

# NETWORKING AND COMPLEMENTARITIES FOR THE EMBEDDING OF EUSAIR

3<sup>RD</sup> Action Lab EUSAIR – ETC Managing Authorities



TOWARDS EMBEDMENT OF THE ADRIATIC-IONIAN PILLAR 4 FLAGSHIP  
**AIR CULTURAL ROUTES**

# EUSAIR TSG4: TOP PRIORITIES PER TOPIC





# FRAMEWORK

# CHALLENGES: ENVIRONMENTAL SUSTAINABILITY - HARMONIZATION

2017 EUSAIR Arrivals [UNWTO]



**IMBALANCE IN ARRIVALS**  
in EUSAIR COUNTRIES

**IMBALANCE IN**  
**CARRYING CAPACITIES**  
OF EUSAIR  
DESTINATIONS

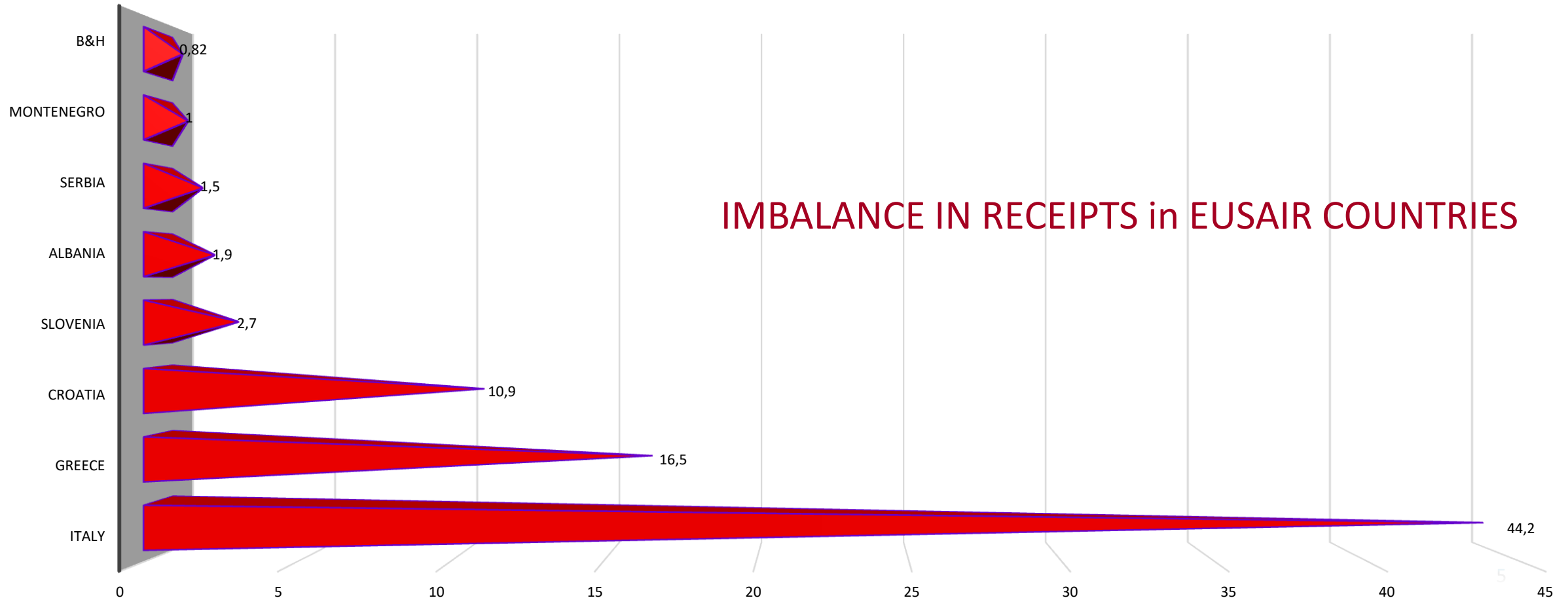
**OVERTOURISM**  
**VERSUS**  
**LESS DEVELOPED**  
**AREA**

*DIVERSIFIED tourism offer*  
*Sustainable and responsible*  
*tourism MANAGEMENT*

# CHALLENGES: ECONOMIC SUSTAINABILITY - HARMONIZATION

EUSAIR countries with common but diversified heritage, history, identity but different tourism development levels

