

FOST INNO



Fostering tourism innovation system in Adriatic - Ionian Region

D. T2.4.4 Report on the collected innovative solutions

Date: April 24th 2019

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1. Introduction

Project FOST INNO aims to contribute to long term growth of tourism in the Adriatic Ionian region through innovation capacity building. The main objective of the project is to improve and ensure long term competitiveness of the Adriatic-Ionian area by enhancing innovation capacity in sustainable tourism by means of main outputs and deliverables: developed Strategy for fostering innovations in sustainable tourism in Adriatic-Ionian area, established networking structure and increased knowledge transfer between businesses, users, academia and institutional stakeholders through **Adriatic-Ionian Tourism Innovation Centre (AITIC)**.

Incubation of innovation is the critical goal of AITIC activities. In the realisation of this goal the AITIC uses different means and methods.

In January and February 2019 FOST INNO partners organized six educational webinars on different topics discussing innovation and sustainable tourism. In February 2019 the **Public Call for Innovative Solutions in Sustainable Tourism** was announced in order to collect innovative solutions (products, services or business models/processes). With the aim of helping the interested parties i.e. stakeholders, to generate and create their innovative solutions, all Contact points organized one-day training sessions. Additionally, AITIC, i.e. its Contact points, also provided constant support to stakeholders through e-consultations.

The Public Call and supporting activities resulted with a total of **28 innovative ideas**. Based on the predefined criteria, the AITIC Management Council will select two best ideas that will be piloted and promoted on local events in all FOST INNO partner countries.



2. Presentation of ideas

After the deadline for idea submission, a total of 31 innovative solutions for sustainable tourism were collected. After reviewing the formal requirements (the presence of all required fields of the submission form) three submissions, being uncomplete and not in line with the Public Call, were eliminated from the subsequent procedure.

The **Public Call for Innovative Solutions in Sustainable Tourism** resulted with a total of **28 complete and acceptable applications of innovative solutions** as follows:

- Croatia: 7
- Slovenia: 5
- Italy: 6
- Bosnia and Herzegovina: 3
- Albania: 4
- Montenegro 3.

These ideas are presented in the following section.

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) **Innovative product It is an innovative TOURISTIC product**
 - b) Innovative service
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

“I WAS DOWN THERE”

3. Please describe your idea in short.

The project deals with underwater sightseeing/visiting of the sunken wreck of the Baron Gautsch ship by a tourist submarine at the depth of 40 m. The ship sank on the 14th August, 1914 after the explosion of the friendly sea mine in the neighbourhood of Pula which at the time was the main war harbour of the Austro_Hungarian Marine.

The ship started her last route in Kotor, Montenegro, supposed to reach the destination of Trieste. Besides the crew aboard the ship there were mainly civilians, women and children who due to the war were leaving Kotor. At 14,40 the ship entered the friendly mine field which was protecting the entrance of Pula. Bumping into one of the mines provoked the explosion and the ship sank within just a couple of minutes. The rescuers who arrived very quickly managed to rescue only 140 passengers and 31 crew members. Although there was the passengers list (246 registered persons) the number of the deceased has never been precisely defined, it varies between 200 and 300 persons because of stowaways on one hand, and children up to 10 and soldiers on the other, who at the time didn't have to be registered. According to what the witnesses claim the ship was overloaded.

The present project foresees the existence of the basic ship anchored in the open sea, half a mile far from the sunken wreck. The ship is the fixed point for tourists/visitors on one side and the tourist submarine on the other. Visitors will reach the ship by boats from the neighbouring ports of west Istria as well as from farther ports like Venice, Trieste, Portorose , Kvarner Gulf. On one side of the ship there is a place for sea planes coming from faraway ports (Split, Neum, Dubrovnik, Kotor or even Albania ans, probably, sea planes with wheels from Vienna). On the third side of the ship there is a

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submarine. The ship provides technical supply to the submarine (most importantly, it charges the submarine batteries), and it is the boarding and disembarking point for the passengers as well as their “waiting room”. While on board of the planes and boats, the passengers will be shown video presentations regarding the whole story concerning the Baron Gautsch.

Once the passengers have entered the submarine she leaves the ship, sinks and starts the underwater sightseeing at the depth of 40m. Sightseeing completed, the submarine emerges and returns to the ship. Passengers disembark the submarine and new ones embark.

The capacity of the submarine is 20 passengers and 4 crew members (total 24). Although the submarine will be equipped with reflectors night diving is not foreseen. The number of expected summer dives is 30 per day (working hours from 6 a.m to 9 p.m.) while in winter there would be 16 per day (from 8 a.m to 4 p.m.).

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

What is original about the idea is that neither in the Adriatic nor in the Ionic Sea there is a tourist product of the kind, it would be the first opportunity for all the non-divers (children, elderly persons, the disabled and the ones lacking the psycho-physical capacity for diving) to see the unique wreck situated at the 40m depth.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Italy - Trieste: headquarters of the ship company owning the Baron Gautsch. Departure port of the line in question. Some of the crew members and the passengers came from Trieste.

Slovenia: The route used to pass by the present Slovenian coast.

Croatia: The tragedy happened due to the mine field in the neighbourhood of Pula. The longest part of

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the route Trieste - Kotor is in the Croatian sea.

Bosnia and Herzegovina: Some of the soldiers and rescuers may have come from these areas.

Montenegro - Kotor: the departure port of the last voyage of the ship.

Albania: Some of the passengers could have been Albanians.

Anyway, boats and sea planes could set off from all the ports in the countries belonging to the Adriatic-Ionian region which would present the project as their own tourist product.

Note: Although the Republic of Austria does not make part of the Adriatic-Ionian Region I think it should be offered the possibility to get involved in the project being the original historical subject of these events.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

The estimated potential number of visitors

The capacity of the submarine is 20 passengers. I have divided a year into three parts : season (June, July, August, September, October), pre/post season (March, April, May and November) and winter (December, January and February).

Taking into consideration the factor of bad weather (0,8 for the season, 0,6 for pre/post season, 0,4 for winter) and the factor of variable number of passengers and the entrepreneur's risk (0,7).

The total potential number of passengers per year : 82,600.

(max 100 words)



3. How does your idea reflect the identity of Adriatic-Ionian Region?

As the Adriatic Sea and the Ionian Sea are two neighbouring seas of the region, the tragedy of the Baron Gautsch belongs to both of them identifying the region.
 The sea part of World War I took place in this region.
 The route in question went along all the eastern coast of the Adriatic Sea linking in this way Italy, Slovenia, Croatia, Bosnia and Herzegovina and Montenegro.
 The deceased passengers of the Baron Gautsch were of different nationalities and, most probably, were the first civil victims (especially children) of World War I.
 The descendants of the participants of the tragedy very probably still live in the Adriatic-Ionian region countries. The tragedy connects their families and identifies the region.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?
 a) **Yes. The project covers all the year, not only summer**
 b) No
5. Does your idea reduce the negative impacts of mass tourism in the destination or region?
 a) Yes
 b) **No but it doesn't increase the mass tourism numbers either. Moreover, it intensifies the perception of the quality of the experience of the region**

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	408,392.00	
External expert	50,000.00	
Equipment (submarine)	4,000,000.00	
Equipment (the base ship)	10,000,000.00	
Marketing	80,000.00	

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

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2. Please estimate the revenue of the implemented idea for the period of 3 years.

1st year: EUR= 8,846,880.00 x 0,75 (the first year starting)
2nd year: EUR= 8,846,880.00 x 0,85 (the second year starting)
3rd year: EUR= 8,846,880.00
TOTAL: EUR =23,001,888.00

(max 100 words)

3. How does your idea contribute to employment opportunities?

Directly employed:

The submarine crew : 4+8=12 employees
The base ship crew: 2+2 +2+2=8 employees
The ground staff: 1+1+2= 4 employees
TOTAL: 28 employees

Indirectly employed:

The crew of the boats: 20 employees
The sea planes crew: 12 employees
The tourist agency staff: 5 employees
The maintenance personnel: 2 employees
The marine personnel: ½ employee
Other: 1/2 employee
Total : 40 employees

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

To organize public discussion dealing with the project and present it to the local community. To do the same in diving centres and alike. To agree with all of them on how to behave under the sea: mechanical object(submarine) - man (diver).
The submarine is electrically driven so there is no sea pollution.

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On the roof of the ground base as well as on the roof of the base ship there will be photovoltaic panels installed which will produce electric energy.

The submarine can be used for ecological sea measurements, archaeological research, mariculture, education purposes and extravagant events like weddings.

The project will enable children, elderly and disabled persons as well as the persons lacking psycho-physical capacity for diving to see what today only qualified divers can see.

To redesign with the collaboration of the local community the present small fortress (“reflektarnica”) into a visitor center (a kind of a small museum regarding the story of the Baron Gautsch).

(max 250 words)

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DISCLAIMER

All collected personal data will be used only for the purpose of the *Public call for innovative solutions in sustainable tourism in Adriatic-Ionian Region*.

The applicants/idea creators will not gain any financial benefit for idea testing, directly or indirectly.

Innovation idea will remain the sole property of the applicant.

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) **Innovative service**
 - c) Innovative business model or business process
2. What is the title of your idea proposal?

_____ Balkan Roads _____

3. Please describe your idea in short.

Balkan Roads is a circular road trip on old dusty roads of Balkan peninsula using equally old vehicles preferably of Balkan production (Read: Yugo, Zastava, TAM, TAS, Tomos etc.) while the guests will use more or less intense adrenaline checkpoints along with having a virtual guide through the breath taking remote places of Balkans. It's challenging, it's intense and it's fun as it gets. Balkan Roads will start on August 3. this year and will last for about two and half weeks.

So Balkan Roads in a nutshell: You, your inmates and an old Yugoslav vehicle (Or your own vehicle - new, old, doesn't matter but you get extra points for using old Yugoslavian) → More than 8000 kilometers of old, beautiful and challenging roads to drive. You choose your route according to the checkpoints you use → 15 most beautiful, diverse and crazy countries to pass → A self tailored route as I said → More than 100 adventurous checkpoints to use (Divided in to two groups: 1. Adrenaline ones such as bungee jumping, scuba diving, paragliding, walking on amber etc. 2. Cultural-traditional ones like watching over a herd of sheep during the night on top of a mountain, learning how to cook traditional food, dance traditional dances, knitting etc. You choose your checkpoints) → A virtual guide whisperer that leads you through the vast plethora of history, interesting facts and gastronomy delights you never had a chance to taste before (You install the Balkan Roads app that tracks your route, provides you with internet 0-24 hours, helps you with organizing checkpoints, eases your communication with us and other checkpoints and informs you about the places you pass by and that are ahead of you with the most interesting historical, cultural and natural info → For how long? For how long you want it to last. You plan your vacation yourself so you can start on 3rd of August and drive for a week or a whole month (It has to be finished on 1st of September the latest.

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And that's it. You take your own car, or rent an old one from us. You pass the most attractive, adventurous and craziest of the Balkans what we've prepared for you. You drive, enjoy, party, learn, eat, drink and collect points along the way by successfully passing checkpoints. At the end you may even win a prize. ;) One more important fact - Our checkpoints bring 20% - 30% discount to the Balkan Roads guests so by passing them you're actually saving a fair amount of money, figuratively speaking by passing all of the 100 checkpoints you can save hundreds of euros.

That's it. Adventure and culture wrapped in a one unique and crazy combo.

Webpage: www.balkanroads.com

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Projects connects the providers of touristic services in private and public sector all along these countries: Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Kosovo, Montenegro, Macedonia, Greece, Bulgaria, Romania, Moldova and Odessa in Ukraine. They all make with more or less of their area - Balkan peninsula.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

In 2019, the first year, we expect 15 - 20 people, In 2020 - 25, In 2021 30 - 35, In 2022 40 - 45 people with a growth rate of 20% to 25% of more people per year till it reaches its full potential in 2025 with

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the maximum of 60 - 70 people per Balkan Roads trip.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

Because it shows the very best of well-known but also hidden hems of the Balkan peninsula and the Adriatic region - from the most beautiful and rich natural places to the vast and flourishing cultural aspects, all wrapped in an adventurous travel. Adventure and culture? Innovative and highly possible.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	25 000	3 people employed
External expert	9 000	A marketing expert per year
Equipment	15 000	20 old and used Yugoslavian vehicles and a rental of the terrain where they will be placed.

*these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.

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2. Please estimate the revenue of the implemented idea for the period of 3 years.

2019 - 15 000 euros
2020 - 20 000 euros
2021 - 33 000 euros
2022 - 40 000 euros

(max 100 words)

3. How does your idea contribute to employment opportunities?

We intend to employ a person with a 100% disability who will be in charge for the projects administration, communication with checkpoints along with clients and an outsourcing marketing expert.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

We cooperate with private and public business sector as previously described, we organize events that help enhance the local cultural and touristic offer and enrich it. We advocate ecological solutions, that's why we intend to open a side fond for environment cleaning in local communities where a part of our incomes will be directed. We also plan to employ a person with disability as previously said who will help us run the project in an administrative but also in field duties according to her possibilities and desires.

(max 250 words)

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) **Innovative product**
 - b) Innovative service
 - c) Innovative business model or business process
2. What is the title of your idea proposal?

Memorize Adriatic-Ionian Region

3. Please describe your idea in short.

Memorize Adriatic-Ionian region comes as an idea to offer an unique and innovative souvenir that presents all the motives that unite members of the Adriatic-Ionian region through a designed game of memory. We believe that one of the main goals of this tender is to create something that will present all of its members as a united region and to connect them more profoundly, through different motives that the members of the region share. We believe that to emphasize that a number of certain states are actually a region is like creating a state, first you have to „create“ common memories that have to be presented and repeated. However, in the example of Adriatic-Ionian region, those motives/memories do not have to be created, they exist in our history and in our everyday life in form of various customs, food, maritime customs, wine grapes, ports that economically communicated through centuries.

Therefore, we offer an idea to create a memory game in order for tourists to memorize all the motives that connect Adriatic-Ionian region while playing a game. Also, from business point of view, we were guided with a fact that this memory game can be sold in all members of the region thus making the market for the product bigger and product more likely to succeed on the market.

(max 1,000 words)

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ORIGINALITY

1. Please describe the innovative part of the idea.

Innovative part of the idea lies in the fact that we use a designed memory game as a platform to promote connectivity and similarities between region members. We want the future users of the souvenir to memorize that Adriatic-Ionian Region has so many things in common (motives in the game) and the best way to learn that is by playing. Also, with the memory game comes a poster with all the motives explained and the poster itself can be a souvenir so we offer 2 souvenirs in 1 package.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

All of the countries participating in the project will be presented with its national motives hence we believe that there will be an interest to offer the memory game as a traditional souvenir in each country. Not only we will present country's national heritage but we will position it within Adriatic-Ionian Region. With the memory game we will send a message that countries themselves are rich in heritage, but the region is even richer when it is looking from a bigger picture that will come in form of the memory game.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

According to the statistics, roughly 130 million tourists visited the region in 2018. and I believe that all of this people are potential direct users of the product. Of course, children that like to play games are target customers but memory game is often a family game, played by all members of the family.

(max 100 words)



3. How does your idea reflect the identity of Adriatic-Ionian Region?

My idea builds up the identity of Adriatic-Ionian Region and makes it even more recognized. By creating a memory game that has motives that connect Adriatic-Ionian Region one can create more meaningful connections between member countries and explain those connections through game playing.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	9.400,00	Designer, copy writer
External expert	4.500,00	Professor of history and geography - adviser and researcher
Prototype	200,00	

*these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.

2. Please estimate the revenue of the implemented idea for the period of 3 years.

If we manage to sell 500 units in each country per year, that is 4000 units. If we maintain the same sales in 3 years we can sell 12 000 units in all countries.

If a game is sold for 20 euros and the cost of production is 6 euros, revenue is $24\ 000 \times 14 = 336\ 000$ EUR.

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P.S. This is a very modest projection. To sell 500 units in one country per season (say 3 months - June, July, August) means that you have to sell 170 units per month. In example of Croatia that would mean that in Split, Dubrovnik and Zagreb you have to sell cca 6 units a day, 1,5 units per city. And I did not count so many other busy tourist centers in Croatia...

(max 100 words)

3. How does your idea contribute to employment opportunities?

There should be more engagement with the printing of the games that is to be done locally. Also, in souvenir shops that should expect more turnover and more need for sales staff.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Definitely some of the motives will be closely connected to nature emphasizing the importance of preservance of nature and avoiding environmental issues. Tourism is one of the main income industries in the region and through our product we want to promote clean and sustainable development of tourism emphasizing natural beauties of the region.

(max 250 words)

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DISCLAIMER

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The applicants/idea creators will not gain any financial benefit for idea testing, directly or indirectly.

Innovation idea will remain the sole property of the applicant.

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INTRODUCTION

1. What category does your innovation belong?
 - a) Innovative product
 - b) **Innovative service**
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

eDestination

Technology Driven Smart Support System for Tourist Destination Management Organizations

Please describe your idea in short.

As an economic sector tourism has become one of the fastest-growing and largest sectors in the world. However, that growth does not come without problems and overcrowding in tourist destinations is starting to be a big one, affecting all stakeholders - government, residents and tourists. Overtourism problem is not going to be solved overnight, but it cannot be solved without a system that will measure, examine and predict tourism at the destination - a Destination Management System (DMS). Even though there is a great need for DMS, there is still no globally adopted concept. DMS as a source needs to be the main tool for a tourist destination to reach sustainability. Technology advancements, especially Big Data and Internet of Things, are making possible innovations in decision-making management, that could also be introduced in tourism and used as a tool for creating DMS.

eDestination is designed as smart sustainable Destination Management System. eDestination is technological/data analytics platform supporting destination management, with benefits to all destination stakeholders groups: tourists, local service providers, local authorities (Destination Management Organisations - DMO) and residents, adding mutual benefits and values to all of them. In a nutshell, eDestination will be a platform that uses locally distributed Internet of Things sensors and different other data inputs in order to gather, analyse and visualize tourist relevant data in real time and using Big Data analytics and Artificial Intelligence it will be able predict what is really happening in destination on a day to day basis. By collecting data from different sources, e-Destination will enable predictive analysis and provide real time inputs for planning of the destination, with the possibility of communicating and visualizing relevant data to tourists in real time through the web and mobile application

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Primarily designed to bring number of benefits to one group of users, local authorities, helping them to increase the overall value of the tourist destination and destination management. By collecting data from different sources, e-Destination will enable predictive analysis and provide real time inputs for planning of the destination, with the possibility of communicating and visualizing relevant data to tourists in real time through the web and mobile application.

It will allow government and local authorities to understand behaviour and patterns with focus on popular locations (POIs) which can be then used as input to destination development / planning, as public knowledge useful for educational purposes and/or used as a framework for development of other, less popular locations. But in addition it will allow residents to understand dynamics of their environment and engage towards harmonization of issues like over-crowded areas or schedule plans. Private service providers (i.e. restaurants) would be able use the platform to estimate and manage services (like utilities) but also to interact with customers in better and more efficient way with less stress for users (through mobile app). And tourists would get all information about different POIs in destination, all in one place and in real time, so they would be able plan their trip freely around the destination and avoid crowds. In that way change their movement behaviour and get better experience of destination.

eDestination: <https://www.youtube.com/watch?v=QUKOba360Vk>

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

eDestination as platform shell incorporate number of existing services and new innovative services. eDestination represents innovation in a way that it combines many available atomized on-line services with some off-line services and some completely new services. eDestination exploits open sources and uses new inovative technologies, like IoT, Big Data, Artificial Intelligence.

Platform will implement IoT sensors to count tourists in real time, and will use overnight registration data collected by DMO. Stated data will be combined with other available data (e.g. meteorological) in order to produce real time destination information as well as predictions of

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tourist movements based on advanced Big Data analytic and machine learning. Implementing and combining innovative technologies and approaches, eDestination will allow tourists to make most out of their trip, while on the other hand providing DMO with information to monitor, manage and plan destination development.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

As a proof of concept test were already done in Croatian tourist destination Šibenik, there would not be an issue to implement this idea in any tourist destination in Adriatic-Ionian countries.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

As our customers are destination management organisations, we will have niche B2G or/and B2B audience. There is high and growing demand for tools for sustainable management in tourism, but there are no global practices for sustainability in tourism available.

eDestination platform can be used by any tourist destination, but beneficiaries will not only be destination authorities, platform will be used by destination residents and tourist.

