



European Regional Development Fund - Instrument for Pre-Accession II Fund



EU Strategy for the
Adriatic and Ionian Region
EUSAIR

EUSAIR Innovation Community 3rd event

Innovations in Sustainable Tourism

5.7. 2022, 10.00-14.00, Online

„Innovation is insight in action“





ADRIATIC-IONIAN REGION (EUSAIR) S3 NETWORK A PUSH FOR STRENGTHENED INTERNATIONALISATION:
THIRD EUSAIR INNOVATION COMMUNITY MEETING
„HELPING TO STRENGTHEN QUADRUPLE HELIX STAKEHOLDERS”

PRESENTATION OF A TSG4 FLAGSHIP EXAMPLE, AVAILABLE FOR FINANCING:

CruiseAIR project

“DESTINATION MANAGEMENT PLAN’S PREPARATION FOR CRUISE DESTINATIONS WITHIN THE ADRIATIC-IONIAN REGION”

EXPERTS:

ZRINKA MARUŠIĆ, INSTITUTE FOR TOURISM (ZRINKA.MARUSIC@IZTZG.HR)
HRVOJE MATAKOVIĆ, INSTITUTE FOR TOURISM (HRVOJE.MATAKOVIC@IZTZG.HR)
JELENA KLJAIĆ ŠEBREK, WYG CONSULTING (JELENA.KLJAIĆSEBREK@WYG-C.EU)

5th of July 2022, online

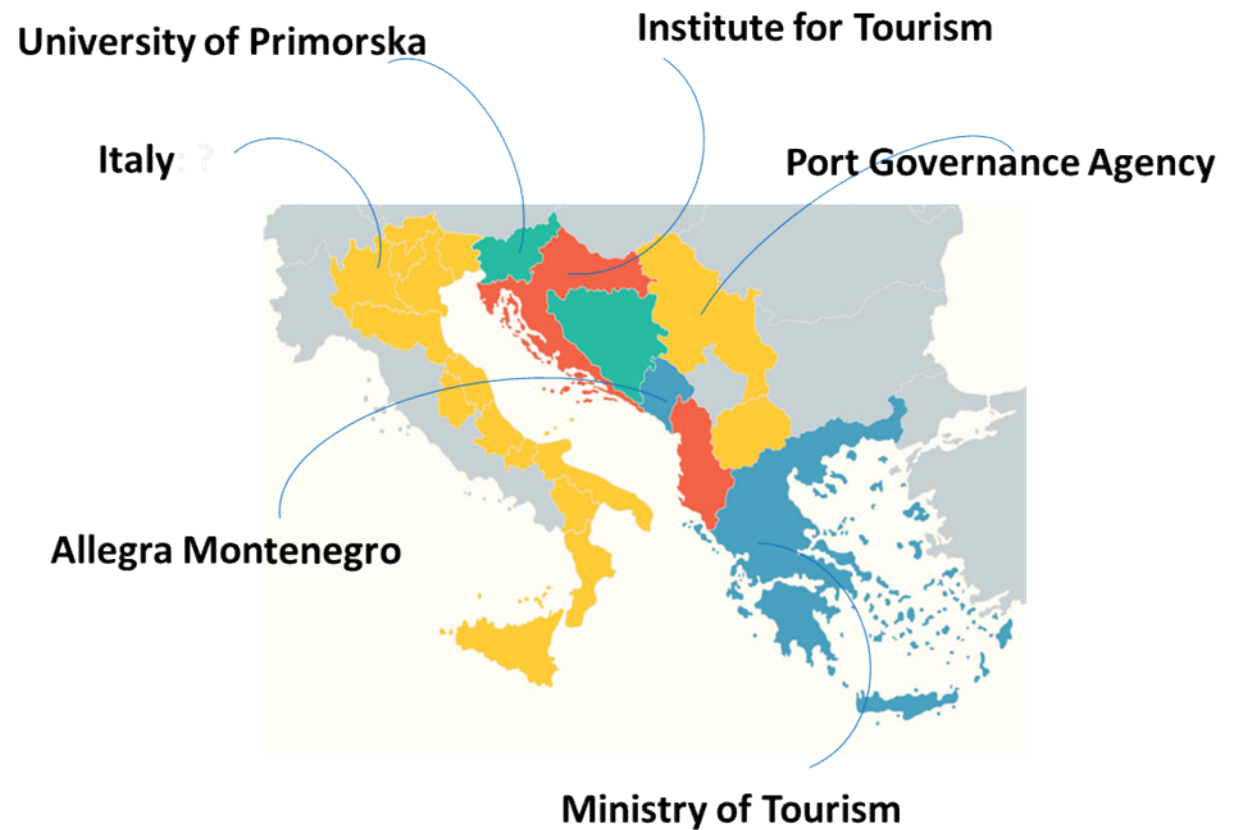
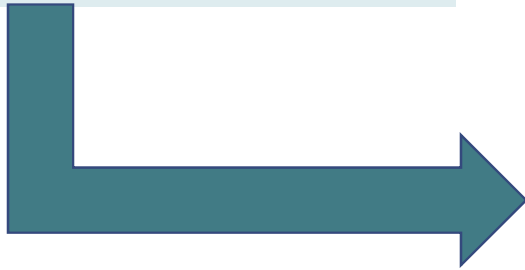
CruiseAIR: PROJECT SUMMARY

