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## Common Sustainable Strategy for Adriatic Landscape Destination System



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## INTRODUCTION

This document is part of the WPT3 – IMPLEMENTATION. It is built on the ADRILINK project experience, mainly as output from the 10 LINK-Labs established in the framework of the ADRILINK project. Specifically, the activity 5.1 aims at developing an Integrated Common Strategy for enhancing the tourism in the Adriatic Region by considering the landscape as a most important driver for the economic growth. Particularly the Adriatic Landscape is considered as the "link" with which each territory will fit into the tourism development strategy, enhancing its heritage made of culture, traditions, history and resources. Having a common vision will also make it possible to maximize investments and start entrepreneurial development processes in the Adriatic Region, facilitating the process of social and cultural integration as well.

This Strategy is mainly based on data got from the Benchmarking report on Landscape Tourism Development and Opportunities (Deliverable T1.1.5) produce during the WPT1 of the project. The Report incorporated external and internal analysis data about Adriatic and Ionian Region tourism, market analysis and SWOT analysis.

Furthermore part of this strategy is also connected with the results coming from the participation in the ADRION thematic cluster initiative. More specifically the *3rd sub-cluster on sustainable tourism* that focuses on the promotion of innovative models and new methodological approaches to boost sustainable tourism in the ADRION region and to develop the ADRION branding added further value to the work on recommendations. The strategy answers to a real need of involved partners to create added value for the territories from the cultural heritage that must be safeguarded.

Thanks to this strategy, all involved partners are committed to continue the cooperation on cultural and tourism valorisation also after the end of the project, in line with the existing local developing strategies and building upon existing cooperation frameworks among the PPs.

Finally, the Strategy sets common priorities and objectives for 2030, perfectly aligning with the Strategy of Adriatic Macroregion and with the EU strategy on tourism and with the EU Landscape Convention. It also defines the modality for future cooperation between different country partners in order to guarantee the sustainability and the enlargement of the network and of the "Landscape Lovers Community". Based on the Common Protocol of Cooperation duly signed by all ADRILINK PPs, the Strategy also

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draws the modality on how to support to spread of the Adriatic Brand as Unique Touristic Destination System. It is launched within the III Transnational Conference hosted in Jesi during the Official Ceremony for the Signature of the Common Protocol of Cooperation. It definitively approved by the **ADRILINK Steering Committee in January 2023 during the final ADRILNIK Partner Meeting.**

## 1. SUSTAINABLE AND CULTURAL TOURISM: ADRIATIC AS UNIQUE DESTINATION SYSTEM

The Adriatic-Ionian region is an unique destination system in terms of cultural, sustainable and landscape tourism as reported by the EUSAIR strategy that in 2008 launched the concept of Adriatic-Ionian Macro-Region based on 4 main pillar for its enhancement and development; one of these 4 pillar is to invest and improve the Sustainable Tourism in the whole macro-area.

As reported in the Roadmap for the Adriatic-Ionian Region (2018), Sustainable Tourism refers to different areas of public concern such as air, water, natural and cultural heritage as well as quality of life. It also refers to different forms of tourism and types of destinations, including mass tourism and the various niche tourism segments.

Considering these aspects, the main objectives of the Sustainable Tourism pillar in the AIR are the:

- Diversification of the macro-region's tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand;
- Improvement of the quality and innovation of tourism offer and enhancement of the sustainable and responsible tourism capacities of the tourism actors across the macro-region.

Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development. A balance must be established between these three dimensions to ensure long term sustainability. It can only be implemented with the broad participation of stakeholders from the tourism sector (tourism enterprises, operators, tourists), the policies leadership (governments) and the civil society (local communities). Sustainable tourism calls for the constant monitoring of impacts in order to detect potential negative effects and mitigate those effects through corrective measures.

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### Sustainable tourism<sup>1</sup> must:

1. "Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation".

In general, a management sustainable tourism, applied following the principles listed above can, instead of damaging local landscape-environmental and cultural resources, promote their conservation and maintenance, precisely because as their integrity allows them to continue to produce well-being for local people and, more generally, for the community (UNEP, 2009).

Within the sphere of sustainable tourism is also the concept of cultural tourism<sup>2</sup>. Cultural tourism can be defined as a type of tourism based on special interests. It bases its definition on the specific characteristics of the trip, often defined as "ethical," "appropriate," or "alternative." In general it describes a new type of travel that focuses on activities complex lifestyle activities that include active and consciousness on the part of the visitor, who relates with the host to a style of encounter aimed at respect for and conservation of the natural and socio-cultural environment local. In this sense, the non instrumental motivations and the desire to learn and have full experiences in the host societies are considered the key elements of this type of tourism.

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<sup>1</sup> Sustainable tourism can be defined as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNWTO, 2005).

<sup>2</sup> The United Nations World Trade Organization (UNWTO) defines cultural tourism as: A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions (UNWTO, 2019).



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Finally, “Landscape tourism” involve both sustainable and cultural tourism. It describes the experience of an active holiday, in which the tourist has the opportunity to define an empathic relationship with the territory and the local populations, and to share values, in order to contribute to the conservation and enhancement of the natural and cultural heritage, and more generally of the landscape.

For this reason, the founding values on which landscape tourism is based are care, interaction, slowness and experience.

Emotions and perception are nourished by the crossing of places that allows to perceive all their richness, to take the time necessary for observation, to mature the sensation of a better quality of living and leisure time.

## 2. TOURIST TRENDS IN THE ADRIATIC REGION AND THE COVID-19 IMPACT ON CULTURAL TOURISM

The Adriatic-Ionian region, because of its characteristics of economic and social and environmental heterogeneity, yet great historical and cultural integration, assumes a key role in the construction of a highly sustainable and innovative landscape tourism, which is intended to act as a driver for the real construction of an enlarged and connected community.

In line with this, it is possible to notice that In the Adriatic and Ionian Region, tourism is the fastest growing economic activity, and thus is a key competitiveness factor of the whole area. In the beginning of 2018, a stable growth of tourism was reported. Italy remains the destination number one of the Adriatic and Ionian Region with 58,7 million tourist arrivals of a total of 115 million arrivals in 2017. Montenegro has shown the strongest growth of tourism (+36%) while Croatia (+27%) and Serbia (+17%) have enjoyed remarkable increases. Tourism is thus not regionally balance even of in the current years something is changing in terms of numbers and potentialities. The increase of tourism fluxes, especially for what concern sustainable cultural and landscape tourism, are contributing to:

- ▶ Job creation and income revenue;
- ▶ Greater destination attractiveness;
- ▶ Local investment, especially in urban areas;
- ▶ Preservation of heritage;
- ▶ Social cohesion of regions.

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Data reported in the ADRILINK Deliverable DT1.1.5 Benchmarking Report related to tourism arrivals for source market in each country in 4 years from 2001 to 2018 gave an important overview on the potential of AIR as Touristic Destination.

The period of pandemic crisis is not so relevant for measuring such a kind of issue. Before the crisis, long - term trends in international tourism demand indicated a continuous increase in tourism in the last 60 years. Despite occasional crisis, it was in the position as the fastest growing economic activity in the world. After the coming of pandemic, 2020 was one of the lowest years for the tourism sector. In 2021 we can see the gradual recovery of the touristic sector, and in 2022, if it continues as it is, may be the new record year for many cities in the Adriatic Sea. In the Mediterranean basin, tourism is vital for many countries: considering exclusively coastal areas economy, tourism represents over 70% in terms of Production Value and Gross Value Added.

