

**Action Plan revision:**

**Initial policy paper**

**for thematic consultation in TSG 4**

December 2022

http://www.adriatic-ionian.eu

EUSAIR FACILITY POINT Project Partners: Government Office for Development and European Cohesion Policy (Slovenia) | State Agency for Strategic Planning and Aid Coordination (Albania) |

Directorate for European Integration of Council of Ministers of Bosnia and Herzegovina | Ministry of Tourism and Sport of the Republic of Croatia | Special Service for Strategy, Planning and

Evaluation (EYSSA), National Coordination Authority of the NSRF, Ministry of Development and Investments (Greece) | Marche Region - Innovation and International Cooperation Unit (Italy) |

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**PILLAR 4 – SUSTAINABLE TOURISM**

This document was developed by the EUSAIR Facility Point Lead Partner in cooperation with external experts **as a starting point** for thematic consultation on EUSAIR Action Plan revision in TSGs and with relevant policy owners in the EUSAIR countries. It is accompanied by a questionnaire to collect their feedback.

The document is not meant as a complete description or exhaustive list of elements, its aim is to steer the thematic discussion using the same format and methodology in all 4 pillars, to build on the existing work done through embedding and propose suggestions for actions reflecting the EU policies, trends and initiatives that support the macro-regional, multi-level, cross-sectoral and policy-to-project approach.

Further details on the revision process and methodology are described in the Background document with the Roadmap on the EUSAIR Action Plan revision v4.

**How to read the document**

The content is presented in a table form, the **columns representing the different stages in the Action Plan revision**:

* the first column summarises the relevant **content of the Action Plan 2014**,
* the second presents the **input from the Flagships document**[[1]](#footnote-1) and
* the third represents the **suggested updates** based on the content of flagships, existing EUSAIR relevant thematic reports and documents as well as recent EU policies, trends and initiatives[[2]](#footnote-2).

Consequently, the elements in the Updates column can seem generic, yet the aim is to further adapt and customize them to the Adriatic-Ionian reality through the TSG discussions.

The **rows in the table present the suggested categories of the revised Action Plan** to be specified for each Topic in the Pillar. These categories were selected based on the structure of other MRS Action Plans. They follow the logic of implementation-oriented approach and will help TSG in shaping the Actions. Topics in EUSAIR become more similar to Priority Areas, Policy Areas of other MRS and are better defined, especially as regards the Actions. The actual categories will be agreed by the National Coordinators.

At this point, the suggested Actions are not very detailed, as they will be further developed by the TSGs in future meetings/exchanges.

|  |  |  |  |
| --- | --- | --- | --- |
| Topics | Action Plan 2014 | Flagships | Updates |
| **Topic 1** | **Diversified tourism offer (products and services)** | **/** | **/** |
| Objective | Diversification of the macro-region’s tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand.  | / | Diversification of the macro-region’s tourism products and services, tapping into its unique natural, cultural and social potentials to improve the environmental sustainability and economic resilience of inland, coastal and maritime tourism in the Region with higher participation of local communities. Different aspects from trends in tourism policy to be considered:* Cultural tourism and interaction with CULTURE Programme, MEDIA Programme

Moving from strictly history-culture duo to CCI, in line with guidelines on “New European Bauhaus” (linking research and innovation with arts and culture on topics like smart and climate neutral destinations, ensuring that the implemented solutions are not just sustainable, but also accessible, convenient and improve the quality of the experience and life of local communities). * Sustainable produce

Link to From Farm to Fork” strategy – Tourism as a leading sector to promote locally and sustainably produced food.* Sustainable mobility

