



## **WORKGROUP ON TOURISM**

# **FINAL DOCUMENT**

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### **Introduction**

The Tourism Round Table considers that the time is ripe for the Forum of the Chambers of Commerce of the Adriatic and Ionian Region to become even more of an opportunity to realise concrete initiatives and promotion projects, whose effects could be useful for our businesses and countries. Tourism is actually of key importance. This round table will enable the discussion of good practices and common problems, to facilitate getting to know each other and starting collaborations. It will also allow us to start working together to promote and develop a wide area, that the European Union itself acknowledges as being the Adriatic Euro Region.

The mission completed a few weeks ago in Brussels, by the Forum delegation revealed the tangible interest given by EC institutions to an initiative such as this one, that unites seven different countries, of which four are no longer part of the European Union, and one is a new entry, in a neighbourhood area, and therefore even more significant.

The Tourism Coordination Committee, which was one of the objectives stated to be a priority in the document prepared by the Tourism Round Table at the last edition of the Forum, was formed and met for the first time on 13 April in Ancona. The meeting gave rise to a summary document which contains an initial analysis of data concerning customer flows, tourist facilities, attractions, hotels and accommodation, the types of tourism and relevant trade fairs.

The round table started with the findings which emerged from the above document in order to begin a wide-ranging debate which led to the following observations, which represent the strategy lines for the document of the Forum's current edition.

### **Proposals**

1. To strengthen and consolidate, within the Forum and its Secretariat, the Tourism Coordination Committee, so that it can become a joint operational promotional body for the Adriatic-Ionian macro-region, as well as a centre for the gathering and analysis of tourist information concerning the Forum's members.
2. To use communications as a key, strategic and wide-ranging tool to exchange content, information, ideas and knowledge, both internally (among traders) and externally (to businesses, potential partners and customers). The publicity



must highlight how the unique shared history together with the extremely varied offers in the different tourist segments make the Adriatic-Ionian Region a destination with great potential.

3. Create adequate training and awareness-raising activities aimed at young people and businessmen in the sector, that will change the way of understanding tourism promotion, to diffuse quality, the culture of hospitality, respect for the environment and the entrepreneurial spirit.
4. Improve the quality of hotels and accommodation, also with regard to small businesses, by diffusing certification systems. The existing positive experiences in the Italian Chamber of Commerce system will be used for this purpose.
5. Monitor nautical tourism, specifically within the Coordination Committee, in view of the formation of a Nautical District for the Adriatic, which will unite businesses from the entire nautical sector on the one hand, and institutions from countries overlooking the sea, on the other. Nautical tourism is actually an essential part of the Adriatic economy, and generates a constantly expanding flow. Consequently, the promotion of a network of Adriatic and Ionian tourist ports is closely related. The ports must be developed in conjunction with a promotion of the tourist facilities in the areas further inland on each coast of the Adriatic.
6. Jointly carry out a marketing and promotional initiative for the area, directed at cruise traffic, involving the Chambers of Commerce in the cities reached by cruise ships, to involve the various traders operating in the Adriatic and Ionian areas, in order to exchange information and knowledge, and most of all to create shared promotional initiatives.
7. Further investigate (also with the help of representation offices in Brussels) all of the opportunities offered by the new EC programmes to finance projects aimed at tourism promotion and the economic development of the region as a whole.
8. Create a single tourist system able to present itself and compete at international level, with a strong, varied offer of territories, cultures and services, an offer that will, as a system, enhance the differences, traditions, and diverse historical and environmental contexts, but will also promote a network of services organised according to shared criteria and standards.

### **Conclusions (agreed initiatives)**

The Tourism Round Table highlights the importance of considering tourism from a different perspective: the Chambers of Commerce can give an important contribution to creating a tourist region in the Adriatic-Ionian area, uniting strengths and special qualities in order to create a circuit that groups together and joins the respective natural, historic and cultural heritages, leaving aside



“localisms” and thinking in terms of a wider area. This is the only way that the Forum will be able to make a fundamental contribution to our territories, and the development of our enterprises in this industry, by fitting a piece into the European jigsaw puzzle.

Therefore, all of the Chambers of Commerce who are members of the Forum should work together to ensure that the Committee can work on a continuous basis. Indeed, to meet the demands of the tourism industry, which has increasingly complex requirements, a greater emphasis should be placed on what the local area can offer. Most of all, there is a need for an innovative way of looking at these requirements, and interpreting them in order to provide a more effective proposal in an up-to-date, communicative way. We therefore need everyone to make a contribution, by regularly sending us detailed, uniform information, as well as photographic material updated in electronic format. For this purpose it is essential that each contact arranges to gather uniform, homogenous data, according to a common method that needs to be identified.

For this purpose, the Tourism Round Table has agreed to take the following integrated communication initiatives:

- an interactive web portal, through which the Chambers of Commerce who are members of the Forum can let potential customers know about their areas, provide useful information about the tourist facilities and connections, exchange opportunities, developing a different model of tourism based on collaboration and a network concept;
- a brochure or leaflet in several languages, presenting the whole area in a uniform way, highlighting the attractions and peculiarities of each country;
- a joint trade fair stand, to be set up at the main tourism trade fairs, considered to be most attractive, based on the target customer and related promotional initiatives.



Areas of intervention:	Objectives:
Tourism Coordination Committee	Make the Committee a joint, permanent operational and promotional body; a centre for the gathering and analysis of tourist information about the Forum's member countries.
Integrated communications	Communications must become a key, strategic and wide-ranging tool for the exchange of content, information, ideas and knowledge, both internally (among traders) and externally (to businesses, potential partners and customers). The publicity must highlight how the unique shared history together with the extremely varied offers in the different tourist segments make the Adriatic-Ionian Region a destination with great potential. The integrated communications will be produced via agreed initiatives as shown above (Conclusions).
Training for young people and businessmen in the tourist industry	Create adequate training and awareness-raising activities aimed at young people and businessmen in the sector, that will change the way of understanding tourism promotion, to diffuse quality, the culture of hospitality, respect for the environment and the entrepreneurial spirit.
Quality of hotels and accommodation	Improve the quality of hotels and accommodation, also with regard to small businesses, by diffusing certification systems. The existing positive experiences in the Italian Chamber of Commerce system will be used for this purpose.
Nautical tourism	Monitor nautical tourism, specifically within the Coordination Committee, in view of the formation of a Nautical District for the Adriatic, which will unite businesses from the entire nautical sector on the one hand, and institutions from countries overlooking the sea, on the other.



	<p>Promote a network of Adriatic and Ionian tourist ports. The ports must be developed in conjunction with a promotion of the tourist facilities in the areas further inland on each coast of the Adriatic.</p>
Cruise traffic	<p>Carry out a marketing and promotional initiative for the area, directed at cruise traffic, involving the Chambers of Commerce in the cities reached by cruise ships, to involve the various traders operating in the Adriatic and Ionian areas, in order to exchange information and knowledge, and most of all to create shared promotional initiatives.</p>
EC funding	<p>Further investigate (also with the help of representation offices in Brussels) all of the opportunities offered by the new EC programmes to finance projects aimed at tourism promotion and the economic development of the region as a whole.</p>