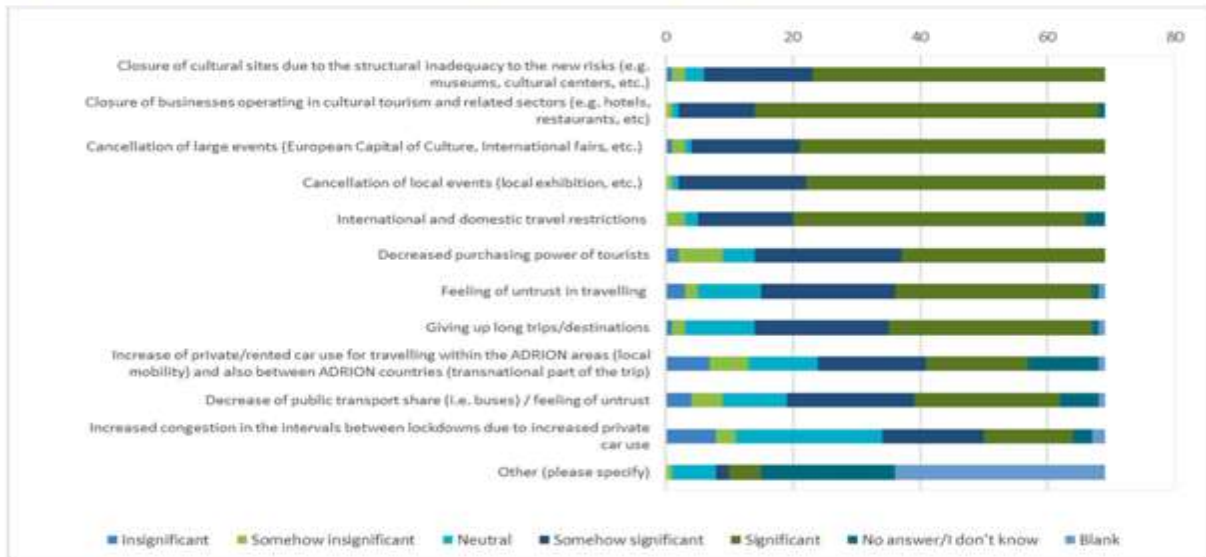
Of course the vulnerability related to the past pandemic crisis should be considered and included in a correct analysis for the strategy construction. The crisis showed as tourism can be easily vulnerable to various challenges which hamper its development such as geopolitical crises and natural factors. Among natural factors, climate change and global health emergencies are considered the most relevant in the new century (Jamal & Budke, 2020). Especially the impact of the COVID-19 showed how in few months, the framing of the global tourism system moved from overtourism to non-tourism affecting both the supply and demand side

A specific survey leaded in the framework of the ADRION Thematic Sub-Cluster on innovation and ADRION Branding highlighted that the most significant primary negative impacts of the pandemic on cultural tourism in the Adriatic Region are:

- closure of businesses operating in cultural tourism and related sectors (e.g. hotels, restaurants, etc),
- closure of cultural sites due to the structural inadequacy to the new risks (e.g. museums, cultural centers, etc.),
- cancellation of large events (European Capital of Culture, International fairs, etc.),
- cancellation of local events (local exhibition, etc.), and
- international and domestic travel restrictions.



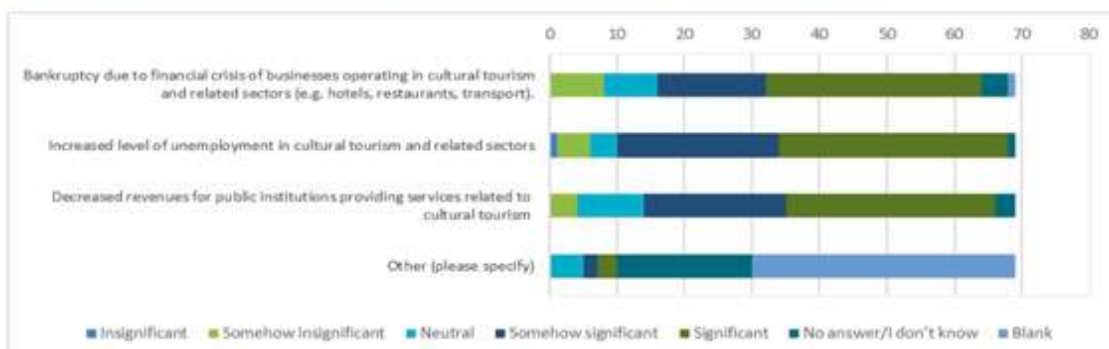
**Figure 7: PRIMARY NEGATIVE impacts caused by the pandemic**



**Source: Survey 2021, ADRION Thematic Sub-cluster on Innovation and ADRION Branding**

Additional secondary impacts are related to the decreased (financial) support from the government and investments in tourism sector or the lack of a clear plan from public institutions on how to revive cultural tourism. One respondent also highlighted that from the point of view of tourism workers, in many cases cultural tourism is not seen as prime tourism (tourism that has a lot of multiply effects), especially since this sector has been put in a very insecure position.

**Figure 8: SECONDARY NEGATIVE impacts caused by the pandemic**



**Source: Survey 2021, ADRION Thematic Sub-cluster on Innovation and ADRION Branding**

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On the other hand, the pandemic has also triggered some effects that could be considered “positive” for their environmental, cultural and economic impact on the regions which are lagging behind and for minor tourist destinations (see Figure below).

Among them, key positive impacts can be considered:

- shifting to rural tourism/development of lesser-known destinations,
- stimulating domestic tourism, and
- shifting to walking and cycling for travelling within destinations.

Generally speaking, beyond the pandemic crisis effects, the **SWOT ANALYSIS** correlated with the development of Landscape Tourism in the AIR, produced by the ADRILINK Project during the WPT1 activity highlighted the following results<sup>3</sup>:

**“INTERNAL” WEAKNESS:**

- the difficulty to reach all the sites of interest by using public transport. This highlights the need to invest in improving public transport, both on a local, regional and interregional scale, so as to increase the accessibility of points of interest;
- the difficulty, for people with disabilities and fragility, to access the sites of interest. This highlights the necessity to re-think landscape tourism in a more accessible way, by reasoning and investing in making usability available to as many people as possible as a strategic point of development for the future;
- poor promotion of landscape tourism. The promotion of landscape tourism in an integrated way in the Adriatic-Ionian area must become an objective to be pursued in order to allow a coordinated development of the macro-region. Investing in an integrated and shared promotion becomes a priority to increase the potential for tourism development in the area, which today are still too fragmented. This fragility is also related to the scarce presence of promotional material of the territories, which makes it difficult to spread information and knowledge widely.

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<sup>3</sup> Cfr. *Deliverable T1.1.5 - Benchmarking report on Landscape Tourism Development and Opportunities / Section 2*

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- knowledge, perception and awareness of landscape heritage is not well widespread. Before promoting landscape tourism it is essential not only to know and map the assets present in the territory, but above all to invest in increasing and improving the perception of their value in a strategic key for the future. Raising awareness among citizens and stakeholders must become a priority and the first step towards a shared, integrated and effective promotion of the entire macro-region.
  - territorial peculiar local products are not adequately promoted. The promotion of local products and peculiarities is, and must be, a commitment of local territories, not only to promote local economic development but also to expand the portfolio of typicality of the macro-region.

#### **CURRENT "THREATS" :**

- difficulty in accessing public and private funds for the promotion, management and conservation of assets related to the landscape. This difficulty becomes especially important in small local realities, where the difficulty in accessing public and private funds to promote landscape tourism does not allow for medium-long term strategic planning as well as the implementation of local measures in the short term. This, in addition to slowing down local development, irreparably slows down the implementation of a broader macro-regional strategy.
- Planning for landscape tourism is not in place. The planning process, both strategic and implementation, has a value that goes beyond the implementation of individual measures, it allows to undertake a path that leads to the construction of a vision of the future and the identification of objectives, at different spatial scale, really achievable. Therefore, planning is essential to have a clear and shared path to follow; this path, with regard to landscape tourism in the Adriatic-Ionian area must be built in an integrated way at different levels;
- Low degree of cooperation between operators and institutions. Planning and designing tourism development at different scales in the medium to long term requires a high degree of cooperation among all the actors living in a territory. Cooperation between local operators and institutions becomes central to make far-sighted and coordinated investments oriented to the achievement of shared objectives.

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## MAIN STRENGTHS

The performed analysis show that the AIR is rich of natural and cultural goods that area already recognized as part of the local and macroregional landscape. These sites, whose importance is recognized, tend to be well protected by regulations at different levels and by the action of local associations and citizens who ensure their usability. Moreover, the largest part of the sites of interests are adequately signposted. Obviously, this is relative to sites already recognized as significant and strategic in terms of sustainable tourism development. The identification of new sites requires the development of a strategic plan for the promotion and communication of new sites of interest, trying to highlight the connections that characterize the AIR. This is and should be made also with local peculiarities, in terms of foods and traditions. As a matter of fact, even if the AIR offers a high number of peculiar local products, in large part these are not adequately promoted or communicated.