Multimodal traveling (TSG2), encouraged use of public transport in tourism products, greening the fleets (TSG2), promotion of sustainable modes of transport (through tourism offers such as walking tourism, cycling, walking and cycling routes like Eurovelo), improved intermodality (TSG2).* Redirection of hospitality and all tourism services towards circular models, reduction of their environmental footprint and increase in their resource efficiency
* Social and demographic changes: rise of new dynamic market segments reflecting changes in consumer preferences
* Promotion of secondary tourism destinations: complementινγ AIR’s primary tourism destinations, thus facilitating the flow of tourism demand in broader geographical and thematic basis
 |
| Challenges / opportunities | * full potential of the Region’s rich natural, cultural, historic and archaeological heritage is not yet exploited in a sustainable and responsible way
* the concept of sustainable tourism has not yet been taken fully on board by the tourism actors across the Region
* many alternative and potentially sustainable forms of tourism have not been sufficiently developed, diversified and/or integrated in wider regional development strategies
* local coastal and hinterland economies have not tapped into their full potential
* limited Adriatic and Ionian cooperation in the management of sustainable tourism
* limited options addressing common organizational, human resources and financial problems
* intensive tourism activities inefficiently managed and can have negative effects on the coastal, marine, and hinterland environment
 | * Need for better **management of cruise destinations,** both seaside and continental ones (rivers, lakes), diversification of tourism product, promotion and support to the development of special interest tourism connected with cruising, and other niche tourism forms… **CRUISE AIR SP** (F4.4)
* the need for harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tools for the creation of innovative diversified tourism products … **AIR CULTURAL ROUTES** (F4.5)
 | In the AI it is noted:* intense seasonality is characteristic for AIR destinations (high dependence of local GDP on seasonal tourism creates wider and numerous socio-economic problems)
* the need to complement “sun and sea tourism” with other thematic tourism products facilitating “off season tourism”
* Diversification of tourism product in general, promotion and support to the development of special interest tourism
* Need for more diversified product, related to authentic cultural and natural resources especially in less visited areas
* Balanced distribution of diversified offer
* The need to develop quality, innovative and sustainable offer of tourism products by tapping into the authentic AIR potentials: linking the offer of coastal tourism to hinterland; sustainable valorisation of rich natural heritage and protected areas (IUCN example); including contemporary cultural productions via integration of CCI to complement the current focus on history and classical sites
 |
| Policy Framework | / | / | Transition Pathway for Tourism, DG GROWEU strategy for sustainable tourism, European ParliamentA new approach for a sustainable blue economy in the EU – Transforming the EU’s Blue Economy for a Sustainable Future, COM(2021) 240 finalA European Strategy for more Growth and Jobs in Coastal and Maritime Tourism COM(2014) 086 finalEuropean Green Deal and related policies/initiatives Farm to Fork, Circular Economy Action Plan, New European Bauhaus…Next Generation EU Recovery PlanDigitising European Industry and Digital Innovation HubsNational thematic strategies of EUSAIR MSCapitalise on existing EU networks: * Cultural Routes of the Council of Europe
* UNESCO creative cities (with the opportunities to interact on global scale)
* European Cultural Tourism Network (ECTN)
* Creative Tourism Network (CTN)
* European cultural capitals
* EDEN sites (European Destinations of Excellence) and the EDEN network
* European Creative Hubs Network
 |
| Key stakeholders | / | / | * Tourism eco-system, policy owners, professional associations, hospitality services, chambers, TO,TA, service providers, guides
* research institutes, universities dealing with tourism and hospitality
* national tourism boards, DMOs and DMC-s
* on international level i.e. ECTAA, HOTREC, …
 |
| Actions |  |  |  |
| Action 1.1 | **“Brand-building of the Adriatic Ionian tourist products/services’’**. Gradual establishment of an Adriatic-Ionian brand which would position the Region as one destination in the eyes of visitors, residents and stakeholders. | Not a priority in implementation of AP 2014. | Included now in Action 2.3. |
| Action 1.2 | **“Initiative to improve quality for sustainable tourism offer"** as a horizontal and distinct action. Improving the quality of the existing offer and delivering new services and products of enhanced quality should be at the basis of sustainable tourism offer.  | All selected strategic project ideas have this priority included  | Included now in Action 2.2. |
| Action 1.3 | **Diversification of the cruise and nautical sectors and enhancement of the yachting sector**. Local economies have not developed appropriate ways of managing profitably effects of intensive influx of tourists within a relative short period.  | It is a part of the Cruise AIR – but in the sense of destination management - managing profitably effects of intensive influx of tourists | Included now in Actions 1.5. and 2.2. |
| Action 1.4 | **“Sustainable tourism R&D platform on new products and services”**. Joining forces among university departments, research centres, innovation and technology transfer networks, together with the business community for development and marketing of new products and services, development of clusters and smart specialisation strategies.   | **RESEARCH & DEVELOPMENT FOR IMPROVEMENT OF SME’S PERFORMANCE AND GROWTH-DIVERSIFICATION (F4.2)** **CULTOURAIR** Harmonized methodological framework for the survey on cultural tourism demand in Adriatic-Ionian Region that would enable Adriatic-Ionian Region countries to monitor cultural tourism demand characteristics and the impacts from tourist activities to cultural resources, local economy and society, establishing new cultural tourism products and possibly new national and transnational clusters and SMEs in the field of cultural tourism. | **AIR tourism observatory** (building on INSTO methodology – International Sustainable Tourism Observatory from UNWTO)Systematic collection of data to monitor the tourism sector in the AIR to enable tourism stakeholders on taking strategic decisions regarding tourism development and trends.* open data system to compile information from different sources through a defined set of indicators on a national and regional level, taking into account different stakeholder data requirements
* publishing of yearly reports on tourism development (current tourism infrastructure and future demand) and trends
* sharing best practices of ETIS awarded destinations and expanding the number of ETIS destinations (European Tourism Indicator System) including the sustainability and social responsibility indicators
* exploring possibilities to establish a permanent centre of expertise for improved communication and cooperation in tourism at macro-regional level (like Baltic Tourism Centre EGTC)

