

**PROJECT:** Smart and Slow Tourism Supporting  
Adriatic Heritage for Tomorrow

**ACRONYM:** TAKE IT SLOW

**PROJECT ID:** 10255547

**CUP:** H79E20000520003

**DURATION:** 1/6/20-30/06/23

**LEAD PARTNER:** Dubrovnik-Neretva County

# D4.1.8 Smart specialization framework for CB Adriatic tourist destination and management report and evaluation

PP3/ZAD report  
June 2023

Policy instruments that were to be defined within the TAKE IT SLOW project were observed through three categories:

- Economic instruments
- Policies and administrative instruments
- Soft management approaches

Economic instruments include taxation incentives, revenue management, government funding policies, use of penalties, access fees, and concessions.

Policies and administrative instruments include policy planning, collaborative and participatory approaches, governmental policies, co-creation, and enhancing the planning process on local, regional, and national levels – a long-time perspective.

Soft management approaches include site-specific visitor strategies, information panels and guiding, eco-certification, interpretation and environmental learning, monitoring, and adaptive management, and dispersion of visitors – new policies to be promoted without further growth in the number of visitors.

For the purpose of the project, related to the diversification of cross-border tourism offer based on natural and cultural heritage, from the above-described policy instruments, the following policy instruments were selected as relevant for interventions within the project:

1. Economic instruments
  - a. **Revenue management**
2. Policies and administrative instruments
  - a. **Policy planning**
  - b. **Collaborative and participatory approaches**
3. Soft management approaches
  - a. **Site-specific visitor strategies**
  - b. **Monitoring and adaptive management**

These policy instruments were chosen since they are applicable and relevant to all project partners, in regard to the specificities of their pilot areas.

Taking that into consideration, these policy instruments are well-defined since they are broad enough in their scope, so they are applicable to all project partners, but at the same time, they

promote the development of sustainable, green, and slow tourism. Additionally, they can be further “customized” to each project partner’s needs with specific testing measures and related indicators.

Related to the above-mentioned policy instruments, the following testing measures were also defined:

MEASURE	POLICY INSTRUMENT
<b>Priority 1. Improvement of research, valorization and interpretation of cultural and natural heritage in the project area</b>	
1.1. Improvement of research	Monitoring and appropriate management
1.2. Strengthening the valorization and interpretation	Site-specific visitor strategies
<b>Priority 2: Sustainable and responsible management of the valuable cultural and natural sites through smart specialisation, protection and sustainable usage of cultural and natural heritage for tourism</b>	
2.1. Diversification of tourism products and services	Revenue management
2.2. Access to finances for new innovative tourism offers	Revenue management
2.3. Training in managerial and entrepreneurial skills in tourism	Revenue management
2.4. Improvement of quality and innovation in the tourism offer	Revenue management
<b>Priority 3: Strengthening the strategic and legislative framework related to tourism</b>	
3.1. Improvement of legislative framework	Collaborative and participatory approaches
3.2. Reduction of slowness and bureaucracy	Collaborative and participatory approaches
3.3. Participatory planning in development of strategic plans and programmes	Policy planning
<b>Priority 4: Networking for sustainable tourism based on cultural and natural resources in the cross-border area</b>	
4.1. Involvement of different stakeholders	Collaborative and participatory approaches
4.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approaches
4.3. Promotion of the cross-border region	Collaborative and participatory approaches

Listed testing measures are directly connected to the previously described policy instruments, and, additionally, each partner could choose which testing measures suit them best or add other measures they think suit them. Therefore, the testing measures themselves can be applied to each project partner and are well-defined.

In their Action Plan, PP3/ZAD has implemented most of the proposed testing measures, adapting them to the needs of their pilot area.

As for the created monitoring system for smart specialization framework, it still needs to be fully implemented in the pilot area. New projects are planned to be applied in the future, through which an improvement of the monitoring system for the set policy instruments, testing measures, and indicators is foreseen.