## “EXTERNAL” OPPORTUNITIES

- currently a specific legislation for protection and promotion of landscape is in place mainly in all the pilot sites. This condition is essential for beginning a proper planning process that will lead to the valorization and promotion of Macroregional landscape tourism. Additionally, a proper legislation guarantees a long-term safeguard of resources, goods and traditions, which are essential elements for a tourism offer.
- the high potential development of the area is evident at different scales and different levels. This is a key condition for future investments and efforts. This conditions is currently affected by the current seasonality of tourism that slow down investments and wide range reasoning, and also by the exposition of the whole AIR to various types of risks. This condition of exposure to risk requires that the planning of the sector be strongly integrated with that of reducing the vulnerability of the territories in order to allow a real development in the medium-long term.

In conclusion, the AIR, due to its strategic location, heterogeneous culture and the presence of many sites, goods and tradition of high value is on of the best places in Europe where develop and promote a n integrated Landscape Tourism offer. In order to

properly do this, many barriers and bottlenecks discussed above must be overcome. The process of integration and coordination is essential for homogenize the timing for development, but also for increase the potentiality of the whole AIR territories.

### DETAILED SWOT ANALYSIS from ADRILINK PROJECT

Strengths	Weakness
<ul style="list-style-type: none"> <li>• AIR is rich in natural and cultural goods that are already recognized as part of the local and macroregional landscape.</li> <li>• Sites, whose importance is recognized, tend to be well protected by regulations at different levels and by the action of local associations and citizens who ensure their usability.</li> <li>• Network, LICs in 7 countries,</li> <li>• the product offers a wide range of complementary activities (natural and cultural sights, reach local cuisine, festivals, possibilities for dark sky watching, guided tours...),</li> <li>• offers completely personalized holiday and all-time support to the customer, it has as informative platform, mob app that offer virtual sight seeing of all POIs and LICs</li> </ul>	<ul style="list-style-type: none"> <li>• the difficulty to reach all the sites of interest by using public transport.</li> <li>• the difficulty, for people with disabilities and fragility, to access the sites of interest.</li> <li>• poor promotion of landscape tourism.</li> <li>• knowledge, perception and awareness of landscape heritage is not well widespread.</li> <li>• territorial peculiar local products are not adequately promoted,</li> <li>• limited budget for marketing activities,</li> <li>• inadequate internet coverage and poor signals of mobile networks in some places</li> <li>• lack of skills and knowledge between tourism workers and other stakeholders,</li> <li>• Language barriers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• EU legislation for protection and promotion of landscape is in place mainly in all the pilot sites.</li> <li>• underdeveloped tourism destination with a great potential for tourism development,</li> <li>• many on-going tourism related projects in the respective regions are raising awareness about the opportunities and benefits of sustainable tourism,</li> <li>• growing trend of tourists that want to create something meaningful while traveling,</li> <li>• increasing number of tourists seeking for comfortable adventures and peaceful undiscovered places,</li> <li>• collaboration with relevant stakeholders</li> <li>• opportunity for using their channels for promotion (joint platform),</li> <li>• possibility for promotion of strategic location, heterogeneous culture and the presence of many sites, goods and tradition of high value</li> </ul>	<ul style="list-style-type: none"> <li>• competition of other already existing tourist offer and tour operators offering itineraries for holidays,</li> <li>• local population is not always open minded and well-motivated, the same partially applies in case of local service providers,</li> <li>• current low awareness about significance of landscape,</li> <li>• challenges of working in 7 countries: different legislation, administrative barriers, language barriers</li> </ul>

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### 3. PROJECT CONTRIBUTION TO WIDER STRATEGIES AND POLICIES

The European Parliament in the resolution of 28 October 2015 on an EU strategy for the Adriatic and Ionian region (2014/2214(INI)) has recognized the rich cultural and natural heritage of the region as a strong asset, which the tourism sector builds upon, pointing out the large number of protected UNESCO sites and Natura 2000 areas in all participating countries. Despite these considerations, and despite the significant contribution of this sector to the macro-area economy, the tourism potential is not being fully exploited, in particular in terms of: (i) **seasonality**, (ii) **innovation**, (iii) **sustainability**, (iv) **transport infrastructure**, (v) **quality of the tourism offer**, (vi) **citizens and stakeholders involvement** and (vii) **responsible tourism management**.

In this regard the ADRILINK project called on the participating countries to adopt solutions ensuring adequate connections and tourist facilities both during and outside the summer season so as to diversify tourist flows and ensure a constant tourist presence in every season, therefore stressing the importance of combining tourism with the natural, cultural and artistic heritage. Therefore, the project started from the protection of the landscape, and soil and biodiversity conservation, as a lever for the development of eco-tourism and sustainable territorial services, as a new innovative solution. Through the capitalization and the networking of natural resources and cultural specificities of each of the project partners, the ADRILINK consortium worked to create a network of Landscape Interpretation Centres, conceived as nodal points of defined thematic paths, physically located in different places and points of interest identified, but digitally connected through the creation of an IT platform, which will ensure the integrated use of content and the organic management of services for tourists and for all users.

In line with the "European Landscape Convention", the ADRILINK project will increasingly promote research activity on European natural and cultural heritage as key lever of human well-being and consolidation of the European identity. Moreover, heading the suggestions of Europe 2020 and of the Council of Europe's Framework Convention on the Value of Cultural Heritage for Society (the Faro Convention), particular attention will be paid to the possibility of effectively enhancing cultural heritage as a key factor for social and economic development. In order to promote active social inclusion, sustainable development and job creation, both the integration of cultural heritage with tourism services and local productions and cross-fertilization between scholars and professionals, cultural institutions and enterprises will be exploited during the project.



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Furthermore, the project will implement the main outcome of the New European Agenda for Culture (COM(2018) 267 final), protecting and promoting Europe's cultural heritage as a shared resource, raising awareness of our common history and values and reinforcing a sense of common European identity. In addition, ADRILINK will take appropriate actions, thus contributing to the implementation of the EU Environmental acquis: Towards an integrated approach to cultural heritage for Europe (COM(2014) 477 final), Agenda for a sustainable and competitive European tourism (COM/2007/0621 final), the 2015-18 Work Plan for Culture, the 2018 European Year of Cultural Heritage, the EU 2020 Biodiversity Strategy. Finally ADRILINK will work in line with the following international convention and treaties: the Pan-European Biological and Landscape Diversity Strategy; the European Landscape Convention 2000; the EU Thematic Strategy on the Urban Environment (COM (2005) 718); the UNESCO World Cultural and Natural Heritage Convention 1972 and the Convention for the Protection of Archeological Heritage of Europe 1992 (Valletta Convention).

### 3.1 CONTRIBUTION TO THE EUSAIR MACROREGIONAL STRATEGY IMPLEMENTATION

The EUSAIR action plan calls for the development of the sustainable and responsible tourism potential of the whole Adriatic-Ionian Region through the innovative and quality tourism products and services. This goal is in line with the ADRILINK project since partners are creating and preserving cultural touristic offer in the form of Landscape Interpretation Centres that use different virtual tools to utilize the best potential for the touristic offer in each city. With the interpretation and virtualisation of their landscapes, partners on one hand are attracting wide variety of tourists, such as students, families, travellers , and on the other hand are diversifying the products availability to the whole year and not just seasonal availability.

The virtual tools used in the LICs are also sustainable since the each landscape can be promote internationally and showcased to the wider public very easily. With the help of virtual tools and modern technology the our landscapes, cultural heritages, natural assets are more accessible and protected from the mass tourism in the same time. With this goal in mind, the ADRILINK network has been established in order to cooperate for sustaining the Landscape Tourism along the Adriatic and Ionian Region. Each Partner have established its own LICs which are a nodal point of the ADRILINK Network of POIs and thematic itineraries conceptually and digitally connected throughout the ADRILINK

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Platform ([www.adriaticlandscapes.com](http://www.adriaticlandscapes.com)) . The ADRILINK platform is perfectly in line with the Communication (COM(2010)352) “Europe, the world’s No 1 tourist destination – a new political framework for tourism in Europe”, in which the Commission focuses on two key concepts mutually influencing each other: the need for a sustainable approach and the need to boost the competitiveness of the European tourism sector.<sup>4</sup> With the ADRILINK platform, the cultural, historical and environmental offer is promoted in the potentially globally, and throughout the platform visitors are encouraged to explore the cultural potential in each destination out off the seasonality and mass tourism offer.

