



# EU STRATEGY FOR THE ADRIATIC AND IONIAN REGION

## Pillar 4 – Sustainable Tourism



Ravenna, 5 May 2015



European  
Commission

# Macroregional Strategies





## **REGULATION (EU) No 1303/2013**

### **Laying down common provisions on the European Structural and Investment Funds ESI**

Art. 2, point 31) «Definition macroregional strategy»

“means an integrated framework endorsed by the European Council, which may be supported by the ESI Funds among others, to address common challenges faced by a defined geographical area relating to Member States and third countries located in the same geographical area which thereby benefit from strengthened cooperation contributing to achievement of economic, social and territorial cohesion”



## Macroregional Strategies

### Features

- Based on resources and development potentiality of territories (**place-based approach**).
- They deal with ordinary problems and identify strategic importance actions for the whole Region.
- Based on strengthened cooperation and coordination among politics, institutions and financial resources: new methods of collaboration among people concerned (multistakeholders dialogue) and integrated development.
- They expect a “smart” use of all the available financial tools, Europeans, national, regional, private or international funds.
- Completely embedded in the Regulation Funds ESI 2014-20, and in the related regional / national/ CTE schedule, in order to reach targets for EU-2020.
- An intergovernmental reference frame has been adopted by the European Commission (together with a policy), and approved by the European Council, the highest decision level in Europe.
- A 3 “NO” Rule: (“No” for new institutions, new legislation, new funds).
- Coordination and realization guaranteed by an appropriate governance concerning both political and operative profiles.



## EU Strategy for the Adriatic and Ionian Region





## General Objective of the Strategy EUSAIR

“is to promote sustainable economic and social prosperity in the Region through growth and jobs creation, and by improving its attractiveness, competitiveness and connectivity, while preserving the environment and ensuring healthy and balanced marine and coastal ecosystems.

This will be achieved through cooperation between countries with much shared history and geography. By reinforcing implementation of existing EU policies in the Region, the Strategy brings a clear EU added value, while offering a golden opportunity for all participating countries to align their policies with the EU-2020 overall vision.

It will thereby also contribute to bringing Western Balkan countries closer to the EU by offering them opportunities for working closely with Member States, to address common challenges and opportunities specific to the Region.”



# Common challenges to deal with:

**Socio-economic disparities:** Both in terms of GDP per head and unemployment rates, there are stark contrasts between countries.

**Transport:** The Region has significant infrastructure deficits, notably between long-established EU Member States and the other countries, resulting in poor accessibility.

**Energy:** Interconnection of electricity grids remains inadequate, preventing the development of an integrated energy market, limiting capacity and hindering profitable exploitation of renewable energy sources.

**Environment:** Increased human use of the marine and coastal space threatens ecosystems. Unsustainable tourism activities put pressure on water, land and biodiversity. Shallowness and its semi-enclosed nature<sup>4</sup> make the Adriatic Sea vulnerable to pollution. Over-fishing, discarded fishing gear and ecologically-unsound aquaculture threaten marine biodiversity, as well as human health.

**Natural and man-made hazards and risks entailed by climate change:** In addition to major seismic activity, the Region is exposed and vulnerable to the adverse impacts of climate change.

**Administrative and institutional issues:** Capacities at national, regional or local level must be reinforced to ensure that structures are fit for working with cross-border counterparts, as well as for cross-policy coordination.



# OPPORTUNITIES

The **Blue Economy** can make a major contribution to growth. This ranges from developing blue technologies to sustainable seafood production and consumption.

**Connectivity:** The Region is located at a major European cross-roads. The Adriatic-Ionian sea basin is a natural waterway penetrating deep into the EU. This provides the cheapest sea route from the Far East via Suez, making travel distance to markets of Central Europe 3,000 km shorter than via northern ports.

**Cultural and natural heritage and biodiversity:** Combined with its outstanding natural beauty, the Region's cultural, historic and archaeological heritage is one of its strongest assets.

**Tourism:** Already a fast-growing and main GDP contributor, tourism could benefit further from increased and sustainable cooperation to expand its market and its season. The Region can become a showcase for sustainable, responsible and diversified tourism products and services. Existing commercial opportunities can be exploited more dynamically, e.g. via cruises benefiting local economies, and via recreational fishery. Sustainable tourism management can remove red tape, create a better business/SME climate, establish common standards, rules and statistics, and promote public-private partnerships.



## RESPONSE: AN ACTION PLAN

In its report on the added value of macro-regional strategies, the Commission recommended that new macro-regional strategies **concentrate on a limited number of well-defined objectives**, matching particular needs for improved and high-level cooperation. Using **a bottom-up approach**, extensive consultations of stakeholders were therefore conducted to identify clear objectives specific to the Region.

Structured around **four interdependent pillars** of strategic relevance, it presents a list of possible, indicative actions.

# Thematic scope of the Strategy

## Pillar 1



## Pillar 2



## Pillar 3



## Pillar 4



### Cross-cutting aspects

Capacity building - including communication, Research and Innovation and SME development

### Horizontal principles

Climate change mitigation and adaptation & disaster risk management



Sustainable Tourism  
**EUSAIR**

## 4. Sustainable tourism

Developing the full potential of the Region in terms of innovative, sustainable, responsible and quality tourism

Diversified tourism offer  
(products and services)

Sustainable and responsible  
tourism management  
(innovation and quality)



## 1. DIVERSIFIED TOURISM OFFER (products and services)

### Indicative actions

- ❑ *Brand-building of the Adriatic Ionian tourist products/services*
- ❑ *Initiative to improve quality for sustainable tourism offer*
- ❑ *Diversification of the cruise and nautical sectors and enhancement of the yachting sector*
- ❑ *Sustainable tourism R&D platform on new products and services*
- ❑ *Sustainable and thematic tourist routes*
- ❑ *Fostering Adriatic-Ionian cultural heritage*
- ❑ *Improving accessibility for Adriatic-Ionian tourism products and services*
- ❑ *Upgrade of Adriatic-Ionian tourism products*

### Examples of targets by 2020:

- 5 new macro-regional routes created
- Conformity with EU standards and best practice by hotels and museums in the Adriatic-Ionian, to be fully accessible by special needs groups



## 2. SUSTAINABLE AND RESPONSIBLE TOURISM MANAGEMENT (INNOVATION AND QUALITY)

### **Indicative actions**

- ❑ *Network of Sustainable Tourism businesses and clusters*
- ❑ *Facilitating access to finance for new innovative tourism start-ups:*
- ❑ *Promoting the Region in world markets*
- ❑ *Expanding the tourist season to all year-round*
- ❑ *Training in vocational and entrepreneurial skills in tourism*
- ❑ *Adriatic Ionian cooperation for facilitating tourist circulation*
- ❑ *Adriatic-Ionian action for more sustainable and responsible tourism*

### **Examples of targets by 2020:**

- 50% increase in tourist arrivals from countries outside the Region
- 50% increase in tourism arrivals during the off-season period



EU Strategy for the  
Adriatic and Ionian Region  
**EUSAIR**

**Thank you for your attention!**

**Mr. Piacentino Ciccarese**  
**Puglia Region**

**Further information:**

[http://ec.europa.eu/regional\\_policy/cooperate/adriatic\\_ionian/index\\_en.cfm](http://ec.europa.eu/regional_policy/cooperate/adriatic_ionian/index_en.cfm)

[www.adriatic-ionian.eu](http://www.adriatic-ionian.eu)