

EMBEDDING - FURTHER STEPS

EUSAIR, PILLAR 4

PRESENTATION OF THE FLAGSHIPS

29 May 2020/14 October 2020

CHOSEN FLAGSHIP PRIORITIES

TSG4 PRIORITY TOPIC 2: SUSTAINABLE AND RESPONSIBLE TOURISM MANAGEMENT

GREEN MAPPING

Developing MR network of sustainable tourism businesses and clusters

GREEN MAPPING

MACROREGIONAL CHALLENGE /NEED :

macro-regional coherence in the field of single sustainable & responsible tourism measuring, mapping, managing, marketing and monitoring system, that

To be implemented in all
➡ **8 countries**
through the unique ICT system defining its deepest level of impact.

GOAL

Supporting: networks of creative industries, networks promoting and sharing best practices in environmental quality management and tourism clusters for the

Implementation/ adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other Green (sustainable) Certification Schemes

GOAL:

Support to the development and promotion of quality-assessed Micro & SME tourism operations and destinations in the EUSAIR

IMPACT:

To measure, map and improve SMMEs sustainability and competitiveness, giving them visibility and market uptake

CHOSEN FLAGSHIP PRIORITIES

POLICY OBJECTIVES: GREEN MAPPING

PO 2: A **Greener, carbon free Europe**, implementing the Paris Agreement and investing in energy transition, renewables and the fight against climate change

PO 1: A Smarter Europe, through **innovation, digitisation, economic transformation** and support to small and medium-sized businesses

POSSIBLE FINANCIAL INSTRUMENTS:

- European Regional Development Fund (ERDF)
- DIGITAL Europe Programme - Digital technologies across the economy and society
- Instrument for Pre-Accession Assistance (IPA)

CHOSEN FLAGSHIP PRIORITIES

TSG4 PRIORITY TOPIC 1: DIVERSIFIED TOURISM OFFER

CULTOURAIR

- Research & Development for Improvement of SMEs performance and growth-diversification
- Fostering Adriatic-Ionian cultural heritage through diversification of tourism offer

CULTOURAIR

MACROREGIONAL CHALLENGE:

NEED FOR
INTERNATIONALLY
COMPARABLE
&
HARMONIZED AND
UNIFIED methodological
framework for CT surveys
in Adriatic-Ionian Region.

TRACK the profile
of visitors to
cultural attractions
in AIR, overall and
by countries
Estimation of
visitors'
consumption

GOAL:

Insights into
visitors' behavior
and satisfaction
with AIR cultural
tourism offer,
overall and by
countries

GOAL

Economy leading to
new business
opportunities,
increased number of
total tourist arrivals
and overnights,
increase of tourism
income

IMPACT:

Increased quality
of the AIR
cultural tourism
product

Assessment of the
economic impact
of cultural tourism

IMPACT:

Better marketing
planning and
improvement of
promotional
activities for AIR
cultural tourism
Strategies CT

CHOSEN FLAGSHIP PRIORITIES

POLICY OBJECTIVES :CULTOURAIR

PO 5: A Europe closer to citizens, by supporting locally-led development strategies and sustainable urban development across the EU.

PO 1: A Smarter Europe, through innovation, digitisation, economic transformation and support to small and medium-sized businesses

POSSIBLE FINANCIAL INSTRUMENTS:

- European Regional Development Fund (ERDF)
- Horizon Europe Programme
- Instrument for Pre-Accession Assistance (IPA)

CHOSEN FLAGSHIP PRIORITIES

TSG4 PRIORITY TOPIC 2: SUSTAINABLE AND RESPONSIBLE TOURISM MANAGEMENT

DES AIR

- Increasing the quality of integrated sustainable management of tourist destinations;
- Lifelong learning training programs and development of masters programs in EUSAIR

DES AIR

MACROREGIONAL CHALLENGE:

need for harmonized training and educational programmes for responsible integrated tourism destinations management

GOAL

Provide in-service trainings for education professionals, flexible and continuous education of SME employees

GOAL

Raise the knowledge and competence of unemployed

To be implemented in all
8 countries

IMPACT

Increased number of highly educated employees and entrepreneurs in the field of tourism

IMPACT:

Strengthened **competitiveness** of the EUSAIR countries by increasing the quality of **integrated sustainable destination management**

