



WORKGROUP ON TOURISM

FINAL DOCUMENT

MAKARSKA APRIL 24TH 2008

Introduction

A field research on integrated tourism in the Adriatic-Ionian area (by integrated we mean a tourist offer whose destinations are located in one, or more than one, country of the Adriatic-Ionian area) has been carried out following the indications reported in the final document of the Workgroup on Tourism that took place during the last forum edition. The following points were outlined:

- The international tourist market will continue to grow at a very fast pace until 2020: tourists come from increasingly distinct countries, new markets are emerging with a great potential for the growth of the tourist demand; generally speaking each person goes on holiday more often than before during the year and the growing number of elderly people is becoming an increasingly attractive segment of this sector;
- The behaviors and the consumption profiles of the tourist are changing: the tourist is more and more "do it yourself", looks for an active holiday (he or she prefers an holiday dedicated to sport, adventure, wellness and/or amid nature), is aware of social issues, strongly guided by technology and takes greater care of the environment;
- The capacity of each country of the Adriatic-Ionian area to attract tourists from the international market is different: as far as the Western Adriatic coast (the Italian regions overlooking the Adriatic Sea) is concerned, the number of arrivals has remained unchanged in the last years; furthermore the overall dynamics of this area are strongly influenced by the data coming from Veneto and in particular from Venice, which is considered a classic tourist destination and therefore represents a separate case. On the other hand, along the Eastern Adriatic coast, Greece and Croatia have developed a strong capacity of attracting tourists and are followed, by a wide margin, by Slovenia, Montenegro, Albania and Bosnia-Herzegovina;



- The analysis of the existing integrated package tours has revealed that Croatia is nearly always included in the tourist offer and only in a few cases, the Eastern coast comes with the Italian Adriatic offer. The sole exception is the cruise traffic, although it plays only a marginal role in the Adriatic-Ionian area compared to other more acclaimed destinations.

Drawing inspiration from the images provided by the participants in the Forum (thanks to the funds obtained through the Retaj project) and in compliance with the guidelines reported in the final document of the 2007 Workgroup on tourism, the following promotional tools have been set up and agreed upon during this workshop edition:

- **logo Adrion:**

- the mission and identity of the logo have been set out; it acts as an umbrella trademark, namely as the symbol of the union in the variety and plurality of the Adriatic-Ionian macro-area. It represents a common identity and expresses the variety and multiplicity of the tourist offer over the whole territory, as well as the will to stay together;

- the logo has already been used on the material and for the activities aimed at the integrated promotion of the area;

- a field manual has been made on the technical and graphic specifications for usage (also available in CD format and pdf file);

- **brochure:** some changes have been made to the first trial version printed last year; the new "Adrlon" logo has been added, the graphics have been restyled and new images, with a better graphic design, have been included;

- **shoppers:** they have been made as a first example of application in order to spread the logo picture; it will be possible to hand them out during next promotional events in the area of interest;

- "Adrlon" **site:** the web site www.adrion.forumaic.org is on line;

- the interactivity of the site has been improved and developed by including the possibility of surfing the site and visiting the territories by supplying geographic references. The "geo-referenced surfing" is done making use of satellite images of the territory. It allows the geographic localization of each tourist "attraction" in the area, represented with a graphic point of interest on a map. The search for points of interest can be carried out at different geographic levels (nations, provinces/counties, single resorts) or according to the user's tourist interest (arts and culture, sea and mountains, sport and wellness, worship or food-and-wine connoisseurship);



- the representation through geographic references has been also envisaged for integrated package tours, whose destinations are marked with points of interest on the map of the area;

- this type of surfing organization imitates, ideally, the mission included in the "Adrlon" logo, that it to say that it allows to present the Adriatic-Ionian area as a whole, yet enhancing the multiplicity and variety of the tourist offer. This can simply be discovered by clicking on each single point of interest located on the maps. Each point of interest can include texts, contacts, links with other sites and images concerning each single tourist attraction.

