

Regional Approach on Developing Tourism Sector within SEE 2020 Strategy

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Five pillars of SEE 2020

Integrated growth

deeper regional trade and investment linkages and policies enhancing the flow of goods, investment, services and persons

Smart growth

commitment to compete on value added, promoting knowledge and innovation across the board

Inclusive growth

skills development, employment creation and labour market participation by all, including vulnerable groups and minorities

SEE 2020
Vision

Sustainable growth

enhancing competitiveness, entrepreneurship and a commitment to greener and more energy-efficient development

Governance for growth

improving the capacity of public administrations to strengthen the rule of law and reduce corruption so as to create a business-friendly environment

Prioritization through sectors

Sectors of mutual regional importance selected within the SEE 2020 Framework

- ▶ Food and Beverages Processing
- ▶ Tourism

Prioritization through sectors

EXAMPLE: TOURISM

integrated

Prioritize removal of trade barriers
Liberalize services (e.g. integrated logistics services)
Incentivize investments and promotion at the global level of the given sector

smart

Identify regional skills-gaps and skills mismatches within the sector with an objective to install mutual recognition arrangements for the given profession

sustainable

Prioritize infrastructure investment geared towards supporting the value chain

inclusive

Mutual recognition arrangements, fight against grey economy and illegal employment

governance

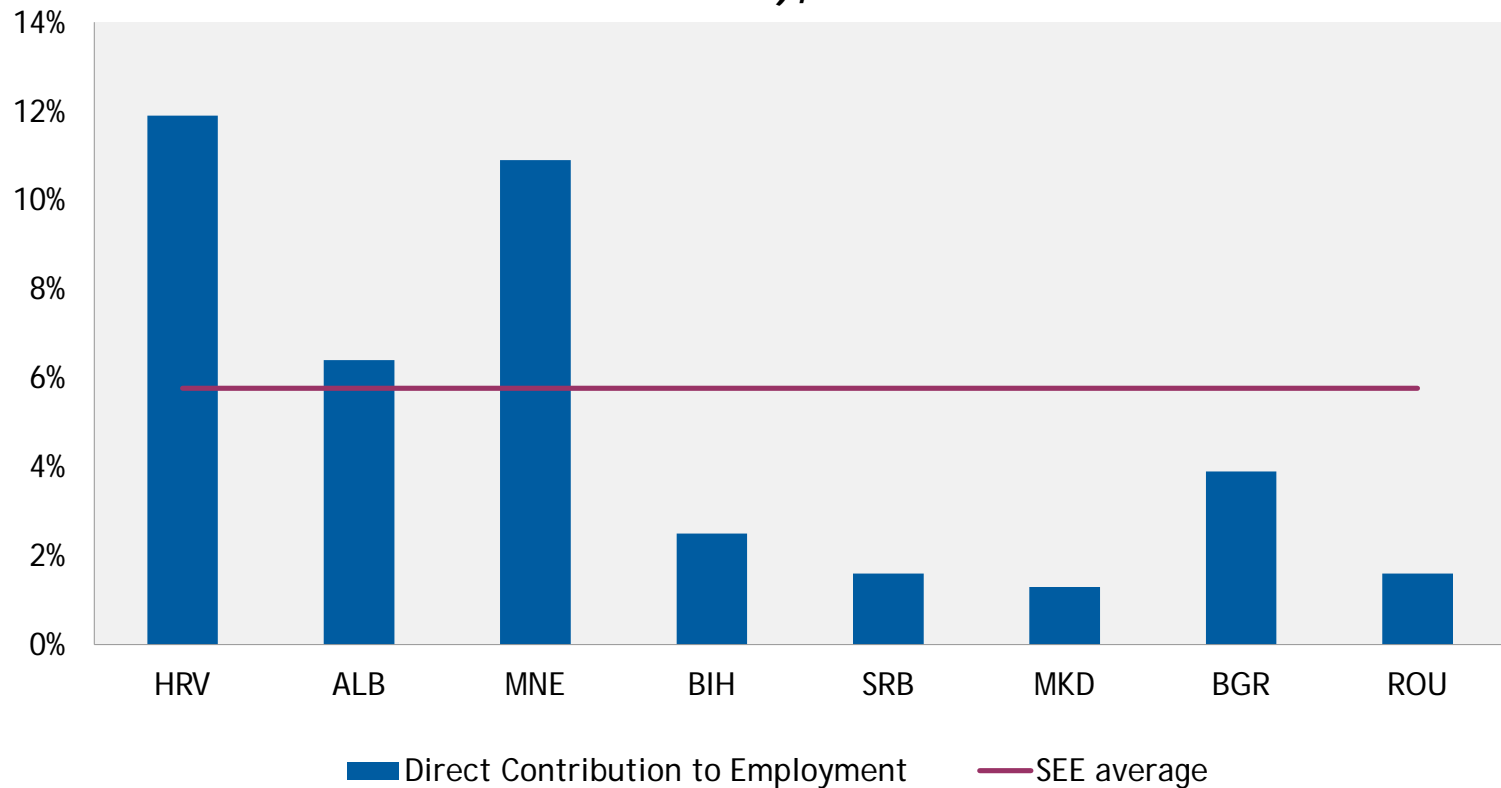
Piloting alternative dispute resolution methods for the given sectors