As the “mass” tourism leads sustainability problems, so local communities are increasingly concerned to preserve their natural, economic and social assets from negative impacts.<sup>5</sup> The expectation of the platform is to inform and educate visitors in the forms and availability of touristic offer in each city and encourage them to visit outside peak seasons. The EUSAIR strategy is calling for the development of the sustainable diversification of the Region’s tourism offer – mainly by providing high value-added products and services.

ADRILINK consortium has worked on most of the indicative actions marked in the EUSAIR strategy.

The indicative actions mentioned in the strategy are:<sup>6</sup>

- **“Sustainable and thematic tourist routes”**. – The ADRILINK Project offers an innovative vision with respect to the definition of new routes to follow and explore, thanks to the systematization of the 10 landscape interpretation centers and the different punished of interests and minor itineraries identified by the project partners within their Action Plans and through the ADRILINK Labs that have been organized along the route. The set of points of interest identified and the thematic connections integrated within the individual plans have allowed us to have a set of tourist itineraries to explore and promote under the [adriaticlandscapes.com](http://adriaticlandscapes.com) brand.
- **“Fostering Adriatic-Ionian cultural and natural heritage”**. – The bottom up process of interpretation undertaken by the ten LINK-Labs established locally in each pilot area has led ADRILINK Communities to enhance their natural and archaeological heritage and, through the development of an innovative ICT infrastructure, to promote their assets not only locally but also at Adriatic area as well.
- **Brand-building of the Adriatic Ionian tourist products/services”** – ADRILINK partners are in line with this activity with the [adriaticlandscapes.com](http://adriaticlandscapes.com) brand that

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<sup>4</sup> <https://www.adriatic-ionian.eu/wp-content/uploads/2020/04/EUSAIR-SWD-2020.pdf> p52

<sup>5</sup> <https://www.medqsr.org/tourism>

<sup>6</sup> <https://www.adriatic-ionian.eu/wp-content/uploads/2020/04/EUSAIR-SWD-2020.pdf> p55-56

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has been promoted as a one destination with shared culture and history. Partners have promoted this brand image through local stakeholder workshop, by signing the protocol of cooperation, participating at the cultural and tourism exhibitions etc. The vision partners have is to promote [www.adriaticlandscape.com](http://www.adriaticlandscape.com) platform/network - one website, lots of POIs, many possible itineraries, 10 Local Interpretation Centres to visit digitally for knowing the Adriatic Landscapes rich of cultural, environmental assets and traditions as well.

- **Initiative to improve quality for sustainable tourism offer** - Improving the quality of the existing offer and delivering new services and products of enhanced quality should be at the basis of sustainable tourism offer. In this context, a tourism offer addressing specific target of tourists, such as: families, seniors, youth or people with disabilities, would be of interest. Two important ADRILINK tools assure the implementation of such a kind of action: (i) The [www.adriaticlandscapes.com](http://www.adriaticlandscapes.com) platform which could be considered an important portal to upload all available tourism offer and rating in order to facilitate dissemination of tourism information; (ii) the "Landscape Lovers Card" as tool for matching Public/Private sector to find out a concerted commercial strategy to promote the LICs and the network as well. The main goal of the card is to sustain the quality of the offer by growing of a the Community " Landscape Lovers " who should be travellers who love to discover new landscapes and live new travel experiences. It can be an important tool for facilitating circulation of tourists throughout the macro-region. The Card will enable users to free access to the LICs in the network as well as at a vastly reduced cost.
- **Improving accessibility for Adriatic-Ionian tourism products and services** - the ICT infrastructure can easily allows to visit virtually the centres, getting touristic information and possible customizable itineraries on the Adriatic Region. Particularly with the Digital Platform and the webap , visitors with the special access needs have been targeted. Also Seniors and disabled people can easily access to the digital contents related to the ADRILINK Landscapes, also virtually visit part of the landscapes, knowing possible itineraries to ride, getting information on local traditions, experiences, food, commercial offers, etc.

#### 4 THE ADRILINK PROJECT: MAIN ACHIEVEMENTS AND RESULTS

ADRILINK aims to promote Landscape Tourism in Adriatic Ionian Region through the creation of a **Network of Landscape Interpretation Centres**, conceived as nodal points of

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selected thematic paths and routes, digitally connected through an ICT platform, ensuring the integrated management of tourist services, fostering innovative solutions. The project provides new models of sustainable tourism management aimed at reducing tourism seasonality through the valorisation of natural and cultural landscapes as common assets that can be visited throughout the year.

By promoting activities for valorising European natural and cultural heritage as key layer of human well-being, the ADRILINK project contributes to strengthen the Adriatic-Ionian Region Identity as unique touristic destination. It is conceived as a "Community-Based Project" where the community is the key actor in "thinking/rethinking" its own landscape, using different interpretative keys as history and arts, culture, crafts, paths and traditions, typicality in order to rebuild its own past, understand the present and plan the future as well.

To achieve this objective, the project will:

- Define new territorial reorganization strategies that promote a quality cultural and tourist offer, supporting at the same time the preservation of cultural and natural landscapes
- Support the increase of competitiveness of the economic system, including tourism, encouraging the creation of new businesses, innovation and supporting the internationalization of existing companies
- Support the modernization of the natural and cultural heritage sector, raising awareness and engaging new audiences also through the digitalization and the realization of open networks

The partners of this project are:

- Albanian Development Fund
- City of Gradiška
- CORILA - Consortium for Managing Research Activities in the Venice Lagoon
- Development centre Murska Sobota
- Early Childhood Education, Social Policy and Sports Agency of Serres Municipality
- Municipality of Jesi
- Municipality Mošćenička Draga
- Municipality of Tepelene
- Public institution national park „Sutjeska“
- Tourist Organization of Sremska Mitrovica
- Vrsar Tourist Board

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ADRILINK focuses on the following types of action: designing the guidelines for developing Landscape Interpretation Centres, implementing the Landscape Interpretation Centres and establishing the Adriatic Landscape interpretation network (ADRILINK, implementing the ICT infrastructure to support the LICs network

Its actions include:

- Assessing experiences, best practices and mapping key stakeholders
- Organizing of the initiative "Adriatic landscape days"
- Organization of three transnational conferences on landscape
- Development of guidelines for implementing a landscape interpretation centre by participative approaches
- Establishment of link-labs
- Elaboration of thematic routes and definition of landscape maps
- Definition of 10 final plans for "landscape interpretation centre"
- Definition of business and management model for the sustainability of the centres
- Launching Adriatic landscape interpretation network
- Implementation of a web-gis/digital platform and landscape route application for smartphone and tablet
- Implementation of virtual routes by means of multimedia didactic panels and info-system within the LICs
- Development of the "landscape lovers" multi-service card
- Launching common sustainable strategy for ADRIATIC landscape destination system

The project partners identified as main element for the development of sustainable landscape tourism in Adriatic Ionian region the need for cooperation through a transnational strategy. The future cooperation envisaged by the present PoC aims to engage in this effort not only the project partners but also other regions, destinations and stakeholders, universities, research centres, NGOs and other civil society organizations - that could have an active role in disseminating, using and capitalizing of ADRILINK results.

## 5 KEY QUESTIONS AND LIMITATIONS

All destinations at the Adriatic Sea faces seasonality of touristic activities. Most tourists chose the time of their visits based on the weather conditions. Usually, the highest

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turnover is in months between June and August. Cities are trying to make the pre and post season as long as possible with the offer of many manifestations and other cultural and fun activities. With the work on the promotion and development of the landscape tourism through the ADRILINK project, partners are contributing to the overall grow of tourist brand and image, and consequently, of the economic sector in their region.

The promotion and branding of the cities have increased in the last several years with targeted adds on all available social media outlets. The mass medias such as Facebook, Twitter, Instagram and LinkedIn are increasingly popular and offer huge possibilities for promoting brand image of the cities.

To ensure that the touristic demand is met, we have to analyse the state of the tourist infrastructure in the cities. By analysing the state of the accommodation offer, it has been noted that it is of the adequate quality and the prices are mostly expected by the targeted tourists. On the other hand, as in the very first part of the project the Assessment Report on accessibility highlighted, the situation related to the mobility connections and to the smart implementation of the ICT infrastructure is quite critical especially for the inland cities. This could be an important critical factor to slow down the digital transition for the new tourist approach.

