

	TOP 3 PRIORITIES PER TOPICS			
	Priority/action	Joint targets/indicators	Number of countries prioritised by	Countries
<b>TOPIC 1: Diversified Tourism Offer</b>				
1.	Development of sustainable and thematic routes	Diversification of products/increasing number of routes (e.g. archeological, historical, festivals, thermal, wellness, wine and other thematic routes; supporting the development of cycling, walking/hiking and sailing routes	8	SLO, BIH, GR, MNE, ITA,CRO, SRB, ALB
2.	Fostering Adriatic-Ionian cultural heritage	Diversification of products/increasing number of visitors; supporting: the development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable touristic valorization of coastal and underwater archaeological heritage	6	MNE, ITA, BIH, GR, SLO, ALB
3.	Improvement of SMEs performance and growth-diversification, R&D	New national and transnational clusters and SMEs in the field of tourism, new bussines opportunities, joint regional and transnational entrepreneurial projects and researches, local communities involved; increased number of total tourist arrivals and overnights, increase of tourism income	5	SRB, CRO, ALB, GR, SLO
<b>TOPIC 2: Sustainable and Responsible Tourism Management</b>				
1.	Training and skills in the field of tourism businesses (vocational and entrepreneurial skills)	New programmes for training and new projects in the field of education; the aim: provide in-service trainings for education professionals, flexible and continuous education of SME employees and to raise the knowledge and competence of unemployed; target: increased number of highly educated employees and entrepreneurs in the field of tourism	8	SLO, ITA, BIH, CRO, ALB, GR, SRB, MNE
2.	Expanding the tourist season to all-year round	Promoting/supporting development of special interest tourism: MICE, rural, alternative tourism, etc.; exchange of good practices; target: increased number of tourist arrivals and overnights; increased number of events, performances, entrepreneurship and SMEs	7	MNE, BIH, SRB, CRO, ALB, GR, SLO
3.	Developing network of sustainable tourism businesses and clusters	Supporting: networks of creative industries, networks promoting and sharing best practices in environmental quality management and tourism clusters for the implementation/adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other Green (sustainable) Certification Schemes.	3	GR, ITA, SLO