SEE Tourism Expert Group

- Government: Ministries of Economy and Tourism
- National Tourism Boards
- National Investment Promotion Agencies
- Business Sector
- OECD, Regional Partner Organizations

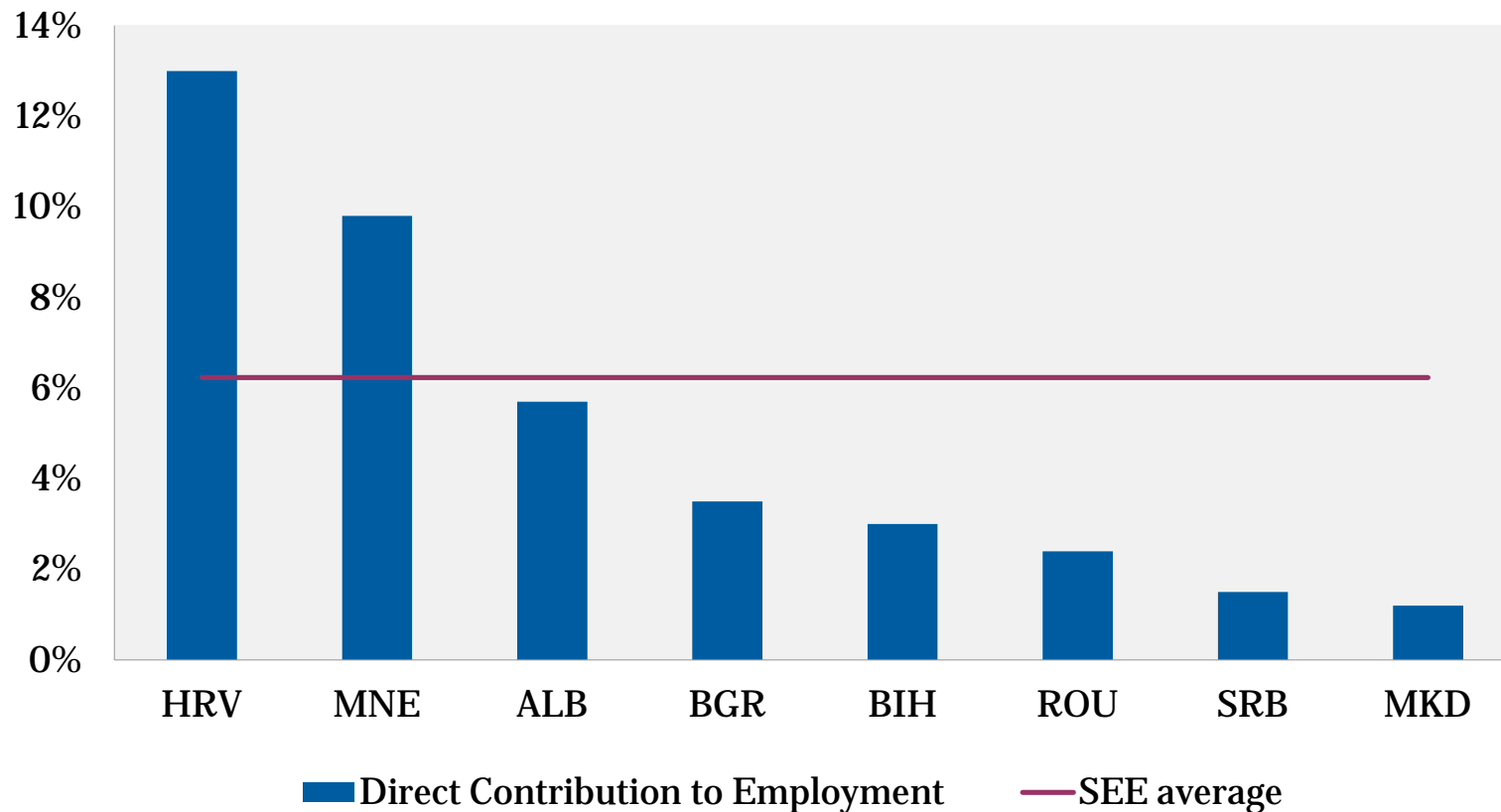
6% of GDP in the SEE region

Contribution of travel and tourism sector to GDP (% of GDP), 2013