2017 EUSAIR Receipts \$bn (Source: UNWTO)

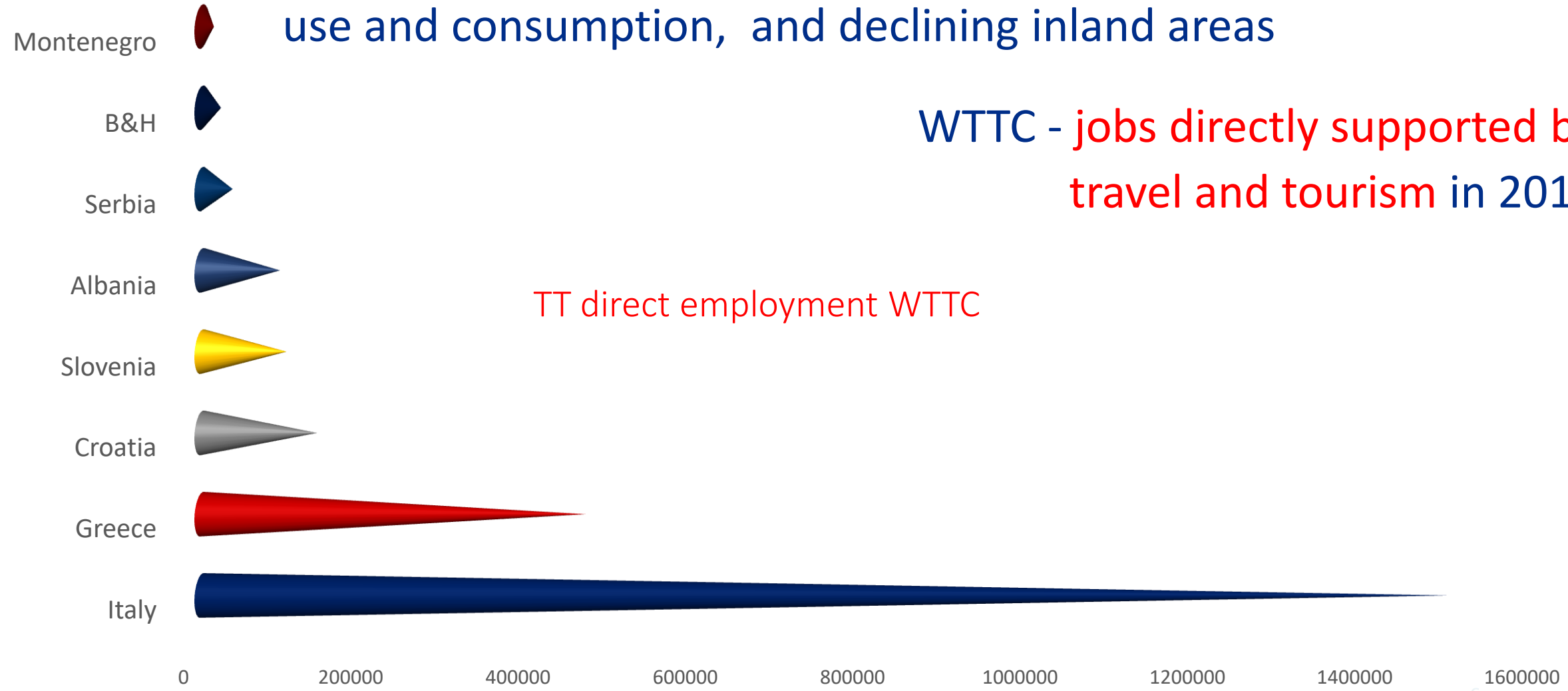


# CHALLENGES

## SOCIAL SUSTAINABILITY - HARMONIZATION

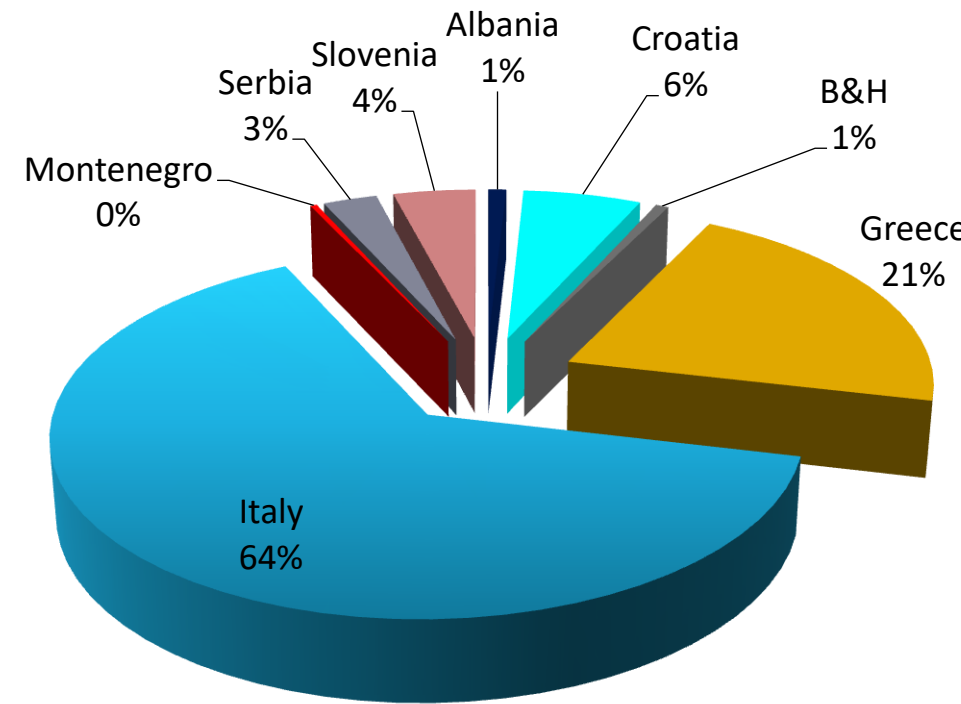
- EUSAIR IMBALANCE: dynamic coastal areas, heavily populated & intensive land use and consumption, and declining inland areas

WTTC - jobs directly supported by travel and tourism in 2017



# CHALLENGES

78 mn visitors to museums in EUSAIR in 2017



MINISTERO PER I BENI E LE ATTIVITÀ CULTURALI

2017. TUTTI I NUMERI DEI #MUSEITALIANI

Ministero  
Amministrazione Trasparente  
Sala Stampa

STATISTICAL OFFICE OF MONTENEGRO

PRESS RELEASE

MUSEUMS AND ARCHAEOLOGICAL SITES ATTENDANCE NOVEMBER 2018

The Statistical Office of Montenegro announces the results of the Survey on Museums and Archaeological Sites Attendance in November 2018. More specifically:

Compared with the corresponding month of 2017, Museums recorded an increase of 22.5% in the number of visitors, while an increase of 14.9% was recorded in the number of free admission visitors and a 25.4% increase in the number of paid admission visitors.

Compared with the corresponding month of 2017, Museums recorded an increase of 9.8% in the number of visitors, while an increase of 7.4% was recorded in the number of free admission visitors and a 12.5% increase in the number of paid admission visitors.

Compared with the corresponding month of 2017, Museums recorded an increase of 13.8% in the number of visitors, while an increase of 12.4% was recorded in the number of free admission visitors and a 12.4% increase in the number of paid admission visitors.

STATISTIČKI GODIŠNJAK 2018

STATISTICAL YEARBOOK 2018

Research in all areas of social and economic life of Montenegro

Pojedinačni hrvatskih muzeja u 2017. godini

Izvor podataka: godišnji anketni upitnik MDC-a upućen na Registar muzeja, galerija i zbirki Republike Hrvatske.

Dobiveni su podaci 137 muzeja iz registra A, što predstavlja odziv od 86%. Uz to dobiveni su podaci i od 12 muzeja iz registra B i 4 muzeja iz registra C. Ukupan broj posjeta u 153 muzeja koji su ispunili upitnik za 2017. godinu iznosi 4.662.111.