Project title	“Destination Management Plan’s preparation for cruise destinations within the Adriatic-Ionian Region. Clarification: The cruise sector/ nautical sector/cruise industry referring to all waters such as the seas, lakes and rivers in the EUSAIR member states”
General objective	The overall aim of this project is to contribute to improving the sustainability of cruise tourism destinations (in both, product and management dimensions) in the Adriatic – Ionian region through the development of a strategic framework.
Specific objectives	<ul style="list-style-type: none">▪ To identify and map existing methodology and models of cruise tourism destinations’ management;▪ To formulate a strategic development framework for cruise/river/lake destinations in the AIR;▪ To facilitate the decision-making process in relation to sustainable and responsible management of the overall cruise tourism product in the AIR.
Lead partner	Ministry of Tourism, Directorate of Research, Greece
Project partners	6 project partners from the AIR (4 EU, members, 2 non-EU members)
Duration	24 months
Project budget	1,561,104.00 EUR
Strategic framework	Aligned with ADRION Policy and Specific Objectives

CruiseAIR: PARTNERSHIP

Partnership selection process

- Eligibility criteria – proven track record in cruise tourism, project management and implementation
- Interreg Adrion eligibility rules
- **Identification through TSG4 representatives**
- Stakeholder mapping



CruiseAIR: WORK PACKAGES

WP1 Project management

WP2

Assessment of cruise tourism sector in the AIR

WP3