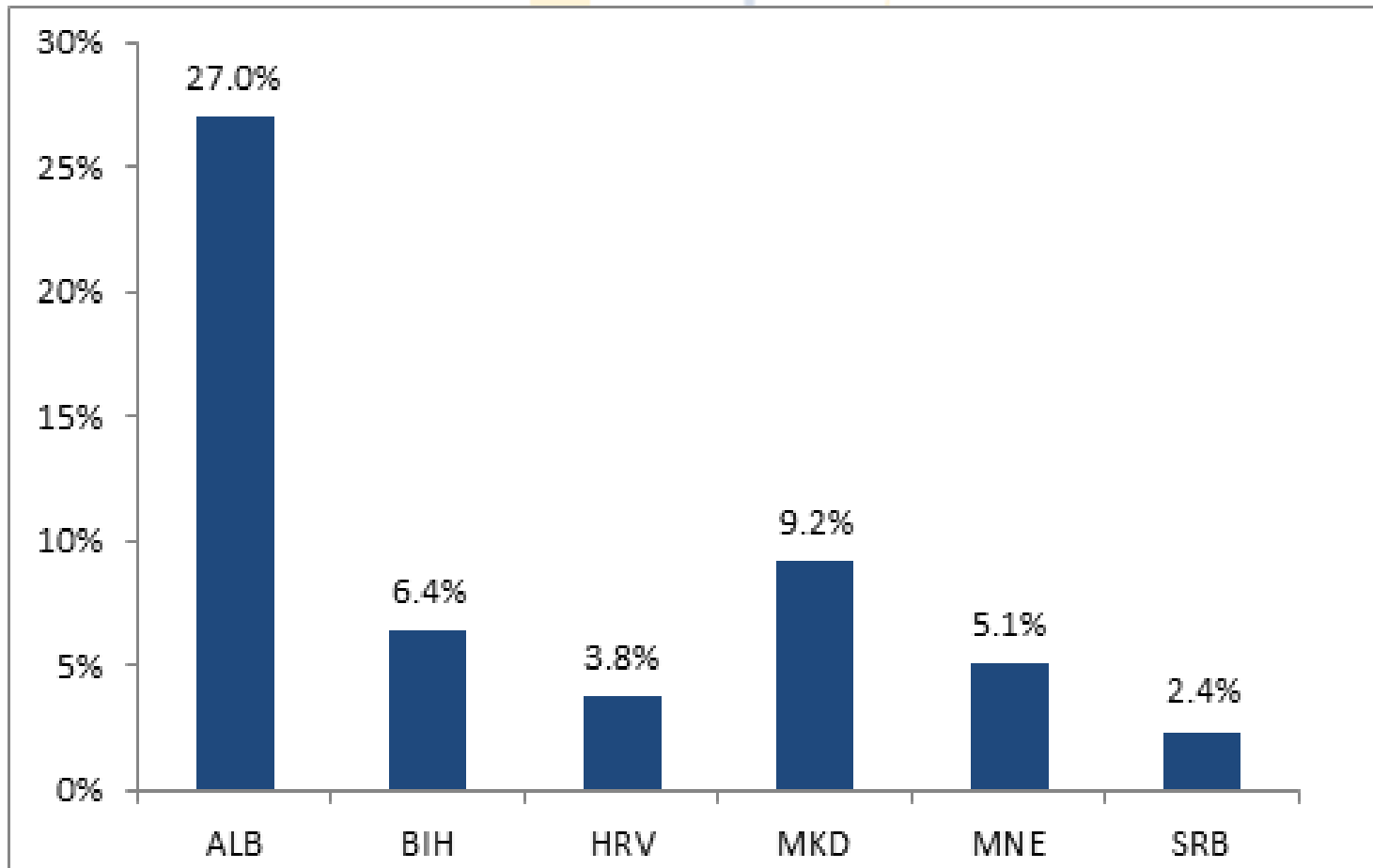


6% of employment in SEE

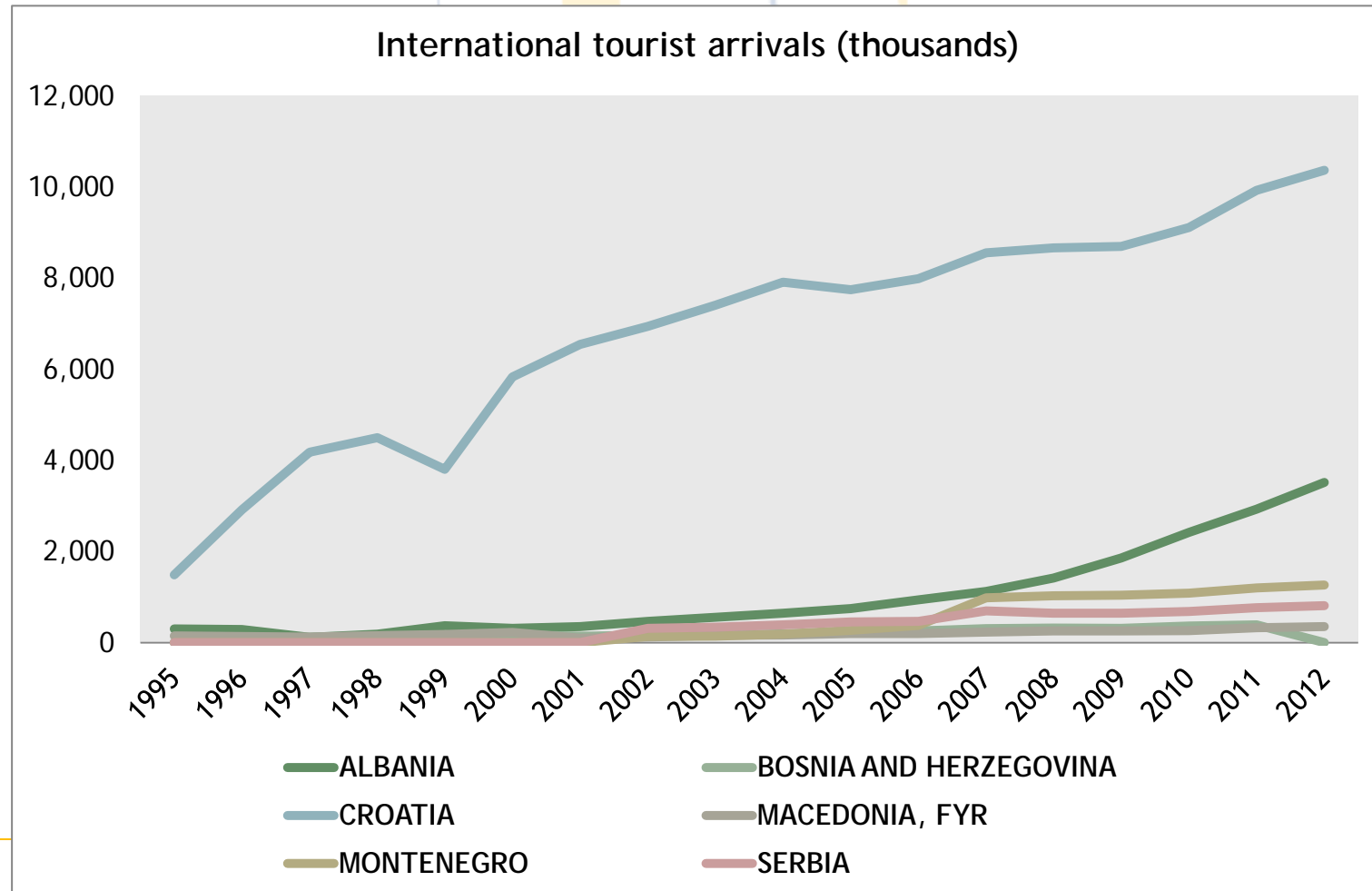
Contribution of travel and tourism sector to employment (% of employment), 2013