(max 100 words)

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3. How does your idea reflect the identity of Adriatic-Ionian Region?

In all countries in region tourism is important branch of economy and sustainable development should be common goal to all destinations in region. Unfortunately some of the worst Overtourism examples in Europe can be found in this Adriatic-Ionian Region (examples like Venice and Dubrovnik) and this is something that needs to be stopped before destinations lose its authenticity to uncontrolled mass tourist development.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Team management	10.000 EUR	5.0%
Building analytics platform + one-year maintenance	15.000 EUR	7.5%
Individual location IoT sensors	5.000 EUR	2.5%
Data sampling, modeling and model training; scenario and monetization analysis	100.000 EUR	50.0%
Stakeholder interview/analysis	5.000 EUR	2.5%
Building visualization platform	5.000 EUR	2.5 %
Visualization portal development	45.000 EUR	20.0%
Develop service oriented connections to analytics platform	10.000 EUR	5.0%
Project documentation, knowledge exchange	10.000 EUR	5.0%
TOTAL budget need to develop full platform	205.000 EUR	

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

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2. Please estimate the revenue of the implemented idea for the period of 3 years.

Using lean approach, we are planning to have 1 destination that will have discounted partner rate in first year. In second year our target would be total of 4 destination and in third year we plan to have total of 8 destinations. With this approach in 3 year period we estimate total revenue of 575.600,00 EURO. But this is only with revenue coming directly from destination, not including in app commercials or private sector revenue.

(max 100 words)

3. How does your idea contribute to employment opportunities?

eDestination does not contribute to employment directly. But by preserving tourist destinations and reducing impact of Overtourism it supports development of tourist destinations and allows them sustainable growth not through mass exploiting but through quality and authenticity.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

In 2016 term Overtourism is used for the first time in article about the impact of tourism in Iceland: "Overtourism represents a potential hazard to popular destinations worldwide, as the dynamic forces that power tourism often inflict unavoidable negative consequences if not managed well. In some countries, this can lead to a decline in tourism as a sustainable framework is never put into place for coping with the economic, environmental, and sociocultural effects of tourism. The impact on local residents cannot be understated either."

Overtourism is a complex problem for tourist destinations. The problem varies from destination to destination, and there is no easy and fast solution to it. The solution requires long-term planning with all stakeholders involved, with good management built on a comprehensive fact base.

eDestination is our way to create Destination Management solution that will help destinations to reduce impact of Overtourism.

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Also eDestiantio is in line with the UNs Sustainable Development Goals. The SDG are the blueprint to achieve a better and more sustainable future for all. Goal 12 is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty. One of it targets, 12. B, is “Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products”.

(max 250 words)

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DISCLAIMER

All collected personal data will be used only for the purpose of the *Public call for innovative solutions in sustainable tourism in Adriatic-Ionian Region*.

The applicants/idea creators will not gain any financial benefit for idea testing, directly or indirectly.

Innovation idea will remain the sole property of the applicant.

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) **Innovative business model or business process**
2. What is the title of your idea proposal?

Access Adrion - Center for Accessible tourism Adrion (Center for development, consultancy and promotion of accessible tourism)

3. Please describe your idea in short.

“Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimension of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. It includes people in wheelchairs independently or with helper, walking stick or crutches, disabled tourist with trolleys and heavy luggage, visual and hearing impairments, seniors, families with prams and, pregnant women who can frequently move anywhere as their wish” (Darcy & Dickson 2009, 34).

The growing population of elderly and disabled people not only in Europe but also all over the world needs a special support and service, developed the new emerging new niche as an accessible tourism in tourism industry (Kumar, Kumar & Ujjwal, 2012, 6).

Accessibility has become a significant part of the quality of tourism. Quality tourism must be accessible to everyone and no one should be left out of this for any reason or circumstance. Tourism must be accessible to everyone, including disabled people. People with disabilities have the right to rest and relaxation in the best possible way.

According to ENAT (European Network for Accessible Tourism), accessible tourism includes:

- Barrier-free destinations: infrastructure and facilities
- Transport: by air, land and sea, suitable for all users
- High quality services: delivered by trained staff
- Activities, exhibits, attractions: allowing participation in tourism by everyone

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→ Marketing, booking systems, web sites & services: information accessible to all

Accessible Tourism only exists when accessibility has been incorporated into the entire tourism value chain. It is not only about having an accessible hotel or an accessible tourist attraction, but also taking into account the experience of the trip as a whole: planning, tourist information, public or private transport, accommodation, tourist activities and leisure, restaurants, etc.

People with disabilities make up a significant part of the population in the world and in the Adriatic-Ionian region what is the reason for opening a Center for development, consultancy and promotion of accessible tourism.

Center for development, consultancy and promotion of Accessible tourism Adrion (hereon: the Center) will be established to develop, promote and improve the tourist offer of accessible tourism in Adriatic-Ionian Region (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Activities of the Center will be:

- Research - applied research projects in the Adriatic-Ionian Region.
- Education - online and offline training programs for tourism entrepreneurs or employees,
- Consultancy - access consultancy, including access audits, design appraisals, access statements and strategic advice.

The research refers to determining the current state of accessible tourism in the Adriatic-Ionian Region. Research will include supply and demand in accessible tourism market and can be done by students (University partners on the project).

Through education programs it is planned to train entrepreneurs in tourism and other related sectors on the importance of tourism service accessibility. Education will also be available to employees in the tourism sector who have direct contact with guests. The aim of education is to make tourism service providers aware of the rights of all persons, how they communicate and how to provide services to people with special needs. It is also necessary to educate private and legal persons, tourism service providers, to tailor their offer to people with special needs.

Consultancy will provide technical advice to public and private entities at universal access, with the aim of making various resources that make the tourist chain, including accommodation providers, food and beverages, public areas, transport, cultural sites, natural heritage and various animation activities, among others. Its purpose is to contribute to the "good acceptance" of all people, taking into account their different needs for access and inclusive care.

Emphasis will be put on a universal design in tourism to ensure full accessibility to all tourist facilities in the destination. Universal accessibility is an essential quality that tourism environments and services must have, so that they can be used autonomously, safely and standardized by any person, regardless

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of the limited capacity. It is understood that universal accessibility includes the idea of movement without barriers.

Universal design refers to design that is accessible and usable to all people regardless of their needs. A product built on the principle of universal design can be used by all people, without the need for adaptation or specialized design. Universal accessibility is an essential quality that tourism environments, products and services must have so that each person can use it independently, safely and standardized, regardless of the limited capacity. This project refers to an extremely vulnerable group of people who, from the point of view of tourism have been given very little attention and encompasses tourists as well as the local population of a particular destinations which, due to a particular disability, has a need for information on availability to specific facilities and sites.

Accessible Tourism or Tourism for All is not limited to the elimination of physical, sensory or communication barriers, but is intended to ensure that tourism environments, products and services can be enjoyed on equal terms by anyone with or without disability.

In 2011. there was adopted 10 year European Disability Strategy which promotes equal opportunities for people with disabilities. It does not explicitly announce actions for the improved participation of persons with disabilities in tourism and travel, the aims of the strategy in the areas of access to the physical environment, transportation, information and communications technologies and systems (ICT), and other facilities and services should contribute to better outcomes for disabled people in these sectors (European Disability Strategy, 2011). The new Strategy is under preparation and it will be focused on activities that will be directly related to accessible tourism.

The purpose of the project is to set a guidelines to implement accessible tourism facilities and services in an Adriatic-Ionian Region. Development of an accessible tourism is a great opportunity for entrepreneurs in tourism sector who are interested in improving their offer to welcome the people with special needs in their facilities. This form of tourism is extending the tourist season. It can also be a generator of job creation.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The project refers to the accessible tourism in Adriatic-Ionian Region involving six countries. The main target of the project is development and promotion of the accessible tourism in the region.

The innovative part of the project is creating a Center for whole region in order to increase the added value of tourism in the countries that are included in the project. Throughout the project, efforts will

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be made to make accessible tourism in the region as a standard of tourism. The aim is to make a system for making tourist destinations accessible to everyone. The Center will become a central part of the development of new ideas in the region of accessible tourism and the employment center for people with disabilities in tourism. Center-related activities are in line with the European Disability Strategy from 2011.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

The World Health Organization estimated that in 2011 there were approximately one billion people with disabilities in the world, that is, 15% of the total population. There are more than 80 million people in Europe with some form of disability. It is estimated that by 2020 Europe will have 154.6 million people with disabilities (European Disability Forum), indicating that this form of tourism will continue to grow. One or more persons always travel(s) with people with some form of disability, what opens the door to an extremely large potential of tourism. The development of tourism accessible to people with disabilities has many positive effects, both for people with disabilities and for the economy and tourism. The expected effects are:

- Increasing social inclusion,
- Has positive effects on the health of persons with disabilities,
- Decrease seasonality of accessible tourism destinations,
- Increasing employment in receptive areas

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

The target groups / beneficiaries (UNWTO):

- Enterprises in the tourism sector
 - Number of enterprises in tourism and related to tourism in EU - 11.589.214 (2015)
 - Number of persons employed in tourism and related sectors - 58.840.732 (2015)
- Educational institutions, tourism training organizations and institutions
- Tourist Guides
- Public services involved in tourism

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- Non-profit organizations
- Employment centers and institutions providing employment services
- People with disabilities (80 million people in Europe with potential to grow)

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

The idea of the project is to make conditions for creating a new tourist product that will generate new jobs and extend the tourist season in Adriatic-Ionian Region. All partners will identify, analyze, exchange knowledge and the best practices about regional situation of accessible tourism. The main purpose of the project is the development of accessible tourism in Adriatic-Ionian region. All countries and partners will work together and make one unique strategy for implementing activities to develop standards for accessible tourism in the whole region. Accessible tourism offer will be promoted for the region in general through all promotional resources. There is the possibility of creating a variety of accessible tourist routes throughout the region. That kind of tourism offer can unify the accessible tourist offer of the Adriatic-Ionian Region.

(max 150 words)

- 4. Does your idea have any impact on the extension of touristic season?
 - a) Yes
 - b) No
- 5. Does your idea reduce the negative impacts of mass tourism in the destination or region?
 - a) Yes
 - b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs		
Staff directly involved in project	30.000,00 €	Cost per year (2 people)
External experts	50.000,00 €	Cost per year (approx. 10 experts)
Equipment		
IT equipment	12.000,00 €	Computers (2) and other IT equipment
Web site (accessible)	15.000,00 €	Web site on 5 languages and accessible for

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		disabled people
Online course	20.000,00 €	Online course software development
Promotion		
Visual identity and promotion	20.000,00 €	Design for promotional materials, printed materials, online promotion
Events	15.000,00 €	International Conference for Accessible Tourism
Study trips	30.000,00 €	2 study trips for approx. 30 people
Other costs	15.000,00 €	Travel costs, administration, office costs etc.
TOTAL	207.000,00 €	

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Accessible tourism is an important part of tourism and economy of every country. Activities related to accessible tourism in this project are the beginning of a long term development of this kind of tourism. The European market for accessible tourism is large and continues to grow. One of the main reasons is ageing of population. In three years steps will be taken to create basics for further development of accessible tourism in the Adriatic-Ionian Region. Activities of the Center can be implemented in all Adriatic-Ionian Countries. Examples of good practice in all countries can be unified and applicable to all other countries.

(max 100 words)

3. How does your idea contribute to employment opportunities?

Through the implementation of this and similar projects, there is the possibility of employing persons with disabilities who would work on creating conditions for accessible tourism and its implementation. Through this project, it is important to directly involve persons with disabilities who will check on the field the current situation and the effects of the implemented project. The possibility of additional employment exists also through other projects such as Erasmus. The need for employment will occur in all countries in Adriatic-Ionian Region.

(max 150 words)

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SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

A good level of accessibility leads to positive economic, social, cultural and environmental impacts on tourism, while low levels of accessibility represent an undeniable obstacle to the development of tourism.

Tourism must be accessible to everyone, including disabled people. People with disabilities have the right to rest and relaxation in the best possible sense. The lack of accessibility in tourism resources is an indirect, but subtle, form of discrimination. Therefore, introducing the concept of accessible tourism in destinations ensures equal opportunities for all people. UNWTO is convinced that accessibility to all facilities, products and tourist services should be an essential component of any responsible and sustainable tourism policy.

Changes that include accessible tourism can be made on regional and local level. There is big potential for growth of local industries. Local tourism and service businesses should be part of a general 'accessibility upgrade' for the benefit of tourists and local citizens alike. All accessible tourism activities will be conducted on the principles of sustainable tourism.

One of the base concept of sustainable tourism is universal design which is the element of accessible tourism. A sustainable accessible tourism model offers a global thinking and local acting model, so in this project, the main thread of guidance can be sustainable accessible tourism.

(max 250 words)

APPLICANT INFORMATION

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DISCLAIMER

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RESOURCES

1. Darcy, S. & Dickson, T. (2009) A whole life approach to tourism. The case for accessible tourism experience. Journal of Hospitality and Tourism Management. London: Sage Publication
2. EDF - European Disability Forum, <http://www.edf-feph.org/>
3. ENAT - European Network for Accessible tourism, <https://www.accessibletourism.org/>
4. European Economic and Social Committee (2011) European Disability Strategy 2010-2020
5. Kumar, K., Kumar, S.R., Ujjwal, M. (2012) Accessible tourism: A Study of Accessibility in Hotel Chains, Public Transportation, and Ferry Companies in Helsinki. Laurea University of Applied Sciences Kerava.
6. UNWTO - World Tourism Organization, <http://www2.unwto.org/>

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) **Innovative product**
 - b) **Innovative service**
 - c) **Innovative business model or business process**

1. What is the title of your idea proposal?

Kašetica primorsko - goranska (Little wooden crate of Primorje and Gorski Kotar County)

2. Please describe your idea in short.

Kašetica primorsko-goranska was founded in November of 2018. with a main goal to contribute in creating a tourist destination of Kvarner by promoting and developing autonomous products and to serve as a hub that brings together local producers, tourism sector, local community, associations and institutions that actively through work and activities promote the idea of sustainable tourism and ecological awareness.

Project Kašetica consists of 3 parts:

1. **Innovative service: By creating a brand of autochthonous products we provide different services for a number of parties involved: joined marketing and promotion and opening new markets and channels of distribution for local products, education, connecting the sector of agronomy and tourism thus creating opportunities for both to grow, organising workshops, promotions, tastings, exhibits, humanitarian events, specialized fairs, farmers markets, tourist visits...**
2. **Innovative business model: Current multifunctional showroom in the centre of Rijeka will soon become a Store of Autonomous products. It is a unique business model that will "cut out" the resellers and all intermediaries.**
3. **Innovative product: Little wooden crates so our visitors can take home part of the Kvarner treasure - our diversity, heritage, tradition and quality**

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Kašetica is a project developed on the basis of the County's strategic commitments for the development of sustainable economy and tourism. The coordinator of the project is the Centre for Agriculture and Rural development of the Primorje-Gorski Kotar County (Centar za poljoprivredu i ruralni razvoj Primorsko-goranske županije - CPRR PGŽ)

Www.cpr.hr

www.autohtono.cpr.hr

fb Primorsko-goranska Kašetica

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

1. By creating a brand Kašetica we enabled joint promotion and appearance on the market of autochthonous products' producers
2. Business model for soon to open Store of autochthonous products will enable the producers to sell directly. Kašetica will finance all the costs, there will be no intermediaries and no margin so the producers will be able to get a much higher value for their products, and an excellent promotion on a great location.
3. Our wooden crates are unique products that come in 16 different shapes and sizes. They are made out of pine trees from the local woods, by a local carpenter and designed by a local architect. Besides being visually very appealing, they are also used as modular furniture system but their primary use is packaging - the tourist can pick a crate and than choose between

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approximately 200 different autochthonous products to fill it.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Different parts of the project should probably be adjusted to the specifics of the regions, but we strongly believe our model can easily be applied in all the countries participating and would be pleased to share our experiences in implementing the project.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

Kašetica is currently working with almost 100 different local producers and the number is rising. During the last year more than 5000 people have visited our Showroom in Rijeka or participated in our activities (over 20 specialized fairs, farmers markets, educations, workshops, 20 press conferences held in Kašetica, tastings, promotions, presentations, exhibitions...). The City of Rijeka, where Kašetica is located, was awarded the prestigious title of European Capital of Culture 2020, so we are expecting a large number of tourists from all over the world in the years to come.

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(max 100 words)



3. How does your idea reflect the identity of Adriatic-Ionian Region?

Basically every aspect of our project is designed to promote our region and increase the visibility and recognisability of both tangible and intangible heritage of the Primorje-Gorski Kotar County, i.e. of the Kvarner as a tourist destination.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) **Yes**
- b) No

1. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) **Yes**
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	16.000	1 employee (1 year)
External experts	15.000	software, accounting, web design, graphic design (1 year)
Equipment	3.000	cash register, computer, fridge, extra shelves
Promotion	20.000	radio, tv, print, web, promo material, photo, video, kašetice (product)
Rent and utilities	12.000	1 year

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**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Being a non-profit organisation and since our main activity is promotion and education, it is hard to estimate the revenue for any period. But we strongly believe that our activities will greatly benefit many - by building the awareness of the benefits that autochthonous products bring to tourism, we are creating a stimulating climate for the development of the overall economy of our region.

(max 100 words)

3. How does your idea contribute to employment opportunities?

By implementing our model, we are taking a great load off the producers, both in promotion and sales segment. This will in the future open new jobs and allow producers to work full time in their fields. Majority of our producers are currently owners of non-sustainable small agricultural farms, and are forced to have a “day job” in order to survive on the market.

We also hope that our activities will benefit rural development by creating job opportunities for rural youth.

Also through the education of the public and the producers Kašetica creates a stimulating climate for the development of the overall economy of our County.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

We are a place for exchanging knowledge and a meeting point of all producers, as well as a

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Centre of creative breakthroughs of kindred associations, institutions and local community, based on products that promote ecological production and which actively through work promote the development of environmental awareness and sustainable tourism.

(max 250 words)

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) Innovative business model or business process**

2. What is the title of your idea proposal?

Turistička promotivna mreža destinacije (Destination tourism promotion network)

3. Please describe your idea in short.

The company Photo net Ltd is a producer of databases and the author of the marketing concept of integrated promotion through the system of destination management. Starting from the fact that the photograph is the most important promotional element of the copyright works of tourism promotion, it is necessary to create destination databases of visual identity, available on the Internet.

INNOVATION

Innovation of the company Photo net Ltd is a result of many years of experience in cooperation with tourist boards as well as the engagement in creating destination brands. Innovation named *Destination tourism promotion network* presents a new business model of promotion management of a destination of sustainable tourism through new computer program PHOTONET 2.0. The innovation regards the improvement of the destination promotion by strengthening the brand visual identity and integrating all destination parties, which results in integrated approach to planning and management of tourism promotion. This innovation was preceded by a research done by company Photo net in Croatia through the pilot project PHOTONET 1.0 (photonet.hr) with regional tourist boards of Kvarner, Istria, Zadar County, Dubrovnik-Neretva County, The City of Zagreb and Zagreb County, as well as sub-regional tourist boards of Kvarner: Opatija Riviera, Gorski kotar and the City of Rijeka. The research was co-funded by the Program of incentive for innovation in tourism "Innovative tourism" in 2012 and 2013 by The Ministry of Tourism of the Republic of Croatia.

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VISUAL IDENTITY

Visual identity has a strong impact on the perception and attitudes toward a destination brand. Quality made and used visual identity enables a destination management to form positive attitude of consumers toward a destination.

The components of the destination visual identity are a photograph, a layout, a logo and the brand guidelines of visual communication. Due to its complexity, designing destination visual identity requires thorough and professional planning and creating a special strategy.