Included flagships: CULTOURAIR |
| Action 1.5 | **“Sustainable and thematic tourist routes’’.** This action focuses on development and branding of macro-regional tourism routes, through mapping and further promoting existing routes. | **DEVELOPMENT OF SUSTAINABLE AND THEMATIC CULTURAL ROUTES/CONNECTING CULTURAL ROUTES IN EUSAIR (F4.5)****AIR CULTURAL ROUTES** Diversification of products; supporting: development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable tourism valorization of coastal and underwater cultural heritage **DIGITALISATION OF CULTURAL HERITAGE OF FISHING TRADITIONS AND FISH INDUSTRY FOR CREATION OF VIRTUAL TOURISTIC POINTS OF INTEREST IN EUSAIR****LIVING THE SEA 4.0**1.Diversification of touristic offer, based on digitalisation of fishery heritage in all its spectres. This will wider the accessibility of the common fishery history to the interested public and represent an important touristic product in the whole EUSAIR area. 2. To improve the quality of already recognized tourist attractionswith digital and interactive technologies, as well as to create new ones.3. Fostering Adriatic-Ionian cultural heritage and new product for the EUSAIR in the framework of the already identified thematic touristic and historical Routes. | **Establishment of AIR sustainable tourism community** (similar to MED sustainable tourism community)* potential for new cultural tourism products and new Flagship projects following CULTURAIR results
* encouragement of cluster and network building */*thematic tourism productsamong AIR tourism stakeholders on different topics (sustainable cruise destinations, cultural routes, EDEN destinations, EMAS, Ecolabel networks, valorisation of nature protected areas, UNESCO Creative Cities, European cultural capitals, art networks, EUROVELO, European long-distance paths…)
* mapping of stakeholders/thematic network organisations/project partnerships
* providing information on funding opportunities
* match-making activities
* best practice repository on smart tourism, culture, sustainability, innovation, accessibility, heritage valorisation…
* tourism stakeholder events supporting networking and internationalization of tourism SMEs
* on-line platforms

Included flagships: AIR CULTURAL ROUTES, GREEN MAPPING, CRUISAIR, AIR ProDest Strategy, LIVING THE SEA 4.0 |
| Action 1.6 | **“Fostering Adriatic-Ionian cultural heritage”.** In order to diversify the Region's profile in the eyes of its visitors and to extend the tourism inflows beyond the summer season, the rich cultural background and assets should be further exploited.  | **RESEARCH & DEVELOPMENT FOR IMPROVEMENT OF SME’S PERFORMANCE AND GROWTH-DIVERSIFICATION (F4.2)** **CULTOURAIR** Harmonized methodological framework for the survey on cultural tourism demand in Adriatic-Ionian Region that would enable Adriatic-Ionian Region countries to monitor cultural tourism demand characteristics and the impacts from tourist activities to cultural resources, local economy and society, establishing new cultural tourism products and possibly new national and transnational clusters and SMEs in the field of cultural tourism. | **Fostering Adriatic-Ionian cultural heritage.** In order to diversify the Region's profile in the eyes of its visitors and to extend the tourism inflows beyond the summer season, the rich cultural background and assets should be further exploited.Included flagships: AIR CULTURAL ROUTES, CULTOURAIR, AIR ProDest Strategy  |
| Action 1.7 | **“Improving accessibility for Adriatic-Ionian tourism products and services’’.** This action is expected to adjust tourism products and services in the Region to the needs of both residents and visitors with special access needs. | Not a priority in implementation of AP 2014. | Included in Action 2.2. |
| Action 1.8 | **“Upgrade of Adriatic-Ionian tourism products’’.** Labelling and upgrading local products at macro-regional level and development of local products as development model.   | Incorporated in the strategic project proposals:AIR Cultural Routes, CruiseAIR and CulturAIR | Included in Action 2.2. |
| **Topic 2** | **Sustainable and responsible tourism management (innovation and quality)**  | / | **Smart (innovation and quality) and sustainable tourism management** |
| Objective | Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region. | / | Strengthening resilience and sustainability of Adriatic-Ionian tourism through digital and green transition of macro-regions’ tourism management. Different aspects from trends in tourism policy to be considered:* Digital transition