International tourist arrivals are increasing



International tourists arrivals upward trend since the mid 1990's



SEE Tourism - Strengths

Strengths

- Location and proximity to Europe as the highest-spending region on tourism
- Large diversity in natural habitat/ natural resources (offer potential for different kinds of tourism)
- Rich cultural heritage
- Diverse tourism offer
- Favourable and diverse climate
- Hospitality
- Some economies are price competitive in the tourism sector

The governments of SEE have prioritized tourism

Economy	Ministry or department in charge of tourism	Budget of the ministry or department (year)
Albania	Ministry of Urban Development and Tourism	EUR 12.7mn for the whole ministry (2010, budget of the former ministry)
Bosnia and Herzegovina		
Croatia	Ministry of Tourism	EUR 31mn (2010) for the Ministry
Kosovo	Ministry of Trade and Industry: Department of Tourism and Hotel	
FYR Macedonia	Ministry of Economy: Tourism Department and the Agency for Promotion and Support of Tourism	EUR 1mn for the Tourism Department
Montenegro	The Ministry of Sustainable Development and Tourism	EUR 11.9mn (2011) for the Ministry
Serbia	Ministry of Economy and Regional Development- Sector for Tourism	EUR 44.2mn (2010) for tourism promotion and development

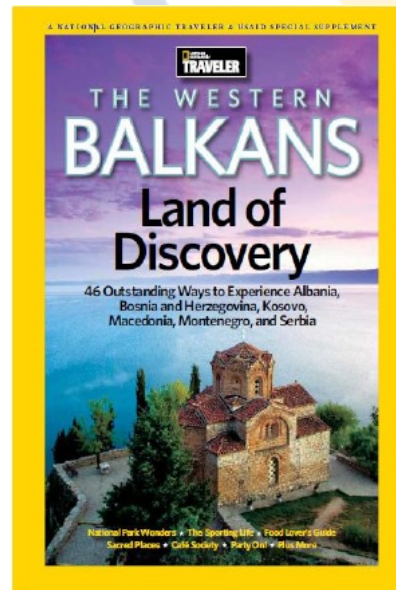
OECD (2012), *OECD Tourism trends and policies*, OECD, Paris.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence. Hereafter referred to as Kosovo.

