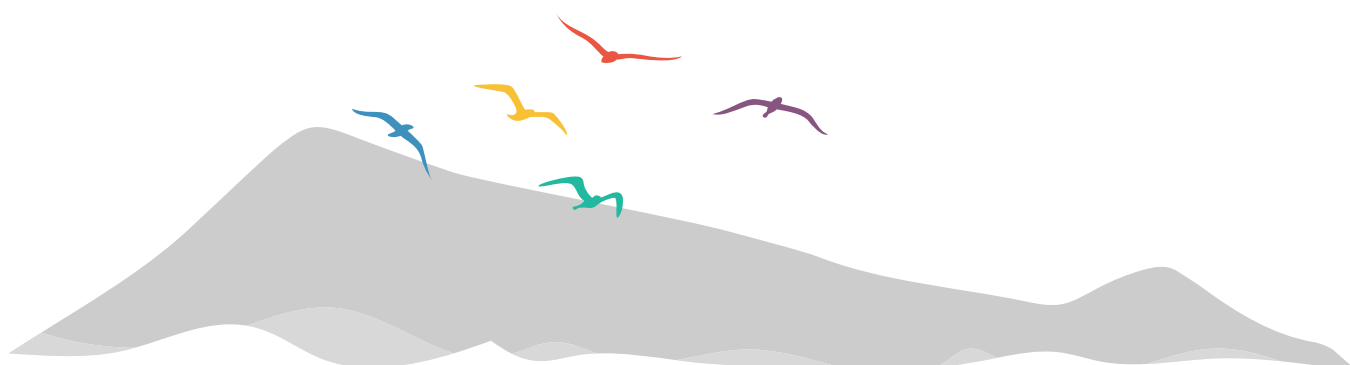


EUSAIR THEMATIC EVENT

Skills for Sustainable and Inclusive Tourism in the
Adriatic-Ionian Region

Thematic Pillar 5 – Improved Social Cohesion, in cooperation with
Thematic Pillar 4 – Sustainable Tourism

5th-6th November 2026



Skills for Sustainable and Inclusive Tourism in the Adriatic-Ionian Region

Date: 5–6 November 2026

Location: Split, Croatia

Venue: Hotel Amphora

Working language: English

Expected number of participants: approximately 50

Context and Purpose of the Event

The tourism sector is one of the key economic activities in the Adriatic-Ionian Region. At the same time, it is undergoing significant structural changes driven by the green and digital transitions, demographic change, labour shortages, and the need to improve the quality, resilience and sustainability of the tourism offer. The development of the tourism sector is therefore closely linked to human capital development. The availability of relevant knowledge and skills, the capacity of education and training systems to respond to changing labour market needs, and the inclusion of young people and other groups facing barriers to employment represent common challenges across the countries of the Adriatic-Ionian Region.

The thematic event is jointly organised by EUSAIR Thematic Pillar 5 – **Improved Social Cohesion** and Thematic Pillar 4 – **Sustainable Tourism**, with the aim of strengthening the links between tourism development policies and policies related to skills development, employment, education and social inclusion.

The event will combine a strategic discussion on the future needs of the tourism sector with concrete examples of centres of competence and excellence, education and training models, and social inclusion projects from EUSAIR countries. Particular emphasis will be placed on opportunities for joint action at the macro-regional level.

Objective of the Event

The objective of the event is to contribute to the development of a **more sustainable, inclusive and competitive tourism sector in the Adriatic-Ionian Region through the development of relevant skills and stronger links between tourism, education and employment policies.**

More specifically, the event aims to:

- identify key current and future skills needs in tourism in the Adriatic-Ionian Region;
- present the European strategic framework and initiatives relevant to skills development and the sustainable transformation of tourism;

- present models of centres of competence/centres of excellence and other good practices linking education and training with the needs of the tourism sector;
- explore the potential of tourism to support employment, training and the inclusion of groups facing barriers to accessing the labour market;
- identify areas in which EUSAIR can foster stronger interregional cooperation, knowledge exchange, joint education and training activities, and the development of future project initiatives.

