

TOP AAA TOURISM WORKSHOP OF THE ALPS-ADRIATIC- ALLIANCE

22. 23. 9. 2014



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

TCP TOURISM

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.

POSSIBLE PROJECTS



- Developing the brand through best practices
- Public transport across borders
- Networking of youth hostels
- Networking of horse riding
- Network of villages
- Cycling networks across borders
- Exchange of cultural events
- Wine

GOAL	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	
Alpe Adria is a globally recognized region, with high quality of diverse and sustainable tourism offer			
OBJECTIVES	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
<p>Increase awareness of the area</p> <p>Developing quality standards of tourism in the area</p> <p>Learning by exchange of experiences</p>			
RESULTS	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
<p>More visitors from other regions/continents</p> <p>Developed sustainable service providers</p> <p>Diversity of offer recognized in the region</p>			
ACTIVITIES	MEANS	COSTS	ASSUMPTIONS

NETWORKING OF YOUTH HOSTELS



GOAL	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	
<p>high quality of diverse and sustainable tourism offer based on its natural and cultural wealth. The region is well coordinated and interconnected</p>			
OBJECTIVES	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
<p>Set up joint tourism products</p> <p>To build long term relationship with young travelers/and among them</p> <p>To increase number of youth hostels in the area</p> <p>Exchange of experiences and best practices among partners</p>			
RESULTS	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
<p>To increase number of young</p>			

PUBLIC TRANSPORT ACROSS BORDERS



GOAL	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	
The region is well coordinated and interconnected, and tourism offers high quality of life to its inhabitants and visitors.			
OBJECTIVES	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
<p>To establish public transport between the regions in the area</p> <p>To promote use of public transport</p>			
RESULTS	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
<p>Possibility to travel in the region with public transport</p> <p>Increased number of passengers with public transport</p> <p>User friendly public transport</p> <p>Linked Sustainable mobility plans across the borders</p> <p>Smart Alpe Adria public transport ticket</p>			

NETWORK OF VILLAGES



GOAL

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.

OBJECTIVES

To stop depopulation from rural areas

Job opportunities creation on the countryside through touristic products development

Develop accessibility to the villages

Protection of nature and culture heritage

Better management of culture heritage

RESULTS

More jobs in rural areas

Network of villages

Joint promotion of authentic villages (architecture and traditional events, practices)

Cooperation among stakeholders

Branding through joint criteria

CYCLING NETWORKS ACROSS BORDERS

GOAL	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	
<p>high quality of diverse and sustainable tourism offer based on its natural and cultural wealth. The region is well coordinated and interconnected</p>			
OBJECTIVES	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
RESULTS	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
ACTIVITIES	MEANS	COSTS	ASSUMPTIONS

EXCHANGE OF CULTURAL EVENTS

GOAL	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	
<p>high quality of diverse and sustainable tourism offer based on its natural and cultural wealth. The region is well coordinated and interconnected</p>			
OBJECTIVES	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
RESULTS	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
ACTIVITIES	MEANS	COSTS	ASSUMPTIONS

WINE

GOAL	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	
high quality of diverse and sustainable tourism offer based on its natural and cultural wealth. The region is well coordinated and interconnected			
OBJECTIVES	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
RESULTS	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
ACTIVITIES	MEANS	COSTS	ASSUMPTIONS

NETWORKING OF HORSE RIDING



GOAL	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	
<p>high quality of diverse and sustainable tourism offer based on its natural and cultural wealth. The region is well coordinated and interconnected</p>			
OBJECTIVES	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
<p>Joint tourism product around horse riding</p> <p>Higher number of service providers</p> <p>Promotion of horse tradition places</p> <p>Capacity building and exchange of good practices</p>			
RESULTS	INDICATORS OF VERIFICATION	SOURCE OF VERIFICATION	ASSUMPTIONS
<p>Increased number of tourists related to horses</p> <p>Revitalized cultural heritage related to horses</p> <p>Increased number of horse guides</p> <p>Joint promotion</p>			