PHOTOGRAPH

Being a component of visual identity, photograph has an important role in creating a perception of a destination in potential consumers/guests. This importance comes from the fact that photography as media merges experience, emotion and message about a destination into one visual unit. This component enables the destination management to utterly control the process of creating the destination perception. The saying that a picture (photograph) is worth a thousand words describes its potential in destination promotion the best.

Photograph offers endless possibilities to create an experience of the final observer, having the improved quality of destination brand as its purpose. The strength of photograph, in this case a visual stimulus, in creating perception is proved by the survey done by English marketing company Wyzowl which showed the amount of memorized facts depending on the way information was given. When listening, the respondents memorized 10 % of the heard, when reading 20 % of the read, when observing 80 % of the seen. Beside this survey, it's important to mention psychologist Albert Mehrabian who showed that 93 % of all communication is non-verbal communication.

PHOTONET 2.0

PHOTONET 2.0 is a computer program as a part of innovation following the latest achievements in technology in order to catalogue and manipulate tourism photo and video materials, improved by advanced analytics. It's intended for creating and managing collection of photographs and other promo material databases. The computer program ensures higher level of work with promo elements/photographs from the existing, it organizes them systematically and offers a secure and efficient way of using and keeping record of them.

Destination tourism promotion network is a database, an organized and set unit of connected photographs and promotional elements. Photographs can be used free of charge, provided that the user accepts the contract and fills in the questionnaire. The questionnaire contains all information about the usage of promotional materials (the number, who, where, when, what and what for), enabling the users to evaluate destination promotion, giving suggestions or critique. PHOTONET 2.0 at the same time analyses and generates feedbacks from the questionnaire in real time, thus enabling the process of using the given information as assistance in making decisions of a destination management in

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order to enhance destination competitiveness.

The use of copyright works through the computer program PHOTONET 2.0 which provides the photograph author, destination management and all other users a unique legal frame of usage, giving maximum protection of personal data and photograph copyrights.

The existing platforms of destination management web sites for photography search often function as photo albums, which makes a great distinction in comparison to PHOTONET 2.0 whose database structure enables the feedback that is important in creating and making decisions about creating a visual identity strategy.

THE IMPORTANCE OF PROMOTION DATABASE

The brand visual identity strategy coordinates the needs of the visitors and the destination, based on the precise data about the promotion effect on the growth in tourism demands. The possibilities of such data are supported by our experience based on the data recorded in the pilot project PHOTONET 1.0, given below.

The usage survey was conducted in the period between 2011 and 2018 on the sample of 5162 photographs of the already mentioned regional and sub-regional Croatian tourist boards. Computer program PHOTONET 1.0, while managing the database, gives the statistics of usage by structure of the questionnaire the users filled in before downloading the photographs. The collected data include: user's name and web address, time of download, number of photographs, media of usage (print, web, video), number of press releases and the name of the publishing project. Table 1 shows generated statistics of photograph usage where the data about total number of 8.643 publishing projects is to be pointed out. Out of total number of projects in print media, 3.884 projects were published in 338.202.818 copies, while when it comes to electronic media there were 82 videos and 4.406 web projects. The given project numbers present an added value to the existing projects, realized by tourist boards independently.

Those photographs were taken by professional graphic and web designers who published them in their own or their employer's projects, promoting destinations on the photographs.

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Table 1 – Statistics of the usage of Photonet 1.0 for 5.162 photographs in period 01/04/2011 – 31/12/2017

Region		Print	Video	Web	Total nr.of projects	Total nr.of copies
1. Primorje-Gorski Kotar County		2.894	70	3.223	6.400	207.435.140
	Opatija Riviera	1.388	42	1.468	2.999	44.246.279
	The City of Rijeka	610	5	495	1.152	17.347.959
	Gorski Kotar	172	8	267	457	3.897.512
	TB Kvarner	724	15	993	1.792	141.943.390
2. TB Istria County		348	7	456	828	69.595.985
3. TB The City of Zagreb		83		93	180	430.114
4. TB Zagreb County		46	1	59	111	1.710.715
5. TB Zadar County		152	2	136	304	4.371.030
6. TB Dubrovnik-Neretva County		361	2	439	820	54.659.834
TOTAL		3.884	82	4.406	8.643	338.202.818

The usage of promotion database points out to many advantages, the most relevant being:

- input for creating the brand visual identity strategy
- offering a legal frame for protection of copyrights and personal data of the promotion participants
- creating great added value to investment in the photographs enrolled in the promotion projects

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

Innovative part of the idea *Destination tourism promotion network* refers to the destination promotion improvement by strengthening the brand visual identity and unifying promotion of all destination participants, which has an integrated approach to planning and managing tourism promotion.

PHOTONET 2.0 has meant to serve as a model of promotion virtual base enabling the destination management to manage and monitor destination promotion activities from one place via online networking. This kind of model influences the improvement in relations among destination management and the economic entities which carry tourist offer. By analyzing the statistical data retrieved from the program PHOTONET 2.0 gives an insight into new trends and interests when it comes to destination demand. This insight at the level which data retrieved from PHOTONET 2.0 ensures represents a new mode of cooperation, which is currently not present in destination.

(max 150 words)

FOST INNO



REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

The potential for implementation of the idea *Destination tourism promotion network* knows no geographic or political borders, being therefore applicable to all Adriatic-Ionian countries. Every country in this region is familiar with its own way of organizing management of tourism destinations, all of them having the need for visual identity management on a highest level possible in common. PHOTONET 2.0 is precisely the type of business model which can be implemented in activities of every tourism destination management. It offers possibilities which, if used fully, can be used in creating a brand strategy that would develop visual identity in accordance to the collected data.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

Potential number of PHOTONET 2.0 users are all levels of organizations of destination management in the countries interested in implementation of such business model.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

The idea of creating database *Destination tourism promotion network* works on raising awareness about the importance of developing destination visual identity which, quality processed on each local and regional level, adds up to the identity of the entire Adriatic-Ionian Region. It enables every destination management, depending on the organization of each member state, to develop its destination visual identity in a unique way using the innovation of the program PHOTONET 2.0.

(max 150 words)

FOST INNO



4. Does your idea have any impact on the extension of touristic season?

a) Yes

b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

a) Yes

b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	72. 510, 00	an expert, 3 years, gross salary 2. 014,90 eur/month
External expert	67. 000,00	software development, drawing up legal documents about personal data protection and the copyright use, legal counselling
Equipment	18. 500,00	hardware (strong computer, latest technology television, tablets, external memory, cloud usage)
Travel	14. 000,00	travel expenses and daily allowance for a tour through 6 countries in Adriatic-Ionian region, for 2 people, 2 visits per country (an appointment, presentation, signing a contract to use the platform in the following 3 years)

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

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2. Please estimate the revenue of the implemented idea for the period of 3 years.

Creating a database and monthly usage of the platform Photonet 2.0: 50-100€ (depending on the size of database in local or regional destination management)

Minimum 100 destination managements from overall number of managements in the area of Adriatic-Ionian region

On monthly basis, on average 75 eur per management x 100 destination managements = 7.500 eur/month

annually = 90.000 eur

Revenue in 3 years = 270.000 eur

(max 100 words)

3. How does your idea contribute to employment opportunities?

The idea of development of *Destination tourism promotion network* requires employing experts in a team which will maintain Photonet database. The job description includes examination of the received photographs, uploading them on the platform, paperwork regarding the copyright agreements as well. It includes filling in the database, analyzes of usage and making reports to the destination management.

(max 150 words)

FOST INNO



SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Destination tourism promotion network, due to its structure, database production, content of promotional elements, the way of managing and usage which have already been described, offers new possibilities for a destination brand visual identity to be in the function of sustainable tourism development, by using a brand visual identity strategy. Company Photo net Ltd can provide the service of the analysis which gives a destination management a statistical base to create a brand visual identity strategy. Through the choice of authors, creating the shooting plans and recommendation to purchase the usage rights to photographs, this idea reflects the environmental, economic and sociocultural aspects of sustainable tourism development.

(max 250 words)

APPLICANT INFORMATION

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Telephone number: 00385981954919

DISCLAIMER

All collected personal data will be used only for the purpose of the *Public call for innovative solutions in sustainable tourism in Adriatic-Ionian Region*. The applicants/idea creators will not gain any financial benefit for idea testing, directly or indirectly. Innovation idea will remain the sole property of the applicant.

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INTRODUCTION

Dear applicant,

below you will find several questions regarding your innovation. Please answer all of them in order for your application to be valid.

1. In what category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) **Innovative business model** or business process

2. What is the title of your idea proposal?



_____ IMPACT TOURISM _____

3. Please describe your idea in short.

Tourism will never be entirely "green" or fully socially responsible, since each tourist makes a certain negative impact. The trends of rapid rise in global tourism have brought forth the negative effects of tourism, which poses a serious global challenge. Various forms of sustainable and responsible tourism include responses to such challenges associated with environmental protection and preservation of natural and cultural heritage. Impact tourism represents their upgrade. In that context, "green" is considered as care for human wellbeing, nature and cultural environment. As a result, we are seeking opportunities to maximize the beneficial influence of tourists and its activation - all through the model of social entrepreneurship which is not driven solely by profit. The purpose of impact tourism is to offer both tourists and tourism product providers a helping hand in co-creating a social footprint together, but also a possibility to create measurable social impact while responding to various social challenges.

In recent years, among tourists and consumers in general, there is a growing trend of spending holidays that can provide authentic social experience, which they can share with the less privileged individuals with equal desire for personalization, including mass products/services. All of the above means the transition from "having" to "being". Impact tourism is an attempt to provide a holistic response to the dilemmas of modern tourism.

Impact Tourism as developed consist out of 3 main packages:

1. Impact Tourism methodology
2. Web portal www.impact-tourism.net
3. Unformal network WITH - World Impact Tourism Habitat

Products are divided according to the product typology (experience, accommodation, transport, food / beverages, event, tour package, etc.) and can be found as such through the search engine. They can also be

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searched according to the location where the products are available.

Each product includes a summary and the story thereof, relevant information regarding its implementation and a description of its impacts. Since we seek to identify and describe the indicators and effects of each individual impact tourism product, the indicators have been marked (illuminated) accordingly depending on their type. The main intention thereof is to inform tourists about the individual indicators associated with tourism products. Our purpose, however, is not to certify the products or to differentiate between "more" and "less" useful tourism products.


Impact products are designed and developed on the basis of 10 + 1 economic, social and environmental indicators which are controlled and verified by the impact team. Potential tourists on our portal are thus given the opportunity to see various products with lighted or illuminated indicators that meet impact tourism conditions. Products with multiple illuminated indicators are products with many positive effects on the local environment.


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[Home](#)
[Products](#)

 | [My Account](#) v



WITH
1
Urbano

WITH
2
Sustainability

WITH
3
Social Impact

WITH
4
Global Challenge

WITH
5
Procurement

WITH
6
Economic

WITH
7
Innovation

WITH
8
Smart Technology

WITH
9
Infrastructure

WITH
10
Education



WITH
11
Research

Impact score: 7.25

Jumping for a good cause (Bohinjski FLYer)

"Safe ski jumping experience"

📍 Polje, Bohinjska Bistrica

 1 - 50
 4.0 - 8.0 h

Have you ever wondered how do birds or our jumping champions feel in the air? Has the thought of standing on the top of the ski jump already send shivers down your spine? Together, we can overcome the fear of speed and height.

In order to scale up impact tourism and develop global business model we established WITH - World Impact Tourism Habitat, informal network of key stakeholders, interested in developing IT around the globe.

As a pilot project IT is running in Slovenia with the support of the Slovenian Tourist Organisation STO and is going to be globalised in coming weeks. Namely IT was presented in March to the Liberty International Tourism Group

📅 Booking

\$49/night

Request To Book

Hosted by

Skakalno smučarski klub Bohinj

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on their annual event in Lago di Garda and planed is to include their offices as national partners in 59 countries.

At the same time European Economic and Social Committee is in 2019 for the first time in official EU documents including also Impact Tourism as a very promising social business model and proposing to the European Commission to support its development.

(max 1000 words)

ORIGINALITY

1. Please describe what is the innovative part of the idea?

For the first time we have a set of criteria's to evaluate impact of individual product and to "impactise" products in order to maximise their public benficial inprint.



It consists out of 10+1 criterias, each of them includes 4 indicators.

Main innovation toward sustainable tourism and other bussines models known in tourism industry is, that within existing models priority is set to minimise the harm the tourism bring, while Impact Tourism offers tools to maximise impact of tourism products on tourists, local environment, challenges and society and to the tourism industry.

(max 150 words)

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REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Adriatic Ionian countries will be testing field (based on the experience in Slovenia) due to fact that our partner Liberty Adriatic is present in all mentioned countries. At the same time IT is global business model appropriate for whole globe and will step by step become alternative to global tourism platforms.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

After testing period (limited to Slovenia for 2 years, app. 500 tourists included) we estimate app. 10.000 people being included into impact tourism in next 2 years in 10 countries.

(max 100 words)

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3. How does your idea reflect the identity of Adriatic-Ionian region?

Region meets in many aspects almost all aspects that impact tourism deals with:

- quality of tourism products
- challenges of social responsibility and sustainability of tourism products
- local impact of products
- lack of link between tourism products and local social challenges
- challenges related to innovation for higher unique experiences products
- mobilizing role of tourists and creation of his/her impact portfolio
- limitations with inclusion and accessibility of products
- limited tole of social and fair economy in tourism industry
- lack of impact measurment tools/ instruments

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	48.000 per year	2 person salaries, 2 years
External expert	10.000	6-8 external consultants
Equipment	3.000	2 laptops, IT costs
Promotion, marketing	10.000	IT marketing, fairs and presentations

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with the category of your idea (innovation)*

FOST INNO



2. Please estimate the revenue of the implemented idea for the period of 3 years.

With 15.000 sold impact tourism products in 3 years (10.000 in 2 years) with app. price of 50 EUR per product we estimate around 750.000 EUR turn over, app. 225.000 EUR (30%) remains within WITH network, the rest is payment for impact tourism products providers (“hosts”).

We also expect European Commission to finance pilot projects in the impact tourism field in year 2020/21. Amount not known yet.

(max 100 words)

3. How does your idea contribute to employment opportunities?

Indeed impact tourism contributes to employment possibilities. Added value is that all national partners and we are including vulnerable groups. In Slovenia in pilot period we include victims of violence into the project development.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

For each of three mentioned areas we have a set of criterias for products to fulfill:

LOCAL IMPACT

- The local environment is involved in the development of the IT product. Its social benefit is enhanced by implementing the ITP in local environments which are not overburdened by tourism
- The ITP is implemented in a partnership with local stakeholders (local tourist guides, providers of services in the supply chain, local transportation providers, etc.).
- The ITP includes local products, local brands or PDOs, local food, local gifts (Impact Gifts made by social enterprises and NGOs).
- The ITP includes local products, local brands or PDOs, local food, local gifts (Impact Gifts made by social enterprises and NGOs).

SUSTAINABILITY AND RESPONSIBILITY: The ITP is fully integrated into the local environment and facilitates a genuine contact with the local environment and population.

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- The ITP includes measures and motivates the tourist (which includes an Impact Pledge option) towards sustainable and responsible conduct (energy saving and efficiency, low carbon footprint, zero waste, recycling, re-use).
- The ITP includes measures that serve to conserve cultural, natural and social heritage.
- Society-, environment- and nature-friendly products and services (plastic-free, etc.).
- The ITP informs on and promotes the use and uses local and public transport, bicycles, other forms of green mobility, etc.

VOLNURABLE GROUPS - ITP pays special attention to and facilitates the inclusion and accessibility of vulnerable groups or individuals.

- The development and implementation of the ITP includes vulnerable groups or individuals (*definition provided in the appendix).
- The ITP is specifically intended for and tailored to vulnerable groups/individuals and contributes to addressing challenges associated therewith.
- The activities of the ITP facilitate accessible inclusion of vulnerable groups/individuals (facilities, transportation, performance of activities, etc.).
- The ITP includes incentives and measures that promote the participation of vulnerable groups/individuals in the ITP (such as discounts, favourable conditions).

(max 250 words)

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DISCLAIMER

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INTRODUCTION

Dear applicant,

below you will find several questions regarding your innovation. Please answer all of them in order for your application to be valid.

1. In what category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) Innovative business model or business process

2. What is the title of your idea proposal?
Pannonia & Vulkanland travel embassy

-
3. Please describe your idea in short.

- Representing various providers from 4 border regions in Slovenia - Austria - Croatia and Hungary on fairs, b2b meetings, organizing events & study tours for touroperators to visit the regions.

- Presenting the top products of each provider
- contributing time & knowledge to develop ITP and add value to the products
- providing direct buyers to the providers during study tours & tourist packages
- lowering costs for presentation for providers
- improving recognition of tourist regions
- making exclusive deals to keep the regions green & sustainable.

(max 1000 words)

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ORIGINALITY

1. Please describe what is the innovative part of the idea?

One provider from private sector (Pannonia & Vulkanland travel embassy) is central point for support for the providers from the region & touroperators from abroad. The cooperation is not depending on outside sources for financing, but it finances it self.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

This business idea is complementary especially in Adriatic-Ionian countries. Providers may benefit from it, because there is communication & co-working base through history of cooperation. Bordercrossing projects are here very applicable, vicinity of various destinations is provided.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

In first year cca. 50 providers / 300 visitors / 500 beneficiaries (included providers / touroperators / group guests / community / state).

(max 100 words)

FOST INNO



3. How does your idea reflect the identity of Adriatic-Ionian region?

It is transnational, including 4 countries, with accent on local / traditional services; nature & cultural heritage & diversity, sustainability aspects through providing smaller groups.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	40.000,00 €	One person full time, additional costs for team of max. 3 persons for events, fairs, b2b
External expert	7.000,00 €	App development, local guides, speakers / coaches
Equipment	15.000,00 €	Brochures, fair stand
Study tours & events & fairs	35.000,00 €	Invitations, materials for touroperators, give-aways, location fee, costs regarding event organisation, fair fees & costs

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with the category of your idea (innovation)*

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2. Please estimate the revenue of the implemented idea for the period of 3 years.

Providers input: cca. 700.000€
Touroperaters input: ca. 10.000€
Benefit from organized tours: ca. 12.000€

(max 100 words)

3. How does your idea contribute to employment opportunities?

Employment directly at Pannonia & Vulkanland

cca. 1 additional employment / year

- **occasional staff ca. 6 months per year**
- **free lancers - trained ca. 2 persons / year**

Providers

**can make added value, train free lancers, employ directly regarding growth,
give better salary due direct sell**

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Short transportations to destination, vicinity of various providers, tourist products with hiking, developing & keeping traditional farming; direct sell of fresh products; empowering local providers to supply the gastronomy & accomodation partners; including vulnerable groups in trainings for free lancers (women; older providers; romani community as cultural heritage).

(max 250 words)

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APPLICANT INFORMATION

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DISCLAIMER

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INTRODUCTION

Dear applicant,

below you will find several questions regarding your innovation. Please answer all of them in order for your application to be valid.

1. In what category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) Innovative business model or business process ✓

2. What is the title of your idea proposal?

Round the Vipava Valley - Round the Adrion

3. Please describe your idea in short.

Round the Vipava Valley is an innovative solution that contributes to long term-growth of tourism in our region and consequently in Adriatic-Ionian region. Our product is fostering sustainable tourism in a way that it can run for indeterminate period not causing worse conditions for living of the next generations. It attracts a tourist, that wants to experience the country/region in a way that is naturally and socially friendly - sleeping with the locals in their facilities, working with the locals (grape harvest for example) etc. The tourist that is our target group is a traveller that wants to experience as much as possible in one destination - and we are giving him a reward for it. Our innovative solution of sustainable tourism offers an innovative product that is at the same time innovative service and business model.

