



PROJECT FOSTERING TOURISM INNOVATION SYSTEM IN ADRIATIC-IONIAN REGION

NEWSLETTER No.2



Strategic goals in the function of fostering innovations in sustainable tourism in the Adriatic-Ionian region according to the "Strategy for Fostering Innovations in Sustainable Tourism for Adriatic-Ionian Region".

STRATEGY FOR FOSTERING INNOVATIONS IN SUSTAINABLE TOURISM FOR ADRIATIC-IONIAN REGION WAS DEVELOPED

The core document of FOST INNO project is the Strategy for Fostering Innovations in Sustainable Tourism for Adriatic-Ionian Region. The main focus of this Strategy are innovations and sustainable tourism development.

This document covers situation analysis of tourism and innovations in Adriatic-Ionian region as well as analysis of tourism trends. Several different research activities were conducted with the employers in the tourism from all partner countries in order to get more detailed overview of tourism and innovations in this area. The results of those research activities, which included online questionnaires, telephone surveys, in depth interviews with key stakeholders and interactive workshops, are summarized and presented in the Strategy. SWOT and PEST analysis that are presented in this Strategy (generated SWOT and PEST analyses of each partner country) summarize results of the situation analysis of the tourism in the whole region as well as the empirical research results. Examples of good practice regarding tourism innovations from every partner country are also included in this document.

The Strategy will serve as a base for the development of individual action plans (local and regional) which will define concrete steps and measures necessary to improve existing tourism offer through innovation based on sustainable development principles.

ESTABLISHED ADRIATIC-IONIAN TOURISM INNOVATION CENTRE

Adriatic-Ionian Tourism Innovation Centre is established as a network of six contact points (one in each country) which will serve as a learning platform and dissemination tool for innovations in sustainable tourism. This Centre will be the cornerstone of regional tourism innovation system with its primary role to improve and enhance communication and cooperation and to facilitate the innovations within the context of tourism industries. The future activities of the Centre include: transfer and exchange of know-how on sustainable tourism development and innovations, fostering innovations in tourism, promotion of innovations as a driver of sustainable tourism development, inclusion of stakeholders in the activities of the Centre, educational activities and creation of ICT solution as knowledge base in the form of web application.

All the project partners will be involved in the Centre and its activities, providing guidance and including different stakeholders in the Centre's network. Educational activities are one of the main aims of the Centre and they will be carried out through webinars, e-courses and e-consultations. Centre's members will have the opportunity to attend one-day trainings with purpose of innovative ideas development and two best innovation ideas will be awarded with Best innovation award.

The inclusion of Centre members shall follow with membership formalized by the signing of an agreement between Centre representatives and members. If you are interested in becoming the member of the Centre, or require additional info, feel free to contact us on: dubravka.koparan@opstinativat.com

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2nd PARTNERS MEETING IN MONTENEGRO

The second Management Board Meeting was held on 18th and 19th of June in Tivat, Montenegro. Municipality of Tivat hosted 20 representatives from 7 partners institutions/organisations. Partners met to analyse the progress of FOST INNO project, to look back at what has been achieved so far and to plan towards upcoming tasks and challenges.

Beside overview and discussion of completed and ongoing activities of project Work Packages, special focus of the second meeting was on developing a "Strategy for Fostering Innovations in Sustainable Tourism for Adriatic-Ionian Region".

This meeting was excellent opportunity for a fruitful interaction among the partners so the next partners meeting is scheduled for January 2019, and it will be held in Bosnia and Herzegovina.

WORKSHOPS IN 6 COUNTRIES

Stakeholders across the Adriatic-Ionian region had a central role in the Strategy for Fostering Innovations in Sustainable Tourism for Adriatic-Ionian Region development process and were actively involved in its creation with their suggestions, comments and recommendations.

Two rounds of the interactive workshops were organized between April and July 2018 in Albania, Bosnia and Herzegovina, Croatia, Italy, Montenegro and Slovenia with total of twelve workshops. Stakeholders who were actively taking part in these workshops were representatives of local, regional and national public authorities, sectorial agencies, interest groups including NGO-s, higher education and research institutions, enterprises, SME-s and business support organizations.

The 1st round of workshops gathered a total of 235 participants. These workshops were mainly focused on getting the feedback from the stakeholders on the situation in their countries related to sustainable tourism, innovations, their cooperation experiences on local, regional, national and international level, their opinions on new markets and tourism trends.

During the 2nd round of the workshops, the Strategy proposal and the results of the previous analyses were presented to 206 participating stakeholders aiming at getting their approval and constructive suggestions for the improvements of the future document.