Ustanova	Grad	Broj posjetitelja
Arheološki muzej Istre (i Arena)	Pula	486966
Muzej grada Splita (i Dioklecijanov podrum)	Split	357745
Galerija Klovičevi dvori	Zagreb	314767
Dubrovački muzej - Arheološki muzej, kulturno-povijesni muzej, Etnografski muzej	Dubrovnik	235549
Tehnološki muzej Nikola Tesla	Zagreb	170767
Arheološki muzej Zadar	Zadar	162470
Muzej Vukovarske kulture	Vukovar	127721
Mjesta sjećanja - "Vukovarska bolnica 1991."	Vukovar	119596
Povijesni i pomorski muzej Istre - Museo storico e navale dell'Istria	Pula	108893

EGMUS

INSTAT

REPUBLIC OF ALBANIA

TOURISM IN FIGURES 2018

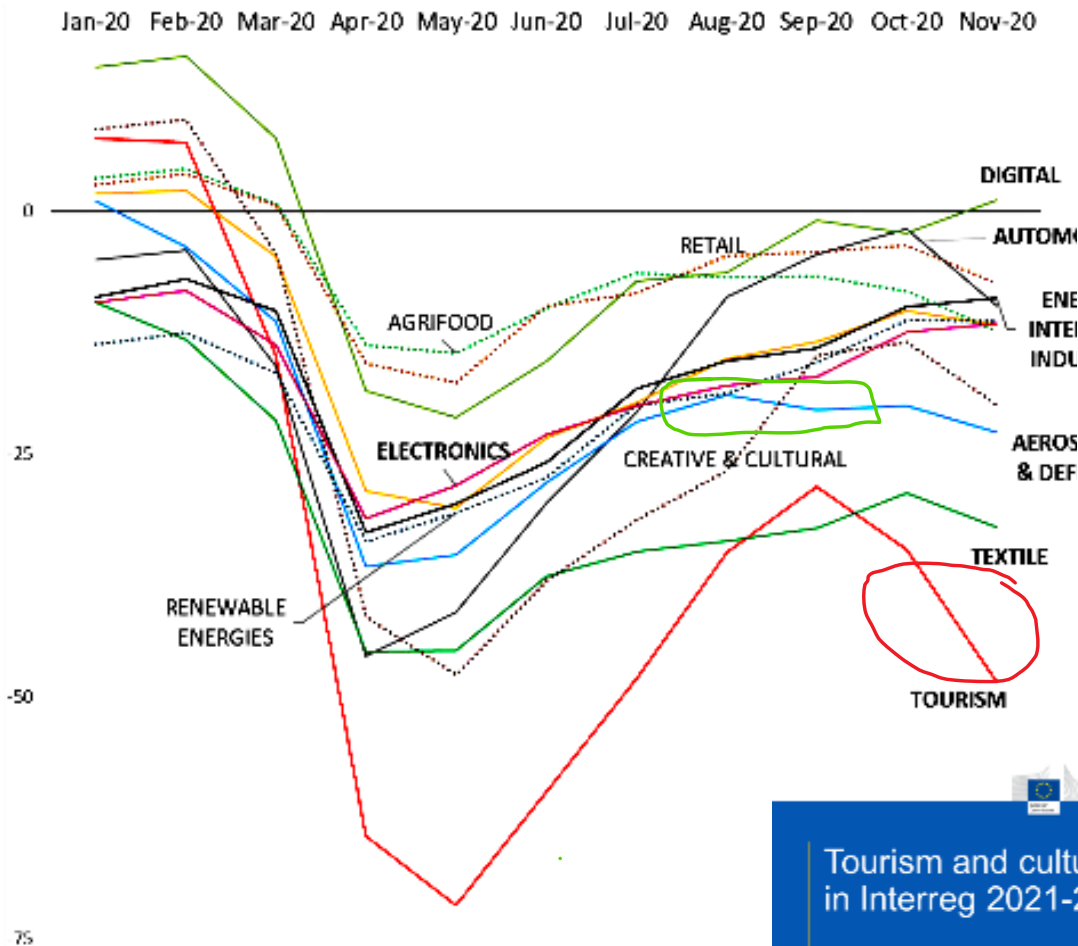
ALBANIA 2018

Traveling is an investment from which you become always more enriched

# COVID-19 IMPACTS. TOURISM ECOSYSTEM OUTLOOK

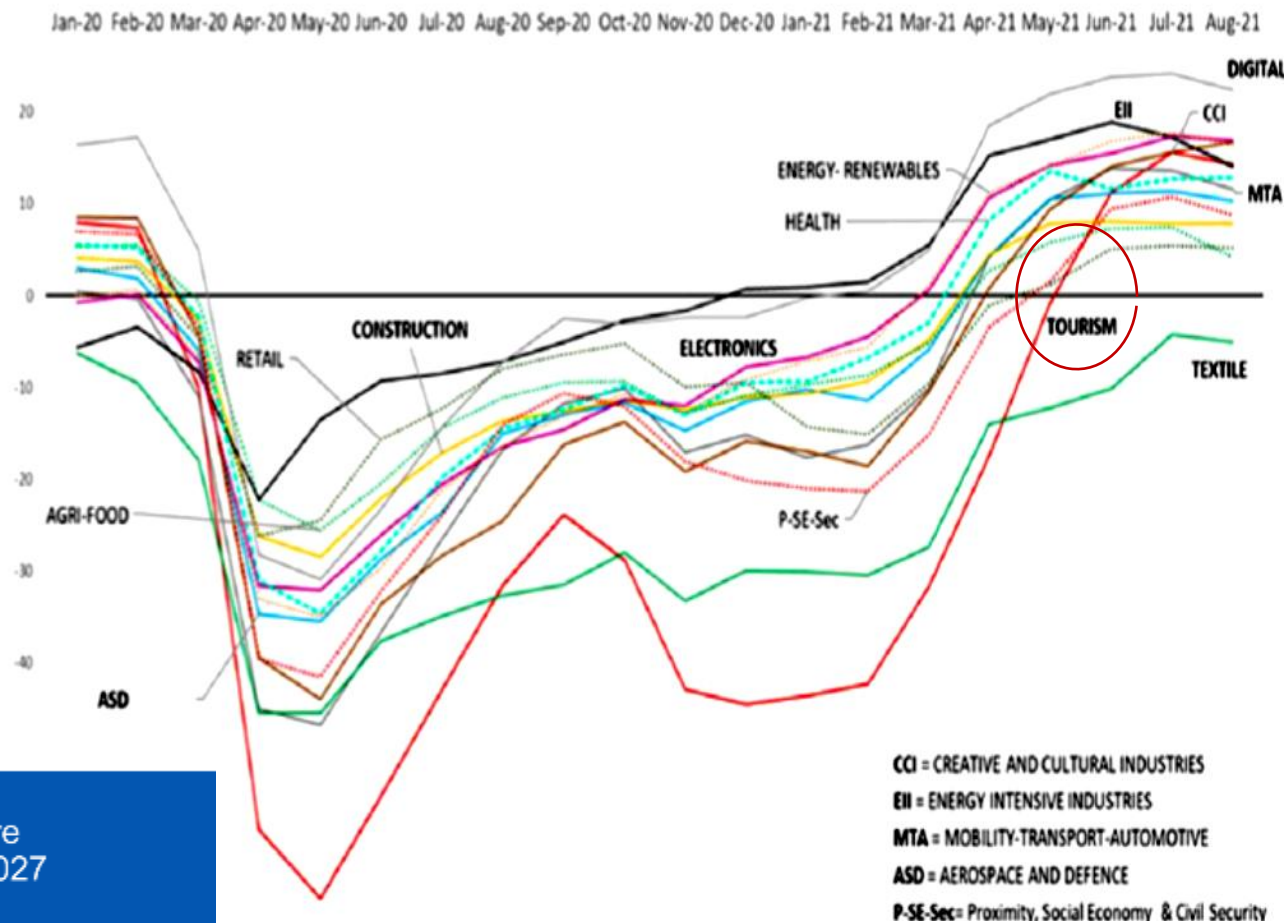
## Evolution of the Confidence Indicator by Ecosystem: January-November 2020