This is how it goes:

1. We select approx. 50 tourist points of our destination, representing the best offer in three categories: Culinary & wine, Sights and Sports. Only the most authentic and distinctive sites should be selected, enabling our guests to experience the best our destination can offer.
2. The selected points should be trained and equipped (stickers, leaflets, posters, ...) to present the idea of going "Round the Vipava Valley" to experience more: to see more, to touch and taste more, to have more fun ... while interacting with the destination.
3. Tourists should be stimulated to take photos and selfies on the sites and to post them on their social profiles using hashtags of the campaign; each week the best thematic posts should be selected and published on our website and social profiles; the best 3 should be awarded at the end of the campaign.

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4. At the same time, the analogic part of the campaign would run. Tourists should be invited to visit at least three sites from a group (for example three vineries from the group culinary & wine) what will give them the ability to earn a certificate, pronouncing them an expert in some field. This should be "certified" with a special gadget (for example a diploma for wine taster). All "players" should check-in the official tourist office to get their gadgets and to qualify for the final round of the game and the final award.
5. The final award / attractive tourist arrangement should be given at the end of the campaign to one or more participants in both, the digital part and the analogic part of the campaign.

The idea is to test the concept in Vipava Valley and after spread the product in the whole ADRION area so also tourists would visit all the points (Slovenia, Croatia, Bosna and Herzegovina, Montenegro, Italy and Albania). Each point would either select their own tourist points of the destinations, in the same categories (Culinary and wine, Sights, Sports) or pick their own.

ORIGINALITY

1. Please describe what is the innovative part of the idea?

The communication concept brings into use some well-known and low-cost instruments in order to:

- **stimulate stakeholders** to improve their products/services and the presentation of their offer while confronting with their competitors on completely different way by recommending the "neighbours" offer as passionate as its own,
- **build the community** and reinforce the destination with one solid and persuasive message,
- **stimulate tourists** to visit more sites, to fill-up their days with more authentic experiences while enjoying the attractive character of the destination,
- **give tourist new overall experience** as the campaign invite them to play, interact and collect memories on a different way
- **give the Adrion region unique platform:** the same concept allows and stimulate each destination to expose their differences, local values and culture while taking advantage of tested concept; because of different contents each campaign would be perceived by the tourist as local and regional at the same time.

The innovative part of the idea is to connect the ADRION region as a whole destination.

REGIONAL AND NATIONAL SIGNIFICANCE

FOST INNO



1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

The concept is 100 % applicable in all Adriatic-Ionian countries.

Important: the implementation of the concept in more countries rises the power of the campaign and allows the region to develop united communication campaigns for the target markets.

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

For the testing phase of two months (summer 2019) we expect the idea to reach:

- approx. 50 tourist offer providers,
- approx. 20.000 of existing customers/guests,
- 150.000+ tourists in Vipava Valley on the level of a whole year if the idea stays (based on the data from 2018).

The beneficiaries of the idea are not only the potential users - travellers - but also local tourist providers. The idea will raise their performance and create a healthy competition between the tourist providers which will encourage them to improve themselves and their offer all the time.

3. How does your idea reflect the identity of Adriatic-Ionian region?

The concept comes out of the identity of the region: going around, get in touch with locals, taste the local food, smell the specific aromas, understand the history, culture and soul of the region.

The main "fields of the game" (experiences of our product) are:

- taste & smell
- see attractive sites
- get active

These are all of most recent trends for our traveller who is our target group for the region visitors. They don't only want to see what we have to offer but live it - with the locals.

Our region has a lot to offer in all of these fields. Small differences through different destinations are attractive and represent key advantage of a big, unique mosaic called ADRION.

4. Does your idea have any impact on the extension of touristic season?
 - a) Yes ✓
 - b) No

FOST INNO



5. Does your idea reduce the negative impacts of mass tourism in the destination or region?
- a) Yes ✓
 - b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Campaign development	4.800,00 EUR	creative development, story-telling, design and digital support concept
Training of stakeholders	450,00 EUR	3 workshops, one for each field
Equipment:		
- printed materials	1.800,00 EUR	stickers, posters, leaflets
- gadgets	1.000,00 EUR	diplomas, t-shirts, caps, bags ...
- final awards	800,00 EUR	gifts and tourist arrangements
Campaign coordination	1.500,00 EUR	part-time project manager for 2 months (approx. duration of the campaign)

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with the category of your idea (innovation)*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

We propose that the idea is first year a part of the testing phase from the project FOST INNO but in the next years, we see an opportunity for the project team to develop and spread the activity through the established Adriatic-Ionian Tourism Innovation Centre. The Centre should act as a coordinator of the Contact points, which would further coordinate the product on the level of each country. When a product shows to be a success, we would include more local providers in the network, which will enable us to welcome more travellers that are still the ones from our target group - the ones that follow the concept of sustainable tourism.

3. How does your idea contribute to employment opportunities?

The idea has a potential to increase the number of visitors of selected sites and other sites on the destination. Some of these sites have no employed so far and this should be changed, opening many new employment opportunities. Better-informed travellers of the concepts of the sustainable tourism

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will mean more inquiry at local providers, since they are often excluded from the travel packages of the big travel agencies.

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

The idea has sustainability in its roots: it starts with community engagement in order to build the community around one strong idea, which combines local values and tradition with sustainable business ideas.

The whole concept of our product is to offer a service that is the hottest trend for travellers now. We would connect a traveller to local communities to join them at their everyday experience - not only to come to destination and drink wine but also to see how it's made or not only to jump with a parachute but also to climb their way to the take-off on foot. One of the criteria for the collection of the local providers included as a tourist points would be the sustainability of their service or product and their contribution to preserve diversity of plants and animals and respect for the local cultural and natural heritage. We would also include the social companies that provide services or products in the fields for tourism (for example local herbs centre that offers visitors to see where the herbs come from, even pick them by themselves) and sell the herbs products that are made by blind and visually impaired). The opportunities for development our product are endless.

APPLICANT INFORMATION

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DISCLAIMER

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INTRODUCTION

Dear applicant,

below you will find several questions regarding your innovation. Please answer all of them in order for your application to be valid.

1. In what category does your innovation belong?

- a) Innovative product
- b) Innovative service / yes
- c) Innovative business model or business process /yes

2. What is the title of your idea proposal?

Vipava delicious basket - a basket of local delicacies

3. Please describe your idea in short.

Vipava delicious basket is an innovative product made to introduce better local delicious products and gentile local people including to improve sustainable tourism. Important fact is also collaboration with local partners and local tourist providers. Vipava delicious basket includes a day trip through Vipava valley. On the daily trip many of the tastings and collecting local products will give you an unforgettable experience. Our goal is to promote a destination as a land of excellence to local product and a land of hospital people.

Guests will start the trip/experience at Tourist info centre in the center of the town. Here they will get/buy coupons and they will visit 5 different tourist providers of local products (for example hemp, honey, wine, fruits and handcraft). At the providers they will taste their products and pick some to put in their baskets that are already implanted in cycles - unique cycles or balanced bikes that are powered by electricity.

Guests will rent balanced bikes also at Tourist info center and ride with it around the providers.

(max 1000 words)

ORIGINALITY

1. Please describe what is the innovative part of the idea?

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Tourist office will offer cycles - balanced bikes that are not in regular use yet, because were lately innovated by a local group of innovators.

Vipava valley is very good known as a wine region but less known on delicious honey products (in Vipava there are over 100 beekeepers connected in an association) and many other local products. Through our new product guests will meet many more than just an excellent Vipava wines. Important is that local offer and local providers are connected together to give guests the best authentic experience in a new way with unique balanced bikes.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

The idea of Vipava delicious basket can be implemented as a new tourist product in Adriatic-Ionian countries and a product that could network also local tourist providers out of Slovenian border. The citizens of Adriatic- Ionian region are also potential customers of the package. The purpose of our product is to connect providers with local products and to sell local products and experience at the presentation. Such a concept can be used also in other environments with local products.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

In the daily trip will be included at least 5 different local providers, mostly young citizens who see their future in unspoiled local environment, in our case in Vipava valley. But in all trip will be included more providers of local products, there are a lot of wine makers, honey producers, and others. *(max 100 words)*

3. How does your idea reflect the identity of Adriatic-Ionian region?

It reflects the identity of the region through the local products that are similar to other Adriatic-Ionian countries. We have similar products but is important how to present to potential customers. They are high quality products but are not coming from "trusted" high quality countries. So this

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is an opportunity to change mentality, change shopping habits. Most of all is important that the local providers are proud of the products they have made themselves and they can compete with better known world wide destinations.

The goal of project is also to raise self-esteem of local providers, because they make excellent local products and they keep interesting stories they could share with visitors.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?
 - a) Yes
 - b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?
 - a) Yes
 - b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	2000	Coordination of the project
External expert	10 000	Design, promotion and advertising
Equipment	10 000	Balanced bikes, baskets
	2000	presentations at providers

*these are suggested budget lines; please feel free to add or delete the budget lines in accordance with the category of your idea (innovation)

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Estimation of the revenue is about 65 000€ in the period of 3 years, where the number of guests will start with about 150 persons who will use the product in first year and continue till 300 guests in the third year.

(max 100 words)

3. How does your idea contribute to employment opportunities?

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People will stay at their farms and proprieties because they will see opportunity in selling their home made products sharing their personal stories, they will be self - employed. Important fact is also that youngsters and young families will stay in Vipava valley that has positive influence in whole Vipava valley (GDP, population growth, renovating old houses, including also tercial goods and services that are not directly involved in tourism - local entrepreneurs,...).

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Guests will use special balanced bikes powered by electricity. In the package will be involved only providers who have original Vipava valley products based on ecological facts. Guests will personally meet al the providers so they could listen to their tradition, personal stories and the will have a felling that are one of us. It will be a lot of fun also moving from one to another provider. On the road they will meet also many of other local people, because they will cycle through the villages.

The products will be packed only in materials that could be recycled. We are looking for plastic free packaging. People will use cycles with no bad effects on environment at some places (on the farm) they will use only their foots.

We will promote also to visit Vipava valley using public transport.

(max 250 words)

APPLICANT INFORMATION

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INTRODUCTION

Dear applicant,

below you will find several questions regarding your innovation. Please answer all of them in order for your application to be valid.

1. In what category does your innovation belong?
 - a) Innovative product
 - b) Innovative service**
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

TRANSFER BETWEEN DESTINATIONS WITH OLD-TIMERS

3. Please describe your idea in short.

The purpose of the idea is to offer traveling between destinations, locations for sightseeing, in more unique way - with old timers (Balilla, Topolino, Cadillac, Mercedes, Zastava and even Ferrari). For the implementation of our idea we would need cooperation from local providers that would offer their services onsite. We would keep the idea in smaller cooperations with local providers and would not include big travel agencies.

(max 1000 words)

ORIGINALITY

1. Please describe what is the innovative part of the idea?

Transfers of the traveller are approached individually and with our service we take them to their youth, they get a feeling of nostalgia.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE



1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

The idea can be implemented in the same way in different countries, regions across ADRION region in a way that they include different local providers and tourist attractions.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

Potential travellers would discover hidden corners of an individual region across ADRION.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian region?

Each region has a specific old-fashioned cars and the view from the old-timers drive is remarkable.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) **Yes**
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) **Yes**
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs		Exsisting staff
External expert		
Equipment	5.000 €	Phones, computer programme

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**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with the category of your idea (innovation)*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Satisfied costumers can not be measured in profit.

(max 100 words)

3. How does your idea contribute to employment opportunities?

The idea contributes to employment opportunities through indirectly opening a market niche to encourage conservation of technical heritage, contributing to employment opportunities and service activities.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

The idea encourages and honours technical heritage of our region and has an individual approach that reduces mass tourism and offers viewpoints that big travel agencies do not, it also offers a connection with smaller local providers that are usually not included in the big chains of bigger providers.

(max 250 words)

APPLICANT INFORMATION

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) **Innovative business model or business process**
2. What is the title of your idea proposal?

The Green Km - Tourism Landscape - enhancement of thalassotherapy and clay mud in a pristine environment between sea and pine forest.

3. Please describe your idea in short.

Enhancement of thalassotherapy and clay mud in a pristine environment between sea and pine forest, enhancement of the dune environment and the environmental education center.

Our idea is to improve the environmental infrastructures, using the territorial peculiarities, in particular we intend to create an open air spa area between the sea and the pine forest, implementing the works already existing such as the environmental education center, and inserting excursion activities (canoeing, educational walks, food and wine tours, bike rides, tourist connections with the urban center by Lilliput train or electric bus).

For the environmental infrastructures we intend to reconstitute and stabilize the dune environment through environmental engineering works (bio stats and planting of native species using the regional nursery site) involving young people and the local population in environmental protection interventions, with the scientific support coming from research institutions and associations (University of Molise, Legambiente, WWF) and improving the accessibility and visibility of these places. Training courses will be activated for environmental protection volunteers, who will be trained to carry out guided visits in the prestigious marine areas, also addressed to a target coming from foreign countries through the development of an internet site with apps, and promoting activities and the territory on the main communication social channels.

The initiative wants to attract and to propose a model in the field of landscape architecture with the aim of identifying new integrated logics of sustainable design in protected environments and good

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practices to interact with the landscape both marine and urban and to represent the synthesis between the aspiration to the progress and the expression of the local identities of the natural coastal landscape. The connection between the coastal environmental infrastructures and the urban center will be both with physical routes and with virtual connections through the online promotion of the territory and micro-hospitality.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

Our idea is to develop thalassotherapy and clay mud in an uncontaminated environment between sea and pine forest and exploit what nature and calamities have shaped and characterized at a territorial level. The Municipality of Petacciato has an old landslide which has always been seen as a limit and as a constraint and now the idea is to transform it into an opportunities for sustainable and natural development. In particular on the beach we have several clay outcrops currently used by people for mud baths; our idea is to develop thalassotherapy and equip the area in an eco-sustainable way and make it accessible to tourists and local populations by creating a tourist industry, designing an architecture model of the coastal landscape by identifying new integrated systems of sustainable design in protected environments and good practices to interact with the marine and forest landscape .

“Tell me and I'll forget, show me and maybe I'll remember, involve me and I will understand” by CONFUCIO

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

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Designing a model of coastal landscape architecture by identifying new integrated sustainable design systems protected environments and good practices to interact with the marine and forest landscape. To develop a platform to allow operators to participate in a path of environmental sustainability and guarantee “green” experiences to tourists (involvement, certification, marketing). Hospitality projects will be activated, both rural and within the country, fostering micro receptivity and exchanges in order to raise awareness among the local population and promote knowledge of the territory and local traditions.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

3000 - 5000 person per year

(max 100 words)

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3. How does your idea reflect the identity of Adriatic-Ionian Region?

Marine and coastal territory - naturalness - accessibility

To activate participatory and partnership processes at the local level for the definition, implementation and monitoring of local sustainable tourism development actions. Adherence to the European charter for sustainable tourism of protected areas: an opportunity to give international visibility and a governance tool.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	90.000	At least n. 2 people for 3 years to boot the project
External expert	45.000	Experts to elaborate the project
Equipment	150.000	Environmental engineering works, purchase of equipment

FOST INNO



**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Entry fee to the clay mud baths, canoe and bike rentals, course registration fee, publicity of local activities on the site, participation fee for excursions.

(max 100 words)

3. How does your idea contribute to employment opportunities?

Employing and training young people in an environmental sector that still needs to be valued, green tourism (involvement, certification, marketing) and expanding the visibility of local activities.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

The idea in itself acts in a sustainable manner involving local populations in ecological and naturalistic activities. Designing a development model of the coastal environment by identifying new integrated sustainable design systems in protected environments and good practices to interact with the marine and forest landscape.

(max 250 words)

FOST INNO



APPLICANT INFORMATION

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The applicants/idea creators will not gain any financial benefit for idea testing, directly or indirectly.

Innovation idea will remain the sole property of the applicant.

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) Innovative business model or business process**
2. What is the title of your idea proposal?

MOVE HANDY

3. Please describe your idea in short.

The idea is to create a start up whose goal is to create a web platform that aims to become a virtual place where to respond to the needs of the tourist market for people with disabilities.

No one better than a disabled person knows how annoying it is to find a closed road. Accessibility is a concept, an ideal to achieve equal rights and duties, an equality that allows the participation of the individual in the social life in which he is, in fact, the subject.

By ensuring the accessibility of accommodation, transport and mobility, catering and leisure time can be guaranteed the need to create a connection between the various services in order to make them truly usable, without discontinuity, and offering to people with special needs and their families autonomy in tourist use.

The possibility of accessing and using the facilities is the fundamental prerequisite for allowing the potential tourist Handy Traveller with special needs to consider a tourist offer: it is obvious that this attention must be paid to the entire duration of the holiday as an experience and not just in a part.

Therefore, it is necessary to offer accessible transport, accessible accommodation facilities, but also proposals and programs with accessible itineraries.

Accessibility also includes the reliability of information on facilities and routes to ensure reliable and effective data that allows each person to independently assess the level of compliance of the structure to their needs.

But who are the protagonists of this market?

It is too simple to think only to people with physical disabilities, it is instead a question of including the broader and more generic world of needs, also represented by people who do not have obvious and

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verifiable disabilities: people with physical disabilities, with walking difficulties, with walkers, in a wheelchair, with a motor chair; people with sensory disabilities, deaf or hearing impaired people, blind or visually impaired people; people with cognitive disabilities, people with autism, people suffering from obesity, the elderly, parents with strollers, children, pregnant women, people with special dietary needs (for physical or cultural reasons).

People with special needs can be people with disabilities or other problems that require special comforts and facilities for travelling. Move Handy wants to give the right solution to this large market, which is often not taken into consideration.

Our start up aims to satisfy the desire to connect travellers from all over the world with the love of locals for their land. The protagonists are the Handy Travellers and the Handy Guests: the first are those who want to discover a place, experiencing a unique and authentic experience, despite their limitations. They contact the local Guests or Handy Guests, who host them and accompany them for the entire duration of the travel, advising a range of services designed to meet their particular needs. The web platform, on its page, lists the places to visit, what to do, where to eat and where to stay and in addition it allows the Handy Travellers, having behind them a different travel experience, and Handy Guests, with a personal enrichment, to report their experience in the section dedicated to reviews, suggesting the same opportunity for future Handy Travellers and also proposing possible improvements. In this case, this application puts together practical, business and social participation opportunities.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The innovative element of this start up platform is to involve the Handy Guest in satisfying the response of the Handy Traveller. The Handy Guest, a resident of the hospitable community, places itself at the visitor's disposal, suggesting the best solutions for his vacation, advising on the activities to be carried out on site, what he can visit, where he can stay overnight and accompany him throughout the duration of the visit.

Who knows better than the Handy Guest its own territory, its community and can tell it and let it be discovered by a curious visitor who has chosen that particular location to spend and live a unique and unforgettable experience? In this way the Handy Guest feels integrated in the community and is able to guarantee a solid social cohesion, making it an active part in the work.

(max 150 words)

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REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

The proposed idea for the Adriatic-Ionian area countries aims to promote economic and social prosperity and growth in the region, improving its attractiveness, competitiveness and connectivity, developing and enhancing the resources that are present and which connect the various countries. Based on the strategies already identified for this macro-region, our project aims to create a solid network of information, media, accommodation, restaurants and cultural destinations that connects the latter's Handy Guests.

The utility of the idea, proposed also for the countries participating in the project, consists in simplifying the tourist experience for this particular segment that today often still has difficulty in fully living the destination and its services due to its physical and often also social barriers.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

The audience of accessible tourism is very wide. In terms of figures, in fact, the potential demand is estimated at around 127.5 million people (46 million people with some form of disability and 81 million people over 65). This is why accessible tourism affects around 17% of the European population. People with disabilities are not a world apart, but people with specific needs and needs can benefit everyone. The web makes it easier and more engaging to respond to these needs.

(max 100 words)

FOST INNO



3. How does your idea reflect the identity of Adriatic-Ionian Region?

Nowadays it is neither easy nor obvious to outline unequivocal the profile and identity of the Adriatic - Ionian Region. However, if there is a common trait on which we can dwell and reflect - among the many of no less importance - it is the delicate issue that involves people with disabilities and the problems they face every day.

In the region in question targeted proposals have not always been put forward involving the subjects mentioned above and, through our proposal, we would like - as far as possible - to show how, especially in recent years, there has been a deep awareness of the issue and of a considerable sustainability to the cause.

