



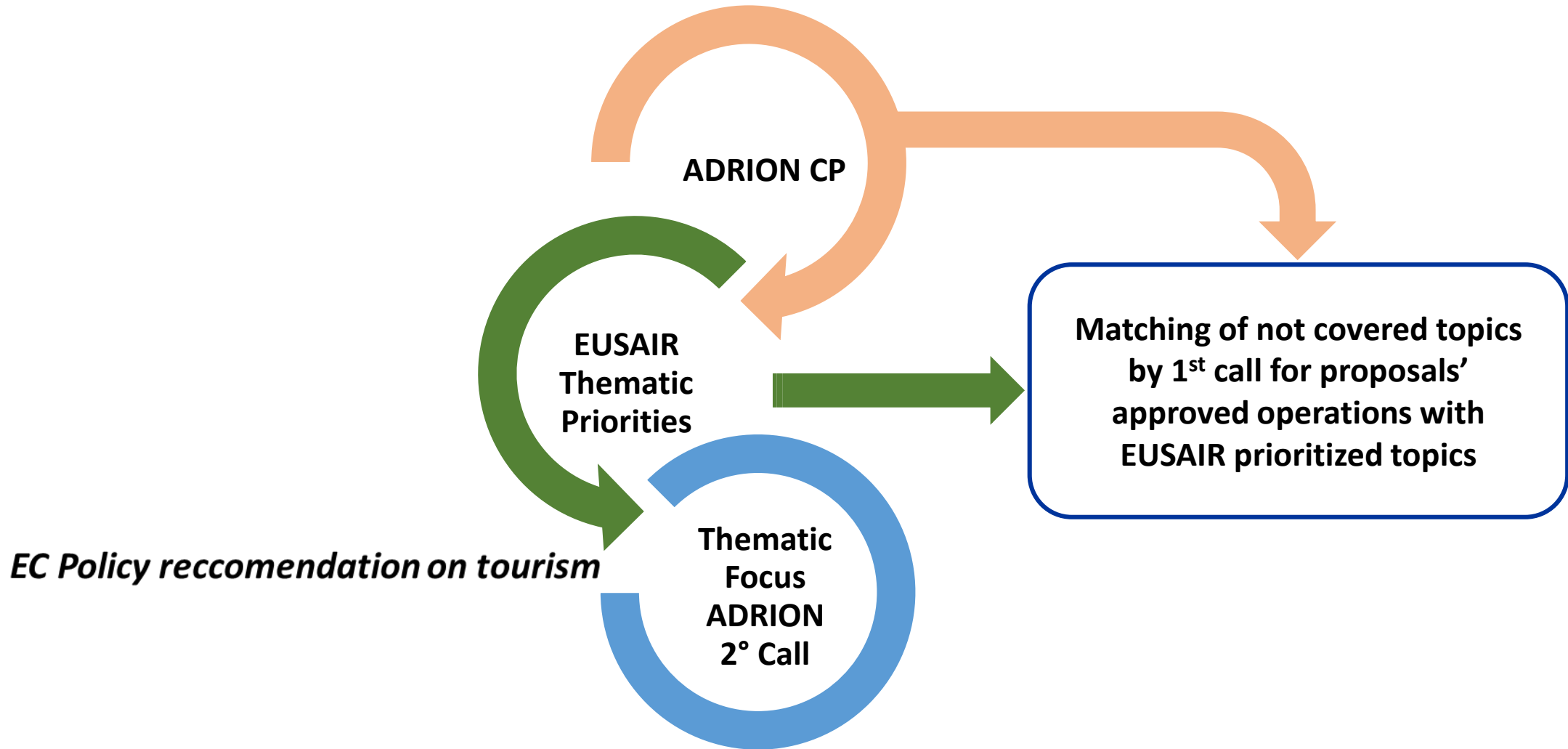
## **Priority Axis 2 – Sustainable Region – Eligible topics**