Source: GROW.A1 elaborations on data by the Joint Harmonised EU Programme of Business and Consumer Surveys.



## Evolution of the Confidence Indicator by Ecosystem: January-August 2021

Source: GROW.A1 Unit for Tourism and Textiles – Tourism Team, Ramune Genzbigelyte Venturi, 21st September 2021.



  
**Tourism and culture in Interreg 2021-2027**  
 Interact event with DG REGIO D1/D2  
 15 December 2020



# CHALLENGES

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- Less developed regions - remote areas
- Non-coastal, non-urban destinations
- Micro sites
- Unknown sites – lack of awareness
- Declining number of inhabitants - demography
- Lack of C&CT Management
- Lack of Marketing
- Lack of Visibility



# FLAGSHIP : AIR CULTURAL ROUTES

## PROJECT IDEA DEVELOPMENT



**MACROREGIONAL CHALLENGE :**  
harmonized distribution of tourism flows through macro-regional territories

**GOAL**  
Identification of governance model for CR in the EUSAIR countries-  
Managing regional connectivity of local micro-routes

**GOAL**  
new integrated local development models / cultural routes as tool for the creation of innovative diversified tourism products

**GOAL**  
supporting the development of cycling, walking/hiking and sailing routes that would better connect all EUSAIR Cultural routes.

**IMPACT:**  
synergies between creative and cultural industries and the hospitality sector and sustainable tourism valorization of coastal and underwater cultural heritage

# POLICY OBJECTIVES: AIR CULTURAL ROUTES

## PO1: SMARTER EUROPE

Smart specialisation strategies will cover R&I capacities, but also the uptake of advanced technologies, digitisation, support to SMEs and development of skills for smart specialisation

## PO2 GREENER EUROPE

Re-routing tourism flows through time and space

## PO3 CONNECTIVITY

Multi-modality for climate resilience

## PO4: A MORE SOCIAL EUROPE

(v) enhancing the role of culture and tourism in economic development, social inclusion and social innovation -  
THROUGH THEMATIC ROUTES

## PO 5: EUROPE CLOSER TO CITIZENS

supporting locally-led development strategies and sustainable development across the EU -  
THROUGH THEMATIC ROUTES

# Flagship 4.5 - Air cultural routes

## Innovation and competitiveness in tourism sector

- ✓ Products, services and solutions on sustainable issues (ADRION)
- Quadruple helix actors supporting innovation potential and uptake (ADRION)
- ✓ Tourism 4.0 (GR-IT)
- ✓ Creative and cultural industries (✗ GR-IT; IT-AL-ME; IT-HR)
- Support to SMEs, emerging enterprises (start-ups, incubators) and young entrepreneurs (GR-IT)

Could these actions be related?

## Digitalization

- ✓ Integration of digital technologies in tourism sector, also for diversification of products and recovery after pandemic (✗ GR-IT; IT-SI; IT-AL-ME)
- ICT access (GR-IT)

## Sustainable tourism

- Circular economy approach in tourism sector (GR-IT)
- ✓ Natural / cultural heritage management for green tourism and preservation (GR-IT; HR-BA-ME; HR-SR; SR-BA; SR-ME)
- Joint actions to support tourism diversification, smart destinations and products for specific targeted market segments (e.g. women) (HR-BA-ME; HR-SR; SR-ME)
- Support SMEs in new tourism and culture business (HR-BA-ME; HR-SR; SR-BA)
- Investments in physical regeneration and security of public spaces (HR-BA-ME)

## Improvement of skills

- ✓ Improve the existing capacities of the workforce in the tourism and culture sectors, foster innovation in products and processes
- Collaboration with cultural/ creative industries and development of new sustainable technologies/ circular economy approach (📍 GR-IT; IT-SI; IT-AL-ME; IT-HR; SR-ME)

## Cultural synergies

- ✓ Cultural and thematic routes and itineraries (✗ GR-IT; IT-SI; IT-AL-ME)
- Joint strategies and plans and common cultural heritage promotion; joint cross-border tourism products/initiatives (IT-SI; SR-BA; SR-ME)
- ✓ Cross-border cultural networks, clusters and platforms, cooperation among tourist operators, service providers and organic agricultural producers (GR-IT; IT-SI; SR-ME)

# BACKGROUND

## SELECTED EXAMPLES

# CAPITALIZATION OF PREVIOUS EXPERIENCES

- **ATRIUM** – INNOVATIVE TOOLS
- **VIA FRANCIGENA**
- **IRON AGE ROUTE** – SCIENTIFIC RESEARCH FOR DIVERSIFICATION OF RESOURCES AND PRODUCT
- **PHOENICIANS ROUTE** – SMART WAYS
- **ROUTES4U** – MACRO REGIONAL PERSPECTIVE