In fact, traffic connections to the cities are varied and adequate, especially in the peak season when many airlines increase the number of flights. Situation is not so fluid regarding the connection between coast and inland. Furthermore, the traffic roads in some city centres could be improved – in a sense that traffic congestions are making huge problems not only o tourists but also to domestic population and workers. This problem should be addressed by the regional authorities and the city centre should be better connected with the public transport to reduce the number of cars.

Cities and authorities are increasingly using the destination management tools to overcome the limitations and problems in their cities. Destination management is a strategy used to coordinate all elements that make up a destination. The elements can be accommodation, access, promotion, attractions, marketing and pricing.



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## 6 SUSTAINABLE STRATEGY FOR A UNIQUE ADRIATIC DESTINATION SYSTEM

The *ADRILINK consortium* will continue as formal network to promote sustainable landscape tourism through the Common Sustainable Strategy for Adriatic Landscape Destination System that will be available as a landmark to increase knowledge and expertise, and together with the implementation of the DGT Platform will assure transferability of project outputs. Moreover the ADRILINK Network will cooperate to implement a common ICT Infrastructure to support the LICS Network over the end of the project.

This strategy will be the policy tool for coordinating after the end of the project, the consortium in the implementation of an integrated touristic offer in the Adriatic Region. The Strategy sets the common priorities and objectives for 2030 perfectly aligned with the Strategy of Adriatic Macroregion and with the EU strategy on tourism and with the EU Landscape Convention. The Strategy defines also the modality for future cooperation between different country partners in order to guarantee the sustainability and the enlargement of the network and of the "Landscape Lovers Community".

## 7 FIELDS OF COOPERATION

The ADRILINK fields of cooperation for the application of the strategy is duly defined by the Cooperation Protocol attached to this strategy. Basically the ADRILINK consortium intend to cooperate in future joint initiatives and projects, including the following areas:

- **Sharing of knowledge** and expertise with regards to sustainable responsible landscape tourism development in accordance with the respective policies, procedures and rules;
- **Organization of joint training programs and capacity building workshop(s)** with particular emphasis on interpretation, sustainable tourism, and skills development;
- **Organization of joint events** on commonly agreed themes and subjects
- **Joint research, publications, and actions** in the areas of mutual interest.
- **Development and management of the Digital Platform**  
([www.adriaticlandscapes.com](http://www.adriaticlandscapes.com)) and of all digital contents included

## 8 The VISION



*To enhance the protection and valorisation of the natural and cultural assets by developing sustainable tourism and improving accessibility and promotion of Adriatic landscapes, in order to ensure the increasing of the specific values of adriatic cultural and natural heritage and spreading of the Adriatic Brand as Unique Touristic Destination System as well.*

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## 9 THE ADRILINK COMMON PRIORITIES FOR 2030

The innovative solutions and tool adopted by the ADRILINK Project represent concrete and immediate ways to enhance the heritage of the Adriatic Region, also binding to long-term objectives that can contribute the sustainable development of the territories, the safeguarding of existing resources, the improvement of accessibility, the revitalization of local communities and their economies, the expansion of tourist seasonality.

The strategy designed and adopted by the ADRILINK consortium fixes the following priorities to be pursuit by the 2030 for assuring the strong growth and the consolidation of the network:

**PRIORITY (1) - Contributing to the transition towards sustainability of territories.** Application of technological innovations for the enhancement of natural and cultural resources; support for local economic activities linked to tourist use. All Landscapes Interpretation Centres are closely linked to technological innovation (ICT application, multimedia, virtual connections, apps, ..... ) and may also have repercussions on local innovation. They can drive the communities and territories concerned towards a truly sustainable system, both from an environmental, economic and social point of view; further experiments may contribute to sustainable actions for communities, economies and the territory, thus contributing to substantiate some of the Sustainable Development Goals of the United Nations 2030 Agenda.

From the point of view of **environmental sustainability**, there is no doubt that the natural characteristics of Adriatic landscapes are strengthened by the implementation of innovative LICs, because these consider the enhancement of natural and cultural assets as if they were 'elements of the landscape heritage' to be preserved, protect and valorized. Furthermore, the interpretation process adopted by all ADRILINK communities along the project development, can be basically considered for the communities themselves an educative process for approaching to a more sustainable and eco-friendly tourism in the Adriatic region, paying more attention to the protection of the natural Adriatic ecosystems. All the LICs, can be absolutely considered a good example of smart low-impact tourism promotion.

From the point of view of **economic sustainability**, the development of the LICs and the implementation of all ADRILINK tools (from the platform to the webapp, from the cooperation protocol to the LLC) will make it possible to develop new potential in the Adriatic tourism sector, with a possible impact both on the generation of new jobs (for example in the local management of LICs) and new commercial opportunities for SMEs. From an economic point of view, the strong collaboration established through the

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ADRILINK project between the project partners, will be able to generate positive economies for all the network partners in a win-win approach: the local development strategies will be functional to grow and promote the *adriaticlandscaos.com* brand, consequently creating positive effects on the increase in tourists along the proposed itineraries, with obvious repercussions on the economic impacts at the local level for all network partners. A tourist who enters in the "Landscape Lovers" circuit is a tourist who can travel and decide to visit other Interpretation Centres, select the other destinations of the network, decide to get to know new territories and explore new landscapes.

From the **social sustainability** point of view, the valorisation of the landscape heritage through a participatory reinterpretation will make it possible to recover and enhance local traditions, even niche ones, by transferring them to a supra-local scale so as to be able to offer a showcase and a usability up to now inexistent. Moreover from a social point of view, the ADRILINK strategy will make it possible to systematize the whole heritage of values and traditions that constitutes a fundamental storytelling for interpreting and narrating the multiplicity of Adriatic landscapes in an absolutely innovative key. Furthermore, the implementation of the technological infrastructure and the use of virtual and interactive technology will increase the level of accessibility for all tourists, specially for all those with specific needs such as youngsters, elders, disables, etc.).

## **PRIORITY (2) - Enhancing of "Adriatic Landscape Systems" and creating of Landscape Lover Community**

Integration of slow mobility paths with places and activities related to knowledge, well-being, food and wine, spirituality; Promotion of places of cultural and naturalistic interest not present as attractions among the main tourist destinations. All the territorial systems involved by the ADRILINK Project are composed of natural and historical-cultural capitals of high value, which over time have been stratified thanks to environmental and anthropic actions that in their interaction have generated extraordinary landscapes, today widely recognizable and identifiable both by local populations and by external users.

The Strategy related to the ADRILINK Project hopes for a renewed vision of this heritage, moving from individual assets to the landscape system in which they are placed, with a look that goes beyond the nostalgic search for their lost characteristics or the univocal exaltation of their identity: the project, investigating the relationships that can be created in the contemporary world between these two types of goods, highlighted a new interaction between the resources of nature and culture and their contexts.

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The enhancement of landscape systems will generate new destinations of interest that will certainly lead to the spread of new attractions in inland areas and the birth of "new local development paths" that will be linked to a strengthening of strategical connections between inland and coast . Now even the policies for places will be able to begin to integrate protection and enhancement actions, no longer referring only to the asset in question (element of the rich local historical-cultural heritage) but also to the context in which it is located and its ability to regenerate in entirely new ways.

Finally The "Landscape Lovers Card" will enable users to free access to the LICs in the network as well as at a vastly reduced cost.

The card **could also offer discounts** or free admission to museums and tourist attractions and discount deals in restaurants and hotels. Services and discounts will depend from each Local Commercial Agreements that each partner will implement with their local stakeholder (public and private). " Landscape Lovers " card will be activated offline and used on the move. It can be purchased locally from affiliated partners (shops, restaurants, touristic information. Promotionally, the Card **could be offered «free»** in order to provide users with a richer experience and possibility to access to different services. Once the promotion phase is closed, it should be sold

### **PRIORITY (3) - Developing of a new system of mobility, accessibility and connections, including the enhancement of the level of virtual accessibility to cultural heritage (tangible and intangible)**

The LICs network will be an innovative experimentation for future management actions in terms of accessibility to touristic contents. The technological infrastructure implemented throughout the ADRILINK Project: (i) will facilitate tourists to get to know the places/landscapes customizing their itineraries on the basis of their travel wishes and needs; (ii) will allow all members of the network to make known their environmental and cultural heritage, promoting their tourist offer in a absolutely new and potentially more effective and attractive way.