Data sharing between the public and the private sector to help create innovative tourism services that support sustainability, manage tourism flows based on real-time data, stimulate tourism demand and match supply more effectively or services that generate data and statistics to feed into policy and decision making. Digital transformation of tourism industry: from conventional tourism industry to intelligent tourism ecosystem that augments and facilitates travellers’ experience.* Improved governance and management

Aligning objectives of regional/national tourism strategies and destination management plans with EUSAIR including guidance and best practice exchange (development of EUSAIR tourism strategy)* Improved skills of tourism actors

Green, digital and entrepreneurial skills of tourism actors need to be improved as well as strategic and administrative skills at the level of policy development and destination management  |
| Challenges / opportunities | *
 | * Needs for macro-regional coherence in the field of single sustainable & responsible tourism measuring, mapping, managing, marketing and monitoring system, that should be implemented for all ~~8~~10 countries through the unique ICT system defining its deepest level of impact. **GREEN MAPPING** (F4.1)
* Need for structured and harmonized data on cultural tourism demand in Adriatic-Ionian Region and need for the establishment of a unified and harmonized methodological framework to monitor cultural tourism demand characteristics. **CULTURAIR** (F4.2)
* Need for increasing the quality of integrated sustainable destination management process to strengthened competitiveness of the EUSAIR countries
* The need for harmonized training and educational programmes for responsible integrated tourism management, establishing a Master program on tourism management, hospitality and services, sharing the same methodologies and approaches, within EUSAIR countries as well as establishing new programmes for training and new projects in the field of education… (F4.3) **DES\_AIR**
* Need for action plans and strategies for smart, participative and agile destination management able to respond to dynamic challenges fast & cost-effectively
 | * need for coordinated, inclusive (stakeholder engagement), place and evidence based tourism planning, management, governance and monitoring to address AIR tourism challenges
* need to reduce tourism environmental impact (efficient use of resources and pollution reduction)
* need to include adaptation to climate change and crisis resilience capacity in planning (for example COVID-19 and focus on outdoor offer and domestic tourists)
* need to address the gap in skills and capacities of tourism actors in AIR (tourism planners, managers and implementers) for more sustainable, resilient, innovative and quality tourism offer and services
* management of Short-term rental services
* need to include Digital and green transition and resilience initiatives in established AIR sustainable Tourism community – to build an adaptation policy
 |
| Policy Framework | / | / | Transition Pathway for Tourism, DG GROWEU strategy for sustainable tourism, European ParliamentA new approach for a sustainable blue economy in the EU - Transforming the EU's Blue Economy for a Sustainable Future, COM(2021) 240 finalA European Strategy for more Growth and Jobs in Coastal and Maritime Tourism COM(2014) 086 finalSmart Specialisation StrategiesEuropean Green Deal and related policies/initiatives Farm to Fork, Circular Economy Action Plan, New European Bauhaus…Next Generation EU Recovery PlanDigitising European Industry and Digital Innovation Hubs |
| Key stakeholders | / | / | TOURISM ECO\_SYSTEM including * national professional organizations, associations, institutions, NGO’s
* International tourism organizations: ECTAA, HOTREC, NECSTour, etc.
 |
| Supporting/Partnering organizations and institutions |  |  | * International tourism partnering organizations and institutions:
* The Forum of the Adriatic and Ionian Chambers of Commerce (AIC)
* UniAdrion
* The Forum of Adriatic and Ionian Cities (FAIC)
* The Conference of Peripheral Maritime Regions (CPMR)
* Adriatic-Ionian Network of Universities, Regions, Chambers of Commerce and Cities Initiative (AI-NURECC)
* EDEN Destinations
* MedPan (AdriaPan)
* EuroParc
* EMAS Ecolabel
* European Tourism Indicators System’ (ETIS)
* The European Marine Observation and Data Network (EMODnet)
