Adriatic-Ionian area;
- ✓ officially participate as partner in the "Adrion" project with resources from the IPA CBC programme and commit itself, so that each AIC Forum chamber that lies in the territories considered by the above community programme is involved in the project directly as official partner or, in any case, as the final beneficiary of the project expected activities or results;
- ✓ entrust the Chamber of Commerce of Ancona the role of lead partner in the above project, in order to carry on an activity of coordination and synergy in line with what has been done so far, for the tourist promotion of the Adriatic-Ionian area linked to the activities of the Adrion trademark;
- ✓ favour any possible synergy between public players and private operators, both in the strategic definition of intervention measures and in the implementation of the Adrion trademark, with particular reference to the development of tourist products that can be associated with the trademark, to promotional and training activities, as well as to the possibility to find the necessary resources for such activities to be implemented;
- ✓ the AIC Forum Workgroup on Tourism acknowledges the strong interest shown by the Adriatic Ionian Initiative in the "Adrion" project, thanks to the work of the Greek Presidency of the AII Permanent Secretariat. The Secretariat has made a substantial contribution to the official recognition of the project within the Committee of Senior Officials, whose members have committed themselves to involve the representatives of the competent ministries and of the ministries for foreign affairs to support the project in view of its application within the IPA Programme;
- ✓ back the proposal put forward by the Marche Region to set up a documentation centre-diffused museum of the Adriatic and Ionian civilization, which should start from Ancona and network cities and towns in any country member to the AIC Forum;
- ✓ develop and promote the definition of shared quality standards, which should be associated with the Adrion trademark on the basis of the experience made by the Italian system of chambers of commerce through the Italian Research Institute on Tourism ISNART;
- ✓ organize next year an Educational tour of foreign journalists and international tour operators and similar activities, so as to enhance the knowledge of the area as a whole and favour the marketing of the Adrion project and the multi-country tourist packages linked to it;
- ✓ officially acknowledge the initiative under the title "*Appuntamento in Adriatico*", i.e. meeting in the Adriatic, as an institutional event of the Forum of the Adriatic and Ionian Chambers of Commerce, to be organized in collaboration with the Italian Nautical Association Assonautica.