In fact, it is the local community that becomes the protagonist. Through our proposal, the Handy Guest acts as a promoter of its own territory, making its knowledge and skills available.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) **Yes**
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) **Yes**
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	Euro: 4000 (approx.)	Salaries and remuneration. Monthly remuneration per person of 400 euros. Total staff: 10 people.
Consultancy and service costs	Euro: 460 (in the case of single consultancy).	In case of advice or extra service the employee will get, for each one, a surplus of 15% on his monthly remuneration.
Equipment	Euro: 20,000	Equipment and machines.

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**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

The launch phase of the Move Handy start up is mainly based on public finance and crowd funding. The idea is to present the project idea to potential regional, national and European investors as well as participate in competitive tenders. Being a social innovation project, it will also aim to intercept social funding, that is, through funding from targeted crowd funding campaigns.

(max 100 words)

3. How does your idea contribute to employment opportunities?

The proposed idea guarantees an increase in job opportunities for the different categories of people; starting from the analysis of what can be the employment opportunities for people with disabilities up to those destined to the able-bodied we can consider a wide range of possibilities of which, among the most important, we see the figure of the companion tourist and / or tourist guide of an experiential journey whose characteristics deviate from those of a prototypical holiday, in which the enhancement and exaltation of local characters cannot lead to anything other than to increase the interest of the Handy Guests, between the others, towards, not only of the most purely tourist part of the town, but also of the less valued and renowned part.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

The Move Handy initiative looks first of all at the conception of so-called responsible tourism, implemented according to principles of social and economic justice with full respect for the environment and cultures. The platform operates by favoring a positive interaction between some of the foundations of tourism sustainability: the identity, the territorial belonging and the participation of local communities, which in this case involve disabled travellers in particular.

This is what is called "tourism without barriers", with the aim of offering tourism tailored to people with special needs, enhancing and optimizing what is already there and at the same time bringing ordinary tourists closer to those of the weaker segments, which have so many opportunities to offer.

The combination of these factors contributes to the enrichment of the individual identity of all the

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participants and to a strengthening of territorial belonging, or the question of attachment to the community understood as a "satisfaction towards the community", according to which the degree of satisfaction is expressed through a positive bond of the individual towards the community in which he or she is placed.

The Handy Guest, which also acts as a tourist guide, thus assumes the awareness of being an important local actor for the enhancement and promotion of the cultural, immaterial and environmental heritage of its territory.

(max 250 words)

APPLICANT INFORMATION

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Innovation idea will remain the sole property of the applicant.

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PREMISE

Dear candidate,

You will find below some questions to describe your innovative idea. Please respond to each of them in order to submit your application.

1. What kind of innovation does your idea develop?
 - a) **Innovative product**
 - b) Innovative service
 - c) Innovative management or business model

2. What is the title of your IDEA?

MOLISE WITHOUT BORDERS - ORIENTAL BRIDGE

3. Describe your idea at a glance.

The goal is to develop a sustainable tourism project that connects the Molise region with Montenegro, Albania and Croatia by exploiting the geographically positive position of Molise, its history with Albanian and Croatian linguistic minorities aiming at a different tourism, involving all people.

The project is divided into three phases linked to each other:

1) A 'bridge' made up of connections by sea between Termoli and the Croatian, Albanian and Montenegrin coasts, not just in the summer season, but for commercial relations between the various roads. The typical products of Molise are taken to the other coast and vice-versa so as to expand the market of our Region and open the port to a real commercial exchange. Similar relationships are already in place with the Tremiti Islands almost throughout the year. In this way, the port of Termoli not only would return to its former splendor, but there could be an increase in productivity, work and consequently tourism from and to Molise and the nearby coasts. Relations with Montenegro, Croatia and Albania would be strengthened, that have strong roots in Molise as the history tells us. The use of energy in this first phase is not excessive. A connection with Croatia is already in place with GsTravel, so it would be enough to intensify the connections through regional and European aid and open to the possibility of participation to other maritime companies.

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2) The second phase is closely linked to the first. It's necessary to create a bridge for commercial connection, but it's necessary to strengthen the tourism sector too. The collaboration between the ProLoco (Union of Municipalities) and associations will be necessary to create a full calendar of appointments that is unique and complete and should be promoted throughout the national territory. Thematic festivals for the winter period, taking advantage of the snow and inland villages, the Ciaspolata, the traditional festivals, the New Year in streaming between the various realities, the food and wine products, with a tourist offer that reaches both families and the youngest. It would be interesting to promote croatian-style events in the countries of Croatian linguistic minority and Albanian style events in the Albanian linguistic minority countries and to promote Molise events in Croatia, Albania and Montenegro and vice versa. This will be improved through a territorial website that promotes, materially, each town of Molise with video and photo features, with travel packages throughout the 12 months of the year, an institutional news section, giving maximum importance to ProLoco, to the associations, to tourism activities and schools in general. It will be a real spotlight on the Molise Region, engaging many human resources and few economic ones to have the maximum result.

3) Last activity of the project is the creation, through municipal calls, for the construction of mobile wooden structures in the ports of interest. In the port of Termoli there will be five structures of local origin, one Croatian, one Albanian and one Montenegrin, each one build with original, of belonging and service goods; the same thing, it will be done in a Croatian port, in an Albanian port and in a Montenegrin port. The calls will have to be delivered by January 2020 in order to be able to carry out the structures from April to September 2020. The eco-sustainable wooden structures will be mobile, built by the municipalities and rented to those who will win the one-year tender. This will create employment, tourism and sustainability in all its aspects.

To recap:

- 1) a bridge made of commercial connections between Molise, Albania, Croatia and Montenegro;
- 2) synergies between the ProLoco and associations in the creation of a single and articulated calendar with events throughout the year;
- 3) national promotion of these connections between Molise and the nearby coasts;
- 4) creation and management of a website with Molise used in all its municipalities, with tourism

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promotion, ad hoc travel packages, history that links the Italian region to Croatia, Albania and Montenegro;

5) construction of mobile structures to sponsor their products and those from overseas in each port.

(max 1,000 words)

ORIGINALITY

1. Describe the innovative element of your idea.

Innovation consists in expanding relations with the elimination of barriers by increasing marine traffic. This will ensure sustainable development of tourism and an increase in employment.

(max 150 words)

REGIONAL AND NATIONAL RELEVANCE

1. What is the potential development of the idea proposed in the Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia-Herzegovina, Montenegro and Albania)?

The project aims to increase relations between the Adriatic-Ionian countries through the improvement of naval transport services and consequently to facilitate exchanges.

(max 150 words)

FOST INNO



2. What is the potential number of direct users (customers/tourists/beneficiaries)? (estimate)

The project will involve purely tourist flows from both coasts. The objectives will be: to facilitate transport during the summer season for mainly seaside tourism and to support tourism sector with travel proposals during all the year and not just in summer.

(max 100 words)

3. How does the proposed idea reflect the identity of the Adriatic-Ionian Region?

The diversification of seasonal tourism will support a peculiar tourism capable of intercepting specific market segments interested in the discovery of authentic and distinctive offers different from the standardized ones.

(max 150 words)

4. Does the proposed idea have an impact on the de-seasonalization of truistic flows?

- a) Yes
- b) No

5. Does the proposed idea reduce the negative impacts of mass tourism on destination and / or in the region?

- a) Yes
- b) No

FOST INNO



FINANCIAL PLAN

1. What are the costs necessary for the development of the proposed idea? (estimate by categories of expenses).

Cost categories *	EUR	Notes / Explanation
Personnel costs	30.000	
Consultancy and service costs	10.000 60.000	Promotional meetings Transport Connections
Equipment		

* the categories shown are only suggestions; feel free to add or delete expense categories according to need in agreement.

2. What are the revenues that could generate the realization of the idea in the first 3 years? (estimate)

(max 100 words)

3. How does the proposed idea contribute to increasing job opportunities?

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The increase in tourist flows between the two coasts will create new opportunities for growth and consequently the need for qualified human resources.

(max 150 words)

SUSTAINABILITY

1. How does the proposed idea contribute to sustainability (eg local community participation, environmental protection solutions, inclusion of people with disabilities / vulnerable groups)?

(max 250 words)

CANDIDATE INFORMATION

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NOTICE

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The candidates / creators of ideas will not get any financial benefit for the realization of the pilot projects of the winning ideas, directly or indirectly.

The innovative idea will remain the exclusive property of the candidate.

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) Innovative business model or business process**
2. What is the title of your idea proposal?

RainbowHope

“Dove c’è una ruota, c’è un mondo!” (Where there’s a wheel, there’s a world!)

3. Please describe your idea in short.

Our idea comes from a strong need to sensitize as many people as possible respect a world "full of colours or shades that are often hidden by a series of barriers. We are a start up of young people animated by a profound sensitivity in relation to those that, for any reason, find themselves in a condition of disability, this word is for us a wonderful way to see the world with different eyes.

From this point of view the "journey" is experienced not only as a moment of pleasure, leisure and recreation but also as a moment of personal growth and discussion with other similar realities that aim to the freedom.

The idea is called "Rainbow Hope", or "the rainbow of hope", because it gives positiveness to who will use this platform and also because it will use the colours of the rainbow as indicators of the various disabilities and activities or solutions that our platform will offer, so that the chromatic values blend together and form something special and rare.

Rainbow Hope is a travel platform accessible to all, a platform where demand and supply will go hand in hand so that, between users and operators, there can be no misunderstandings but only effective and efficient resolutions.

This platform will be geolocated and each user will be able to register not necessarily entering his personal data but, if the user wants to maintain own privacy, he will be able to use a variety of different colours or nicknames so that the person remains protected and safe.

"Rainbow Hope" will aim to reach the highest number of people affected by any type of disability but

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that want to relate and achieve common goals and emotions. The aim is to gather and give hope by offering free research services and reviews to analyze the potential tourist demand to be satisfied. In fact, the reviews of the personal travel experiences (from the hotel room to the monuments until the accessible taxis) will feed the power of accessibility, creating a true community that supports each other through critical information. We imagine that travellers before us have paved the way for a pleasant and accessible travel experience. Everything would become easier, the accessory and leisure services, the recreational services, assistance, accommodation booking and transfers such as cruises or standard transports and localization of accessible routes in Adriatic-Ionian destinations (Italy, Slovenia, Croatia, Albania, Montenegro, Bosnia Herzegovina).

Rainbow Hope offers varied options and resolutions for any travel problems affecting millions of people with disabilities thanks to a prompt communication from operators and from a wealth of information and exhaustive and truthful resources. Our vision changes the way of people with disabilities travel and relate to their lives, offering ample on-the-go travel resources that solve problems like finding the on-site repair of the wheelchair or hiring a local caregiver.

But in addition to assistance there is much more, users will have the possibility (where communication problems arise) to consult an SOS section that will allow them to receive, in real time, all possible travel solutions. If in the past spend a relaxing holiday, between non-existent walkways for access to the sea or inadequate length, cities and hotels full of architectural barriers, was an utopia both for people with disabilities and for their travelling companions, today the things are slowly changing.

Considering the number of disabled citizens in the world and the number of the people who make up their social and support network, it is not impossible to notice that this is a good slice of potential tourists and, consequently, of possible resources for the world economy. They represent potential sources of income because, obviously, they must be able to exercise the role of "tourist" and to do it in a satisfactory way, finding all the comforts on site and during the journey to reach their destination.

Holidays must leave a beautiful memory and, above all, the desire to leave again for another destination, otherwise it is a loss for everyone: it is frustrating for travellers, first of all, it is a lost opportunity for those who work in the tourism sector and, in general, for travel destination countries.

It seems opportune to underline that, with these supports, not only people with disabilities but numerous other groups of users (elderly, children) would benefit from ramps, lifts, equipped public transport and any type of device that facilitate the usability of places, routes and structures. Accessibility also affects, for example, parents with strollers, people on crutches, the elderly of today and those who will become one tomorrow, practically all of us.

Although there is still much to improve, something is changing, if only in terms of greater attention to everyone's needs. The tourism industry is therefore aware of this existence, even if there are those who rightly point out that there are not only people with physical disabilities and therefore, in the design of structures and services, we should begin to take into consideration the needs of those with sensory and cognitive deficits. Furthermore, the promotion of accessible tourism, in theory and in

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practice, cannot be exhausted only by the removal of physical architectural barriers. Thanks to our idea of start up, we offer our small contribution to change the situation, both in terms of reporting critical issues and proposals and to improve the existing one.

Increasing accessible means and places is in the interest of the entire community, then the responsibility and commitment to improve the offer of our tourist destinations must be shared by all: disabled and non-disabled, continuing to fight "Aiming to be human in itself and the importance of being considered as such regardless of everything".

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The innovative idea comes from a careful market analysis respect the disabled world that does not aim exclusively at the selection and promotion of accommodation, catering and transfer facilities, but which also addresses the sensorial and emotional sphere. It is important to share passions that include the artistic, culinary and cultural spheres that, in our opinion, represent a greater source of revenue than the actual purchase of technical or other material services.

The innovative element that characterizes our platform is to collect information on accessibility, publish previous "accessible" journeys so as to be able to compare, provide advantageous prices, have an area dedicated to recreational and leisure activities (open-air), sports activities, cinema / group theatre, conversation club, hobby sharing, experience sharing.

Rainbow hope is a platform that introduces and tries to operate not only for a specific country but creates a strategic alliance, which includes the Ionian-Adriatic area, so we offer services that relate the characteristics of the countries that include these regions.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Our start up develops extremely advantageous potential in the Adriatic-Ionian area because it facilitates and enhances the possibility of traveling more peacefully, having at its disposal a series of

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services and comforts. In fact, on our platform you can also use an SOS area where a disabled person with particular difficulties in communication, can receive immediate assistance that will facilitate his journey. All this will allow to travel with a greater number of resources, optimizing time and costs. On our platform we see a remarkable naturalistic, landscape, cultural and maritime potential that links the Italian territory with the Adriatic-Ionian area. The strength of our proposal is the dissemination and promotion of tourism activities related to the cruise industry. In fact, cruise ships turn out to be an extremely convenient and comfortable type of travel; a series of sporting activities are planned such as: bird watching, group shore excursions, pet therapy, para-cycling with handbike, paralympic fencing, sailing.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

It is simplistic to think only to people with physical disabilities, instead to think that it is a question of inclusion of the widest world of needs in the tourism market, also represented by people who do not have obvious disabilities, but people with physical disabilities (with walking difficulties, with walker, in chair on wheels, with motor chair), people with slight sensory disabilities, suffering from autism, obese, elderly, parents with strollers, children, pregnant women. In the current European situation the potential demand for this tourism is estimated to be around 127.5 million people (46 million with some form of disability, plus around 81 million people over 65).

(max 100 words)

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3. How does your idea reflect the identity of Adriatic-Ionian Region?

The identity of the Adriatic-Ionian Region derives from common naturalistic and landscape factors that bring it together in an interesting transnational macro area which, despite different historical, political and social vicissitudes, shows intact the variegated and rich naturalistic, landscape and architectural heritage. So much has generated a lively tourist attraction for too long remained precluded from the growing cultural needs of people with disabilities and that a tourism, in line with innovation and with a real social sensitivity, must now be able to offer.

The goal is to promote a coordinated and integrated development of the territories involved, developing mutual relations between the inhabitants and the institutions of this geographical area for the development of collaboration. All in order to achieve the conditions for an environmentally friendly economic development; of common interests, defining and harmonizing a common strategy of social growth made up of cultural exchanges offered to all categories of tourist users.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

a) Yes

b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

a) Yes

b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs		
Consultancy and service costs	30.000	(legal, fiscal, financial, website, server)
Equipment	25.000	(office, equipment, furniture)
Marketing	20.000	(promotion, services)
advertising	12.000	(digital, traditional)

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**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

In the first three years it is estimated that the main revenues derive from: Public Financing, Business Angels (entrepreneurs, ex-managers or company owners, who have financial resources, a good network of knowledge and a consolidated management capacity), equity crowd funding, Incubators and accelerators (i.e. organizations that aim to provide not only capital but also a wide range of integrated support services such as sharing physical spaces), own resources, donations of family and friends.

When fully operational, the main revenue items will be the royalties on transactions, advertising and, more generally, the management of big data as well as the revenues deriving from ancillary services such as, for example, training for accommodation facilities, for the management of services specialized in hospitality of disability.

(max 100 words)

3. How does your idea contribute to employment opportunities?

Our platform contributes significantly to the increase in job opportunities because it is based on a dense network of communication between users and all those structures aimed to satisfy their needs. In this sense it implements the growth of accommodation, recreational facilities, culture-oriented structures (cinemas, museums, theatres, concerts), creating new jobs and new opportunities.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

We are proposing a start up that has a strong social value because it aims to create a community of users gathered from an important need for social inclusion, in many cases today they do not find adequate answers to their needs. The use of advanced web technologies will also make it possible to create a broad and rich market of services that will also facilitate seasonal adjustment of tourist flows for the entire Adriatic-Ionian macro-area.

(max 250 words)

APPLICANT INFORMATION

FOST INNO



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DISCLAIMER

All collected personal data will be used only for the purpose of the *Public call for innovative solutions in sustainable tourism in Adriatic-Ionian Region*.

The applicants/idea creators will not gain any financial benefit for idea testing, directly or indirectly.

Innovation idea will remain the sole property of the applicant.

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

KM0 Impact AI Model

3. Please describe your idea in short.

The project idea stems from the need to offer tourists a product that is increasingly attentive to sustainable development and environmental protection. In the last decade, a strong sensitivity has developed on issues of environmental impact and the ecological footprint that our life and our desires produce on the lives of others and of the planet more generally. At the same time, the need to experiment with sustainable tourism is combined with an ever more attentive and conscious attention to what we eat and the product cycle.

In this regard, the project intends to experiment a process for the construction of a tourism product quality label applicable to all the services that offer food & beverage, from hotels to restaurants to B & Bs....

The model is particularly interesting for the hospitality offered by medium and small cities and provides door-to-door procurement over distances of up to 3-5 km of local products, so-called Km 0, through couriers with bicycles and cargo -bike, pedal assisted or not, to all the interested structures that will be able to acquire the KM0Impact label. The most distant agricultural and / or artisan companies, even if within the municipality, can deliver the goods to a collection point in the city or near the most interested area (for example, historical center)

The bike logistics service will also allow to reach the historic centers and at the same time guarantee the relative proximity of the supplier/producers. The model envisages the construction of a network of small local producers (organic and non-organic) who can ensure the maximum range of food & beverage products necessary for reception. In addition to food & beverage, bathroom and toilet

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products may also be interested (think about soaps and creams made with olive oil and / or honey), fabrics, small furnishing accessories etc.

The project will therefore allow the quality of the hospitality sector to be enriched and at the same time it will be able to promote small local producers, with an attention to the satisfaction of the careful and sensitive tourist who will be able to enjoy their holiday with more serenity and consciousness.

The model to be implemented will be managed and coordinated by the transport company with bicycles to be implemented and / or expanded (if it already exists).