CHOSEN FLAGSHIP PRIORITIES

POLICY OBJECTIVES: DES AIR

PO 4: A more Social Europe, delivering on the European Pillar of Social Rights and supporting quality employment, education, skills, social inclusion and equal access to healthcare, to include TOURISM and CULTURE as well

PO 1: A Smarter Europe, through innovation, digitisation, economic transformation and support to small and medium-sized businesses

POSSIBLE FINANCIAL INSTRUMENTS:

- European Social Fund Plus (ESF+)
- Horizon Europe Programme
- Erasmus+ Programme
- Instrument for Pre-Accession Assistance (IPA)

CHOSEN FLAGSHIP PRIORITIES

TSG4 PRIORITY TOPIC 2: SUSTAINABLE AND RESPONSIBLE TOURISM MANAGEMENT

CRUISAIR

- Expanding the tourist season to all-year round through special interest tourism
- Promoting and supporting development of special interest tourism - cruising tourism

CRUISE AIR

MACROREGIONAL CHALLENGE :

better management
of cruise destinations,
both seaside and
continental ones
(rivers, lakes),
diversification of
tourism product

MACROREGIONAL CHALLENGE

promotion and
support to the
development of
special interest
tourism connected
with cruising

GOAL

increased number
of events,
performances,
entrepreneurships
and SMEs in
connection with
cruise tourism

IMPACT:

Destination
Management Plans
that are equivalent to
strategic and action
plans for sustainable
tourism in Cruise
destinations

CHOSEN FLAGSHIP PRIORITIES

POLICY OBJECTIVES: CRUISAIR

- PO 1: A Smarter Europe, through innovation, digitisation, economic transformation and support to small and medium-sized businesses
- PO 5: A Europe closer to citizens, supporting locally-led development strategies and sustainable development across the EU

POSSIBLE FINANCIAL INSTRUMENTS:

- European Regional Development Fund (ERDF)
- Instrument for Pre-Accession Assistance (IPA)

CHOSEN FLAGSHIP PRIORITIES

TSG4 PRIORITY TOPIC 1: DIVERSIFIED TOURISM OFFER

AIR CULTURAL ROUTES

Development of sustainable and thematic
macroregional routes

AIR CULTURAL ROUTES

MACROREGIONAL CHALLENGE :
harmonized
distribution of
tourism flows
through macro-
regional territories

MACROREGIONAL CHALLENGE
regional
connectivity of
locally micro-
managed routes

MACROREGIONAL CHALLENGE
cultural routes as
tool for the
creation of
innovative
diversified tourism
products

GOAL
supporting the
development of cycling,
walking/hiking and
sailing routes that
would better connect
all EUSAIR Cultural
routes

IMPACT:
synergies between
creative and cultural
industries and the
hospitality sector and
sustainable tourism
valorization of
coastal and
underwater cultural
heritage

CHOSEN FLAGSHIP PRIORITIES

POLICY OBJECTIVES: AIR CULTURAL ROUTES

PO 5: A Europe closer to citizens, supporting locally-led development strategies and sustainable development across the EU - THROUGH THEMATIC ROUTES

POSSIBLE FINANCIAL INSTRUMENTS:

- European Regional Development Fund (ERDF)
- IPA
- Single Market Programme (successor to COSME)

| Priority /action | Joint targets/indicators | | Description | Current EU Cohesion Policy Objectives | EU financing Instruments | Country priority TSG4 ALL | Country priority TOURISM | Country priority CULTUR |
|--|--|---------------------|--|--|--|---|---|--|
| TOPIC 1: Diversified Tourism Offer | | | | | | | | |
| Development of sustainable and thematic routes | Diversification of products/increasing number of routes (e.g. archeological, historical, festivals, thermal, wellness, wine and other thematic routes; supporting the development of cycling, walking/hiking and sailing routes | AIR CULTURAL ROUTES | Harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tool for the creation of innovative diversified tourism products. The challenge is to address regional connectivity of locally micro-managed routes. | PO 5: A Europe closer to citizens, by supporting locally-led development strategies and sustainable urban development across the EU. | European Regional Development Fund (ERDF) IPA Single Market Programme (successor to COSME) | Priority 1: ITA, SLO,MNE, SER | Priority 1: SLO, ITA, MNE Priority 2. SLO, ITA | Priority 1: BIH, GR, SLO, ALB, ITA HR |
| Fostering Adriatic-Ionian cultural heritage through diversification of tourism offer Research &Development for Improvement of SMEs performance and growth-diversification | Diversification of products/increasing number of visitors; supporting: the development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable touristic valorization of coastal and underwater archaeological heritage New national and transnational clusters and SMEs in the field of tourism, new business opportunities, joint regional and transnational entrepreneurial projects and researches, local communities involved; increased number of total tourist arrivals and overnights, increase of tourism income | CULTOURAIR | Survey on cultural tourism demand in Adriatic-Ionian Region to establish a unified and harmonized methodological framework that would enable AIR countries to monitor cultural tourism demand characteristics and the impacts from tourist activity to cultural resources, local economy and society, establishing new cultural tourism products | PO 5: A Europe closer to citizens, by supporting locally-led development strategies and sustainable urban development across the EU. PO 1: A Smarter Europe, through innovation, digitisation, economic transformation and support to small and medium-sized businesses | Horizon Europe Programme Instrument for Pre-Accession Assistance (IPA) European Regional Development Fund (ERDF) | Priority 2: GR, MNE Priority 3: SLO, ITA, HR | Priority 2: MNE Priority 3: SLO, ITA | Priority 1: MNE Priority 2: BIH, GR, SLO, ALB,HR Priority 3: ITA |