## Policy Brief on Cultural Routes in Europe



A Policy Brief from the Policy Learning Platform

March 2019



**Interreg  
Europe**



European Union | European Regional Development Fund

# CAPITALIZATION OF PREVIOUS EXPERIENCES

- 17 MIL EUROS FOR CERTIFIED CULTURAL ROUTES OF THE COUNCIL OF EUROPE



### Cultural Route Themes

- Vine & Wine Routes
- Religious & Pilgrimage Routes
- Seafaring & Maritime Routes
- Trade Routes
- Ancient World Routes
- Mythology Routes
- Cycling Routes
- European History Routes



**ATRIUM PLUS** intends to capitalise the set of innovative tools produced by the project **ATRIUM** Architecture of Totalitarian Regimes of the XX Century in Urban Management

Atrium Plus  
 The Atrium European City  
 The ATRIUM PLUS method  
 The ATRIUM PLUS architect  
 A training course for architects  
 Students at work  
 Testing the Atrium Plus  
 Atrium Plus brand

### Main activities and outputs

- Interregional Workshops with technical study visits 2017-2018
- Regional Stakeholder Groups meetings
- Policy Learning Guidelines on Cultural Routes in the Growth & Jobs development contexts
- Study Tour in Lazio Region
- Staff Exchange programme
- Action plans on Cultural Routes development and upgrading, with implementation and monitoring of improved policy instruments in partner regions
- Regional Dissemination events
- Cult-RinG event during European Week of Regions and Cities in Brussels
- Final high-level political event

### Expected results

- Inclusion of Cultural Routes impacts and benefits in action plans and policy instruments
- Identified thematic topics on Cultural Routes integrated in policies at regional, national and EU levels
- Capacity building of partners' key staff, stakeholders and policy makers on Cultural Routes
- Better cooperation / partnerships between public and private sectors, tourism and cultural sectors
- Improved policy instruments for sustainable regional development
- Contribution to the Policy Learning Platform
- Enhanced education and training opportunities on Cultural Routes
- Added value to the initiatives at EU level and other European Structural and Investment Funds programmes

Synergies with IYSTD2017 & EYCH2018

### SPECIFIC THEMES

#### RELATED TO CULTURAL ROUTES:

1. Assessment of six existing Cultural Routes of the Council of Europe (ex-post) in terms of socio-economic development, direct and indirect benefits for Growth & Jobs
2. Capitalization of established best practices from INTERREG IVC completed projects CHARTS and CERTISS
3. Development of new cultural routes, based on the above assessment and capitalization

[www.interregeurope.eu/cult-ring](http://www.interregeurope.eu/cult-ring)

The Cult-RinG project is co-funded by the European Regional Development Fund and made possible by the Interreg Europe programme

Cult-RinG budget: 1,35 M EUR

ERDF co-funding: 1,13 M EUR



### Cult-RinG Partnership

Lead Partner:

Regional Development Fund of Central Macedonia on behalf of Region of Central Macedonia



Partners:



Advisory partner:



### Cultural Routes as Investment for Growth and Jobs



Cult-RinG highlights the value of investment in European Cultural Routes in terms of their contribution to growth and jobs and the development of new cultural routes

[www.interregeurope.eu/cult-ring](http://www.interregeurope.eu/cult-ring)

# CAPITALIZATION OF PREVIOUS EXPERIENCES

Project	Project acronym	Operational Programme	Priority Axis/Measures	Participating Countries	Total Budget	European Fund Contribution
Quality Network on Sustainable Tourism	QNeST	ADRION	Sustainable Region	Greece, Croatia, Italy, Montenegro, Slovenia	EUR 1,465,662.95	ERDF budget EUR 1,126,813.48 IPAI budget 119,000.00
Adriatic Landscape Interpretation Network	ADRILINK	ADRION	Sustainable Region	Albania, BIH, Italy, Greece, Croatia, Serbia	EUR 2,409,446.70	ERDF budget EUR 1,221,732.79 IPAI budget EUR 826,296.90
Heritage for Innovative and Sustainable TOURist Regions in Italy and Croatia	HISTORIC	Interreg Italy-Croatia	Environmental and Cultural Heritage	Croatia, Italy	EUR 2.432.995,75	ERDF budget EUR 2.068 mln
Cross-border cultural and green tourism destination Claustra Alpium Iuliarum	CLAUSTRA+	Interreg Slovenia-Croatia	Preservation and sustainable use of natural and cultural resources	Slovenia, Croatia	EUR 1.779.988,15	ERDF budget EUR 1.512.989,90
Interpretation of natural and cultural heritage for active holidays	RIDE&BIKE II	Interreg Slovenia-Croatia	Preservation and sustainable use of natural and cultural resources	Slovenia, Croatia	EUR 875.472,55	ERDF budget EUR 744.151,66
In cultura veritas - by developing an attractive tourist destination to better valorization and sustainable use of cultural heritage	IN CULTURA VERITAS	Interreg Slovenia-Croatia	Preservation and sustainable use of natural and cultural resources	Slovenia, Croatia	EUR 1.003.317,00	ERDF budget EUR 852.819,44
Cultural Route of Becharac & Ganga	Becharac & Ganga	Interreg Croatia-BIH-Montenegro	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, BIH	EUR 2.307.174,13	
Heritage route From Trappists to Border guards	Heritage route	Interreg Croatia-BIH-Montenegro	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, BIH	EUR 706.517,08	
Historic Fortresses Intensifying Cross-Border Tourism Development	FORTITUDE	Interreg Croatia-BIH-Montenegro	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, Montenegro	EUR 1.618.438,72	
Promoting Area Attractiveness through hiking and introducing a different touristic approach	Path	Interreg Greece-Italy	Integrated Environmental Management	Greece, Italy	EUR 863.947,63	
The sustainable development of first world war heritage between the Alps and the Adriatic	WALKofPEACE	Interreg Italy-Slovenia	Protecting and promoting natural and cultural resources	Italy, Slovenia	EUR 2.893.176,00	ERDF budget EUR 2.459.199,60
Enhancing the tourism development in the Central Danube cross-border region	Central Danube Tour	Interreg Croatia-Serbia	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, Serbia	EUR 575.856,20	
EXtraordinary PLeasure of Our REgion - Common gastro, eco and recreation routes of Croatia and Serbia	EXPLORE CRO-SRB	Interreg Croatia-Serbia	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, Serbia	EUR 368.110,98	
Subotica Osijek Secession Tourist Route	S.O.S.	Interreg Croatia-Serbia	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, Serbia	EUR 1.066.007,64	
Virtual and Cultural Tourism	ViCTour	Interreg Croatia-Serbia	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, Serbia	EUR 924.327,00	