Proposals

During the Workgroup on Tourism the following proposals have been put forward:

- To set out guidelines for the Chambers of Commerce, other institutions and private stakeholders for the adoption and employment of the Adrlon logo, so that as many organizations as possible can learn about the objectives of the project and can share its goal.
- To start the international registration procedure of the logo;
- To urge the Chambers that participate in the Forum, to look for and contact the tour operators and local agencies that offer integrated tourist products in their corresponding territories. They shall be informed about the activities carried out by the Workgroup on Tourism and about the contents and working procedures of the site, as well as about the promotional objectives of the area. So they can be acquainted with the whole initiative, adopt the Adrlon logo and be actively involved in the promotional activity of the Adriatic-Ionian area.
- To organize a meeting with the tour operators, agencies, experts and organizations involved in the tourism sector, in order to:
 1. Set out promotional and communication actions ;
 2. Put forward concrete proposals of integrated package tours that shall be included in the international promotional network and tested as integrated offers, to be promoted on the "Adrlon" site;
 3. Debate the contents of a future agreement/ special agreement between the members of the Forum and private stakeholders for a common commitment to employ and disseminate all the material (brochure, logo and site).
- Promote the participation in an international trade fair, in Europe, where the Adriatic Ionian macro-region and the trademark Adrlon shall be presented in a common display stand;



- Combine the logo with the results of the project Marinas, for which a memorandum of understanding has been signed by some partner institutions to create a card with a common logo and shared guidelines. This shall offer, the nautical tourist, transport conditions to be developed in the whole Adriatic-Ionian area by combining nautical with rural tourism;
- Develop rules and regulations to put the quality of the tourist services at the core of the strategy to achieve competitiveness and sustainability and to enhance the Adriatic characterization, through the experience gained by ISNART (Italian Chamber System Agency) with the hospitality certification of the accommodation facilities;
- Create a permanent observatory on nautical tourism to monitor tourism and its considerable development trends, even by releasing “charters” prior to the establishment of a nautical district;
- To turn the event organized by Assonautica, called “Meetings in the Adriatic Sea”, arrived at its XX edition, into an annual institutional event of the Forum of the Adriatic and Ionian Chambers of Commerce. This shall be used to spread the area logo trademark.

Conclusions (Agreed actions)

The Workgroup on tourism has agreed on the need to:

- Establish a standardized system of rules, agreed upon both by institutions and private stakeholders, in order to coordinate the tourist offer of the area and facilitate the employment of the Adrlon trademark;
- Encourage the local institutions to promote their territories worldwide with an integrated perspective, according to the standards of the area trademark;
- Allow the development of knowledge and skills among the sector workers on issues concerning the International tourist system, the setting up and management of the tourist product, the development of the quality system and territorial marketing, while safeguarding sustainable tourism and soft tourism. All this should be achieved through the organization of training courses and by providing assistance with the setting up of package tours, experimental ones as well, which shall include several destinations in the Countries of the area;
- Set out an integrated plan for the dissemination and promotion of the area trademark (Adrlon);
- Set up communication tools related to the Adrlon area trademark (publications, merchandising, advertisement, multimedia tools);



- Organize educational tours for foreign dealers, arriving in the Eastern Adriatic Countries, and tour operators and journalists of specialized international magazines;
- Turn the Assonautica project, called "Meetings in the Adriatic Sea", into an annual institutional event of the Forum of the Adriatic and Ionian Chambers of Commerce;
- Support nautical and rural tourism, also by combining these two segments;
- Link the Adrlon trademark to the Card developed by the project Marinas, modified locally by each partner, with a common logo and agreed guidelines. These shall be changed into an Adriatic card, whose promotion should be targeted at those people who usually go on holiday in the Adriatic-Ionian area;
- Develop a project promoting a quality trademark of the small and medium tourist enterprises, other than hotels, that can lead to a certification of "Adriatic and Ionian hospitality and typicality", following the experience of the hotel facilities promoted by the Italian chamber system;
- Boost the promotion of niche tourist segments, with particular reference to the numerous treasures which are little known but abound in the macro-area.

The above mentioned actions will be included in specific projects to be submitted according to specific community, national and regional call for proposals.