



ADRION 5 SENSES



## ADRION 5 SENSES Webinars Series

### Webinar No 3: Creating Synergies in the ADRION Region



ADRION  
5 SENSES

DESTINATION FOR ALL 5 SENSES

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## IN ADRION Region

- Tourism is one of the most promising fields to support the economic development of a region.
- Tourism is considered as one of the most important components of development and one of the largest industries reference to volume of the business and employment generation globally.

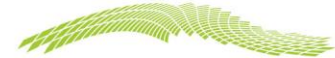


Knowledge and synergy are considered as drivers of regional innovation in tourism

ADRION 5 SENSES - Regions join other territories located outside of their political geography, composing a network of exchange, of synergies outside their territorial limits.



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It is observed in ADRION region that the **public role** in regional innovation policies is particularly relevant for the coordination of synergies and dialogue between different stakeholders in tourism.

No less important is the **role of the educational institutions and research centers** that fasten the innovation processes by their capacity for generating and transmitting knowledge, and for their contribution to the cooperative territorial tourism arrangement.



## ADRION region tourism sector faces

- lack of information that would help to set goals
- no exchange and flow of information within the tourism industry

## Exemple of good practice

- regional tourism synergies between the various stakeholders, establishing the process of interactive transmission of information and knowledge.

As one of the source of locally generated revenues the government and private sector should form a synergy in formulating strategic planning for tourism development in the ADRION region.



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**Synergy for enhanced development of ADRION destinations that, although each Region is special in its own way, form a whole and offers a complete story.**



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## Exemples of Synergy in ADRIAN Region



The macro - regional Strategy was jointly developed by the Commission and the Adriatic-Ionian Region countries and stakeholders, which agreed to work together on the areas of common interest for the benefit of each country and the whole region.



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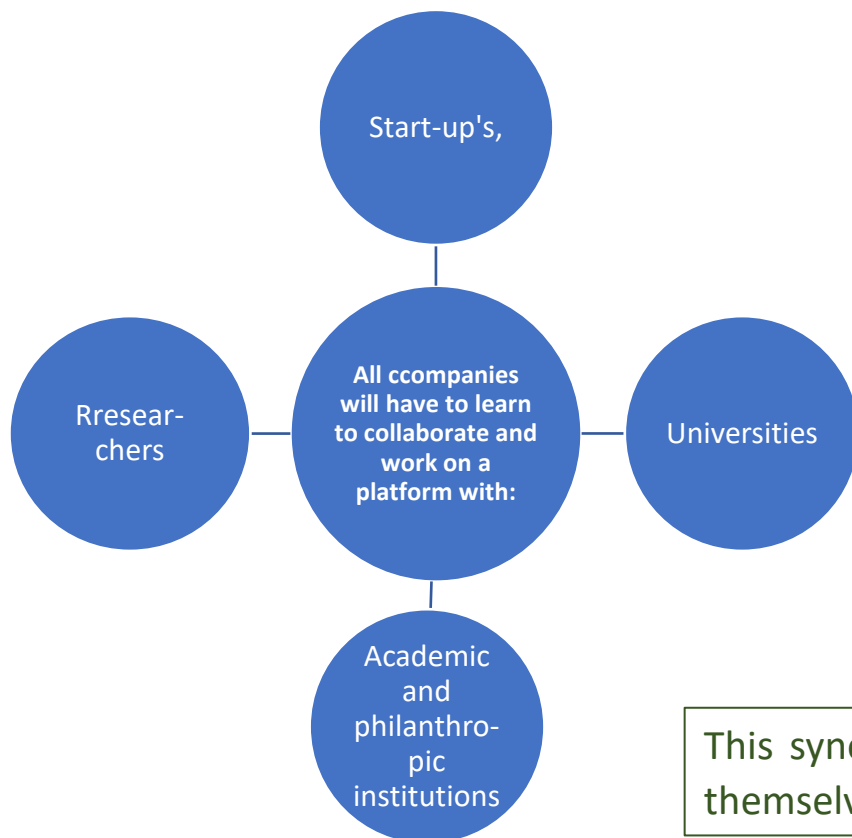
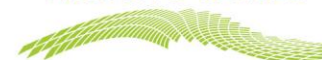
## Pandemics and Other Disasters

These 8 intense months since the Covid-19 pandemic broke out have been especially painful for ADRION region tourism.