**S.O. 2.1 “Valorisation and preservation of natural and cultural heritage as growth assets in the ADRIAN area”**

ADRION 2° call launch event

Tirana, 11 April 2018

# Methodology adopted



# ADRION 2<sup>nd</sup> call for proposals PA 2 S.O. 2.1: SWOT analysis

## Cultural heritage

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Programme area is one of the richest and attractive regions in Europe in terms of cultural diversity and cultural offer, thanks also to its roughly 50 UNESCO sites;

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The level of valorisation, preservation and accessibility of cultural heritage highly differs among ADRION countries;

## Tourism

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Tourism represents one of the most important growth asset for the ADRION area, thanks to around 7.000 islands, stunning mountains, important rivers, spa&thermal resorts, parks and protected areas;

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Tourism is still mainly limited to coastal areas and marked by a high seasonality.

## Needs of the ADRION area

- Coordination and development of transnational strategies for jointly promoting the ADRION region as a tourist destination, with specific attention to enhancement of quality of life and global attractiveness;
- Proper valorisation of ADRION assets through tourism and an improved management of natural and cultural sites in terms of preservation and sustainable exploitation.

# ADRION 2nd Call for proposals – S.O. 2.1: Programme main challenges

## TOURISM & CULTURAL HERITAGE

- Right balance between conservation and development of tourism sector;
- Further exploitation of tourism potential of the area, including less exploited/accessible destinations and cultural tourism in main towns;
- Creation of institutional, inter-sectorial and public-private partnerships with a stronger involvement of civil society and young generations;
- Increase of knowledge and skills of tourism stakeholders towards sustainable and innovative tourism models.

## SUSTAINABILITY

- Promotion of sustainable policies for the protection and enhancement of natural and cultural resources;
- Creation of innovative, high-quality tourism products and services with light ecological footprint;
- Increase of awareness on sustainable valorisation of ADRION heritage;
- Management of the increased consumption of resources and energy by tourists;
- Management of tourism seasonal peaks to avoid congestion.

# ADRION 2nd Call for proposals - S.O 2.1: eligible topics

**1**

**Preserve, capitalise and innovate cultural and natural heritage**

**2**

**Monitor, evaluate and mitigate environmental and social pressure for and by tourism**

**3**

**Develop sustainable tourism by reducing pollutant agents**

Each project proposal must address:

**1 S.O.** (2.1 OR 2.2)  
**1 topic** among those of the selected S.O.

**2 topics** among those of the selected S.O only on provision of **proper justification**

Choice among the compulsory sub-topics of the selected topic is free, upon the characteristics and thematic goal of the project proposal.

## Preserve, capitalize and innovate cultural and natural heritage

1. Increase **competitiveness** through the exchange of practices for improving the collaboration between **tourism and other related sectors**;
2. Promote policies in **mountainous areas** for rural development that integrate both the **conservation** requirements as well as the sustained **welfare of inhabitants**;
3. Develop more **participative interpretation and governance models** through greater involvement of the **private sector** and **civil society**;
4. Development of actions for **raising competencies/skills**, also related to **creative industries**, to support cultural heritage preservation and sustainable tourism;
5. Support the **modernization** of the natural and cultural heritage sector, **raising awareness** and engaging new audiences also through the **digitalization** and the realization of open networks foreseeing the **involvement of young people**;
6. Support the **preservation** of cultural and natural landscapes.

### Monitor, evaluate and mitigate environmental and social pressure for and by tourism

1. Set up, test and implementation of **negotiation, mediation, participation and conflict resolution models** in the context of **tourism; culture preservation, local needs and economic growth** in the context of **cultural and natural heritage**;
2. Encourage the assessment of the **transnational effects** of fast growing segments such as **cruise tourism**, examining the interlinkages between port facilities, marinas, and other maritime industries and of issues concerning **competition between land and maritime users** in coastal environment.

### Develop sustainable tourism by reducing pollutant agents

Development of **sustainable tourism models** focusing on **low carbon, on air quality improvement and decreasing PM and NO2 emissions, low ecological footprint, “slow food”, involvement of young people and volunteers** and other alternative offerings in line with the natural and cultural heritage.