The digital platform [www.adriaticlandscape.com](http://www.adriaticlandscape.com) will provide all the information relating to thematic itineraries, to the selected places and to the services included in each LIC. Through a **GIS application** it will be possible to navigate the landscape maps and find out useful information of each single POI and LIC. All information related to each LIC will be **updated directly** on the WEB-GIS Platform from each LIC.

Furthermore, the digital platform [www.adriaticlandscape.com](http://www.adriaticlandscape.com) over the time will:

- 
- Be further enriched with new contents, points of interest (POIs), new itineraries, means of transports, times, etc;
  - Increase the number of LICs with the entry of new nodes into the network
  - Enrichment of services for tourists connected to the Landscape Lover Card that allow to promote the itineraries and to make the tourist offer more attractive.
  - Develop co-marketing and co-branding initiatives concerted by all the network partners
  - Finding information on places, POIs, Itineraries, mean of transports, times
  - Provide the possibility to combine itineraries, acquiring tickets, contacting local staff, exploring LIC from remote

The **web-app** will support users in:

- Exploring points of interest and itineraries, LICs
- Downloading/accessing to multimedia contents and infos
- Getting information on touristic offers and services
- Purchasing Digital Landscape Lover Card

Each **LICs** will offer :

- Interactive Corners, thanks to which you can access the main info relating to the CIPs and the platform
- Virtual itineraries through multimedia didactic panels.
- 3D technology will allow the visitor a complete sensory immersion in the most fascinating areas of the four thematic itineraries.

**PRIORITY 4 – Sustaining the development of tourism through public-private partnerships (PPPs)** – Strengthening the identity value of natural and cultural assets through the involvement of local actors (public and private) in the development of services linked to the Landscape Lover Card.

The implementation of the ADRILINK Network will produce innovations in institutional and non-institutional relationships, giving rise to new ways of transnational cooperating in the management of the common tools such as the Digital Platform, the webapp and the Card as well as for the promotion of the 10 LICs. The involvement of territorial bodies, which are responsible for the choices of transformation of the territory, and the collaboration of entrepreneurs and local populations, should become a usual way to achieve some objectives, also formally foreseeing their tasks within a possible partnership. The ADRILINK Strategy will aim to support/pursuit forms of cooperation



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between public authorities and private entities may be envisaged to be articulated according to the involvement and legal forms present in the local territories and in the individual states: the modality may be that of public-private partnerships that manage the goods produced and/or set up by the ADRILINK project and plan the operation following this realization.

This long-term goal will have a new approach to governance, through the involvement of interested companies and civil society, a trend that will, however, have to consider the discrepancy between the long-term global challenges that local communities face, and a growing limitation of governmental powers: this change in balance is necessary but the fear that the public part expresses with respect to the forms of coordination, the effectiveness of the actions and the responsibility that may derive from it has not yet been fully resolved.

Basically, as general approach, forms of collaboration will be chosen that can ensure a flexible and innovative management of these territorial services, evaluating their feasibility and usefulness for the public part and the risks and opportunities for the private part.

## 10 KEY STAKEHOLDERS

Referring to the vision, priorities and strategic goals presented in the previous section, and considering the inputs come up from the large process of stakeholder engagement implemented during the ADRILINK project development throughout the LINK-Labs, the key types of stakeholders are listed that are expected to directly contribute to the implementation of the strategy and address the needs, and those that will be directly or indirectly affected by them (see below).

PRIORITIES	STAKEHOLDER DIRECTLY CONTRIBUTING TO THE GOAL	KEY NEEDS	KEY ACTIONS	STAKEHOLDER AFFECTED BY THE ACTIONS
<b>PRIORITY (1) - Contributing to the transition towards sustainability of territories</b>	<ul style="list-style-type: none"> <li>Public Authorities</li> <li>Public Development Agencies</li> <li>Private Bodies</li> <li>Schools</li> <li>Universities</li> </ul>	<ul style="list-style-type: none"> <li>Protection and preservation</li> <li>Improve alternative mobility solutions</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen the development of cultural heritage management strategies based on prevention and disaster response</li> <li>Strengthen the development of visitor management plans and related monitoring plans</li> <li>Promote Circular Economy</li> <li>Awareness raising (e.g. in schools, local communities, etc.)</li> <li>Promote slow tourism and mobility</li> </ul>	<ul style="list-style-type: none"> <li>General Public</li> <li>Local/Regional Public Authorities</li> <li>Interest group including NGOs</li> <li>Educational/training center and schools</li> <li>SMEs</li> </ul>
<b>PRIORITY (2) - Enhancing of "Adriatic Landscape Systems" and creating of Landscape Lover Community</b>	<ul style="list-style-type: none"> <li>Public Authorities</li> <li>Public Development Agencies</li> <li>Private Bodies</li> <li>Sectoral Agencies</li> <li>SMEs</li> </ul>	<ul style="list-style-type: none"> <li>Diversification and customization</li> <li>Accessible and inclusive tourism</li> <li>Valorising local identities and the natural and cultural heritage</li> </ul>	<ul style="list-style-type: none"> <li>Adjust cultural and elated offerings (online/hybrid events)</li> <li>Promote outdoor activities, including sports and leisure activities</li> <li>Increase the attractiveness of rural tourism and of lesser-known destination</li> <li>Promote small groups or/and individual programs/visits</li> <li>Promote <i>agro</i> and eco-tourism, creative economy</li> <li>Structural improvement of open and indoor spaces</li> </ul>	<ul style="list-style-type: none"> <li>General Public</li> <li>Interest group including NGOs</li> <li>SMEs</li> <li>Sectoral Agencies</li> <li>HO.RE.CA sector</li> </ul>



<p><b>PRIORITY (3) - Developing of a new system of mobility, accessibility and connections, including the enhancement of the level of virtual accessibility to cultural heritage (tangible and intangible)</b></p>	<ul style="list-style-type: none"> <li>• Public Authorities</li> <li>• Business support organizations</li> <li>• Private Bodies</li> <li>• NGOs</li> <li>• Social Associations</li> <li>• Public Transport Agencies</li> <li>• Cultural Institutions and Cultural heritage sites</li> <li>• SMEs</li> </ul>	<ul style="list-style-type: none"> <li>• Accessibility</li> <li>• Sustainable Mobility</li> <li>• Accessible and inclusive tourism</li> <li>• Digitalization</li> </ul>	<ul style="list-style-type: none"> <li>• Promote digitalization in the tourism sector in urban and rural areas (e.g digital tools, online promotion, online booking, payment, entrance);</li> <li>• Digitise the tangible and intangible cultural heritage;</li> <li>• Improving the tourism mobility sector;</li> </ul>	<ul style="list-style-type: none"> <li>• General Public</li> <li>• Local/Regional Public Authorities</li> <li>• Interest group including NGOs</li> <li>• SMEs</li> <li>• Sectoral Agencies</li> <li>• HO.RE.CA sector</li> <li>• Infrastructure and (public) service provider</li> </ul>
<p><b>PRIORITY 4 – Sustaining the development of tourism through public-private partnerships (PPPs)</b></p>	<ul style="list-style-type: none"> <li>• Public Authorities</li> <li>• Business support organizations</li> <li>• Private Bodies</li> <li>• NGOs</li> <li>• Social Associations</li> <li>• Public Transport Agencies</li> <li>• Cultural Institutions and Cultural heritage sites</li> <li>• SMEs</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurship and Innovation</li> <li>• Increase the number of affiliated commercial partners to support the LLC</li> </ul>	<ul style="list-style-type: none"> <li>• Promote innovation in SMEs operating in the tourism sector and creative economy;</li> <li>• Promote knowledge transfer and joint developed solutions in the tourism sector;</li> <li>• Promote entrepreneurship, especially for empowerment of women, youth rural and small communities</li> </ul>	<ul style="list-style-type: none"> <li>• General Public</li> <li>• Local/Regional Public Authorities</li> <li>• Interest group including NGOs</li> <li>• SMEs</li> <li>• Sectoral Agencies</li> <li>• HO.RE.CA sector</li> <li>• Infrastructure and (public) service provider</li> </ul>

## 11 MARKETING STRATEGY and PROMOTIONAL ACTIVITY

Marketing and promotion strategy of Adriatic Landscape interpretation network - ADRILINK, and new Adriatic Landscape brand is an essential part of the Common Sustainable Strategy for Unique Adriatic Landscape Touristic Destination System. All stakeholders have a significant role in supporting the development and management of LICs as well as development and management of ADRILINK network and Adriatic Landscape Touristic Destination System.