Development of Cruise Tourism Strategy (CTS) and Destination management plans

WP4

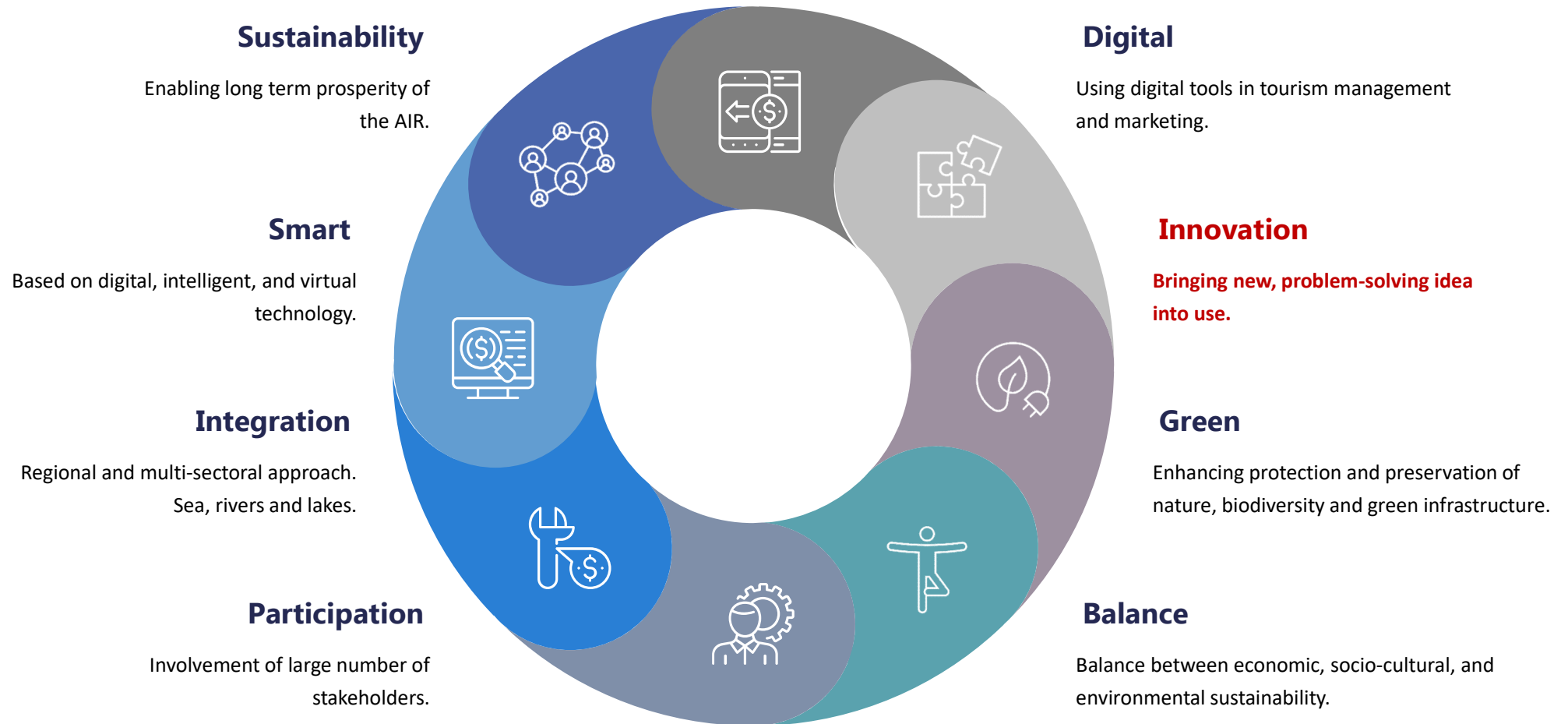
Capacity building and monitoring of the implementation of CTS and Destination management plans

WP5 Communication and capitalisation

Results

- AIR Cruise tourism status report with recommendations/implications
- Cruise Tourism Strategy with an Action plan
- Destination management plans
- Joint Capacity building network

CruiseAIR: APPROACH



INNOVATIONS IN SUSTAINABLE TOURISM

Definitions

- a creative **new idea** that is brought forth and applied to provide some type of business value (Sears and Baba, 2011; Yu and Hang, 2010)
- „a catalytic development process that **activates a number of processes** according to a new situation” (Carlsen et al. , 2008)
- „Innovation refers to the process of **bringing any new, problem-solving idea into use**. Ideas for reorganizing, cutting cost, putting new budgetary systems, improving communication or assembling products in teams are also innovations. Innovation is the generation, acceptance and implementation of new ideas, processes, products or services. Acceptance and implementation is central to this definition; it involves the capacity to change and adapt.” (Hall & Williams, 2008)
- Innovation in tourism is **collaborative action** between governments, academia, corporations, micro, small and medium enterprises (MSMEs) and start-ups, investors, supporting business partners (accelerators, incubators, etc.) and other stakeholders. (UNWTO, www.unwto.org)
- A strategy for resilient recovery (Euromonitor International, 2021)