SEE Tourism - high potential for investors

- Availability and diversity of investment opportunities
- Competitive costs
- Potential for tourism growth and increased market share
- Investment incentives

- Added value:
increased marketing
and branding



SEE Tourism - Offers to the Local and Global Visitors

Offers

- Cultural heritage tourism
- Health tourism
- Faith tourism
- Adventure/recreation tourism
- Sun and beach tourism
- Winter tourism
- City Break tourism
- Ecotourism
- Agro tourism

Diverse Landscapes and Climates

Mountains and hills

- Many hilly and mountainous areas, e.g. Dinaric Alps, the Šar Massif, the Pindus Range, the Albanian Alps, the Balkan mountains
- Some of the least-touched alpine regions on the continent
- A network of 35 national parks and around 150 protected natural areas

Beaches and Islands

- A coastline of almost 7000km (Croatia, Bosnia and Herzegovina, Montenegro, Albania)
- More than 1,200 islands mostly along the Croatian Adriatic coast



Favourable Climate

- Mediterranean climate along the coast
- Mild winters at the coast and in the Southern part of the region
- Snowy winters in the mountains (ski tourism)

Natural sites on UNESCO World Heritage List

Croatia: Plitvice Lakes National Park



Montenegro : Durmitor National Park



FYR Macedonia: Natural and Cultural Heritage of the Ohrid region



The SEE region offers numerous UNESCO cultural sites

Country	Site
Albania	Butrint
Albania	Historic Centres of Berat and Gjirokastra
Bosnia and Herzegovina	Old Bridge Area of the Old City of Mostar
Bosnia and Herzegovina	Mehmed Paša Sokolović Bridge in Višegrad
Croatia	Historical Complex of Split with the Palace of Diocletian
Croatia	Old City of Dubrovnik
Croatia	Episcopal Complex of the Euphrasian Basilica in the Historic Centre of Poreč
Croatia	Historic City of Trogir
Croatia	The Cathedral of St James in Šibenik
Croatia	Stari Grad Plain
Kosovo	Medieval Monuments in Kosovo
The FYR Macedonia	Natural and Cultural Heritage of the Ohrid region
Montenegro	Natural and Culturo-Historical Region of Kotor
Serbia	Stari Ras and Sopoćani
Serbia	Studenica Monastery
Serbia	Gamzigrad-Romuliana, Palace of Galerius

SEE Cultural Tourism

- FESTIVALS IN THE REGION
- HOUSES WITH TRADITION IN THE REGION
- HAMAMS/SPA IN THE REGION
- BRIDGES OF THE REGION (symbolic meaning for the regional cooperation)
- CASTLES, FORTRESSES, MONASTERIES OF THE REGION
- ARCHEOLOGICAL SITES
- STORIES FROM THE REGION
- CELEBRITIES FROM THE REGION
- TRADITIONAL FOOD, MUSIC, CRAFTS, WAY OF LIVING IN THE REGION (PROMOTING DIVERSITY)
- THE HISTORY OF YUGOSLAVIA
- MONUMENTS OF THE WORLD WAR II
- FILM LOCATIONS
- CARNIVALS - MASKS OF THE REGION
- PILGRIMAGE - CHURCHES AND MOSQUES OF THE REGION

Main Challenges in the SEE Tourism

- Human resources: education and training
- Marketing, strategy and branding

Immediate Needs for Tourism Development

- Focus on supporting employers in employee training to help address the skills gaps in the tourism sector;
- Focus on creating a regional brand to foster regional integration in the tourism sector; and
- Target the cultural/historical niche market for further development.

Upcoming Activities

- Policy response proposals for skills gap
- Creating a regional tourist offer/brand
- Further regional programme development

thank you



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