The ones that emerged stronger are those that have been able to make a quick and accurate diagnosis of the situation in this area and **found in creativity and in synergy their path to survival.**



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This synergy will allow them to get ahead and protect themselves against future crises.



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The creation of synergies is necessary to create a good muscle with which to resist the unfavourable environment, as well as to generate growth and development.

Technology- the great ally

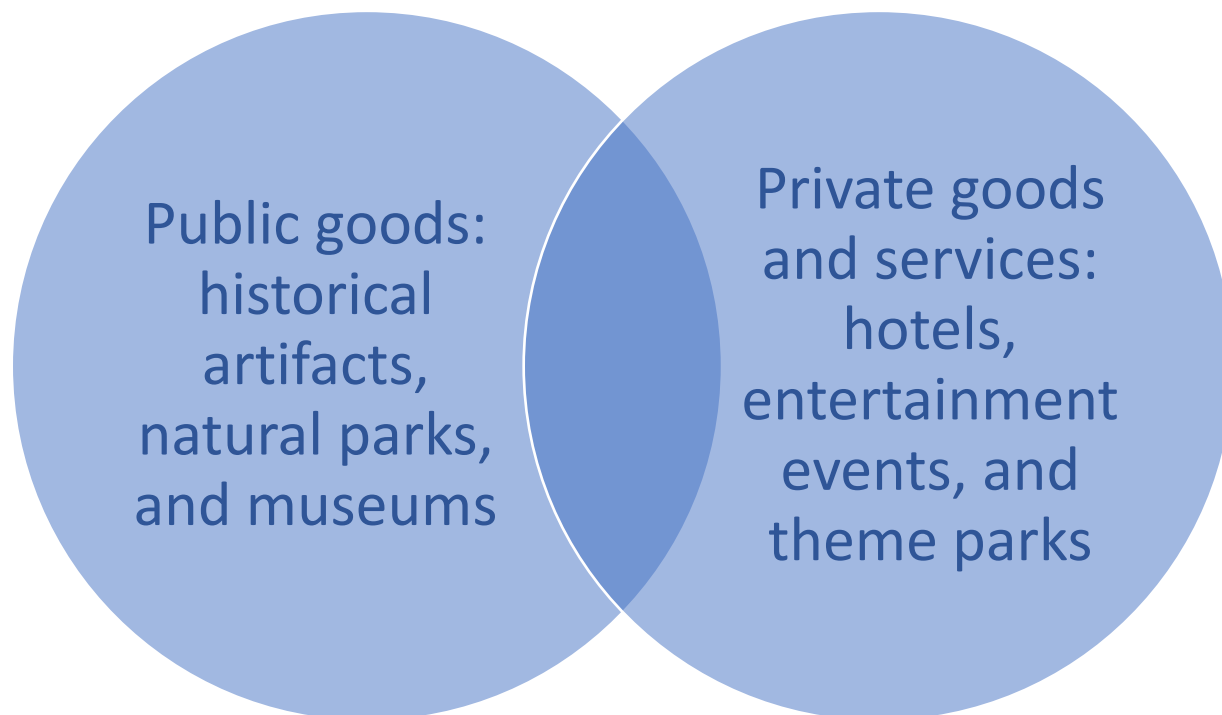
To survive in the current situation, companies need to boost their digitization and for them it is vital to have a technological partner that detects the needs, provides the tools and strategies necessary to adapt to new market challenges.



**The opportunity to be more sustainable!!!**  
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Opportunities for PPPs in tourism can be applied across a huge span of activities in ADRION region.



While a PPP is not the best tool for every scenario, the strategic use of these partnerships can contribute significantly to the development of a sustainable tourism program, and can be a part of a broader strategy-

- to facilitate tourist access
- enhance quality and efficiency
- improve the destination experience.