INNOVATIONS AND RESILIENT TOURISM RECOVERY

Travel Rewired: Innovation Pillars



Digital

- Business transformation
- Consumer experience



Sustainable

- Climate action
- Creativity
- Transparency



Safe

- Contactless
- Self-service
- Seamless



People-centric

- Self-actualisation
- Inclusion
- Renewal

Image Source: Unsplash

Source: Euromonitor International, 2021

CruiseAIR: KEY CHALLENGES (NEEDS)

Seasonality

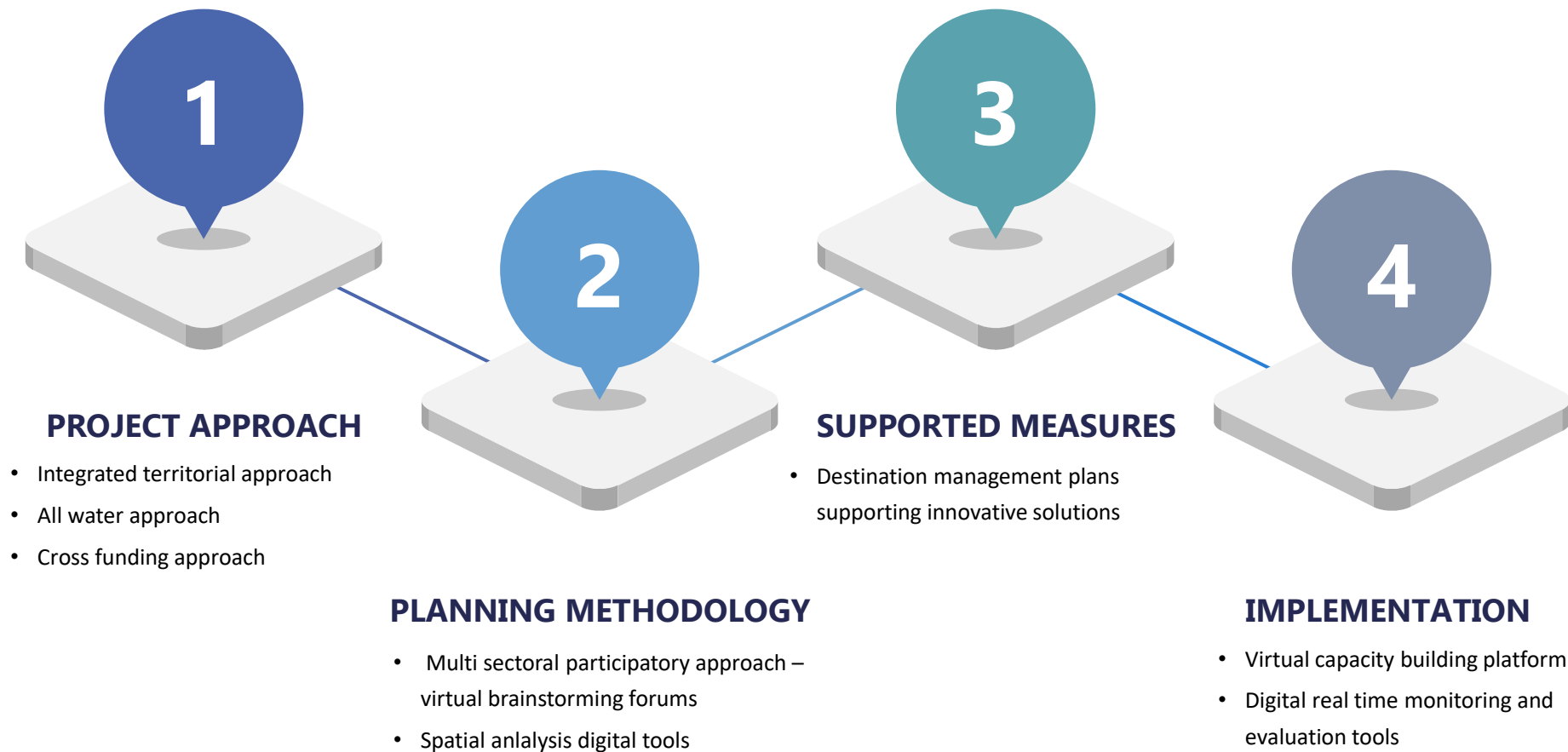
Adverse environmental
impacts

Adverse social impacts

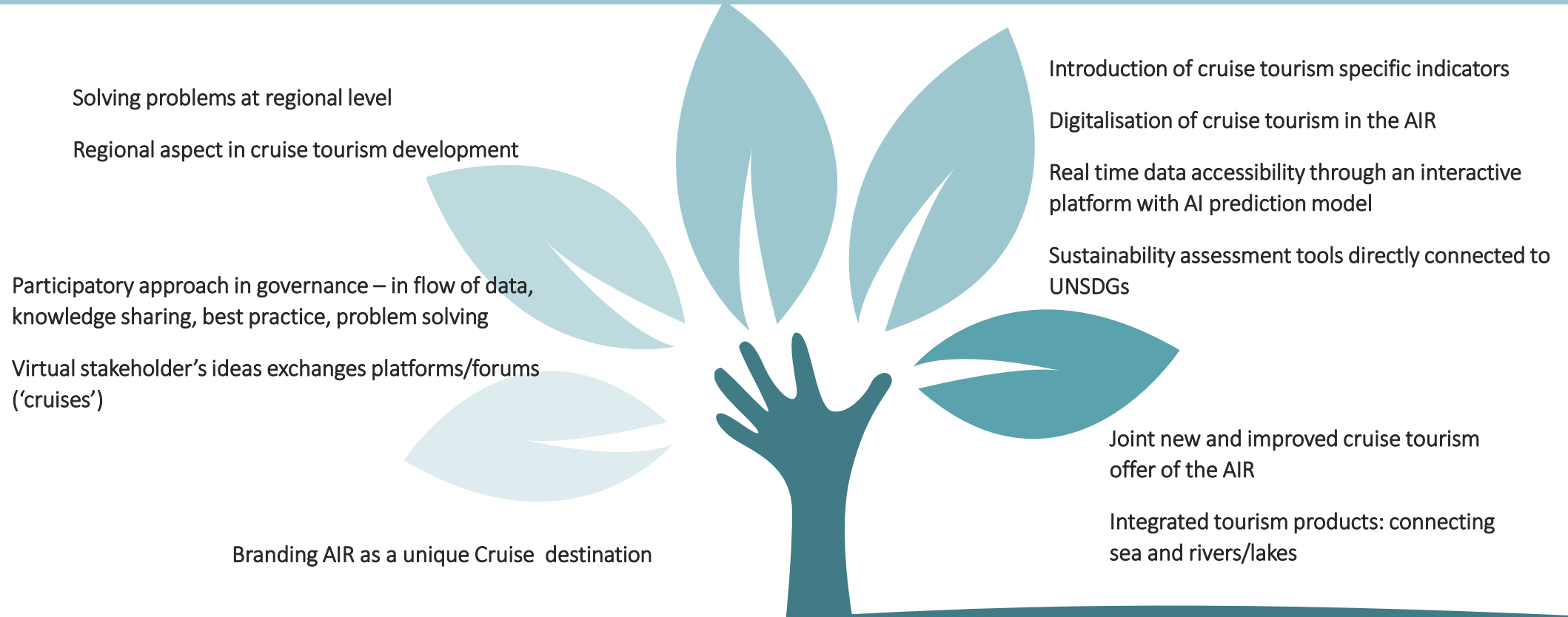
Inadequate management

