



VLASTA KLARIĆ



EUSAIR Thematic expert and
Pillar Coordinator for Pillar IV,
Ministry of Tourism and Sport -
Division for European Affairs
and Policies, Croatia

Vlasta.Klarić@mints.hr



What elements did you appreciate most with reference to the process of engagement and enactment of the MAs?
The beginnings?

EUSAIR

LOOKING FOR THE SOLUTIONS

- 200 mil arrivals in EUSAIR MS in 2019
- 91 mil USD EUSAIR MS 2019
- 2,5 mil people directly employed in AIR in 2019
- 70 % down in 2020

- Overtourism and under-tourism, Imbalance in tourism flows distribution
- Remote and neglected areas, Seasonality, depopulation,
- Lack of human resources, lack of skills and education in sustainable management

73 sites 45 intangible elements UNESCO
3,1 mil SMMEs in Europe
8,3 mil cruising travellers on Mediterranean
30 destinations on Med itineraries



Photo: Zadar, Magda Skljarov

THE VALUE

EUSAIR Strategy and Action Plan

EUSAIR stakeholder



EUSAIR TSG4 challenges

From MICRO to MEGA
TSG4 strategic projects

UNDERSTANDING EACH OTHER?

The meta language of emedding

EUSAIR needs

From specific to
general,
transferable actions

The Actions!

From MEGA back to MICRO
for local communities

From fragmentation to integration

Grasping the meaning of needs in EUSAIR & present it in a recognizable and understandable way directing it to the targeted goals – EMBEDDING!



TSG4 LEGACY



SUSTAINABLE DESTINATION MANAGEMENT

CULTURAIR:
HARMONIZED AND UNIFIED methodological framework for CT surveys in Adriatic-Ionian Region resulting in increased quality of diversified AIR cultural tourism products



DIVERSIFICATION

DES_AIR
Education, training and skills curricula development for destination management and SIT for tourism businesses and stakeholders providing sustainable destinations & new jobs

ProDestAIR (MIQS)
Development of multiple intelligence & quality systems for smart, participative and agile destination management able for dynamic response to challenges



CRUISE AIR
Destination Management strategic & action plans for sustainable tourism in seaside and continental (rivers, lakes) cruise destinations

A NEW PERSPECTIVE

AIR CULTURAL ROUTES
harmonized distribution of tourism flows through sustainable management of cultural routes in macro-regional territories and distribution of innovative diversified MRS TOURISM PRODUCTS



INTERDEPENDENT MEANINGFUL ACTIONS

GREEN MAPPING
Digital support to the development and promotion of quality-assessed micro businesses and EUSAIR destinations for MR coherence in the field of sustainable & responsible tourism

LIVING THE SEA 4.0
Digitalisation of cultural heritage of fishing traditions and fish industry for creation of virtual touristic points of interest in EUSAIR



