

TOURISM RECOVERY THROUGH COOPERATION – A MACRO-REGIONAL APPROACH **EUSAIR “SUSTAINABLE TOURISM - COOPERATION WITHIN EUSAIR AND WITH OTHER MRS”**

14 September 2020

EUSAIR, PILLAR 4

EUSAIR

- EU MRS adopted by the European Commission and endorsed by the European council **in 2014**
- It covers nine countries: Albania, Bosnia and Herzegovina, **Croatia, Greece, Italy**, Montenegro, Serbia, **Slovenia** and *North Macedonia*,
- General objective: to promote economic and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity
- Countries aim to **create synergies and foster coordination among all territories** of the EUSAIR Region
- Strategic project for implementation - multi-pillar model
(80% responsible for the pillar they coordinate , 20% for national representatives in other three pillars)

EUSAIR: 4 pillars

Pillars		Co-coordinators
1. Blue Growth		Greece Montenegro
2. Connecting the Region		Italy Serbia
3. Environmental Quality		Slovenia Bosnia and Herzegovina
4. Sustainable Tourism		Croatia Albania

EUSAIR, Pillar 4, Sustainable tourism

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
(products and services: 8 indicative actions/actors, examples of possible projects)
 - **Improving the quality and innovation** of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region
(innovation and quality: 7 indicative actions/actors, examples of possible projects)
- 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

COOPERATION WITHIN EUSAIR

MONO PILLAR PROJECT CONCEPTS

Mono-pillar project ideas:

TOPIC : Sustainable and Responsible Tourism Management

- **Green Mapping:** Support to the development of sustainable and responsible tourism and entrepreneurs in the EUSAIR area;
- **DES_AIR:** Integrated sustainable management of tourist destinations; Development of lifelong learning training programs and masters programs in EUSAIR
- **Cruise Air:** Promoting and supporting development of special interest tourism - cruising tourism

TOPIC: Diversified Tourism Offer

- **CulTourAir:** EUSAIR Cultural Tourism Demand Survey; improved statistical monitoring of cultural tourism(methodology) for sustainable and responsible management of tourism product
- **Air Cultural Routes:** Development of sustainable and thematic macro-regional routes

ISSUE PAPER

Manual for participatory tourism connecting community and culture through storytelling

- Providing sustainability of EUSAIR's intangible heritage, through implementation of the participatory tourism storytelling model using EUSAIR intangible heritage
- Providing specific instructions and recommendations for users.
- Workshops to be organized (post COVID-19) to assist destinations in providing interdisciplinary cooperation between the academic and private sectors, networking with the local community, tourism, hospitality and cultural sectors

COOPERATION WITH OTHER INITIATIVES AND PROGRAMMES

- AI NURECC – connection with private and non- governmental sectors
- PANORAMED – associated partner
- RCC – possible cooperation
- BlueMed Initiative – possible cooperation
- Routes4U – 2 EUSAIR cultural routes

Routes 4U

Multidisciplinary cooperation and support

Priorities - TSG4 identified and supported with actions two priorities: Routes of the Olive Tree and the Roman Heritage Route.

Results:

- **Macro-regional event in Mali Lošinj**, November 2018
- **Publication** - TSG4 supported data for the study launched on **Roman Heritage Route** and identification of partners for the establishment of a legal network
- **Revival of the Olive Tree Route** – resulted in 26 new members in Greece, 31 in Croatia and 24 in Slovenia

Cooperation with other EUSAIR Pillars

- Four cross-pillar projects proposals, one pending

- Joint event in 2019:

TSG3 and TSG4: “Evaluation and Preservation of Environment for Tourism”, September 2019, Poreč (CRO) and Izola (SLO)

**UNWTO- active participation in our thematic events (regional workshop in Zagreb “The Present and the Future of Sustainable and Responsible Tourism” and TSG3 &TSG4 event in 2019)*

- Joint event in 2020:

TSG2 and TSG4: “Cycling Tourism and Cultural Routes”, 2 October 2020

CROSS-PILLAR PROJECTS

4 cross-pillar project ideas :

- **ADRIONet**, “*Managing Tourism Flow in Protected Areas*” -with Pillar 3, Quality of environment
- **STE-TAI**, “*Sustainable Tourism through Environmental Energy Technologies in Buildings of High Architectural Interest*” – with Pillar 2, Connecting the region, subgroup on Energy networks
- **Blue Culture**, “*Development of Macro Regional Cluster on BlueCulture Technologies and creation of International Competence Center*” - with Pillar 1, Blue growth
- **ADRIONCYCLETour**, “*ADRIatic IONian CYCLE route for sustainable TOURism*”- with Pillar 2, Connecting the region, subgroup on transport
- **For People, for Planet**, new proposal, Pillars 2,3,4 – Agenda 2030 & Green Deal – pending approval

OECD Synthesis report –issues in implementing MRS

EUSAIR: multi-level governance structural challenges

- Enhancing national EUSAIR multi-level governance structures and existing coordination mechanisms would contribute to stronger implementation capacity.

What should be done:

- a clearer attribution of responsibilities and expectations between EUSAIR and EU programming authorities in all participating countries; **probably valid for all MRS**
- better harmonising expectations from distinct coordinating groups;
- breaking down silos within the pillar structures; **how about different MRS?**
- holding regular national cross-sector EUSAIR meetings with key national and subnational actors; **cross-strategies meetings?**
- and developing stronger ties with peers in other macro-regional strategies.