Undeveloped/
underdeveloped cruise
tourism product

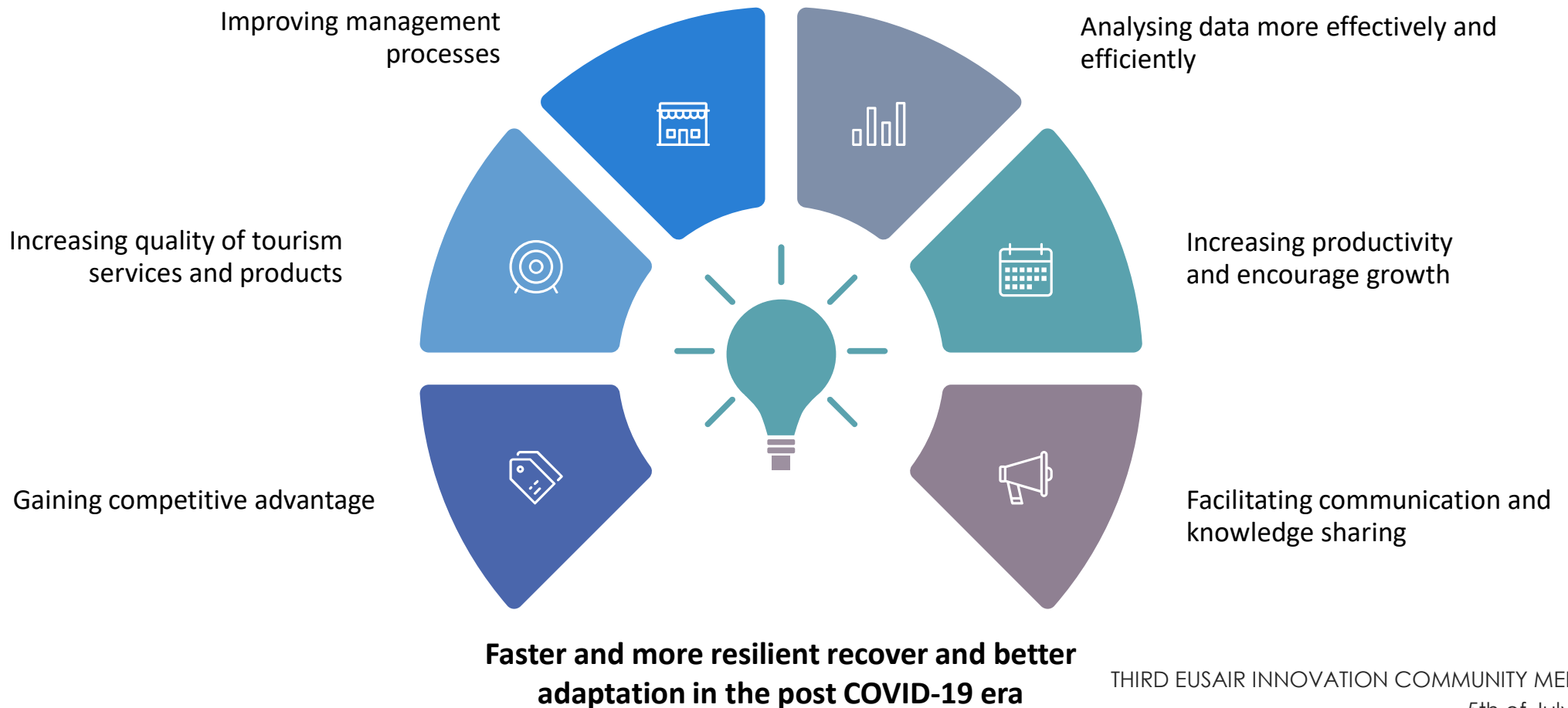
CruiseAIR: INNOVATION PROCESS



CruiseAIR: INNOVATION POTENTIAL SOLUTIONS



CruiseAIR: BENEFITS OF INNOVATIONS



THANK YOU FOR YOUR ATTENTION

CruiseAIR TEAM

institute for tourism 