The Short-term marketing objectives are:

- Promote Landscape Tourism in Adriatic Region through the creation of a network of Landscape Interpretation Centres
- Raise awareness about the new brand and tourist product locally, regionally, nationally and in the end also internationally, with the focus on our target markets,
- Motivate people to visit the LICs.

The Long-term marketing objectives are:

- brand image and equity,
- relationship marketing, to obtain regular, returning visitors,
- building strong relationships with the media (locally, regionally, nationally and internationally),
- building strong relationships with local inhabitants and tourism providers,
- strong online presence,
- creative marketing campaigns,
- valorisation programme

### 11.1 MARKET SEGMENTATION

#### Target market

Defining a target market is the foundation of all elements of a marketing strategy that will help us to choose the right marketing channels for promotion.

According to our estimation future visitors of the LICs could be divided into the following three groups:



- 
- international tourists coming for longer vacations:
  - domestic tourists coming for shorter vacations,
  - locals, visitors.

The tools offered by modern technologies also allow them to enjoy Adriatic port-cities comfortably seated at home, giving them a unique and certainly sustainable experience with a click.

### Target groups

Target audiences toward which the promotion of LICs will be done are:

- Tourists (individuals, groups, or families with kids) interested in exploring new landscapes, living new experiences, visiting places out of main itineraries, and accessing innovative products that the partnership has promoted and not the mass tourists. The largest number of tourists targeted with the project are those who fall in the categories of people interested in living the cultural and naturalistic experience in a sustainable oriented city;
- Young school people who can learn about the history of our cities through the virtual museums, as well as elderly and disabled people who for various reasons, such as physical and other impediments, are unable to visit our cities physically. The tools offered by modern technologies also allow them to enjoy Adriatic port-cities comfortably seated at home, giving them a unique and certainly sustainable experience with a click.

## 11.2 **MARKETING TOOLS and PROMOTIONAL ACTIVITIES**

Generally, the marketing strategy and promotional activities are a way of raising brand awareness and knowledge on its target market to drive a behavioural response. When we apply this to LICs, we may say that the goal of marketing and promotion is connected to all key stakeholders. These stakeholders need to get to know the value of the network and LICs, through its 'identity', 'history', values and services. In other words, LICs and ADRILINK network should be seen as a 'brand' in the eyes of key stakeholders. The promotion activities will help the stakeholders to have a clear picture of what the benefits of network and LICs are. Additionally, it will also inevitably stream increased revenue for the new tourist product.

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Promotional activities are divided into three main groups by types:

- digital marketing,
- promotional publications, and
- promotional events.

## DIGITAL MARKETING

The goal of digital marketing is on the one hand to define the corridor and the target direction for the brand presence. And on the other hand, to already define concrete measures for the operative marketing.

In digital marketing we will use an online marketing mix. Online marketing strategy attempts to implement the following strategic cornerstones:

- Balance of different online marketing measures ("online marketing mix") to prevent one sided dependence on individual instruments.
- Weighting of this marketing mix according to markets and target groups for the most efficient use of resources possible
- Consistent gradation of the communication strategy according to the already defined attention funnel:
- Positioning: building a brand marketing for the positioning of the Adriatic Landscape brand on the market; this brand marketing is story-telling based and not sales oriented!
- Differentiation: implementation of a timed product marketing for the purpose of inquiry and booking inspiration. This marketing is sales-oriented and is intended to differentiate the LICs and brand in the market by means of online exploring services.
- Profiling: Establishing community marketing based on real experiences of the Landscape lovers or LICs visitors and thus giving it a distinctive profile in the market. This marketing is also not sales-oriented.

The digital marketing strategy follows the following attention funnel:

- **Brand Marketing (positioning):** draw attention to the new ADRILINK Landscape brand on the market; to position this brand successfully and to trigger a desire among customers.
- **Sales Marketing (differentiation):** To draw attention to the USP services and the concrete travel services and products, to differentiate from competitors on the market and to sell the travel products with sales-oriented measures.



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- **Community marketing (profiling):** Build up a community through real experiences of the customers when visiting LICs.

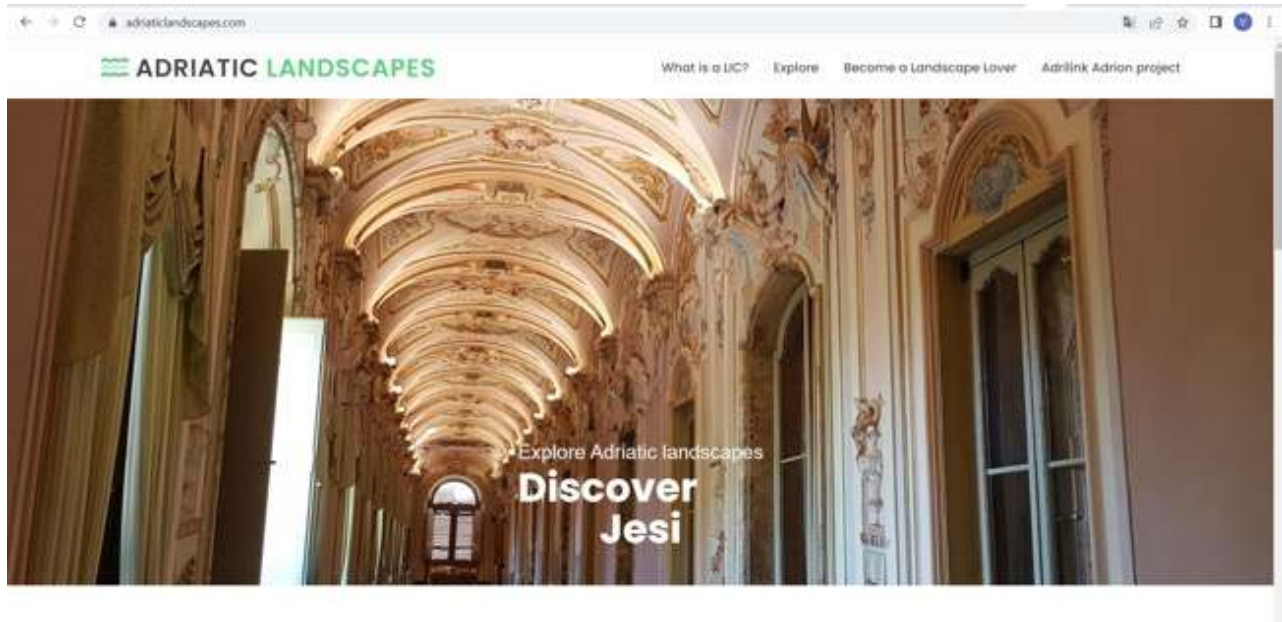
The online experience, virtual visits to LICs, is a very crucial part of the marketing plan, as both the visiting LICs and marketing strategy and activities are going to be taking place online.

### WEB-GIS PLATFORM - PROMOTIONAL ON-LINE PLATFORM AND MOBILE APP

The main access to the market is going to be through the official product promotional on-line platform. The digital platform [www.adriaticlandscapes.com](http://www.adriaticlandscapes.com) will provide all the information relating to thematic itineraries, to the selected places and to the services included in each LIC. Through a **GIS application** it will be possible to navigate the landscape maps and find out useful information of each single POI and LIC. All information related to each LIC will be **updated directly** on the WEB-GIS Platform from each LIC.

