



PROTOCOL ON TOURISM DEVELOPMENT IN THE ADRIATIC AND IONIAN BASIN IN THE FRAMEWORK OF THE ADRIATIC AND IONIAN INITIATIVE

The Governmental Institutions in charge of Tourism of
the Republic of Albania,
Bosnia and Herzegovina,
the Republic of Croatia,
the Hellenic Republic,
the Italian Republic,
Montenegro,
the Republic of Serbia,
the Republic of Slovenia,
hereinafter referred to as the Signatories,

- in accordance with the aims stated in art. 3, 6 and 7 of the Ancona Declaration adopted at the Conference on Development and Security on the Adriatic and Ionian seas, held in Ancona

(Italy) on 19 and 20 May 2000;

- considering that identifying common priorities in the field of tourism contributes to the objectives of the AII, and that, to this end, the 2005 Cetinje “Declaration on Cooperation in the Field of Tourism” represents an important step towards the elaboration of common actions;
- considering that tourism represents an important component of GDP in the Signatories’ States, as well as a driver for economic growth and job creation, and that the Adriatic-Ionian basin has potential to become an integrated tourist destination, thanks to the richness, variety and complementarity of its natural and cultural resources;
- convinced that cross-border actions and other shared measures in the tourism industry and related sectors of activity, including inter-university cooperation, can contribute significantly to tourism development in the Adriatic-Ionian basin, in line with the 2009 AII Council Decision on Regional Tourism;
- aware of the need to increase tourist flows in the area in an integrated and harmonic way; to direct these flows also towards lesser known destinations, in order to cope with seasonality issues and decongest destinations, the carrying capacity of which has been exceeded; to promote the natural and cultural offer of the region under the best possible conditions;
- aware of the need to enhance the visibility of the natural and cultural resources, in order to promote the sustainable development of tourism, and to comply with the principles of the UNWTO Global Code of Ethics in Tourism;

- aware that, where so envisaged by the Constitution and the legal system of the Signatories' States, regional and local Authorities take actions, together with private sector stakeholders, to diversify their tourism offer through innovative approaches and alternative products, proposing joint projects that highlight common heritage;

have agreed the following:

1. The present Protocol is aimed at defining a common vision to effectively foster the development of the Adriatic-Ionian basin as an integrated tourist destination. In this framework, cross-border actions will extend the use of natural and cultural resources in a sustainable way, taking into account both the interests of local populations and the needs of tourists.
2. The Signatories will support policies and strategies aimed at encouraging the widespread development of competitive and sustainable tourism, ranging from maritime activities to the promotion of non-traditional and inland destinations, in order to spearhead social and economic growth in the area, in an environment-friendly manner.
3. The Signatories, in coordination with regional and local Authorities, will promote regional cooperation in the field of tourism as far as possible, and will stimulate effective synergies between public and private stakeholders.
4. Activities promoted by the Signatories will enhance the quality in the tourism offer within the Adriatic-Ionian region, in its various components. All cooperation networks at the level of Chambers of Commerce, Cities and Universities are welcome to provide concrete inputs for the elaboration of specific cross-border projects.
5. In developing concrete projects, public and private stakeholders

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4. Activities promoted by the Signatories will enhance the quality in the tourism offer within the Adriatic-Ionian region, in its various components. All cooperation networks at the level of Chambers of Commerce, Cities and Universities are welcome to provide concrete inputs for the elaboration of specific cross-border projects.
5. In developing concrete projects, public and private stakeholders

will rely on the support of the competent National Administrations, in accordance with the existing institutional frameworks, in order to obtain financial contributions from the EU, as well as from other international sources. Under the present Protocol, no commitments are foreseen for financial support from the national budgets of the Signatories' States.

6. All projects elaborated in accordance with the present Protocol will be submitted to the AII Council for endorsement.

Signatories will be informed of planned and ongoing joint projects in the field of tourism within the AII region, regardless of their actual involvement in them.

The organisational structure for the implementation of each project will be tailored to the specific interests of participants.

7. The Signatories will encourage the exchange of experience and best practices and will discuss common efforts within the AII working body on tourism - i.e. the "Round Table on Culture, Tourism and Inter-University Cooperation / Sub-table on Tourism" – with the assistance of the AII Permanent Secretariat, collecting and disseminating relevant data and information.

8. This Protocol shall enter into effect on the date of its signature by all the Signatories.

The original of this Protocol in a single copy in the English language will be deposited with the AII Permanent Secretariat in Ancona (Italy).

Done in *Rome*.....on *9th May* 2010.

For the Governmental Institutions in charge of Tourism of

the Republic of Albania

Ferdinand XHAFFERDAS 15.07.2010

Bosnia and Herzegovina

M. Z. 16. X. 2010

the Republic of Croatia

D. B. 3. 8. 2010.

the Hellenic Republic

S. 7. 10. 2010.

the Italian Republic

U. R. U.

Montenegro

P. W. JUNE 18, 2010.

the Republic of Serbia

Renata Pindić
28. May 2010.

the Republic of Slovenia

D. S. 2. November 2010