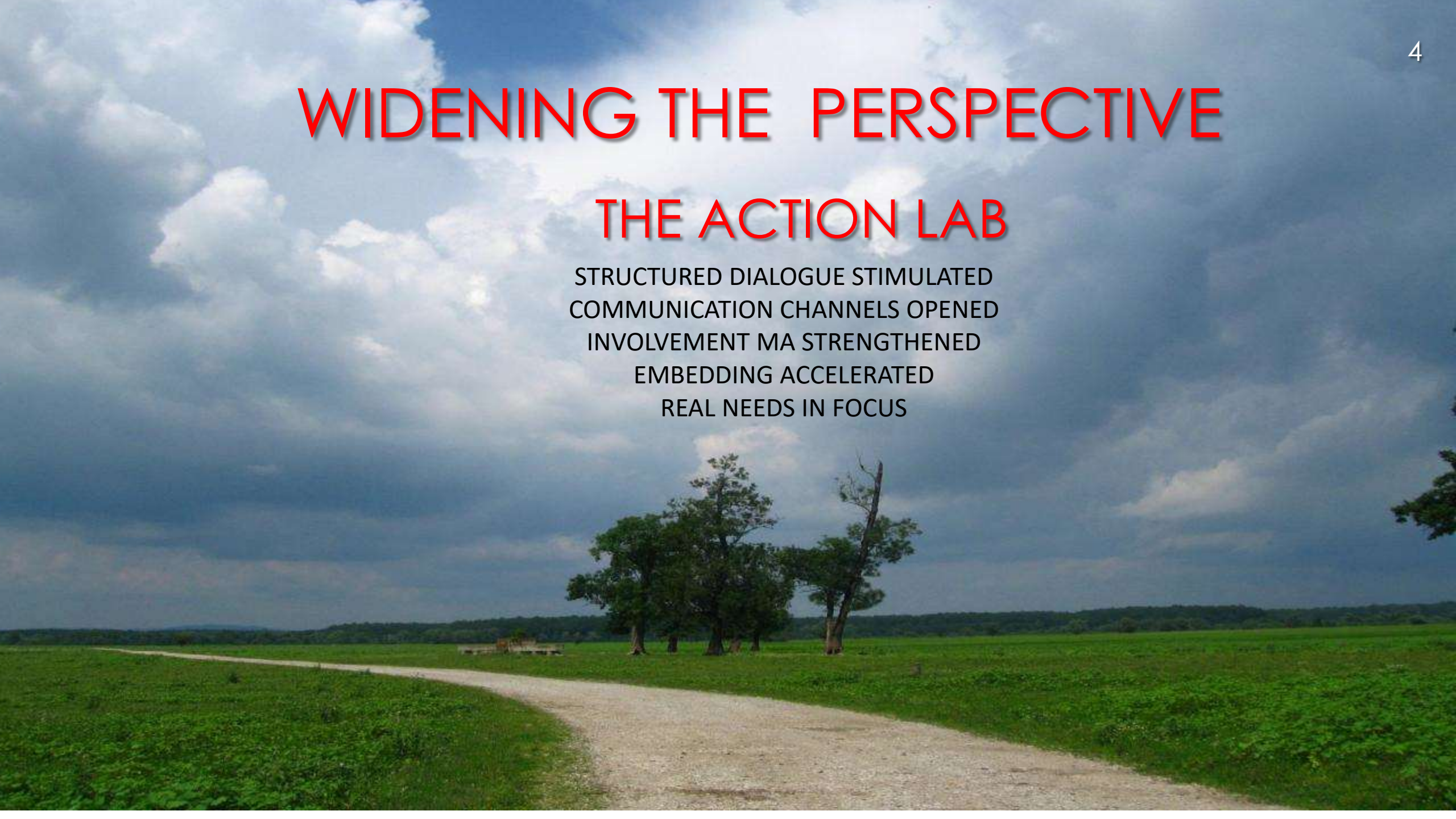
RELEVANCE

MAPPING POLICIES PRIORITIES NEEDS

WIDENING THE PERSPECTIVE

THE ACTION LAB

STRUCTURED DIALOGUE STIMULATED
COMMUNICATION CHANNELS OPENED
INVOLVEMENT MA STRENGTHENED
EMBEDDING ACCELERATED
REAL NEEDS IN FOCUS