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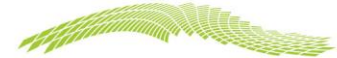


The synergy between the public sector and private sector has been a major force in stimulating tourism competitiveness in a number of countries at national, State and local levels.

The comprehensive development of tourism is best possible if created jointly by government, private sector and local community.



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The role played by different parties such as the government and the private sector in the arena of tourism development through a combined effort.

### Role of State

- Ensure that the local community is fully involved and the benefits of tourism should ultimately reach them
- Formulate supportive policies
- Provision of land for projects to be developed
- Financial support in times of need
- Provision of statutory and project specific clearances within its control
- Grant of fiscal concessions to projects where necessary
- Monitor the project performance
- Introduce regulatory measures to ensure social, cultural and environmental sustainability
- Identify and establish clear objectives as to the range of public and private sector development as considered appropriate





The role played by different parties such as the government and the private sector in the arena of tourism development through a combined effort.

### Role of Private

- Build and manage the required tourist facilities places of tourist interest
- Undertake industry training and manpower development to achieve excellence in quality of services
- Participate in the preparation of investment guidelines, marketing strategies, database developments and pursue research
- Ensure preservation and protection of tourist attractions



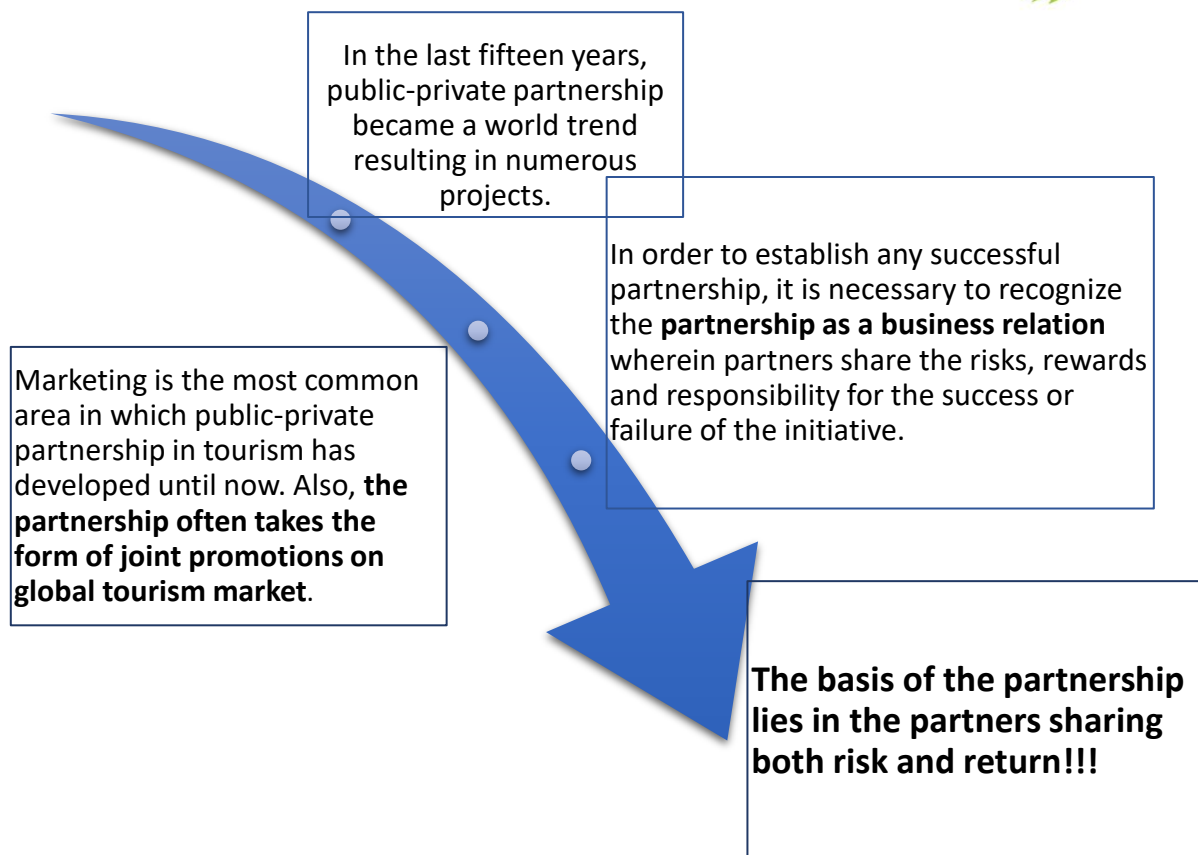
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Four main areas of synergy and cooperation in tourism and the main reason for partnership:

- improving the attractiveness of a destination,
- improving marketing efficiency
- improving productivity and
- improving overall management of the tourism system.



Only if all tourism stakeholders are joined together it is possible to achieve economically efficient and sustainable tourism development at the same time.



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Partnerships in fact form for a variety of reasons.

Some typical partnership objectives for ADRION region include:

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## Products

- Enhance and preserve resources
- Set quality standards
- Develop attractions, theme parks & accommodation
- Provide technical support for innovative product development programs
- Contribute to the economic wealth of the community
- Create sustainable development of tourism sector
- Overcome trade and investment barriers
- Protect consumers
- Deal with competition

## Marketing and Sales

- Improve destination image
- Improve marketing efficiency
- Improve market coverage and reach
- Provide support for electronic marketing and distribution, including Internet
- Provide support for participation at trade shows
- Harness power of co-op marketing programs
- Access new markets



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Partnerships in fact form for a variety of reasons.

Some typical partnership objectives for ASDRION region include:

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### Research and Technology

- Provide research and measurement methodologies
- Implement Tourism Satellite Accounts
- Enhance technological innovation and application

### Financing

- Obtain investment and funding
- Leverage public investment
- Obtain start-up financing
- Improve yield

### Infrastructure

- Improve roads, transport infrastructure & basic services
- Provide impetus for intermodal transport
- Improve public health and sanitation
- Improve safety and security
- Enhance telecommunications system

### Human Resources

- Set service and quality standards
- Provide training and education programs
- Improve productivity and innovation



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## Exemple in Croatia of Synergy between different sectors

Croatia has a rich tradition of health tourism since Roman times due to many natural healing factors that represent a large national capital and potential for further development of health tourism and its forms - medical, health and wellness tourism.



In order to raise the quality of health tourism offer to a more favorable competitive position, it was necessary to invest

- in capital projects of special hospitals for medical rehabilitation and spas,
- specific education of health and non-health staff,
- systematic promotion,
- accreditation and certification of services.



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The Institute for Health Services in Tourism is an organizational unit of the Ministry of Health which, in cooperation with the stakeholders of health tourism in the public and private sector, systematically works on the development of health tourism in Croatia.



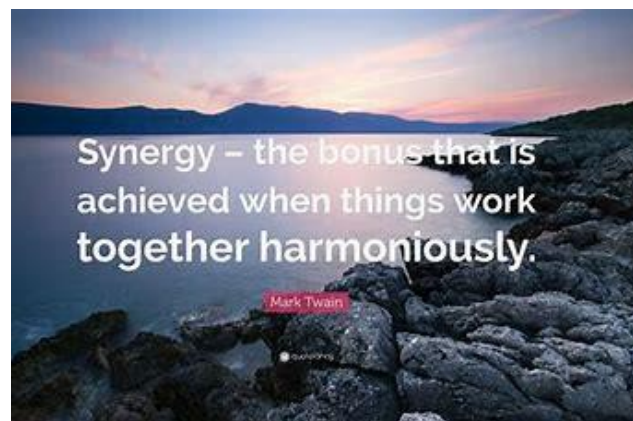
The Health Care Act, which entered into force on 1 January 2019, regulates the field of health tourism.



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Synergy - the simultaneous actions of individuals that together have a greater effect than the sum of their individual effects or more simply  $2+2=5$



The participation of individual parts that increases the effectiveness of each part, so that the whole represents more than the sum of the parts.





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