# CAPITALIZATION OF PREVIOUS EXPERIENCES

Enriching tourism offer for persons with visual impairment and blindness	VISITUS	Interreg Croatia-Serbia	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, Serbia	EUR 353.048,15	
Panona net - destination management model	Panona net	Interreg Croatia-Serbia	Contributing to the development of tourism and preserving cultural and natural heritage	Croatia, Serbia	EUR 636.364,50	
Integrated Approaches for Cultural Heritage Promotion: Ancient Theatres & Sites Route as Branded Destination	i-Thea	Interreg Greece-Albania	Boosting the local economy	Greece, Albania	EUR 517.413,18	
Emerging cultural tourism by discovering hiking and cultural routes in the CB area	Cult2Routes	Interreg Greece-Albania	Boosting the local economy	Greece, Albania	EUR 657.600,00	
Alternative Tourism	ALTTOUR	Interreg Greece-Albania	Boosting the local economy	Greece, Albania	EUR 660.540,88	
Smart Travel on Cultural Routes	SMART TOUR	Interreg Greece-Albania	Boosting the local economy	Greece, Albania	EUR 513.475,00	
Cheese route as an innovative cultural heritage driving force for rural tourism development in the cross-border area	CheeseCult	Interreg Greece-Albania	Boosting the local economy	Greece, Albania	EUR 551.759,40	
Greece and Albania Joint Initiatives for Cultural Preservation Through Innovative Actions	CULTURAL LANDS	Interreg Greece-Albania	Boosting the local economy	Greece, Albania	EUR 401.079,96	
Pilgrimage tours and pilgrimages to Greece and Albania	PROSFORA	Interreg Greece-Albania	Boosting the local economy	Greece, Albania	EUR 635.516,32	
“DUE MARI” next generation tourism development	DUE MARI	Interreg Italy-Albania-Montenegro	Tourism and Culture	Italy, Montenegro, Albania	EUR 5.206.934,15	IPA co-financing 85%
Mediterranean cycle route for sustainable coastal tourism	MEDCYCLETOUR	InterregMED	Sustainable Tourism	Spain, Italy, Croatia, Greece, Slovenia, France, Cyprus, Belgium	EUR 2 403 920.85	EUR 2 043 332.73
Advanced VR, immersive serious games and Augmented REality as tools to raise awareness and access to European underwater CULTURAL heritage.	iMARECULTURE	Horizon 2020	Societal Challenges	Czechia, Canada, BIH, Cyprus, France, Italy, Portugal, Hungary	2.644.025,00 €€	2.370.275,00
Create cycling, hiking and mountaineering routes in Nafpaktos		Western Greece OP	Environment protection and resource efficiency	Greece	257 256 EUR	ERDF 205 805 EUR

# OPPORTUNITIES

# NETWORKING MULTILEVEL PARTNERING

## CULTURAL ROUTE STAKEHOLDERS NETWORKING DIAGRAM

**Macrregional level:**  
institutions  
organizations,  
associations,  
other...

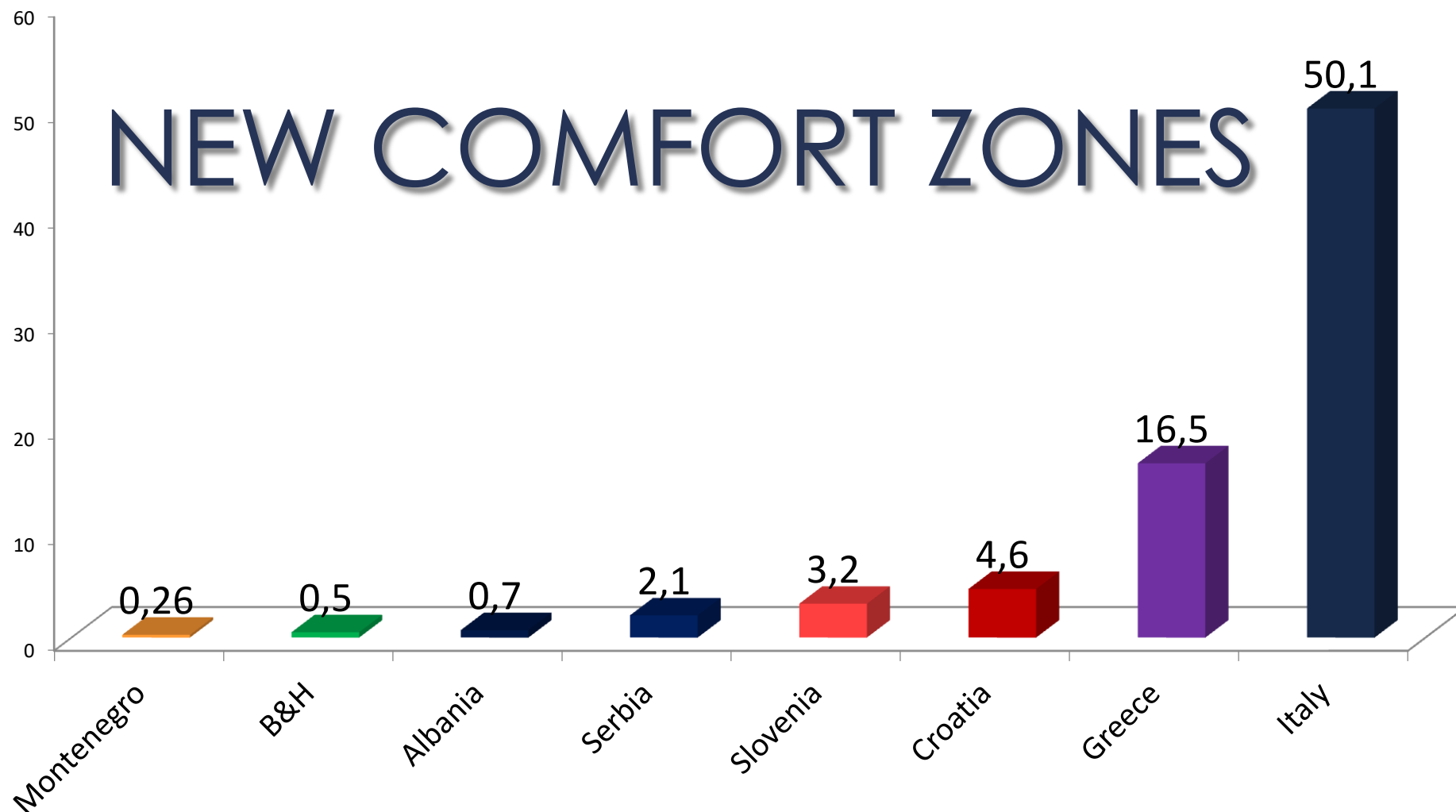
**National level:**  
ministries,  
tchambers,  
ourism boards,  
local gov., NGO's  
ethnic groups,  
other...

