



PRESS-RELEASE
WORKSHOP ON CRUISE TOURISM IN THE ADRIATIC-IONIAN AREA
(Ancient Olympia, Greece, 27 June 2018)

The Workshop on “*Cruise sector in the EUSAIR area: challenges and future perspectives*” was held in Ancient Olympia, Greece, on 27 June 2018. The Workshop was organized by the Adriatic Ionian Network of Universities, Regions, Chambers of Commerce and Cities (AI-NURECC Initiative), coordinated by the CPMR and hosted by the Chamber of Commerce of Region of Ilia, Greece. The participants included representatives of governments, local authorities, Chambers of commerce, private companies, Universities and research institutions from the Adriatic-Ionian area involved in cruise tourism. Amb. Bratislav ĐORĐEVIĆ, Executive Manager in charge of Tourism, represented the BSEC PERMIS at the event.

The Workshop was organized around three main panels that closely examined through the presentations and discussion various aspects of cruise tourism in the Adriatic-Ionian area: 1) “The Adriatic and Ionian scene: cruise geography and traffic flows”; 2) “Strategies for sustainable cruise development: funding tools and capitalization on existing projects / best practices”; and 3) “Destinations’ response to cruise development challenges”. By combining scientific analysis, gathering of data, forecasts and concrete case studies of the major cruise ports in the area, the Workshop focused on the advantages and disadvantages of cruise tourism. The following main challenges in the field of cruise tourism were identified: 1) infrastructural issues; 2) developing sustainable tourism into “smart” tourism; 3) local communities benefits; 4) diversification of seasonality; 5) carrying capacity of destinations; 6) establishing a brand name. In response to the challenges, the following possible solutions were suggested: 1) funding; 2) common strategy; 3) local product negotiation with cruise companies; 4) preparing relevant studies; 5) branding.

The participation in the Workshop and networking with its participants were very useful as the BSEC PERMIS is preparing to jointly organize with the UNWTO and the Ministry of Culture and Tourism of the Republic of Turkey, an International Conference to attract cruise tourism in the Black Sea and the Eastern Mediterranean (Istanbul, spring 2019-TBC).