## ADRION 2nd Call for proposals - S.O 2.1: Programme outputs

Programme Output Indicators	Target value (number) (according to the CP)
OI_6c.1_1 Number of supported transnational cooperation <b>networks</b>	20
OI_6c.1_2 Number of <b>strategies and action plans</b> developed in the field of natural and cultural heritage and tourism	30
OI_6c.1_3 Number of <b>small scale investments and demonstration projects</b>	10
COI_2 Increase in expected <b>number of visits</b> to supported sites of cultural and natural heritage and attractions	20.000



- Each project **MUST** contribute **at least 2 Programme outputs**, to be developed, adopted and implemented within the project lifetime;
- Transnational cooperation network is not to be intended as a simple network of project partners but it must be conceived as innovative networks with a transnational character and a long term perspective; pure academic networks and pure research activities shall not be supported;
- Strategies and action plans, small scale investments and demonstration projects must be developed following a transnational approach (e.g. be developed on the basis of a common methodology identified at transnational level, provide a transnational dissemination of the achieved results) and can not be limited to local actions thematically linked with each other but not supported by an effective joint cooperation;
- The increased expected number of visits must be realistic, justified and calculated on a proven methodology.

## ADRION 2<sup>nd</sup> call for proposals - S.O. 2.1: activities not to be funded



**Observatories on tourism** are eligible only if they:

- ensure the widest territorial coverage;
- guarantee the involvement of relevant players from the area;
- avoid overlapping with already funded observatories in the frame of the 1° Call or by different Programmes/ financial sources.

They can be considered as outputs only if they match with Programme output (e.g.: transnational cooperation network), otherwise they must be considered as deliverables.

**Tourist routes** are eligible only if:

- cover the widest possible partnership of the area;
- possibly link inland with coastal areas.



**Mere follow up of already funded projects** will not be funded.

**Locally oriented initiatives**, suitable under CBC Programmes, shall not be supported, unless considered as pilot demonstrating actions.

## ADRION 1st Call for proposals: S.O 2.1 funded operations

314	ADRION 5 SENSES	Innovative tourism marketing strategy and <b>ADRION brand creation</b> through diversification of touristic products based on method of 5 senses sensory marketing. Lead Applicant: Region of Epirus (EL)
496	APPRODI	Alternative and off-season tourism by enhancing the management and the promotion of <b>ancient harbour sites as alternative touristic destinations</b> . Lead Applicant: University of Teramo (IT)
521	SMART Heritage	Promotion of sustainable management, valorisation and innovation through <b>digitalization</b> of the cultural heritage of ADRION countries, reducing the seasonality of the tourism supply. Lead Applicant: ZADRA NOVA Agency (HR)
225	QNest	Valorisation of cultural, traditional and environmental heritage of the area, through the creation of a quality and sustainable tourism <b>transnational brand</b> ; testing of innovative routes. Lead Applicant: University of Salento (IT)
608	Adriaticaves	Exploit the Adriatic Ionian <b>caves as alternative touristic attraction</b> as all year round tourist destination. Lead Applicant: Majella National Park (IT)
753	TOUREST	Support to sustainable tourism policies to increase <b>water efficiency</b> in ADRION coastal areas and reduce the negative impact of tourism on natural heritage. Lead Applicant: Region of Sterea Ellada (EL)

## ADRION 1st Call for proposals: PA 1 and PA 3 funded operations, tackling S.O. 2.1 issues

207	InnoXenia	Setting up a benchmarking system for the creation of a <b>regional innovation system in the tourism sector</b> , through a Tourism Technology Platform and a Tourism Innovation Observatory.	<b>P.A. 1</b>
381	Fost Inno	Enhancement of <b>innovation capacity in sustainable tourism</b> , through development of strategic framework, networking structures and transfer of know how.	
252	SMILE	Strengthen knowledge and operational capacity about <b>mobility (among which tourism flows)</b> of local/regional authorities and test <b>IT solutions</b> based to promote intermodal transport.	<b>P.A. 3</b>
671	INTER- PASS	Enhance the <b>intermodal connections between ports and airports</b> in the Adriatic Ionian Region in order to improve the processing of the passengers during the touristic peak seasons.	