**Scientific level:**  
institutes, experts  
and professionals,  
educational  
institutions

**Heritage level:**  
Protected sites,  
institutions, museums,  
galleries  
Protected sites,  
Conservation bodies  
heritage  
associations, private  
owners  
Other..

**Tourism level:**  
industry  
hospitality,  
DMC, PCO, DMO,  
guides, private  
owners  
tour operators,  
travel agents,

# OPPORTUNITIES LESSER KNOWN DESTINATIONS - ACCESSIBILITY



2017 Visitors to museums and sites

# EUROPE

Out of 3.2 million tourism enterprises in Europe, 99.8% were micro or small and medium enterprises<sup>10</sup>.

In the EU, service providers at destination level (e.g. hospitality) are, in their majority, small local owners.

Micro and small enterprises generate about 64% of the value added of the tourism ecosystem and employ 84% of its workers.

Source: <https://www.hotrec.eu/wp-content/uploads/2021/09/SWD2021-164-final-1.pdf>

## Sustainable tourism

Identification and development of a new valuable governance model for Cultural and Tourist Routes in the EUSAIR countries

- Development of Governance Models in order to offer indications on the infrastructures and territorial services necessary for the implementation of the Cultural Routes system in the EUSAIR area
- Creation of new integrated local development models/products connected to Cultural and Tourist Itineraries, branding and sustainable policies, application of innovative evaluation and strategy elements
- Identification of a common methodology to improve and develop cultural routes as integrated sustainable connected multilevel destinations;
- Developing and implementing joint actions to support diversification of the tourism by investing in lesser-known destinations and diverse forms of tourism on thematic cultural routes (cultural, rural, agro-tourism, active tourism, etc.).
- Developing and implementing innovative solutions, connecting smart destinations, (e.g. through digitalisation and creative industries), and new services and products for specific targeted market segments (seniors, young people or people with disabilities).
- Development and implementation of measures to protect, develop and promote cultural heritage and cultural service

## Research and development

- Identification and development of a new valuable governance model for Cultural and Tourist Routes
  - R&D for identification of new, unique attractive resources of creative and sustainable tourism and enhancement of the existing offers in each destination, through networking activities and sustainable integrated production chains, promoting the development of the Smart Specialization in product development
  - Promote and encourage the development of transnationally designed but unique specialized products,
  - Support and/or boost the development of transnational and macro-regional clusters in connecting creative and digital industries; logistical services, and tourism etc .
  - Research and development in the field of routes management processes, cultural and tourism synergies and product development

### Innovation and Competitiveness in tourism sector

- Innovation in the field of heritage interpretation, including tangible, intangible, digital and interactive interpretation as well as “Heritage Interpretation Centres” and innovative aspects are “paths of excellence”
- Innovation in the field of product development, enabling cross-sectoral cooperation to help businesses (e.g. cultural and creative industries, tourism, agriculture and fisheries sectors, operation and logistics, etc) to be sustainably integrated in the process of product and services development
- Involving quadruple helix actors to support innovation potential and uptake

### Improvement of skills And education

- Trainings for developing skills for smart specialization on cultural routes, smart transition and entrepreneurship
- Enhancing entrepreneurial capacities to foster innovation in products and processes, also through the promotion of collaboration with cultural/ creative industries and the development of new sustainable technologies/ circular economy approach
- Education and trainings for all stakeholders including SMMEs for integrated sustainable management of destinations on cultural routes
- promoting cross-border education activities and training, also through knowledge exchange, for raising skills in the tourism sector, with a special focus on landscapes and cultural heritage preservation, sustainable tourism, digitalization, destination management and heritage interpretation



## Digitalization

- Digitalisation of tourism develops in three directions, which are intertwined with one another: 1. Use of technologies in providing new types of tourism offers and services, e.g. combination of digitised cultural heritage items on cultural routes, 2. online intermediate platforms mediate supply and demand and 3. data processing and sharing
- Digitalization on cultural routes - smart ways providing: customised experiences during the visit as well as before/after; integrated, easy-to-use, remote information on services, offers, maps, events, experiences, infrastructures available, and sustainability and safety levels;
- Technologies in providing new types of tourism offers and services on cultural routes, e.g. combination of digitised cultural heritage items and virtual exploration of history - virtualisation (digital twin), Internet of Things, Artificial Intelligence,
- Measures to develop standardised digital data sharing to support coordinated and synchronised operations on cultural routes
- Real time information systems to users for traffic management and multimodal travel planner solutions including biking on cultural routes
- Instalment of new technologies such as 5G/6G, digitalisation of public administration  
Actions that will improve the capacities and cooperation among innovation stakeholders (public, private, national, regional) so as to support SMEs in the process of integrating digitalisation in their sustainable transition to Industry 4.0, Tourism 4.0, digital technologies, key enabling technologies, etc.

