

UNIONCAMERE EMILIA-ROMAGNA

Unioncamere Emilia-Romagna (Unioncamere ER) is the Association of the Chambers of Commerce of Emilia-Romagna region. It co-ordinates the activities of the nine Chambers of Commerce of the region with the aim of developing and promoting the area's economic strength. Its main activities are: institutional representation of the Chambers of Commerce, **surveys, statistical and economic monitoring of the regional system**, support to SMEs internationalization and innovation processes and credit-access services. It is partner of the [Enterprise Europe Network](#) since 2008.

REGIONAL OBSERVATORY ON TOURISM

- The observatory on tourism was set-up in 1996 in partnership with the Tourism Department of Regione Emilia-Romagna in order to have a detailed knowledge of tourist regional market
- Unioncamere ER produces an Annual Report on Tourism and every year it has a focus on specific subjects (in ex. fluvial tourism, food sector, development of SMEs in the tourism sector...)
- The observatory gathers and disseminates information and data on tourist flows and accommodation facilities, and contributes to improve the production of tourism statistics
- It supports the decision-making process of the public administrations and tourism stakeholders

PROJECT SUGGESTIONS

The project aims at developing **an integrated and coordinated approach in the Northern Adriatic area** based on the common understanding of the potential fields of cooperation on heritage valorisation and sustainable tourism.

It will contribute to identify challenges and trends in the tourism sectors including joint analysis on tourism for monitoring and getting feedback about the sector, to define strategies to implement a model of sustainable tourism, to improve the relevant stakeholder competencies and their involvement for a jointly integrated and coordinated approaches.

Another specific objective of the project will be a diversification of tourism products in the Northern Adriatic area starting from the mapping of existing macro-regional thematic routes.

The partnership will capitalize the experiences and competences of EEN and will include partners of Ionic Adriatic Forum

PARTNERS SEARCHED

- Public authorities;
- Agencies;
- Research institutions;
- Tourism and/or cultural public or private organisations (incl. SMEs);
- Business support organisations;
- Interest groups including NGOs and cultural/citizen associations

The project will covers:

- 3 Italian regions: Emilia-Romagna, Veneto and Friuli Venezia Giulia
- 1 Slovenian region (Vzhodna or Zahodna)
- 1 Croatian region (Jadranska or Kontinentalna)



CONTACTS

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