Participants

The event is intended for members of EUSAIR Thematic Pillars 4 and 5 and representatives of the governance structures of the EU Strategy for the Adriatic and Ionian Region. Participation is also intended for representatives of national, regional and local authorities responsible for tourism, education, employment and social policies; representatives of centres of competence and centres of excellence; tourism boards and the tourism sector; vocational education and training and adult education institutions; training providers; and other relevant organisations and experts from EUSAIR countries. It is expected that around 50 participants will participate in the event.

Key Thematic Areas

- 1. European Framework and Future Skills in Tourism** - The opening thematic session will place the event within the broader context of Europe's green, digital and social transitions. Relevant European policies and initiatives related to the development of the tourism sector and skills will be presented, including the Transition Pathway for Tourism, the Pact for Skills, and other current European Union initiatives. The session will also present key findings from relevant analyses of skills needs in tourism, including findings from the thematic study being prepared within the EUSAIR. Particular emphasis will be placed on identifying common skills gaps and challenges faced by the countries of the Adriatic-Ionian Region.
- 2. Centres of Vocational Excellence (CoVE) as a Link Between Education and Tourism** - The second thematic session will present selected models of centres of competence, centres of excellence and other forms of institutional cooperation between education and training providers and the tourism sector in EUSAIR countries. The discussion will focus on how such centres identify employers' needs, develop new education and training programmes, cooperate with the tourism sector, and respond to the requirements of the green and digital transitions. Particular attention will be given to elements of good practice that could be transferred, replicated or jointly developed across the Adriatic-Ionian Region.

- 3. Tourism, Employment and Social Inclusion** - The third thematic session provides a direct link to the priorities of EUSAIR Thematic Pillar 5. Through concrete examples of projects and initiatives, the session will explore how tourism can be used as an instrument to increase employability and support the inclusion of young people, the long-term unemployed and other groups facing barriers to accessing the labour market. The focus will extend beyond employment itself to the development of accessible training programmes, work-based learning, practical skills development, social entrepreneurship and the development of local tourism initiatives.
- 4. World Café – From Experience to Recommendations for the Adriatic-Ionian Region** - The central participatory part of the event will be organised using the **World Café** method. Following the introductory presentations and panel discussions, participants will work in smaller groups on three interconnected topics.
- **Working Table 1 – Future Skills in Tourism** - *Which skills will the tourism sector in the Adriatic-Ionian Region need most over the next five to ten years, and where are the most significant gaps today?* Particular attention will be paid to new and emerging skills, as well as to ways in which education and training systems can respond more rapidly to the needs of the sector.
 - **Working Table 2 – Inclusive Tourism and Employment of Young People and Vulnerable Groups** - *How can the tourism sector make a stronger contribution to employment and social inclusion?* Participants will identify training, support and cooperation models that could be applied in different countries of the region.
 - **Working Table 3 – Macro-regional Cooperation** - *Which joint EUSAIR initiatives could be developed in the field of skills for sustainable and inclusive tourism?* The discussion will focus on opportunities to develop joint training programmes, networks of centres of competence and education and training providers, exchanges of programmes and experts, learner mobility, joint project proposals and other forms of cooperation.

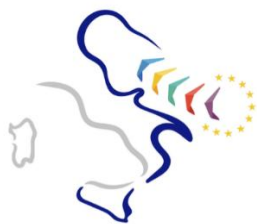
Expected Results of the Event

The main result of the event will be a set of practical recommendations for the development of skills for sustainable and inclusive tourism in the Adriatic-Ionian Region. The recommendations should address priorities for skills development, opportunities for stronger cooperation between education and the tourism sector, models for the inclusion of young people and other target groups, and concrete areas for future cooperation within EUSAIR. The conclusions of the event may serve as a basis for planning future

activities of Thematic Pillars 4 and 5, identifying potential joint initiatives, and developing project proposals and macro-regional cooperation activities.



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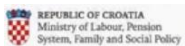
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For a Prosperous and Integrated Adriatic and Ionian Region

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