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The idea is innovative in that it puts together a series of already existing sustainable solutions which, however, have not yet been in dialogue together, proposing a model that would allow many advantages to be obtained for the reception system and the development of new opportunities for local communities. The innovative element lies precisely in the formula that the model offers: the network of several subjects of a territory that together produce a sustainable and high quality reception system for the final offer produced. Operators of tourism on the one hand, operators of logistics by bikes on the other (in this case they could be already existing or to be startupper), small agricultural producers, small businesses, managers of the quality labeling system, together for a new tourist offer that meets the new needs of tourists.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

The Adriatic Ionian area is perfect for experimenting and developing this project idea. The main feature of the region is in fact that of a territory with small and medium-sized cities, often with hardly accessible historic centers, surrounded by rural areas where many small quality producers insist,

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struggling to sell their excellent products because they are outside the market logic of large retailers.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

It is assumed that a percentage ranging from 10%, in a medium-sized city, to 15-20%, in a small city, of companies in the food & beverage and hospitality sector could be included in the initiative. For every 10 participating hospitality companies, at least 1 transporter must be provided. Agricultural producers and other small local producers could join the initiative without having any risk / business problems. It will only be necessary to quantify the maximum possible stock of product per season in order to plan a correct and satisfactory distribution to the participating hospitality companies.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

The Adriatic Ionian area is homogeneous due to landscape morphology and urban development. The common component is the relevance of the typicality of agri-food and artisanal products on the economy of the tourism sector. This project aims to focus on this feature by combining its promotion with a model of sustainable zero-impact tourism offer.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?
 a) Yes The model, foreseeing the promotion of agro-food products and excellence, could favor different tourist packages that will follow the seasonal production cycles.
b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?
 a) Yes
b) No

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FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	15.000	To evaluate if necessary, depending from the deliveries per day 1 part-time worker (6 days). To evaluate if necessary, depending from the deliveries per day
External expert and services	10.000	Advertising and information material: Website, prints, apps, etc.
Equipment	7.000	2 pedal assisted cargo bikes (considering the necessity to the part-time worker, it could be sufficient 1 bike at about 3.500 euro if the network is smaller)
Equipment maintenance	1.500	Bike-cargo maintenance for 1 year and 2 bikes
Total start-up	23.500	(costs for the 1 st year and 2 bikers)
Total at system	16.500	(costs from the second year considering 2 bikers)

*these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Calculating 20 deliveries per day for an average of 5 euros per delivery (under 20 kG - 5 euros with variable weight and size) = € 28,800 per year without the need for a part-time worker.
 With deliveries higher than 20 per day, it will be necessary to evaluate the engagement of the part-time unit.
 (max 100 words)

3. How does your idea contribute to employment opportunities?

The idea provides for its activation the development of a logistics company for the transport of goods by bicycle (from a minimum of 1-2 bikers for a network in a small city). A possible increase in

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personnel could depend from the touristic vocation of the territory, from the number of small local producer companies etc..

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

The proposed idea contributes to the networking of stakeholders and local community producers. It invests in sustainable mobility and logistics services / green goods transport with zero impact.

(max 250 words)

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service**
 - c) Innovative business model or business process
2. What is the title of your idea proposal?

_____ Vacation Sharing _____

3. Please describe your idea in short.

The idea consists essentially in sharing experiences of travel with other individuals never met before, with whom to spend journeys around Europe, with the sign of sustainability and resourcefulness. The idea involves the development of a website or an online platform, through which travel enthusiasts can learn about them, divided by interest and age groups, to share a trip to a chosen destination. The website serves only as a meeting point between the parties and provides a deadline for each trip within which to enrol. The organization of the trip is directed to the stakeholders, through the active confrontation and the search for the best solutions on the basis of the budget and the interests manifested. Each itinerary will then be managed by a coordinator, who will undertake to resolve any disputes and to manage the groups participating in the trip. This Initiative is very useful for those who already have travel companions whose number, however, is too restricted to find cheap and unpolluting solutions. It is a very useful solution also for those who wish to make a trip, but do not have companions to start with; the website will allow them to get acquainted and not start alone. The website will be very intuitive and easy to use by both a younger target and older users, with attractive graphics and a logo easily traceable to the service. Initially, for the launch and development of the site, trips can be organized only in European destinations, with the attribution of particular importance to cities of the Adriatic-Ionian area that are still outside the traditional tourist itineraries. For these reasons, this innovative travel solution allows first, to optimize alternatives and reduce emissions for excess transport compared to the number of passengers; secondly it allows you to make new meetings and develop friendships based on shared interests.

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(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The Innovation of the project is constituted by the new website/application thanks to which it is possible to meet subjects with whom to share travel experiences to reduce the costs of transport and accommodation. The novelty element compared to the existing solutions, moreover, is the possibility to organize the journey in total autonomy, choosing independently the transport and itinerary solutions that fully reflect their own interests, with the possibility of Exploit a coordinator who solves any dispute between travellers in order to ensure the success of the itinerary.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

As far as the Adriatic-Ionian countries are concerned, this idea makes it possible to visit cities and points of interest more easily, even those located outside the traditional tourist itineraries. In the case of small cities, this solution makes it possible to reduce considerably the transport used, with the consequent reduction of the environmental pollution deriving from the use, for example, of 4 machines compared to a single minibus. It Also allows substantial savings also to tourists as often the reservation of rooms or apartments more numerous, is cheaper than single or double rooms and the same applies to the rental or use of various means of transport.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

The website will initially be promoted in the Adriatic-Ionian area for which the estimate is about 10,000 users.

(max 100 words)

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3. How does your idea reflect the identity of Adriatic-Ionian Region?

The Adriatic-Ionian area is characterised by the presence of small and medium-sized towns, often poorly connected to the rest of the region. This solution allows you to develop functional travel plans for visitors intending to live a unique travel experience close to the local traditions.
 (max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	€1,200/month per Worker	For Coordinators employed in resolving travel disputes, full-time employees;
Service Promotion Costs	€4,000/month	Initial Promotion through social campaigns, posters, posters, search engines and travel magazines
Equipment	€2,500	server/developed of the application

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

In the first 3 years of the site the revenue of the platform would be generated by a system of customer loyalty; For example, through the payment of a very small annual fee, to guarantee the possibility of benefiting from the services suppose for example a catchment area that is around the 10,000 users per year, for an annual fee of €10 each (estimates are to be considered Upward). Further revenue can be guaranteed by sponsors present on the website, or by the creation of partnerships with important companies in the tourism sector, or with Regions and

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Municipalities that could pay a quota to promote itineraries in their territory.

(max 100 words)

3. How does your idea contribute to employment opportunities?

The proposed idea contributes to the increase of job opportunities in the tourism sector, because in the first place, people will be employed who will coordinate the various journeys, with a strong organizational capacity, knowledge of the territory of destination and the best travel solutions, in relation to the chosen destination. The proposed idea will also determine an indirect benefit for the chosen localities, since by increasing the number of visitors, more economic benefits are also produced for the whole area.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

The proposed idea is an excellent opportunity to promote environmental sustainability through the sharing of means of transport and the search for low-polluting travel solutions. Sharing a means of transport, instead of opting for a medium each, or choosing to concentrate in a single accommodation rather than being deployed in more than one area, can greatly contribute to the reduction of the pollution produced. Moreover, the possibility to share accommodation among several people, could be cheaper for the tourist, the choice of solutions closer to the points of interest and in this way contribute to a sustainable tourism.

(max 250 words)

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FOST INNO



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The applicants/idea creators will not gain any financial benefit for idea testing, directly or indirectly.

Innovation idea will remain the sole property of the applicant.

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) **Innovative product**
 - b) Innovative service
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

“Čimburijada” - spring festival

3. Please describe your idea in short.

“Čimburijada” is the traditional celebration of the first day of spring characterized only for the area of Zenica. Every 21th March in the early morning thousands of the people from Zenica gather on the “Kamberovića polje”, beautiful park along the coast of the river Bosnia, to celebrate the first day of spring. The celebration starts with the traditional outdoors preparation of the breakfast called “Čimbur”, the dish made of scrambled eggs. It is prepared in huge amounts according to the traditional Zenica’s recipe, so that all visitors can have breakfast together. Also, the bravest open the swimming season in the river Bosnia by the traditional 21st March’s swimming in the river Bosnia. The rest of the day reminds to the huge barbecue party which ends in the late night hours on March 21st. The exact date of the occurrence and the reason for organizing this event is not known, but it is considered that it originates from the Illyrian period because it is known that Illyrians celebrated the shift of the seasons. Preparation of the “Čimbur” represents the greeting of the spring, revival of nature and the birth of the new life because the egg is the symbol of the birth of new life, and hundreds pieces are prepared in one pot. In this regard, event like this one is characteristic only for the area of Zenica, so the idea “Čimburijada - spring festival” is planned to become the common festival for the entire Adriatic-Ionian area where every country will accept this holiday as a spring festival. The goal of this idea is to make “Čimburijada” a regional holiday, or a spring festival. According to this, the festival is the day of fun, playfulness, sharing of happiness and joy, a holiday that will at least for one day unite all people from the Adriatic-Ionian area. This

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event also represents the beginning of the rafting season and all water sports, respectively awakening the nature and reviving of the entire region with diverse water adventures. In this way, a unique tourist product will be created, which will be characteristic only for the Adriatic-Ionian area and will attract the tourists and nature lovers from the region as well as all over the world, so everyone could together, welcome the first day of spring.

The first day of spring or 21st March on Adriatic-Ionian area in the countries Italy, Slovenia, Croatia, Montenegro, Albania and Bosnia and Herzegovina will be celebrated by the spring festival called “Čimburijada”. The main goal of the festival is to promote the region and union of the Adriatic-Ionian area as well as the culture and tradition of the each country and their gastronomic offer.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The innovativeness of the idea “Čimburijada - spring festival” is reflected in the specificity and uniqueness of the festival which celebrate the first day of spring and awakening of nature with a joint breakfast called “Čimbur”, prepared by the unique traditional recipe. The combination of great fun, traditional recipes and linkage of the region makes this festival the first festival of this kind in the region and in the world, after a long and exhausting winter period.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Spring festival called “Čimburijada” is possible to implement in all Adriatic-Ionian countries which participate in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro and Albania), although the event “Čimburijada” has already taken place in Bosnia and Herzegovina, but only in the area of the City of Zenica. Since the festival has not required any additional efforts for organization except the area



where it will be organized a festival of this type of festival should be organized on green areas, parks near a river or excursion areas.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

Direct users of this project are everyone who wants to attend the festival of celebration of the first day of spring, at a place of fun, and a festival of promotion of the traditional dishes and linkage of the people from all over the world, and for the ones who want to enjoy in the benefits of nature.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

The idea “Čimburijada - spring festival” in the unique way links each country of the Adriatic-Ionian Region by promoting the unity of this area through the celebration of the first day of spring with fun and enjoyment in nature. The goal of this festival is to become the symbol of the Adriatic-Ionian Region as the authentic festival in the world is characteristic only for this area.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?
 a) Yes
 b) No
5. Does your idea reduce the negative impacts of mass tourism in the destination or region?
 a) Yes
 b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
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FOST INNO



Staff costs	10.000,00	The Staff costs are the cost of the organization and volunteers.
External expert	2.500,00	
Equipment	15.000,00	
Promotion	5.000,00	Aggressive marketing through entire printed and digital media, and social media marketing. Organization of the promotional campaigns.
	32.500,00	

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Planned revenue of the implemented idea for the period of the 3 years is 75.000,00 EUR with the ability to vary from state to state.

(max 100 words)

3. How does your idea contribute to employment opportunities?

The idea “Čimburijada - spring festival” will contribute to employment opportunities in the way that will open new jobs within the organization and promotion of the festival. In addition, the companies needed to organize the festival and the marketing agency to promote the event itself will be engaged. Also, the festival will enable and provide the opportunity to engage volunteers (students etc.) from different countries.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Through the implementation and launching of the festival “Čimburijada - spring festival” each local community will be promoted individually through the promotion

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of its culture and gastronomy. Additionally, through this festival, efforts will be made to raise awareness of the local community of the importance of the environment and waste disposal, because such a manifestation causes large amounts of waste, which must be disposed in the correct manner.

(max 250 words)

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DISCLAIMER

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Innovation idea will remain the sole property of the applicant.

FOST INNO



INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) **Innovative product**
 - b) Innovative service
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

Three Graces

3. Please describe your idea in short.

Adriatic-Ionian area includes countries Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro and Albania. According to this, each of the above mentioned countries has beautiful nature filled with the most wonderful green areas and untouched nature in mountainous areas, and endlessly long pebbly beaches which are splashed every day by the waves of the Adriatic Sea. The diversity of this area is also reflected in the vast number of natural and artificial lakes which complete the green mountain ranges, then the caves that depict the deepest hidden parts of this area, and the magical waterfalls that gloriously descend from the high altitudes to render unreal water rhapsody.

Idea "Three Graces" is created in the way to represents the diversity and universality of the Adriatic-Ionian area through the joining of the three different systems - a waterfall, lake and a cave. Each of these systems depicts this area in a different way. First Grace - waterfall as a place of free fall of water in the river flow in those areas where the sudden change in elevation relief is occurred - symbol of the sky and water. Second Grace - lake or water-filled nature depression which has no direct connection with the sea - a symbol of the earth, sky and water. And the last Grace - a cave as a natural opening in the earth's crust - a symbol of the earth and water. Through this idea, in each of, the countries which belong to the Adriatic-Ionian area, the waterfall, lakes and caves will be represented through new tourist destinations and tours for all the traveling enthusiasts whose unrealistic nature will not leave any visitor indifferent.

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By making such tourist tours in the Adriatic-Ionian area, the undiscovered and neglected destinations and areas will be promoted, and in a creative and innovative way, will connect three totally different systems and offer the innovative and extraordinary product to the tourists. By creating the tourist tour called "Three Graces" special emphasis will be put on the diversity of tourist offer of the Adriatic-Ionic area and the painting of the unbelievable natural beauty of the same.

This tourist product will enable the promotion of each country individually, but also the entire Adriatic-Ionian area. The one waterfall, lake and cave have to be chosen in each country which will be connected in an unique tourist tour as a new and innovative product. Also, the promotion of the local culture, gastronomic offer, handmade products and products characteristic for each area individually, through which this tourist tour passes, will be enabled.

Creation of the tourist tour "Three Graces" will create new jobs and employment opportunities. Some of the countries which belong to the Adriatic-Ionic area are countries with a high unemployment rate, the development of such tourism products and the establishment of sustainable tourism in these areas will also enable the creation of sustainable jobs, which will ultimately lead to a reduction in the unemployment rate in these countries.

At a global level, Adriatic-Ionic area is exceptionally rich with lakes and waterfalls which are recognized not only in the region but also in the world. It is evidence by the fact that some of the lakes in this area have been recognized by UNESCO and proclaimed as national parks. Each of these three systems has unreal water world with endemic species that survive only in this area which is an additional tourist attraction unique relating to the rest of world.

"Three Graces" as a compound of the air, water and earth oases represents a unique tourist product in the world which will promote unreal nature of each local community individually and entire Adriatic-Ionic area by creation of the tourist tour which will, through authentic way, link waterfalls, lakes and caves by increasing the awareness of tourism and look at the same through a completely new perspective.

By following trends in tourism it is noticeable that tourists are more focused on a healthy way of life and visiting unexplored natural beauties far away from the noise of the city, rather than overburdened beaches and unsustainable heat. Sustainability of the idea is

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reflected in creation of the long term tourist tours which will be attractive for all visitors who want to enjoy in the nature and unique beauties of the Adriatic-Ionian area.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The innovativeness of the idea of "Three Graces" is reflected in the fact that in an extraordinary way, three different systems waterfall, lake and cave are connected to a single tourist tour that will not leave any visitors indifferent. Each of these systems represents symbol of the sky, earth and water which are linked in the unique way by depicting the unreal nature of all areas individually.

Each lake, waterfall and cave are authentic and special compared to the same in other areas. Aside from that in the Adriatic-Ionian area endemic species of aquatic animals exist with which every visitor will meet and find out interesting information about them. In this way, authentic tourist tour with an interesting and unique tourist offer for all interested will be created.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Potential for the implementation of the idea "Three Graces" is the same in each country which belong to Adriatic-Ionian area since the terrain of this area is characterized by natural and artificial lakes, beautiful waterfalls and mystical caves. All countries such as Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro and Albania have beautiful nature and potential for creation of the tourist tour called "Three Graces".

Croatia has the national park "Plitvička jezera", Slovenia has "Postojna jama" which represents the most attractive caves in the world, Bosnia and Herzegovina has



“Vodopad Kravice” with unreal nature, and these places are known in the world. But also each of these countries have beautiful lakes, caves and waterfall, so the tourist tour “Three Graces” can be implemented in all of them.

(max 150 words)

1. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

Users and visitors of the tourist tour “Three Graces” are all who want to meet natural beauties and interesting things which boast each area individually. Also, potential clients are tourist communities around the world, or the target group of the visitors are all who want to enjoy in the beautiful nature.

(max 100 words)

2. How does your idea reflect the identity of Adriatic-Ionian Region?

Idea “Three Graces” reflect the identity of the Adriatic-Ionian Region by including lakes, waterfalls and caves in this area for each country individually because each country the same are located. With this the Adriatic-Ionian region will be promoted both in the region and in the world through a completely new and specific corner.

(max 150 words)

3. Does your idea have any impact on the extension of touristic season?
 - a) Yes
 - b) No
4. Does your idea reduce the negative impacts of mass tourism in the destination or region?
 - a) Yes
 - b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
--------------	-----	------------------

FOST INNO



Staff costs	5.000,00	Cost of engagement travel agencies and guides, as well as other required staff at the level of one year.
External expert	2.000,00	Cost of engagement external expert in the field of tourism and marketing.
Equipment	2.000,00	Small inventory and repurchase costs. There is a possibility to change them in the case of unavailable parts and the need to buy off-road vehicles.
Promotion	1.500,00	
		Costs are subject to change.
	10.500,00	

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Estimated revenue of the implemented idea “Three Graces” for the period of the 3 years is 15.000,00 EUR for the each country individually with the possibility of deviating from the estimated.

(max 100 words)

3. How does your idea contribute to employment opportunities?

The contributes of the employment opportunities from ideas “Three Graces” are reflected in the creation of the new tourist offers, attraction of the tourist from the different part of the world what will develop the local community, promote gastronomic offer and domestic products, and develop the tourist agencies. In this regard, it will open new job opportunities and employment of the capable workforce. Also, the tourist tour must be promoted by hiring the marketing agency which will work on development of the tourist brand “Three Graces”.

(max 150 words)

FOST INNO



SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Idea "Three Graces" contribute to sustainability through development and promotion of the each local community individually which will be part of the tourist tour. In this regards, it will be enabled through employment of the local community. Also, in this way local gastronomy, population, domestic and handmade products will be promoted.

Likewise, another contribution of sustainability through this idea will be presented by raising of tourist awareness about importance of environmental protection through protected national parks and promotion of the untouched nature which has great tourist potential, but also the significance of both human and the world.

(max 250 words)

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INTRODUCTION

Dear applicant,

You will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product ✓
 - b) Innovative service
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

Waterfall tour

3. Please describe your idea in short.

Adriatic-Ionian area consists of the mountain and karst parts, with a huge number of forests, meadows, pastures, rivers, lakes. It lies on several climate zones: mountain, continental and Mediterranean. It abounds with the natural beauties and represents destination of the incredible potentials and big number of attractive natural resources. Entire area has a high place in the world map of tourism because of its natural beauties, especially when it comes to rivers, lakes and waterfalls, but also beautiful coasts which caress the Adriatic sea. Regardless, a lot of these potentials are unused because of lack of adequate tourist tour and insufficient promotion of tourist potentials. Because of these reasons we have come to an idea to develop a new, innovative tourist product, whose main goal is to promote and improve the tourist offer of the Adriatic-Ionian area and each country individually (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro and Albania).

Realisation of the mentioned idea will be done by forming the tourist product in the shape of a Waterfall tour - or visiting minimum of 4 waterfalls in the Adriatic-Ionian area. Like an example of the mentioned tourist product we will take Bosnia and Herzegovina. In order to create the tourist product called "Waterfall tour" the following waterfalls are chosen: waterfall Skakavac (near Sarajevo), waterfall Kozice (near Fojnica), waterfall of the river Pliva and waterfall Martin brod.

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Tour is planned to last 3 days in 3 stage by the following schedule:

1 stage - departure from the Sarajevo to waterfall Skakavac (a half-day tour or the visit); trip from the Sarajevo to Fojnica - waterfall Kozice (a half-day tour or the visit); overnight in the complex “Reumal” in Fojnica.

2 stage - trip from the Fojnica to Jajce (a half-day tour and the visit of waterfall of the river Pliva); trip to the Martin Brod; overnight in the Martin Brod,

3 stage - a half-day tour and the visit of waterfall in Martin Brod; return to Sarajevo.

Each of the above stages will be led by expert certified tourist guides, which will provide the maximum effort to bring groups closer to the significance of the mentioned tours and to encourage them to come back and share their experience with others.