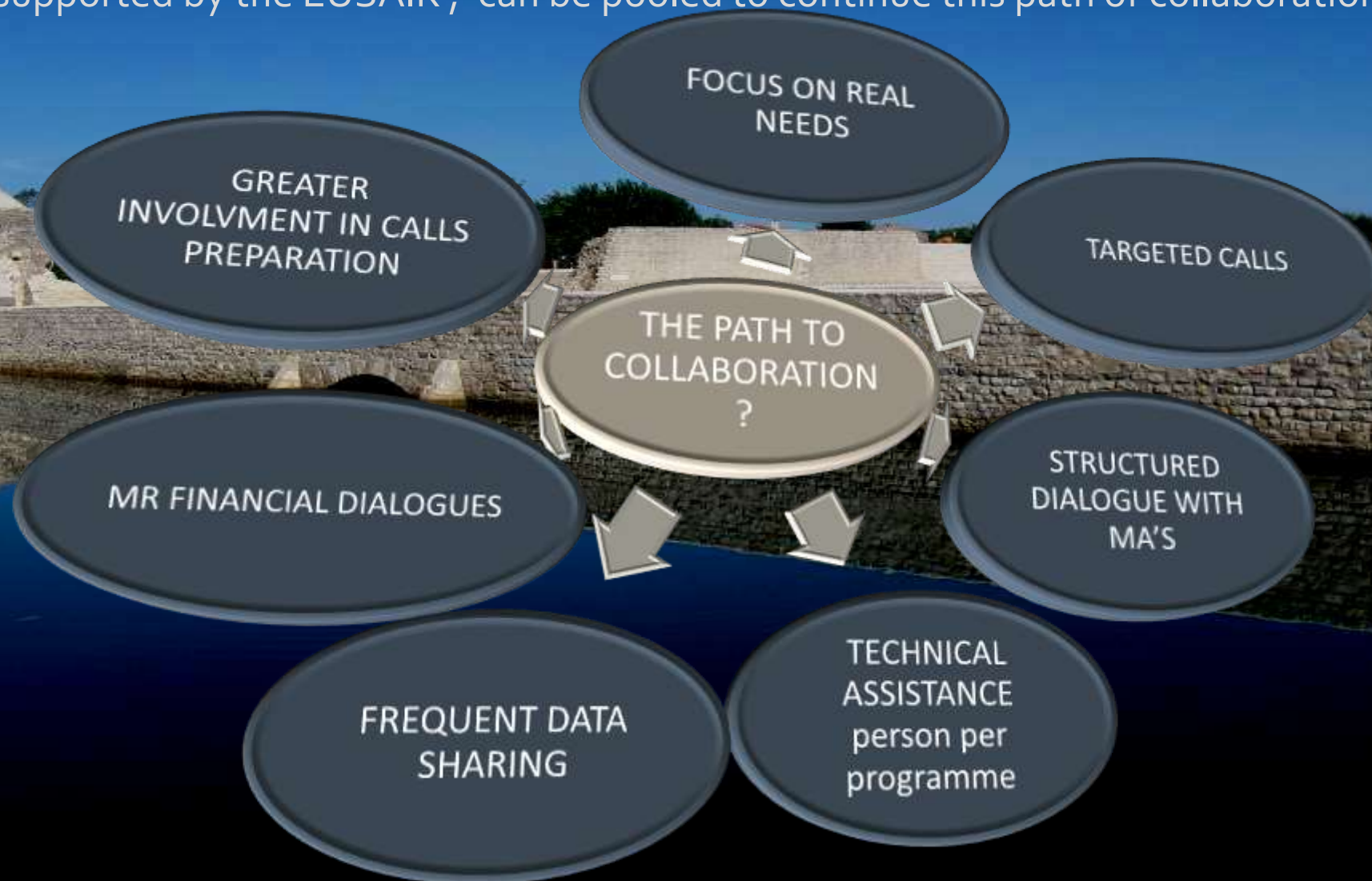
WHAT IS THE FUTURE ROLE OF EUSAIR TSGS?

IN A continuous and structured dialogue with MAs to support the EUSAIR embedding

- Priorities are important – have to be defined – TOURISM & CULTURE
- A comprehensive procedure – time consuming – TIME IS CRUCIAL!
- MS related – all inclusive process – based on data – inputs – needs
- IN LINE WITH REAL NEEDS, SMOOTH PROCESS, STIMULATE IMPLEMENTATION

A NEW PERSPECTIVE - EMBEDDING EUSAIR

What resources, supported by the EUSAIR, can be pooled to continue this path of collaboration



TSG4 STRATEGIC PROJECTS

NEW VALUES

1. SUSTAINABILITY –
RESPONSIBILITY

RESEARCH
EDUCATION

SMART
MULTI
DESTINATIONS

2. MULTI-DISCIPLINARY,
INTEGRATED
DESTINATION MNGMT

DIVERSIFIED OFFER, SMART
MULTI INTELLIGENCE
Q SYSTEMS

CONTENT
FOCUS

3. DIFERENTIATION
AUTHENTICITY

KNOWLEDGE BASED
PROFILING

PRODUCT
FOCUS

4. PRODUCTS DESIGN FOR SMEs

DIVERSIFIED OFFER,
DESTINATION DESIGN:
COOPERATION

5. SENSIBILITY
USERS RESPONSIBILITY
FOCUS VISIBILITY

HUMANIZATION H2H
SAFETY AND SECURITY



EUSAIR LEGACY

REIMAGINING THE FUTURE?





VLASTA KLARIĆ



EUSAIR Thematic expert and
Pillar Coordinator for Pillar IV,
Ministry of Tourism and Sport -
Division for European Affairs
and Policies, Croatia

Vlasta.Klarić@mints.hr

