



**HELLENIC REPUBLIC
MINISTRY OF FOREIGN AFFAIRS**



**ADRIATIC AND IONIAN INITIATIVE
CHAIRMANSHIP OF THE HELLENIC
REPUBLIC
JUNE 2008-MAY 2009**

**REPORT
OF THE AII COMMITTEE OF SENIOR OFFICIALS
TO THE ADRIATIC-IONIAN COUNCIL
ON THE WAYS TO PROMOTE TOURISM IN THE AII REGION
(Athens, 13 May 2009)**

Following the decision by the Meeting of the AII Committee of Senior Officials (Ancona, 20 June 2008), the Committee collected information and ideas for promoting tourism in the AII region as expressed during the AII Round Tables convened during the AII Hellenic Chairmanship.

The Committee paid particular attention to the following ideas expressed:

- a. Focus on special forms of tourism, such as eco-tourism, mountain escorts, fishing tourism and spa specialists.
- b. Regular exchange of information through the AII Permanent Secretariat or annual fairs and exhibitions in AII region related to tourism, as well as to gastronomy, wine, wellness and spa.
- c. Establishment of a database concerning marinas.
- d. Importance of the environmental dimension for promoting the tourist identity of a location, as well as the need for complementarity of all forms of tourism.

The AII Committee of Senior Officials welcomed the offer by the Hellenic Republic of a three-month training programme during summer 2009 for two students of tourism schools from each AII Participating State.

The Committee took note of the following project ideas:

- a. Proposal by UNDP of a private sector driven programme on cross-border tourism enhancing relations among business communities, as discussed during the last session.
- b. Proposal by Hellenic Aviation Authority of establishment of an Adriatic-Ionian Air Transport Network, which contributes to expanding and diversifying sustainable tourism, improving its quality, developing careers and enhancing economic activity, taking note of different opinions expressed on the issue.
- c. Proposal by the Forum of Adriatic-Ionian Chambers of Commerce of a cross-border cooperation project (Project ADRION) regarding a common brand for

the Adriatic and Ionian tourism, which comprises integrated tourist actions with environmental implications.

- d. Proposal by Corfu Chamber of Commerce for establishing an AII Tourism Watch in Corfu, with a view to creating networks for promoting tourist infrastructures, improving tourist services through cross-border cooperation and development of the competitiveness of AII tourist destinations.
- e. Proposal by UNIADRION for setting up a tourism-led blog or forum on the Internet, handled by UNIADRION experts, who will bring together travel and tourism stakeholders and will comment on their views.

The AII Committee of Senior Officials considers possible that the proposals mentioned above, if endorsed by the Adriatic-Ionian Council, could have a follow-up leading to their implementation with concrete beneficial results for all AII Participating States.