* European Network for Accessible Tourism (ENAT)
* European Travel Commission (ETC)
* European Alliance for Responsible Tourism and Hospitality (EARTH)
* Foundation for European Sustainable Tourism (FEST)
* Network of European Regions for Sustainable and Competitive Tourism (NECSTouR)
 |
| Actions |   |  |  |
| Action 2.1 | **Network of Sustainable Tourism businesses and clusters**Stimulating innovation through interaction between different tourism actors and creation of strong synergies with complementary sectors along the value chain. Useful lessons could be also learnt from applying the Smart Specialisation approach and, in particular, through adapting the Entrepreneurial discovery process, actively involving the private sector in identifying sustainable tourism activities with the most promising potential for growth and for absorbing research outputs.  | **DEVELOPMENT OF THE NETWORK OF SUSTAINABLE TOURISM BUSINESSES AND CLUSTERS** **GREEN MAPPING FOR THE AI REGION - SUPPORTING DEVELOPMENT AND MARKET ACCESS FOR RESPONSIBLE AND SUSTAINABLE TOURISM DESTINATIONS AND MICRO/SME OPERATIONS IN THE EUSAIR REGION (F4.1)** Support to the development and promotion of quality-assessed Micro & SME tourism operations and destinations in the EUSAIR – to measure, map and improve their sustainability and competitiveness, give them visibility and market uptake.  | Included now in Action 1.5 |
| Action 2.2 | **Facilitating access to finance for new innovative tourism start-ups**This action would facilitate access to information on funding possibilities for innovative sustainable tourism start-ups, and for SMEs and university spin-offs capitalising on new research results and bringing new products and services into the sector. Establishment of joint ventures and innovation incubators can also boost the Adriatic- Ionian SMEs at an international level.  | A horizontal action incorporated into all strategic projects.**ADRIATIC-IONIAN STRATEGY AND SOLUTIONS FOR SMART INTEGRATED DESTINATION MANAGEMENT BASED ON MULTIPLE INTELLIGENCE SYSTEMS****AIR ProDest Strategy**To improve positive macro-regional impact on destinations’ management. To co-create strategic approach and interventions with smart, integrated, self-reliable and result-oriented destination, culture and heritage management systems able to respond to all actual developmental challenges, needs, constraints, trends, risks and threats in the AIR destinations including crisis management, tourism, culture and heritage adaptability measures and solutions aimed to improve the destinations’ resilience, economic diversification, environmental, social, cultural and economic impact, life quality and travel experience, and recovery of businesses and communities. Equally to emphasise transferability and replicability of this Smart Integrated Destination Management system. | **Coordinated policies, management and funding*** new models and strategies built on sustainable development and inclusive (e.g. accessibility) principles, enforcing digital transition that enhances travellers’ experience and optimises supply and demand matching (data-driven tourism services, smart destinations), promoting effective and collaborative governance among all stakeholders groups, facilitating more innovative processes and paying close attention to the specific strengths and challenges of tourism destinations and territories exchange and coordination in development/implementation (funding) of macro-regional, national and regional tourism strategies
* development of macro-regional tourism strategy
* development of strategic planning and management tools for the tourism industry in the destinations to overcome and address the current challenges and create long-term and integrative dynamics guaranteeing the sustainability of tourism in the future
* development of collaborative governance of tourism destinations supported by harmonized and unified methodological framework for statistical surveys in tourism industry development in each destination
* balancing tourism flows through the local stakeholder collaboration (bottom up) for supporting sustainable tourism development in each destination
* development of collaborative governance of tourism destinations through harmonization of government practices in the development of joint set of quality standards
* smart specialisation network for tourism and culture-related priorities

