



ALPEN-ADRIA-ALLIANZ
SAVEZ ALPE-JADRAN
ALLEANZA ALPE-ADRIA
ALPOK-ADRIA SZÖVETSÉG
ZVEZA ALPE-JADRAN
ALPS-ADRIATIC-ALLIANCE



Skupnost
občin
Slovenije

TCP TOURISM

Minutes

of the 1st meeting of TCP Tourism

date, time: 22.09.2014, from 9.30-12.30

venue: Terme Olimia, Podčetrtek, Slovenia

1st meeting of thematic coordination point (TCP) for tourism in the Alps Adriatic Alliance was held in Podčetrtek, on 22nd of September. Meeting was designed primarily to introduce the area of work and to recognize members of TCP, their work and to exchange of views and expectations.

Participants:

Peter Misja	Municipality Of Podčetrtek
Boštjan Misja	Turizem Podčetrtek, Bistrica ob Sotli in Kozje, GIZ
Thomas Pseiner	AAA
Nejc Kumar	RRA Severne Primorske
Tea Podobnik	MO Nova Gorica
Boris Kante	Zavod Gost
Winfried Steiner	Reginal Government of Corinthia
Jasna Radić	Ministry of Economic development and technology
Tihomir Husnjak	Tourist Agency Alpe-Adriatours
Kristina Sočev	Tourist Board of the Koprivnica-Križevci County
Ferenc Haller	Sárvár Tourist & TDM Nonprofit LTD
Klemen Strmšnik	Zavita
Saša Kek	SOS

Agenda:

TCP Tourism members on the meeting followed next agenda:

- 1.) Welcome Addresses
- 2.) In general about the Alps-Adriatic-Alliance - Secretary General
- 3.) Slovenian tourism today and tomorrow – Ministry of Economic development and technology
- 4.) presentation of ongoing joint tourism initiatives in Alps Adriatic region



ALPEN-ADRIA-ALLIANZ
SAVEZ ALPE-JADRAN
ALLEANZA ALPE-ADRIA
ALPOK-ADRIA SZÖVETSÉG
ZVEZA ALPE-JADRAN
ALPS-ADRIATIC-ALLIANCE



Skupnost
občin
Slovenije

TCP TOURISM

- 5.) Presentations of Tourism TCP members – all members
- 6.) *(presentation of Alps Adriatic Fair with invitation to the Fair 2015) - agenda item cancelled due to illness.*
- 7.) Discussion and any other business

Saša Kek, coordinator of Tourism TCP, Peter Misja, Mayor of Podčetrtek and Boštjan Misja, director of Turizem Podčetrtek, addressed welcome notes to participants.

AAA Secretary General, Mr. Thomas Pseiner gave a short overview on Alps Adriatic Alliance, their TCPs and possibilities for financing joint projects from joint budget, which is limited, but still offers possibilities.

Ms. Jasna Radić, Secretary at Tourism Division, Ministry for economic development and technology presented tourism sector in Slovenia and ongoing joint tourism initiatives in Alps Adriatic region.

There were 13 participants at 1st meeting of Tourism TCP and all participants shortly presented their area of work, challenges they are facing and some opportunities they see within future joint work.

Saša Kek stressed that tourism should be the domain of the private sector and entrepreneurship, however, municipalities and regions have a key role in ensuring the long-term success in the development of tourism in the area. On this basis she presented main areas for future work within TCP on Tourism:

- linking the interests of the tourism stakeholders within the AAA, with special emphasis on sustainable tourism development
- development of tourism in protected areas and Natura 2000 area
- promotion of cultural and natural heritage
- accessibility of the region and sustainable mobility
- impact of climate change on tourism development in the region AA
- The role and importance of tourism in the macro-regional strategies - MRS (Adriatic Ionian, Alpine and Danube). Finding ways to stimulate joint projects under MRS
- raise the quality of tourism
- development of social and accessible tourism
- capacity building of stake holders through events, publications, study visits

Alps Adriatic fair – Tourism and leisure show should be presented, PPT presentation is in attachment to this minutes, but this agenda item was cancelled due to illness of Ms. Špela Terpin from Ljubljana exhibition and convention centre.

The meeting ended close to 12.30. After the lunch break other participants join for planned workshop, therefore within this minutes a few words about the workshop:



ALPEN-ADRIA-ALLIANZ
SAVEZ ALPE-JADRAN
ALLEANZA ALPE-ADRIA
ALPOK-ADRIA SZÖVETSÉG
ZVEZA ALPE-JADRAN
ALPS-ADRIATIC-ALLIANCE



Skupnost
občin
Slovenije

TCP TOURISM

TOP-AAA workshop

Together with other stakeholders of the tourism sector invited by TCP tourism members at the inaugural meeting was followed with workshop as joint project AAA called TOP-AAA (Tourism Products of Alps Adriatic Alliance). Workshop was designed to develop joint project ideas on transnational tourism products.

Basics of tourism product

Prof. dr. Maja Uran Maravić presented basics on tourism product and tourist value chain, as a sum of different tangible and intangible services, that always includes accommodation for at least one night. It can also include food services, transport, visit of different attractions, sports activities, shopping and tourist information services. All these elements of tourism product represent tourist value chain.

When designing a tourism product selection and understanding of target group(s) must be considered as well as designing the right tourism product for them. Coordination of destination providers is one of the biggest challenges, before delivering of tourism product. After delivering evaluation is needed to look at what we have accomplished up to a certain point in time and then review it, address our shortcomings and build upon our strengths, and then incorporate these lessons learned into the next phase or next product.

Understanding the needs of the tourist and deliver the service to serve/facilitate these needs is the secret of success stressed Prof. dr. Maja Uran Maravić.

After detailed consideration of the needs of tourist for whom we design different types of tourism product such as family friendly, horse riding, hiking, dog lovers, wellness, cycling, motorcyclist friendly, we shouldn't forget most important thing, that it is all about tourist needs and how well we serve those needs. More elements we add in tourist value chain, more successful is our tourist product. And more can we charge for the product.

As a starting point there was formed a common vision:

Alpe Adria is a globally recognized region, with high quality of diverse and sustainable tourism offer based on its natural and cultural wealth. The region is well coordinated and interconnected, and tourism offers high quality of life to its inhabitants and visitors.

Summary workshop result is attached to the minutes.

Minutes prepared by Saša Kek.



ALPEN-ADRIA-ALLIANZ
SAVEZ ALPE-JADRAN
ALLEANZA ALPE-ADRIA
ALPOK-ADRIA SZÖVETSÉG
ZVEZA ALPE-JADRAN
ALPS-ADRIATIC-ALLIANCE



Skupnost
občin
Slovenije

TCP TOURISM

Attachment:

- scanned list of participants
- Summary TOP-AAA workshop result

Links to the presentations:

- [Jasna Radić - Slovenian Tourism and joint initiatives](#)
- [Kristina Sočev - Koprivnica-Križevci](#)
- [Saša Kek - SOS](#)
- [Alpe-Adria Tourism and Leisure Show 2015](#)
- [Maja Uran - Tourism product](#)
- [Jenej Stitih, Vision and LF](#)