#### Contents of the website and app:

- Landing page with main information about the ADRILINK project and Network, what are LICs, Explore LICs (information about all itineraries and POIs) and how to become a Landscape Lover.
- Link to download Mobile-App
- Links to social media channels.
- Professional photo and video materials, related to itineraries and POIs
- E-newsletter



Vrsar center and Science education center Fortija

**Vrsar**

Vrsar center: Interactive dome, Science education center: Multimedia painting and VR solution



Tourism Development Centre in Valbona

**Valbona**

Digital screens, Mountain range Skyline, Magic mirror for traditional costumes, Virtual reality



Landscape Interpretation centre in Gradiska


**Gradiška**

City AV/Enture, Honey AV/Enture, Green AV/Enture, Gladiator AV/Enture



**ADRIATIC LANDSCAPES** What is a LIC? [Explore](#) [Become a Landscape Lover](#) [Adrilink Adrion project](#)

Places [Itineraries](#)



**BAROQUE CENTER**  
 HISTORICAL HEART OF THE CITY  
 Sremska Mitrovica, identity, a rich heritage of Baroque and Classicism  
[Itineraries](#) 0 00:00 [Find out more](#)

**ANCIENT SIRMUM**  
 ROMAN METROPOLIS  
 The city where the ruins of the mighty Roman Empire were born  
[Itineraries](#) 0 02:00 [Find out more](#)

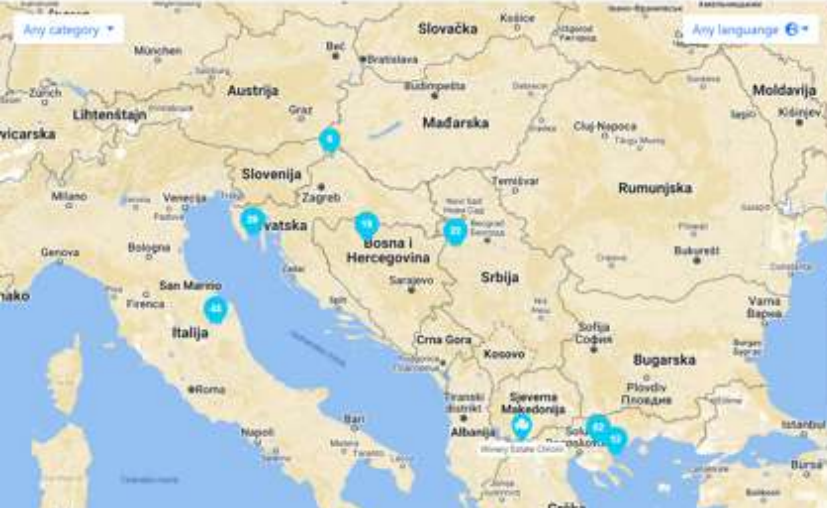
**RURAL TOURISM**  
 TRADITION, FLAVORS AND HOSPITALITY  
 Rural tourism is based on healthy organic food, eco and wine tourism.  
[Itineraries](#) 0 00:00 [Find out more](#)

**Gladiator Adventure**  
 The bravest, most persistent and most durable Adventurers will see real gladiators and legions from the 1st and 2nd century AD.  
[Itineraries](#) 0 00:00 [Find out more](#)

**ADRIATIC LANDSCAPES** What is a LIC? [Explore](#) [Become a Landscape Lover](#) [Adrilink Adrion project](#)

Places [Itineraries](#)

[Any category](#) [Any language](#)



**Remains of a tower and a city wall**  
 Sremska Mitrovica (Sremski okrug)  
 Svetozara Miletića 15a [Places](#) [Archaeology](#)

The site represents the western part of the imperial palace complex, where the objects of predominantly economic character were concentrated. Within the park area, the remains of the southern city rampart with a circular corner tower and an economic building that was once used as a granary (horreum)



## Landscape Lovers Card

### What is the Landscape Lovers Card

The "Landscape Lovers Card" will enable users to free access to the LICs in the network as well as at a vastly reduced cost. The card:

- ✔ The card could also offer discounts or free admission to museums and tourist attractions and discount deals in restaurants and hotels. Services and discounts will depend from each Local Commercial Agreements that each partner will implement with their local stakeholder (public and private)
- ✔ The card will be activated offline and used on the move. It can be purchased locally from affiliated partners (shops, restaurants, touristic information)
- ✔ Promotionaly, the Card could be offered «free» in order to provide users with a richer experience and possibility to access to different services.



## Adriatic Landscape Interpretation Network

ADRION area is well-established tourism destination with intensive short summer season, but limited tourism in other parts of the year. However, potentials for developing all year tourism destinations are many and natural, cultural, historical heritage sites and local realities can play an important role: this is the main project challenge.

ADRILINK general objective is to promote Landscape Tourism in Adriatic Region through the creation of a network of Landscape Interpretation Centres, conceived as nodal points of selected thematic paths and routes, digitally connected through an ICT platform, ensuring the integrated management of tourist services, fostering innovative solutions. The project provides new models of sustainable tourism management aimed at reducing tourism seasonality through the valorization of natural and cultural landscapes as common assets that can be visited throughout the year.

By promoting activities for valorising European natural and cultural heritage as key layer of human well-being, the project contributes to strengthen the Adriatic Region identity as unique touristic destination. It is conceived as a "Community-Based Project" where the community is the key actor in "thinking/rethinking" its own landscape, using different interpretative keys as history and arts, culture, crafts, paths and traditions, typically in order to rebuild its own past, understand the present and plan the future as well.

ADRILINK's main outputs are: (1) Establishment of Adriatic Network for Tourism on Landscape; (2) a Common Sustainable Strategy for Adriatic Landscape Destination System; (3) a System of new Adriatic itineraries and routes based on the interpretation of Landscape; (4) a Digital platform and app for Adriatic Tourism; (5) 10 LICs equipped with smart technologies applications and innovative ICT solutions; (6) Organization of "Landscape Days" as unique integrated circuit-event along the Adriatic Region.

[Discover more](#)

## SOCIAL MEDIA

- Facebook:
  - o growing the audience and engagement; content reach and engagement by content type; response rate and quality; negative comments; referral about on-line platform; conversion rate.

- 
- Strategy: regular posts and campaigns, FB events, tagging and backlinking, engaging with the audience by responding to their messages and comments, audience profiling and targeted ads, use of Facebook analytics.
  - Instagram:
    - audience growth and engagement per follower; content reach; most engaged hashtags; comments received; referral about on-line platform; conversion rate.
    - Strategy: regular posts, stories and campaigns, use of hashtags and backlinks, audience profiling and targeted ads.

## PROMOTIONAL PUBLICATIONS

Even though the importance of digital marketing is highly important in today's digitally driven world, it turns out that promotional publications are still indispensable and useful marketing tool. Promotional publications are budget-friendly tools for marketing that can reach the audience in many ways. A well-made brochure design conveys the values and message of a new tourist product impeccably while emphasizing its offerings.

Promotional publications including brochures and other media related texts and materials planned for the promotion are:

- Landscape Lover Card - Loyalty program;
- ADRILINK brochure;
- Press Releases and TV and radio coverage;
- Articles and travel reports in magazines and specialized guides, editorials, etc., attracting the specific target groups interested in new products,
- Promotional material: common concept for promotional materials will be developed (e.g. -shirts, water bottles, backpacks).

## PROMOTIONAL EVENTS

Different types of promotional events are crucial to get in personal contact with target groups and present them with the Network and LICs. The following types of events will be organized:

- Landscape Days - local events,
- international and cross-border promo events,
- community marketing events in 7 countries,

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- promotion at specialized tourism fairs in and outside AIR,
  - explorer/promotion tours organized for specified target groups: specialized agents, tourist guides and experts, journalists, test users.

## 12 SIGNATURES



Signatory entity: **Albanian Development Fund**

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023,

Stamp and signature:



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Signatory entity: **City of Gradiška**

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023,

Stamp and signature:



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Signatory entity: **CORILA - Consortium for Managing Research Activities in the Venice Lagoon**

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023,

Stamp and signature:



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Signatory entity: **Development centre Murska Sobota**

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023,

Stamp and signature:

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Signatory entity: Early Childhood Education, Social Policy and Sports Agency of Serres Municipality

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023, Serres

Stamp and signature:



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Signatory entity: Municipality of Jesi

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023, Jesi

Stamp and signature:





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Signatory entity: Municipality Moščenicka Draga

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023

Stamp and signature:



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Signatory entity: **Municipality of Tepelene**

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023

Stamp and signature:



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Signatory entity: Public institution national park „Sutjeska“

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023

Stamp and signature:



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Signatory entity: Tourist Organization of Sremska Mitrovica

Name and Surname of the signatory:

Position:

Date and place: 30.01.2023

Stamp and signature:



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Signatory entity: **Vrsar Tourist Board**

Name and Surname of the signatory: Klara Trošt Lesić

Position: Director

Date and place: 30.01.2023 , Vrsar.

Stamp and signature:

