

AIR ProDest Strategy (MIQS) - Adriatic-Ionian Strategy and Solutions for Smart Integrated Destination Management based on Multiple Intelligence Systems (MIQS)

RESULTS

Open-innovation standard for AIR destinations formulated.



A set of strategies developed and/or updated and upgraded with a concrete action plan for agile sustainable management of (culture and heritage) destinations



Developed and established Adriatic-Ionian pilot destinations with competent, self-reliable and proactive sustainable destination, culture and heritage management structures and teams of professional managers and experts



Developed a full-fledged, tested, optimized, replicable, and scalable sustainable destination, culture and heritage management model, solutions, and systems



A set of tools developed: functional online cooperation platforms, solutions and mobile applications etc. integrating and upgrading existing solutions with a gamified reward system promoting short supply chains, value creation and personalized and localized experience in the AIR pilot destinations



Improved understanding and creation of the sustainable unique destination products, resulting from culture and heritage management processes and stakeholders' needs, interests, constraints and main drivers for active participation and contribution to the sustainable, responsible, but agile, resilient, and regenerative destination management



GENERAL OBJECTIVE:

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

PARTICIPATING COUNTRIES

- Croatia
- Albania
- Bosnia and Herzegovina
- Greece
- Italy
- North Macedonia
- Montenegro
- Serbia
- Slovenia