COOPERATION WITH OTHER MRS



ACTIVITIES AND INITIATIVES

➤ **Baltic Sea Forum** - Brussels, 13 November 2019

➤ **Joint event in 2020:**

EUSAIR and EUSDR,

“Cycling Tourism and Cultural Routes”, 2 October 2020

invitation for participation to EUSALP and EUSBR

➤ **Invitation to TSG 4 meetings**

Routes 4U- a starting point to connectivity

Cultural Routes in the EU macro-regions(23)

Creation of new cultural routes in the EU macro-regions

EUSDR

Iron Age Route – certification dossier
Cyril and Methodius Route - certification dossier

EUSBSR

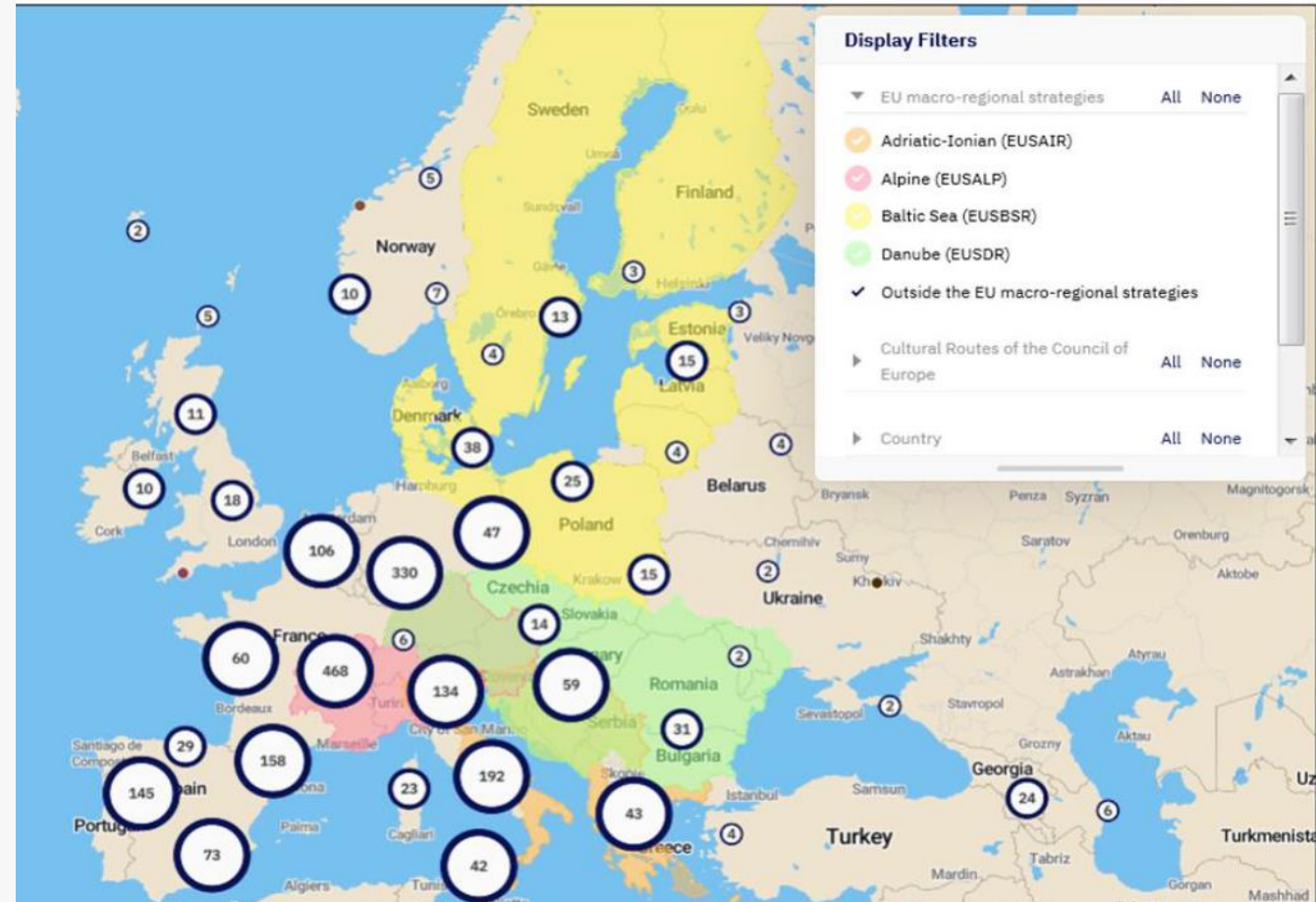
Alvar Aalto - certification dossier
Maritime Heritage – Baltic Region Heritage Committee continues working on the theme

EUSAIR

Routes of the Olive Tree – extended in the Adriatic and Ionian Region
Roman Heritage – network will continue working on the theme

EUSALP

Via Claudia Augusta – certification dossier
Via Alpina – decision not to apply as Cultural Route



NEW IDEAS ???!

Further joint activities **with other Pillars and MRS**, including:

- **Invitation to All Round table** on Sustainable Culture and Tourism-
proposing themes of mutual interest(invitation as guests)
- **Inviting guests from other MRS to EUSAIR forum** thematic event on
sustainable tourism on common challenges
- **Joint project proposals** to be developed (especially those sharing
the same geographical space)???

EUSAIR LEGACY? EU MRS LEGACY?

processes

guidelines

networks

policies

recommendations

learning areas

• **THANK YOU** •

BLANKA BELOŠEVIĆ, EUSAIR PILLAR 4 COORDINATOR