The waterfall tour is possible to create in the each country which belongs to the Adriatic-Ionian area in the way that this tour is presented in the example of the Bosnia and Herzegovina. The implementation of the mentioned idea will contribute to the development of sustainable tourism by creating the new tourist product which does not exist in the tourist market of the Adriatic-Ionian area and each country individually, and represent its tourist potentials in a new and interesting way.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The innovative part of the “Waterfall tour” is the fact that on the Adriatic-Ionian area such does not exist, not even a similar tour, and it will probably attract a huge number of interested tourists from both the region and wider.

Tour will be organized with special activities which will contribute to the development of the tourism in general and develop and improve specific tourist products and tourist offers.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

FOST INNO



1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Mentioned idea has huge potential for implementation in the entire Adriatic-Ionian area because each country of the Adriatic-Ionian area has the same or similar potential and capacities for implementation this kind of the tourist product, regardless it has insufficiently innovative ideas for forming the same or similar tours. Our opinion is that each country which has treasures such as waterfalls, can implement this innovative idea.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

In the way to get the number of potential users of the mentioned innovative idea, it is necessary to implement a pilot tour to get the data, based on which we can calculate the average number of potential users.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

As it is mentioned, each country from the Adriatic-Ionian area has a certain number of waterfalls, and in that way represents a natural characteristic of the region and it can be presented as the part of its identity. By expanding of the mentioned idea and transforming it in the project of the field of tourism, it can form transnational tour which will link all countries from the Adriatic-Ionian area. This will further contribute to the improvement and crystallization of the identity of the Adriatic-Ionian region.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?
a) Yes ✓
b) No
5. Does your idea reduce the negative impacts of mass tourism in the destination or region?



- a) Yes ✓
 b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	2.052,00	1 guide (12 tours which last 3 days annual with the wage of 57 EUR) * All presented costs are subject to changes (increase / decrease) according to the implementation of innovative ideas
External expert in the field of the tourism (Tourist or travel agency)	2.360,00	Professional and technical preparation of activities and implementation of "Waterfall Tour" * All presented costs are subject to changes (increase / decrease) according to the implementation of innovative ideas
Equipment - Camera Canon EF 100mm f/2.8L Macro IS USM Lens/or Sigma EF 100mm f/2.8L Macro IS USM Lens	1.200,00	Recording photos which will later be used to prepare promotional materials for sustainability of the idea. * All presented costs are subject to changes (increase / decrease) according to the implementation of innovative ideas
Preparation, design, press and distribution of the promotional leaflets, brochures, charts, maps	12.630,00	Promotion of the innovative product "Waterfall tour" * All presented costs are subject to changes (increase / decrease) according to the implementation of innovative ideas

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**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

In the way to estimate the revenue of the mentioned innovative idea for the period of 3 years, it is necessary to implement a pilot tour to get the data, , based on which we can calculate the potential revenue.

(max 100 words)

3. How does your idea contribute to employment opportunities?

During the realization of the activities estimated by the implementation of the innovative idea it is very important to use all benefits which new trends offer. Many innovative activities will lead to lower costs, better services and more satisfied clients, and thus gaining a profit. It is necessary to create quality and attractive content. Content created like this one will easily attract visitors and that is what we have planned to do with our innovative idea. With this, indirect influence for opening of the new jobs will be realized, if the idea gets the planned results.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

By implementation of the “Waterfall tour” we will work on greater engagement of the local communities, in the order to, during the realization of the tour, work on the promotion of tourism of local communities. Population of local communities can give their contribution through presentation of local gastronomic offer and traditional handmade products. Also, great attention will be given to raise awareness of the importance of clean environment, which will be implemented through increasing waste control measures that tourists leave in order to reduce pollution and adverse environmental impacts.

(max 250 words)

FOST INNO



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FOST INNO



INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?

a) Innovative service

2. What is the title of your idea proposal?

Sustainable Tourism Network Point (STNP)

3. Please describe your idea in short.

Creating a network point (information center mainly for foreign tourists and domestic tourists). This network is designed to be initially implemented in the Municipality of Malesi e Madhe in order to highlight the tourist attractions as well as mainly the legal/formal tourist businesses operating in this area, like: Hotels, Guest Houses, touristic complexes, campings, bar-restaurants, natural parks and natural monuments.

The next innovation that will be provided by the network will be the guided tours and the provision of guides by qualified local guides in order to improve the tourist offer, recognition of attractions still unavailable by tourists, as well improving the image of destination.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

Creation of this network as a reference point for potential tourists offering: updated information, packages, contacts, and mediation opportunities for: formal tourism businesses, tourist businesses that operate sustainability, tourist attractions, local guides, ect

This is an indispensable/necessary service that is not currently offered in region of Malsia e Madhe Municipality and in Adriatic- Ionian area.

(max 150 words)

FOST INNO



REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Offering such a network in the Adriatic-Ionian countries, taking into account the similarities of the kind of the attractions as well as the line depicted by the tourists of Central Europe, East and beyond would be an added value and enriching information on the tourist offer of those destination and the on new attractions , opportunity for the expanded information / contacts; opportunity for promotion of successful tourism businesses in sustainable tourism; the increased possibility of local tourist guides planning etc.

The application of this network service to the countries of this region by facilitating the creation of a common network of services. The provision of information with the same logo and application would further facilitate the promotion and usage of this interregional application, offering them providing all the information necessary for the entire public and visitors about these destinations, and their hosting capacities for both casual and organized visitors.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

The potential use of this service is assessed to be wide, especially by visitors and consumers who are intent on visiting these regions or who may be in transit.

Through the use of this service they will benefit from the required information, choice options, online assistance as well as the contact required on the destination.

Another interesting part will be the accommodation structures and local tourist guides, they will benefit directly from the existence of this service, making it possible to be in direct contact with a large number of visitors and people interested directly for the tourist offers of the region.

(max 100 words)

FOST INNO



3. How does your idea reflect the identity of Adriatic-Ionian Region?

The opportunity to create a network as a model that can be implemented across the Adriatic-Ionian region, taking into account the similarity of the kind of attractions, the environment, the economic development and the tourist potentials it offers.

Relying on the lack of a variety of tourist offers and packages, mainly in terms of cultural tourism, such as the shortage of informality and the lack of various cross-border projects, the creation of this network would create a facilitation for the recognition of unidentified tourist offers so far and the creation of the possibility of interregional cooperation in the management and distribution of tourist demand.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

a) Yes. *This kind of service indicating new tourist and cultural attractions would make it possible to increase/extend the tourist offer and increase the types of tourism that can be practiced in this Region. A concrete example, besides the promotion of new natural and cultural attractions, is the promotion of Bird watching near Lake Shkodra, the practice of winter sports in the Albanian Alps region and the promotion of cultural events. This would be a very strong point in the length of the touristic season and enrichment of tourist offer.*

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

a) Yes. *The specialty of this service will be the management of the tourist offer and its distribution. Concretely the hosting capacities of hotel structures, guest houses and areas with high natural and cultural sensitivity in this Municipality will be calculated, as well as the acceptable capacities for practicing tourist guides and visits to Lake Shkoder for both, ecotourism and bird watching. Through this strategy will be made possible the prevention of mass tourism and the creation of a regular tourist distribution*

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	6000	Annual payment
External expert	3000	Seasonal
Equipment	1000	Desktop,Hardware,Printer etc.
Rent	2400	Annual payment

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Furnishing	1000	Chairs, tables etc.
Maintenance, Promotion	1000	Electricity, water, internet, promotion.

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Revenues in the implementation of this idea will be received by the commissions paid by all the reception structures of the area, starting from hotels, guesthouses, guiders etc.

The profit will be multifaceted and joint, and will help in the proper functioning of this service with full responsibility and in function of tourism growth in the region

(max 100 words)

3. How does your idea contribute to employment opportunities?

Through the creation of this service, the main goal is to move all stakeholders in the tourism sector in order to recognize and improve the image of the region in the tourist movements in the Adriatic-Ionian line.

Through the promotion and detailed, updated information about the tourism offers of host destinations will be made possible the increase of the opportunity to attract new tourist flows which would have a very positive impact on the increase of employment and of the needs for more human resources in tourism service and hospitality, the increasing the demand for membership in this network etc.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

This idea contributes to three aspects of sustainability:

Economic Sustainability:

- Fairly Managed and Distributed Tourist Resorts
- Increase in work and profitability of touristic businesses
- Mitigating tourism seasonality
- Decreasing informality in tourism businesses

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- Creating partnerships between businesses

Ecological Sustainability:

- Preserving the environment by giving priority to businesses that operate steadily
- Encouraging tourist guidance in ecological awareness during guided tours

Social-cultural Sustainability:

- Awareness and education of tourists in the selection of sustainable businesses
- Applying suitable facilities for people with disabilities / vulnerable groups as a condition for their promotion and participation in these services
- Increasing community employment and encouraging young people to work / contribute to tourism

(max 250 words)

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FOST INNO



INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service**
 - c) Innovative business model or business process
2. What is the title of your idea proposal?

Train of Memory

3. Please describe your idea in short.

Creating a tour guide by train and brand it as the “Train of Memory”. This touristic train it will not intended for transportation but as a museum-style attraction to see, a tour as an activity to do, or a means for nostalgia or entertainment purposes. While travelling by train, tourists visit different cities in Albania and can visit different attractions, but the main attractions will be war museums and dictatorial memory museums.

It can be used existing train of the 90's in Albania. Trains in Albania are in EXTREMELY poor condition, very slow and awfully unreliable. Also, the service seems to shrink slightly every year so is very important to invest in the safety at using them for tourism purposes. While they do provide some limited transportation value (getting you from one end of a rather large park to the other) they have also their novelty value and often employ uncommon ways of traction like battery-based steam engines.

In the train will be installed the equipment where the information will be given in 5 different languages so that the tourist chooses the language they want. There is also a wagon

FOST INNO



which will serve as a bar and restaurant. The journey lasts longer in time than travelling and this gives the tourists the opportunity to create new friends and share their experiences.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

The innovation is in the idea of train of memory. Actually, the train in Albania are partly used for transport and so with few investments on train rehabilitation, it can possible to apply an innovative idea. None of countries of Adriatic-Jonian Region has a tourist travel guide by train of the 1990s to visit war museums and dictatorial memory. Innovation lies in the train journey of this period to become familiar with the fascist dictatorial history and the interethnic conflicts that have passed through these places, but also with beautiful nature of them during travel. Train travel by itself turns back in time and makes it an original travel.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

This idea is likely to be implemented in the Adriatic-Ionian Region because of the growing demand for knowledge of the consequences of dictatorial and fascist regimes, wars and so on. Also, Italy has passed the fascist period, while other countries have passed the dictatorial period. Each of these states has suffered to gain freedom.

Each of these states has a museum and a memorial site for past systems eg: Albania has Bunk Art.

This project gives the opportunity to promote these museums.

The train in these places is less usable for travel. Thus this project gives interest to the movement of the train as a more sustainable form of travel.

(max 150 words)



2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

Mostly visitors to this trip are the third age who has more time to travel where they can be from different European countries who have heard about these stories but want to visit these places. Hotels, restaurants and guides will be beneficial.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

This project promotes more the identity of the Adriatic-Ionian region. This is through the promotion of museums as well as through the friendship of locals with tourists. This region has been known for wars and ethnic conflicts.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	10.000 \$ muaj	2 drivers, 2 guides, 2 train workers
External expert	20.000\$	
Equipment		Installation of communication equipment (electronically guided train where the language is chosen.
Promotion	5.000 \$	Promotional activities.

FOST INNO



Transport expenses	400.000 \$	General Transport Expenditures
amortization	50.0000\$	

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

First year: \$ 800,000 in revenue.
 Second year: \$ 1,000,000 in revenue.
 Third year: \$ 1,200,000 in revenue.

(max 100 words)

3. How does your idea contribute to employment opportunities?

This project provides direct employment for itinerary drivers in three, train staff. Indirect use for communities in various services during travel and visiting attractions. Use of local guides. Visiting visitors bring income and increase employment.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

This idea has an impact on the three aspects of sustainability.
 In economic terms: we will increase the number of cultural tourists who spend and so will benefit local tourism businesses and the economy of the country. Reduces seasonality of tourism as a guide applicable throughout the year
 In the socio-cultural aspect: it enables increased employment from the needs of train drivers on the train, train staff, various services during the journey and visiting the attractions, the

FOST INNO



use of local guides. It also increases the knowledge of tourists about the consequences of totalitarian regimes and wars. The train also includes the movement of persons with disabilities.

In the environmental aspect: The train has less environmental pollution than other transports. Increases awareness to preserve historic heritage when they are present at different stages of a country's history

(max 250 words)

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you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

"3D Museum Center". Virtual viewing of the most important periods of the history of the Adriatic-Ionian countries.

3. Please describe your idea in short.

Participating countries in the Adriatic-Ionian organization, being close to each other in a near-geophysical geographic region, have many points in common with each other, thus giving birth to the idea of creating a joint innovative project for these six states.

Each of these states has their dark ages as well as the flame. Historically, this region has been involved in various problematic situations both with the organization's countries and with external opponents, thus causing curiosity even after many years to get as much knowledge of those periods from different people.

Based on the statistics from the tourism industry around the world, we have noticed an increasing demand for cultural and heritage tourism, our innovative idea is a 3D museum centre where to present the most important historic and state-of-the-art events of all countries above mentioned. It is a common idea that best suits the concept of the organization as well as the creation of these affiliates in the capitals of these countries, namely: Rome, Ljubljana, Zagreb, Sarajevo, Podgorica and Tirana. The idea of building these centres in the capitals was born as a result of the relatively high number of visitors that attract these cities during the year by adding another interesting attraction to the variety of attractive points offered to tourists. We think that this idea will be welcomed and will bring curiosity to visitors because visual memory in the human being is more developed so that every sequence they will see in these museum centres will remain long in their memory. This is because

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every detail there will be crafted in almost realistic terms and will normally spur curiosity at all to visit these centres in all of their six affiliates and consequently receive an unforgettable experience that will make it back again.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

Since we have been taught that when we mentioned the name of the museum, the direct mind goes to a building with a little old style containing photo sculpture documents etc., and considering the development of technology nowadays, the idea of changing this concept using the opportunities that technology offers us by preserving the old idea of what the museum represents. Each sequence in these halls will be designed in such a way that it will make the tourist experience that experience as almost real. Every historical fragment will be built based on accurate historical data but adding extra points like music sounds, different sounds, and any other details. These 3D movies will be viewed with glasses, thus turning to a special project that we have faced so far.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

For designing and concretizing this idea, it was necessary to have a relatively tight and detailed time and work as it was necessary to study the market in which we want to operate. The initial question was to come up with an idea that could fit with each of these states in order to succeed in the end. After deciding on the idea we wanted to make, we realized that this is a project that suits each of these countries, by choosing exactly the capitals of these states to add another historic value attraction to them. The geographical features that these countries have with each other convinced us that these cities have the potential to welcome my project.

(max 150 words)

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2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

Given the data obtained by tour operators for the most popular tourism activities, it results a considerable change compared to the idea that people had for vacation. The standard report of two weeks of passive vacations in the summer is being replaced with short breaks 3-7 days and tourist like to be more involved in everyday activities and get acquainted with new things and more than simply rest. We think that in these attractive cities, these museum centres will be a key point that definitely needs to be visited, aiming to increase the number of local and foreign tourists by 20-30%.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

The past of these countries is the strongest point to be emphasized in the Adriatic-Ionian region's states and each of these states retains with fanaticism as they have almost the same historical background, including wars, conquests, domination and co-operation with each other. Another crucial point is the geographic space that makes it possible for the development of a common project idea for these countries. The particular point which is worth to be considered is the crossing of these countries by counterparts in co-operative factors by showing other type ideas for governance and development. The change of culture and civilization is clearly evident by creating a new historical and cultural identity worthy to respect. As a result, every aspect of this idea is built in that form to show the passage from the old identity to the new one as a positive development to take an example and why not from different visitors to perceive and handle example also in other countries.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

a) Yes

b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

a) Yes

b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

FOST INNO



Budget line*	EUR	Note/explanation
Staff costs	150000	Payment of employees for the first year
External expert	60000	Payment of experts for the first year
Equipment	300000	The initial construction cost for the full museum

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Given the requirements for these centres we have to be prepared to provide the best possible offer to our clients or tourists. For one year our finance and marketing experts estimate the profit of 40% of the amount spent at the initial cost expected to weigh in the next two and a half years. In this way, the more variety to offer museum centres, the more revenue you generate, will generate any other related operator.

(max 100 words)

3. How does your idea contribute to employment opportunities?

Given that the historic tourism sector offers many opportunities for employment starting from the local community, it is anticipated that, based on the services provided at each museum centre, 40-50 employees will be employed first in the appropriate positions that will be available. A professional and fair selection phase will be made by a group of experienced evaluators and each of the employees must have the appropriate skills and the relevant experience of the workplace in which it competes. It is thought that in all the network of museum museums this is an initial number of 300 employees who, depending on the future developments, will undergo the necessary changes to always be consistent with the market and the customer's requirements.

(max 150 words)

FOST INNO



SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Being a 3D museum centre needs environmental engineers and urban architects so that the building is done within all standards without prejudice to the environmental and urban design of the area where it will be built. During the selection of the staff priority will be given to local residents because no one better than those who know their country history and skills apart their work will be filled with passion while having the opportunity to give their best to tourists. It contributes to the further growth of the cultural background of locals and tourists. A certain percentage of staff will be left to people with disabilities in the framework of their engagement in a society where appropriate education jobs will be provided on the basis of relevant education and also by providing the necessary facilities they feel comfortable. Also this project is expected to be a bridge between these countries and not aiming to undermine the stability of the region. In the economic aspect, this idea will develop because we will increase the number of tourists and so will benefit the local tourist businesses so there will be economic revival. The locals will try to serve tourists and other services in order to maximize their profits and to spend as much tourism as this is an aim of tourism. This idea also contributes to mitigating the seasonality of tourism in these countries because the activity of these museums takes place throughout the year

(max 250 words)

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Innovation idea will remain the sole property of the applicant.

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 - b) Innovative service**
 - c) Innovative business model or business process
2. What is the title of your idea proposal?

Gastronomic Path of Adriatic-Jonian Region

3. Please describe your idea in short.

The idea of this project is to create a gastronomic itinerary for the Adriatic-Jonian countries, with autochthones traditional or unique food restaurants and agro-tourism. The businesses of this region will receive a common promotion, and the tourists will have the opportunity to taste all the unique foods of this region in one tour. In order to become part of the gastronomic itinerary businesses need:

1. Restaurants should have on-site traditional local meals or unique meals created by the restaurant itself.
2. Restaurant facilities should promote local culture..
3. Traditional and unique foods are accompanied by special ingredients.
4. Establish a logo for this restaurant in restaurants that meet the first condition. This logo will identify foods that meet these conditions.

How can we create and develop this itinerary?

We will need to create a website that includes all the countries of the region. The website must have the design that all the countries has its icon and flag. Each country has to include all the cities and areas that will become part of this itinerary. In this cities or areas will be described the location, the history, some pictures with the main attractions, and under the locations will be the traditional restaurants and agrotourism businesses. All food items in the menu must have the special ingredients explained and some history. The website will be in all the languages of this region and in English too. Besides the website we think to create touristic gastronomic tours or different gastronomic tours. In this way, the tourists will visit the attractions of these places and taste the traditional or unique foods.

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The guides or tours will be organized in different ways:

We will have them in different kinds, matching the types of tourists and including all the businesses that will be part of this project.

1. Guide for a type of food. For example, food guides for fish, meat or guidance for unique foods in this region.
2. Agrotourism Guide. This guide is for those tourists who like agrotourism in different places in this region.
3. Special Guide. These guides are formed according to the wishes of tourists groups. Tourist groups choose the places they want to visit in each country.
4. Guides for special days. These guides are formed by forming special days for a traditional food. For example. The day of 'tave krapi' (Shkodra traditional food with carp fish) in Shkodra, or meat week.
5. Guide to trade fairs or different food-based events that can be organized in this country.