| Priority /action | Joint targets/indicators | | Description | Current EU Cohesion Policy Objectives | EU financing Instruments | priority TSG4 ALL | priority TOURISM | priority CULTUR |
|---|--|--------------|--|--|--|---|---|---------------------|
| TOPIC 2: Sustainable and Responsible Tourism Management | | | | | | | | |
| Training and skills in the field of tourism businesses (vocational and entrepreneurial skills) Increasing the quality of integrated sustainable destination management | New programmes for training and new projects in the field of education; the aim: provide in-service trainings for education professionals, flexible and continuous education of SME employees and to raise the knowledge and competence of unemployed; target: increased number of highly educated employees and entrepreneurs in the field of tourism | DES AIR | Increasing the quality of integrated sustainable destination management through development of LLL training programs and Masters' programmes: implementation of new knowledge, trainings and skills in the field of tourism (for businesses) to strengthened competitiveness of the EUSAIR countries | PO 4: A more Social Europe, delivering on the European Pillar of Social Rights and supporting quality employment, education, skills, social inclusion and equal access to healthcare PO 1: A Smarter Europe, through innovation, digitisation, economic transformation and support to small and medium-sized businesses | European Social Fund Plus (ESF+) Horizon Europe Programme Erasmus+ Programme Instrument for Pre-Accession Assistance (IPA) | Priority 2: ALB, ITA, SER, HR | Priority 1: BIH Priority 2: ALB, ITA, HR | Priority 2: ITA MNE |
| Expanding the tourist season to all-year round through special interest tourism | Promoting/supporting development of special interest tourism: cruising tourism, MICE, rural, alternative tourism, etc.; exchange of good practices; target: increased number of tourist arrivals and overnights; increased number of events, performances, entrepreneurship and SME | CRUISAIR | The preparation of Destination Management Plans that are equivalent to strategic and action plans for sustainable tourism in Cruise destinations of the AIR | PO 1: A Smarter Europe, through innovation, digitisation, economic transformation and support to small and medium-sized businesses | European Regional Development Fund (ERDF) Instrument for Pre-Accession Assistance (IPA) | Priority 1: GR Priority 3: MNE | Priority 1: GR Priority 3: HR, MNE | Priority 3: SLO |
| Developing network of sustainable tourism businesses and clusters | Supporting: networks of creative industries, networks promoting and sharing best practices in environmental quality management and tourism clusters for the implementation/adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other Green (sustainable) Certification Schemes. | GREEN MAPING | Support to the development and promotion of quality-assessed Micro & SME tourism operations and destinations in the EUSAIR - to improve their sustainability and competitiveness, give them visibility and market uptake | PO 2: A Greener, carbon free Europe, implementing the Paris Agreement and investing in energy transition, renewables and the fight against climate change PO 1: A Smarter Europe, through innovation, digitisation, economic transformation and support to small and medium-sized businesses | European Regional Development Fund (ERDF) DIGITAL Europe Programme - Digital technologies across the economy and society Instrument for Pre-Accession Assistance (IPA) | Priority 1: ALB, HR Priority 2: SLO Priority 3: SER | Priority 1: ALB, HR Priority 2: BIH, GR, SLO | |

THANK YOU!