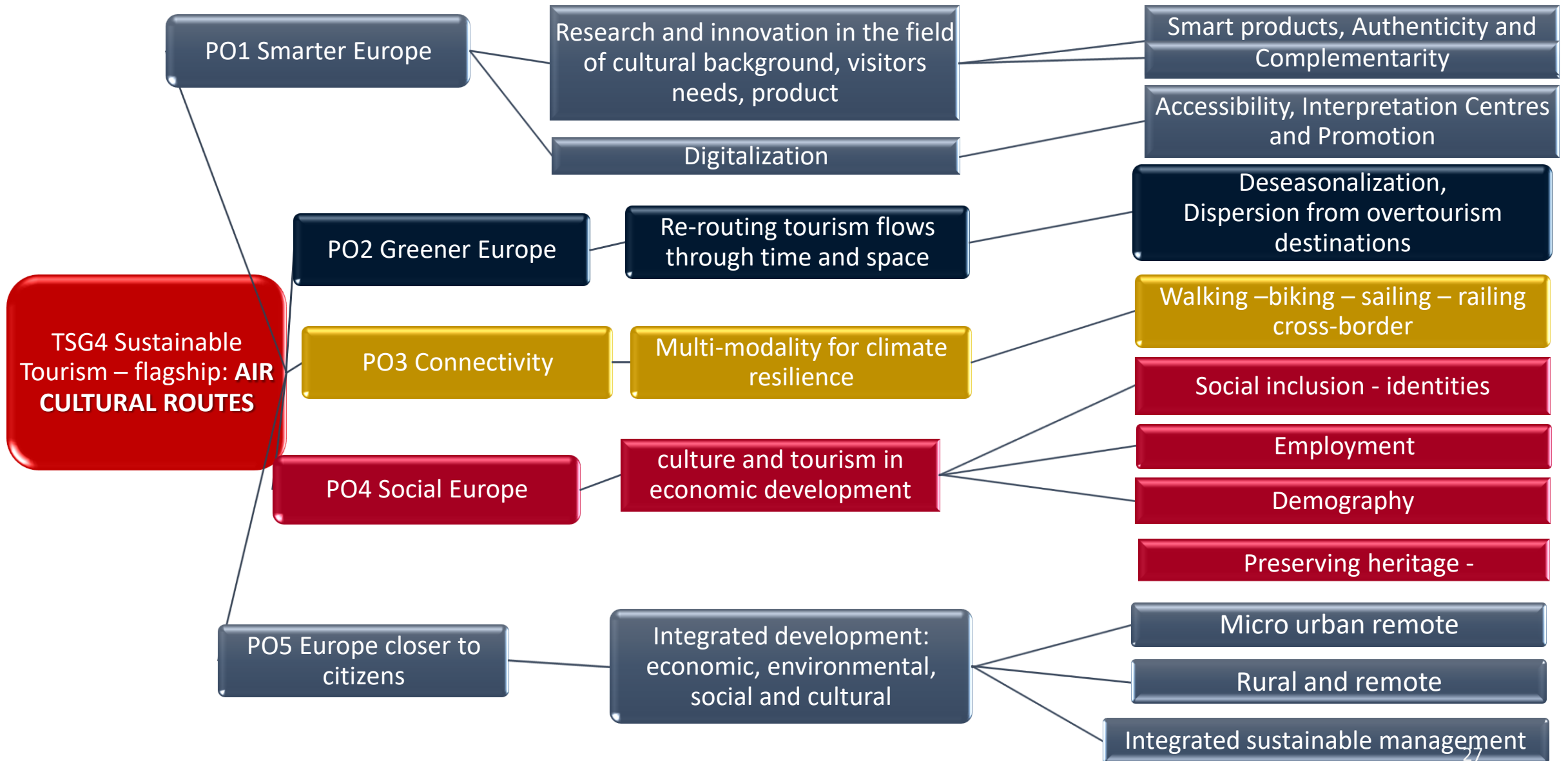
## Connectivity

- Multi modal sustainable ways of travel, biking railing, sailing, diverting overtourism flows from mega attractions towards micro locations and remote areas

## Cultural synergies

- Enhancing the role of culture and tourism in economic development, social inclusion and social innovation, e.g. through cultural & thematic routes; enhancing digitalisation, skills, capacity building, creative industries and cultural sector, services & new opportunities. Vulnerable social groups and local communities main target.
- enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation
- Strengthening cross-border cultural networks, clusters and platforms for enhanced cooperation among living creative labs and hubs and enhanced innovation capacities operating in the Programme Area

# TSG 4 SUSTAINABLE TOURISM

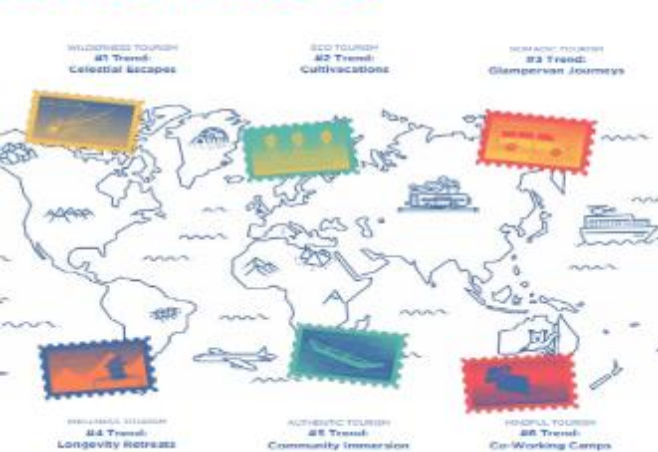


# ANSWERS THE NEED OF TOURISM FOR TOMORROW?



## TOP 10 GLOBAL CONSUMER TRENDS 2021

### six trends shaping travel after 2020



euronews. in collaboration with GLOBETRENDER

### Travel Trend Report

October 2020

travel after 2020  
what will tourism look like in our new reality?



## TRAVEL & TOURISM

### GLOBAL ECONOMIC IMPACT & TRENDS 2020

WORLD TRAVEL & TOURISM COUNCIL

JUNE 2020



## TRAVEL & TOURISM AS A CATALYST FOR SOCIAL IMPACT

WORLD TRAVEL & TOURISM COUNCIL

FEBRUARY 2021

# CHANGING VALUES

Local  
Outdoors  
Authentic  
Transformative  
Safe  
Touchless

## THE MEGA MICRO

- MICROWORLDS
- MICRO GROUPS
- MICRO PACKAGES





# CULTURAL ROUTES

## Profiling destinations

# THANK YOU



Sustainable Tourism  
**EUSAIR**

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