The guides will serve to link these countries and will have a direct impact on the businesses that will become members of this project.

The website will have also the available guides made from the staff and a space where is asked to create your desired guide too. In this space will be different group of tourists that choose the restaurants of the region as they wish, this guide is not available for individuals.

The website of the gastronomic itinerary will have spaces for advertisements .In this space of the website all the business that take part directly or indirectly in this itinerary will have the possibility to advertise their places and special foods.

The itinerary will have its logo. The business will have this logo in their menus or placed somewhere visible that identifies this business as a traditional or unique food restaurant. This website will be promoted through opening an account in www.tripadvisor.com.

This itinerary, will not only promote the traditional or unique food of Adriatic-Ionian region, but will promote their culture too.

This touristic guide will introduce the tourists with the special attractions of this region and taste the special food too. The accommodation during the guides will be in inns or traditional hotels. This itinerary will promote the collaboration of the businesses of this region and will make that all the region speaks the same language.

ORIGINALITY

FOST INNO



1. Please describe the innovative part of the idea.

The traditional food isn't really promoted. This itinerary, not only promotes the traditional food but makes them part of guides and touristic tours. The first time, the tourists want to know about the ingredients, history and the particularities of the food, before ordering it. Now, the tourists can choose the restaurants and food before coming to the destination. For the first time, these countries can join in a gastronomic guide. But the best innovation is promoting cities, business and food in a website, particularly for these countries. So, the innovations include: creating a website, guides and touristic tours and assign one day or one week for a specific food.

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

In all the Adriatic-Ionian countries there are authentic traditional restaurants and agrotourism businesses. So, different areas have different foods because of the great and different tradition in cooking. Also, the agrotourism is developing in some areas of those countries. This project will unite the states and create more opportunities for increasing the tourist demand among the Adriatic-Ionian region (participating in this project) as a result of the increase in the workforce directly or indirectly contributing to the giving of this gastronomic tourism experience. Also this project will promote the preservation and promotion of cultures and their promotion. It will encourage the participating countries to give more value to local products and products in the areas they operate. On the international side, the project will recognize everyone interested in the world with businesses, attractions and local products of these areas.

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

Every tourist who travels in a country, will receive from it knowledge for its history and taste its food. The authentic traditional foods have different monetary value. For example: you can have a pizza in Napoli for little money. So we can have different consummators. But we can have the special ones like chefs food and food researchers.

The number of users on this site can reach up to 1 million clicks in month. The site users can be from all different countries of the world.

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3. How does your idea reflect the identity of Adriatic-Ionian Region?

The gastronomic itinerary values the cultural heritage of this region. This project has the aim to promote and save the values of this region. This project has the aim to revitalize some traditions which may be forgotten. With this project we can save the originality of a culture by its traditions in food.

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs	5 000	
External expert	1 000	
Equipment	500	Computer
Website	1 000	Create and maintenance
Advertisement	1 500	Account in www.tripadvisor.com

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

1. The business that take part in this itinerary must make monthly or annual payments.
 2. The advertisements of different business in the website.
 3. The profits of selling different guides or tours to the touristic agency(for example % of the price of guides).

3. How does your idea contribute to employment opportunities?

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This itinerary contributes in two ways in employment:

The direct way is the employment of the IT-s and all the persons that will take part to create gastronomic tours and guides. The indirect way is the impact that this itinerary will have. So the restaurants will have more clients and the owners will need more staff.

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

This idea contribute to three dimensions of sustainability:

In the ecological aspect: agrotourism and gastronomic tourism are the business that loves the environment and helps it because it uses organic, healthy environmental products. This idea has an impact on increasing the awareness of locals to use natural resources responsibly so that they support the economic development of the country.

In economic terms: innovation affects directly the growth of work and profitability in tourist businesses by directing tourists to them through guides from different countries. It also encourages them to work with domestic products, also indirectly affecting the economy of the area. The community will be involved and benefit from input creation for those tourism businesses and this will affect them economically. Tourism development diversifies the economy of rural areas. Idea affects the smoothing of tourism seasonality in these countries because gastronomic tourism takes place throughout the year.

In the socio-cultural aspect: Innovation aims at creating special days for the traditional foods of the operating regions. The creation of these days gives more importance to the culture and history of the area by revitalizing the tradition in gastronomy and cultivating it with unique foods and drinks. It also raises the feeling of pride in the residents, thus motivating them to create and maintain their engagement in something that is important for them. Everyone could be proud of an inherited food among today and generations which are valued by tourists.

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FOST INNO



INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?

- a) Innovative product
- b) Innovative service
- c) Innovative business model or business process

2. What is the title of your idea proposal?

_____ALTERNATIVE ACCOMMODATION MONTENEGRO (AAM)_____

3. Please describe your idea in short.

Alternative Accommodation Montenegro (AAM) represents an innovative idea of accommodation experience in the natural environment. This product includes different kinds of mini-lodges, size 15-20m². Key beneficiaries could be bikers, backpackers, hikers and others. Another interesting business option is to use this mini lodges for glamour camping. Also, this kind of accommodation could be good solution for second home, as well as garden houses. Most important advantages of this are: low-cost, moveable, easy to organize and transport, alternative to classic hotel and apartments accommodation. Also, it will improve accommodation offer in less developed, remote parts of Montenegro. These forms of accommodation present eco-friendly and sustainable type of service. Multifunctionality of these lodges is seen as key benefit of this innovation for tourism and related activities.

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Mini lodges are available on the regional market from different producers (e.g. Simpo Vranje).

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

Alternative Accommodation Montenegro (AAM) is an innovative approach due to three reasons: 1) It is relatively cheaper to invest in such lodges, than in other forms of construction; 2) It is mobile and easy to transport; 3) It is eco-friendly.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Due to the fact that remote rural areas with stunning natural attractions often have limited

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accommodation capacity, this project idea can solve the problem. Most of countries involved in the project could benefit especially transition countries and countries with lack of possibilities for hotel construction.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

In the longer term period, this kind of lodges could become very popular. Camping sites equipped with them could offer better experience than classic ones. Probably over 50pcs of this lodges could be installed in Montenegro in the next 3 years.

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

Mini-lodges are eco-friendly forms of accommodation. With further adaptation to the local handcraft and typical architecture, these lodges could become landmark, especially in specific areas (e.g. katun, mountains...).

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

a) Yes

b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

a) Yes

b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

FOST INNO



Budget line*	EUR	Note/explanation
Mini lodge 15m2 (4pcs)	20 000	/
Website/Instagram/Facebook	1 000	/
Other costs	1 000	/
Total:	22 000	Costs for the pilot project, that will include four lodge and formation of the camp/or rent-a-lodge service.

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Key points of the revenue are as follows:

- Annual number of visitors is estimated to: **80 pax** (I year: 25; II year: 80; III year: 135)
- Revenue per year is estimated to $(80\text{pax} \times 100\text{eur}) = 8000 \text{ EUR}$
- Total revenue for 3 years period is estimated to: **24000 EUR**

Mentioned projection is made for the Montenegro.

(max 100 words)

3. How does your idea contribute to employment opportunities?

Alternative Accommodation Montenegro (AAM) could generate additional employment for locals. Indirectly, it will generate additional income for local producers and local community.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Alternative Accommodation Montenegro will have several positive impacts to general sustainability. It is eco-friendly. It could promote glamour camping in the area. It is more sustainable due to the low

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cost of its montage.

(max 250 words)

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 -
 - c) Innovative business model or business process
2. What is the title of your idea proposal?

FALL FOLIAGE VIEWING

3. Please describe your idea in short.

Fall foliage viewing is an innovative idea of valorising biodiversity, especially flora, during autumn season. This very popular activity worldwide, now could be developed in National and Natural Parks in Montenegro and BiH, especially in NP Durmitor, NP Biogradska gora, Natural Park Piva and NP Sutjeska. Apart from spectacular show of red, orange, and yellow colours, these tours include hiking (or e-biking) and photo-safari to the most attractive viewpoints in National Parks in Montenegro and BiH. Combined with local food and contact with local guide, fall foliage viewing offers opportunity to enjoy and “hunt” the best Instagram photos.

Pilot projects are going to be developed in Montenegro and BiH national parks, with potential to spread the idea in the region. This concept called Fall Foliage Viewing will be realised in practice via following options: shorter visits (weekends/2-3 days), longer stays (7-10 days) and events (e.g. Fall Festival).

Key elements of success are going to be: attractive environment, experienced tour guides and creative storytelling delivery. Also, initial investments are relatively low, because the development of idea will rely on existing infrastructure. Fall Foliage Viewing will be further developed and differentiate as: Hiking+Flora Viewing; E-biking+Flora Viewing; Foto Safari+Flora Viewing etc.

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Apart from valorisation of flora, Fall Foliage Viewing is going to involve cultural heritage of the areas, rural culture, organic food, activities and events. As a form of sustainable tourism, flora viewing will generate additional income for local community and guides. Also, it will extend the tourist season to the end of November, in areas that are not still fully valorised.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

Fall Foliage Viewing is an innovative approach in valorising flora and biodiversity in national parks of Montenegro and BiH. Special network of viewpoints and spots with best views on forests, combined with perfect timing when trees begin to change colours. Network will be consisted of locals involved in project, while their role is to monitor and send info when is the best moment to visit area and take photos. In sense of operational management, different means of transportation will be involved such as mini buses, jeeps, quads, e-bikes, bikes and on foot (hiking). Also, most attractive panoramic trails and roads are going to be identified. Key innovative synergy will be generated between three main elements: flora viewing, active holiday and storytelling delivery.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

Fall Foliage Viewing project has potential to be organized in wider region in national parks, natural parks and other protected areas. All Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania) have potential for implementation of our idea.

(max 150 words)

FOST INNO



2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

The potential number of direct user of our idea is between 300-500 visitors per year (per country). Optimal number for groups is max 17 pax, due to transportation (e.g. minibus/van). Also, it is very important to avoid crowding, in order not to disturb natural habitats in national parks. Apart from tours, special events like educational/scientific/voluntary actions and campaigns will gather together significant number of users at once (100 pax).

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

Fall Foliage Viewing will have great positive impact on local identity due to the fact that it is promoting local natural beauty and attractions. Also, local culture and traditional activities that help to sustain landscapes and natural habitats (e.g. pastures, forests) will be widely promoted and supported. In that way, local socio-cultural identity and character will be strengthen and revitalised.

(max 150 words)

4. Does your idea have any impact on the extension of touristic season?

- a) Yes
- b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

- a) Yes
- b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs (Tour guides+Tour managers)	1000	/

FOST INNO



Website/Instagram/Facebook	1000	/
Other costs	1000	/
Total:	3000	Costs for the pilot project (NP selection) where the idea will be developed and tested.

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Key points of the revenue are as follows:

- Annual number of visitors is estimated to: **300 pax** (I year: 200; II year: 300; III year: 400)
- Revenue per year is estimated to $(300\text{pax} \times 100\text{eur}) = 30\ 000\ \text{EUR}$
- Total revenue for 3 years period is estimated to: **90 000 EUR**

Mentioned projection is made for the Montenegro and BiH. If idea is going to be developed parallelly in other countries, than revenue could be much higher.

(max 100 words)

3. How does your idea contribute to employment opportunities?

Fall Foliage Viewing will increase employment possibilities directly and indirectly. Directly, new tour guides will be trained and employed, as well as drivers and operational managers. Indirectly, local people will be involved in different aspects of organisation, such as monitoring, communication, info-campaigns etc. Local producers will be involved in the project as well as providers of other local services and products (e.g. accommodation, tours...). National parks will also take advantages of this tours, because of higher number of visitors and spending in their facilities.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

FOST INNO



Fall Foliage Viewing will have several positive impacts to general sustainability. It will promote and protect the most beautiful landscapes and panoramic roads inside and outside national parks. On the other side, it doesn't have negative effects on natural resources. Small groups (max 17 pax) combined with responsible and sustainable visits and activities will generate efficient mode of nature valorisation. Also, it is very important to avoid crowding, in order not to disturb natural habitats in national parks. It respects the social and cultural authenticity of hosts and their communities, natural habitats, and economic sustainability of local community and national parks. Also, initial investments are relatively low, because the development of idea will rely on existing infrastructure. Combined with local food and contact with local guide, Fall foliage viewing offers opportunity to local community to be involved in further development of the destinations, especially in local villages and rural areas.

(max 250 words)

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INTRODUCTION

Dear applicant,

you will find several questions regarding your innovation below. Please answer all of them in order for your application to be valid.

1. What category does your innovation belong?
 - a) Innovative product
 -
 - c) Innovative business model or business process

2. What is the title of your idea proposal?

RURAL YOGA

3. Please describe your idea in short.

Rural Yoga represents an innovative concept of practicing yoga in rural areas. Pilot projects are going to be developed in Montenegro villages, with potential to spread the idea in the region. This concept called Rural Yoga will be realised in practice via following options: shorter visits (2-3 days), longer stays (5-7 days) and events (e.g. yoga congress). In sense of time and place, Rural Yoga will be organized in rural areas and villages that are attractive, have minimal critical level of service and product offer for comfortable stay, and provide peaceful environment. This kind of yoga programme will be available all year around in a number of different rural areas, avoiding common and overcrowded mass-tourist spots. In context of experience, the key aim is to provide unique emotional experience to yoga fans in traditional rural environment, combined with local culture, gastronomy and “slow lifestyle”. Rural Yoga is also seen as trendy and fancy type of offer that can attract more visitors to rural, especially remote areas. Lack of general tourism infrastructure in this case will not be the obstacle for sustainable development of yoga tourism. Moreover, Rural Yoga project can promote and brand certain villages as “yoga village” or “yoga-friendly”.

Key elements of success are going to be: attractive rural environment, experienced yoga instructors and creative emotional experience delivery. Also, initial investments are relatively low, because the development of idea will rely on existing infrastructure. Different yoga programmes in different places/seasons (e.g. indoors and outdoors/spring and winter) will be key distinctive elements of the

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experience. Rural Yoga can be further developed and differentiate as: yoga with beauty and spa treatments, or yoga with spiritual experiences, or yoga with cultural visits. General yoga programmes will be adapted and combined with local attraction and activities/events.

Due to the fact that yoga fans could spend more money on holidays and yoga programmes, it is expected that Rural Yoga could have very successful pricing strategy that will generate relatively higher income than similar recreational/sport activities in rural areas. Also, highly conscious and well-educated yoga fans can help the development of local rural community with their competences and expertise. In line with this, Rural Yoga could generate many further indirect benefits for local destination and its community.

Finally, Rural Yoga will promote Montenegro (and region) globally as sustainable tourism destination and could generate better structure of tourist in the future due to the new, more sustainable, image.

(max 1,000 words)

ORIGINALITY

1. Please describe the innovative part of the idea.

With our idea we will connect practising yoga and rural areas. The innovative part of the idea is that yoga will be practiced in rural areas, indoor as well as outdoors. Special places outdoors (e.g. viewpoints, “gumno”, valleys, under big trees etc.) and indoors (e.g. rural villas) will be selected and adapted for yoga. Yoga is far more than fitness method for physical health or a psychological tool to achieve peace and happiness. When it comes to yoga, one of the most important parts of yoga is peace. Apart from spiritual connection, yoga has deep connection to nature, and just in that conditions which rural places provide, you can be totally connected with yourself and nature as well, and do yoga in the right way. Key innovative synergy will be generated between three main elements: yoga, rural environment and emotional experience/interaction.

(max 150 words)

REGIONAL AND NATIONAL SIGNIFICANCE

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1. Please describe the potential for implementation of your idea in all Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania).

All Adriatic-Ionian countries participating in the project (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania) have potential for implementation of our idea. All these countries have undiscovered rural areas which can be suitable for developing rural yoga. On the other side, different character of rural settlements in different countries offers possibilities for different specific emotional experiences during yoga programmes.

(max 150 words)

2. Please estimate the potential number of direct users (customers/visitors/beneficiaries) of your idea.

The potential number of direct user of our idea is between 100-300 visitors per year (per country). In order to avoid overcrowding and provide opportunity for relaxing and healing environment, groups will be limited to max 12 pax because it optimal number of people in one group who can practice yoga together. Also, special events like yoga congress could gather together significant number of users at once (200-300 pax).

(max 100 words)

3. How does your idea reflect the identity of Adriatic-Ionian Region?

Yoga by itself is not part of local identity, but can contribute to the local socio-cultural sustainability via new employment opportunities, intercultural contacts, new experiences and preservation of local culture, food and customs. Yoga is not invasive/devastating form of activity, in physical neither in cultural/immaterial sense. In this way, yoga will help revitalisation and development of certain villages, and will provide opportunity to re-establish rural identity of Adriatic-Ionian Region.

(max 150 words)

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4. Does your idea have any impact on the extension of touristic season?

a) Yes

b) No

5. Does your idea reduce the negative impacts of mass tourism in the destination or region?

a) Yes

b) No

FINANCIAL/BUSINESS PROSPECTS

1. Please estimate the costs for the development of your idea and the cost categories.

Budget line*	EUR	Note/explanation
Staff costs (Tour guides+Tour managers)	1000	/
External expert (Yoga instructors)	2000	/
Website/Instagram/Facebook	1000	/
Other costs	1000	/
Total:	5000	Costs for the pilot project/village where the idea will be developed and tested.

**these are suggested budget lines; please feel free to add or delete the budget lines in accordance with your idea (innovation) category.*

2. Please estimate the revenue of the implemented idea for the period of 3 years.

Key points of the revenue are as follows:

- Annual number of visitors is estimated to: **200 pax** (I year: 100; II year: 200; III year: 300)
- Revenue per year is estimated to (200pax*300eur) = **60 000 EUR**
- Total revenue for 3 years period is estimated to: **180 000 EUR**

Mentioned projection is made for the Montenegro. If idea is going to be developed parallely in other countries, than revenue could be much higher.

(max 100 words)

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3. How does your idea contribute to employment opportunities?

Rural Yoga will include a set of services that are necessary for a tour, such as transport, accommodation, F&B, local food producers, excursions etc. So, it will contribute to employment directly and indirectly.

Apart from yoga instructors, and other operative managers directly involved in tour organisation, other people, especially in rural areas, will be involved. This type of activity is also closely linked with other trends such as vegetarian, local and organic food that could be provided in rural areas. Also, tea consumption is an important part of yoga programmes, where different local herbs collected by local farmers, could generate interesting experience and additional income for local community. Local farmers that produce organic fruit, vegetable, honey, cheese, etc., will benefit from Rural Yoga.

Also, this idea will include a lot of other people who will work together and will have mutual benefits (e.g. travel agents, tour guides, and other product and service providers). Through this idea, we will give opportunity to people in remote rural areas for additional income and better living standard.

(max 150 words)

SUSTAINABILITY

1. In what way does your idea contribute to sustainability (e.g. local community engagement, application of environmental solutions, inclusion of persons with disabilities/vulnerable groups)?

Rural Yoga will have several positive impacts to general sustainability. It is well known that yoga is founded upon principles that promote awareness of one's sense of connection, inborn unity, and interdependence with all things. Clearly these central tenets convey innately ecological consciousness of its importance through the practice of yoga. Idea of rural yoga as a type of selective tourism will not have negative influence on environment.

By providing this type of selective tourism we will renew old villages, protect them of devastating, and build awareness of importance of the environment. This type of tourism will optimally use natural resource, because its carbon footprint is zero. It respects the social and cultural authenticity of hosts and their communities, strives to preserve and promote their material and immaterial heritage and traditional values and contribute to intercultural understanding and tolerance.

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(max 250 words)

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DISCLAIMER

All collected personal data will be used only for the purpose of the *Public call for innovative solutions in sustainable tourism in Adriatic-Ionian Region*.

The applicants/idea creators will not gain any financial benefit for idea testing, directly or indirectly.

Innovation idea will remain the sole property of the applicant.



3. Conclusion

This report is prepared and forwarded to the AITIC Management Council for further procedure.

The Management Council will review the collected innovative solutions and select two best ideas according to previously defined set of criteria. Two selected best ideas will be piloted during July and August 2019 and afterwards promoted and presented during project public events and final conference.