

TOP 3 PRIORITIES PER TOPICS

Priority/action	Joint targets/indicators	No. of countries	Countries prioritizing
TOPIC 1: Diversified Tourism Offer			
1. Development of sustainable and thematic routes	Diversification of products/increasing number of routes (e.g. archeological, historical, festivals, thermal, wellness, wine and other thematic routes; supporting the development of cycling, walking/hiking and sailing routes	8	SLO, BIH, GR, MNE, ITA,CRO, SRB, ALB
2. Fostering Adriatic-Ionian cultural heritage	Diversification of products/increasing number of visitors; supporting: the development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable touristic valorization of coastal and underwater archaeological heritage	6	MNE, ITA, BIH, GR, SLO, ALB
3. Improvement of SMEs performance and growth-diversification, R&D	New national and transnational clusters and SMEs in the field of tourism, new business opportunities, joint regional and transnational entrepreneurial projects and researches, local communities involved; increased number of total tourist arrivals and overnights, increase of tourism income	5	SRB, CRO, ALB, GR, SLO
TOPIC 2: Sustainable and Responsible Tourism Management			
1. Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)	New programmes for training and new projects in the field of education; the aim: provide in-service trainings for education professionals, flexible and continuous education of SME employees and to raise the knowledge and competence of unemployed; target: increased number of highly educated employees and entrepreneurs in the field of tourism	8	SLO, ITA, BIH, CRO, ALB, GR, SRB, MNE
2. Expanding the tourist season to all-year round	Promoting/supporting development of special interest tourism: MICE, rural, alternative tourism, etc.; exchange of good practices; target: increased number of tourist arrivals and overnights; increased number of events, performances, entrepreneurships and SMEs	7	MNE, BIH, SRB, CRO, ALB, GR, SLO
3. Developing network of sustainable tourism businesses and clusters	Supporting: networks of creative industries, networks promoting and sharing best practices in environmental quality management and tourism clusters for the implementation/adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other Green (sustainable) Certification Schemes.	3	GR, ITA, SLO