Included flagships: GREEN MAPPING, CRUISAIR, CULTOURAIR, AIR ProDest Strategy |
| Action 2.3 | **Promoting the Region in world markets** The attractiveness of the Region could be enhanced from common promotion campaigns in key markets. Creating B2B and B2C European platforms would link the Region's business actors among themselves and with customers. (The second part is now included in Action 2.1 – AIR sustainable tourism community) | ESP goal Included as action in the Living the Sea 4.0 – digital promotion | * **Promotion of AIR destinations on world markets**
* establishment of AIR tourism brand
* common promotion/PR campaigns in key markets
 |
| Action 2.4 | **Expanding the tourist season to all year-round**The Action will promote off-season tourism (such as culture activities, comfortable transport and accommodation), target markets (such as senior and accessible tourism, business and conference tourism, winter tourism, rural tourism) and design a strategy for setting Adriatic-Ionian as an excellent off-season destination. | **EXPANDING THE TOURIST SEASON TO ALL-YEAR ROUND (F4.4)****CRUISAIR** The preparation of Destination Management Plans that are equivalent to strategic and action plans for sustainable tourism in Cruise destinations of the AIR (seaside, river, lakes) | * Under Actions 1.5 and 2.2
 |
| Action 2.5 | **Training in vocational and entrepreneurial skills in tourism**Tourism in the Region is experiencing a gap in skills. The action will focus on the need for training for SMEs (including e-training), the creation of an Adriatic-Ionian Observatory on Sustainable Tourism skills, and training for tourism entrepreneurship. | **EDUCATION, TRAINING AND SKILLS IN THE FIELD OF TOURISM BUSINESSES (VOCATIONAL AND ENTREPRENEURIAL SKILLS) (F4.3)****DES\_AIR** Responsible tourism destination management – implementing new training and skills for all stakeholders in destinations as well as for tourism businesses to strengthened competitiveness of the EUSAIR countries by increasing the quality of integrated sustainable destination management through development of LLL training programs and Masters’ programmes  | **Education, training and skills for tourism** * Awareness raising campaigns targeting the tourism transition pathway to destination authorities, tourism management organisations and SMEs
* Network of LLL centres and institutions providing tourism trainings on inclusion of tourism transition topics into their programmes
* Network of tourism educational institutions on inclusion of twin transition topics into curricula
* Institutional capacity building on macro-regional tourism destination management (inter-macro regional local authorities cooperation, common tourism market products promotion strategy etc

Partly also covered by Action 2.2.Included flagships: DES\_AIR |
| Action 2.6 | **Adriatic Ionian cooperation for facilitating tourist circulation** Given the current fragmented cooperation at macro-regional level, framework conditions for better overall cooperation in tourism are needed (common procedures on visas, nautical licenses valid, revising the legislative regime for skippers and recreational boating and establishing stable and simplified legislative and fiscal framework etc). | Included as action in AIR Cultural Routes | * Under Action 2.2
 |
| Action 2.7 | **Adriatic-Ionian action for more sustainable and responsible tourism**This action would include the establishment of an Adriatic-Ionian Charter to encouragesustainable and responsible tourism practices in the Region.  | Included as action in DES\_AIR, ProDestAIR, CULTURAIR, Green Mapping | * Under Action 2.2
 |

**Definitions of terms from 2014 EUSAIR Action Plan**

TOPICS represent the main areas where the macro-regional strategy can contribute to improvements (either through tackling the main challenges or through seizing the main opportunities). For each topic, the Action Plan will present the issue and indicate what particular contribution it will bring. Examples: To support competitiveness of enterprises, etc. Each topic has to be considered with other policy fields. The Strategy encourages a horizontal approach highlighting 4 interdependence between its four pillars. For example, climate change mitigation and adaptation as well as transition to a low-carbon economy have an impact on transport, energy, tourism, and other policies whilst the latter also have an impact on climate change. Accordingly, for each topic, involvement of bodies and institutions representing other policy fields is required.

ACTION is the intervention which countries and stakeholders carry out in order to address the different topics. It can be a new approach, an increased coordination in policy making, policy review, support to a process already engaged, a networking initiative, etc. An action may not necessarily require financing. All actions should be understood without prejudice to existing EU competences and requirements of the EU acquis.

**Proposals of explanations for terms not defined in the 2014 Action Plan**

OBJECTIVE represents the change to be achieved regarding the Topic-related identified challenges in the Adriatic-Ionian Region that EUSAIR strives to achieve.

CHALLENGES/OPPORTUNITIES in the Adriatic-Ionian Region regarding the relevant Topic, for which added value of being tackled by EUSAIR is evident.POLICY FRAMEWORK sets the Topic in a strategic context and links it to relevant policies and accompanying funding programmes.

KEY STAKEHOLDERS represent those stakeholders that shall be involved to implement the Action Plan.

**Prepared by EUSAIR Facility Point Lead Partner:**





1. EUSAIR FLAGSHIPS 2021-2027, adopted on 12th Extraordinary EUSAIR Governing Board meeting on 10 June 2020 [↑](#footnote-ref-1)
2. The indicative list of sources can be found in the Background document with the Roadmap towards the EUSAIR Action Plan revision v3 [↑](#footnote-ref-2)