Sustainable tourism development in the Adriatic Region

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## Tourism in the Adriatic

<table>
<thead>
<tr>
<th>County</th>
<th>Region</th>
<th>Overnight Stays</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>Friuli-Venezia Giulia</td>
<td>8,656,077</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Veneto</td>
<td>60,820,308</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emilia-Romagna</td>
<td>37,477,880</td>
<td></td>
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<tr>
<td></td>
<td>Marche</td>
<td>10,728,507</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Abruzzo</td>
<td>33,716,112</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Molise</td>
<td>7,306,951</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Apulia</td>
<td>12,982,987</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Western Adriatic</td>
<td></td>
<td>171,688,822</td>
</tr>
<tr>
<td>Croatia</td>
<td>Adriatic Croatia</td>
<td>34,915,552</td>
<td></td>
</tr>
<tr>
<td>Montenegro</td>
<td>N/A</td>
<td>7,964,893</td>
<td></td>
</tr>
<tr>
<td>Albania</td>
<td>N/A</td>
<td>2,302,899</td>
<td></td>
</tr>
<tr>
<td>Slovenia</td>
<td>Seaside municipalities</td>
<td>1,981,141</td>
<td></td>
</tr>
<tr>
<td>Bosnia-Herzegovina</td>
<td>Neum municipality</td>
<td>280,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Eastern Adriatic</td>
<td></td>
<td>47,444,485</td>
</tr>
<tr>
<td></td>
<td>Adriatic Region</td>
<td></td>
<td>219,133,307</td>
</tr>
</tbody>
</table>

(Eurostat 2013)
Tourism in the Eastern Adriatic region

Graph 7: Trend in cruise passenger movements and growth rates in the main 10 Adriatic cruise ports, 2004-2013

EU Strategy for the Adriatic and Ionian Region

- **Blue Growth**
  - Blue technologies
  - Fisheries and aquaculture
  - Maritime and marine governance and services

- **Connecting the Region**
  - Maritime transport
  - Intermodal connections to the hinterland
  - Energy networks

- **Environmental Quality**
  - The marine environment
  - Transnational terrestrial habitats and biodiversity

- **Sustainable Tourism**
  - Diversified tourism offer
  - Sustainable and responsible tourism management

- **Capacity building**
- Research and innovation
- Small and medium size business
- Climate change mitigation and adaptation
- Disaster risk management

- **Economics**

- **Community**

- **Environment**
Path Dependency

• A way of understanding destination development (Ma & Hassink 2013)
• An approach from ‘evolutionary economics’ (David, 1985, 1994; Arthur 1989, 1994) – Local events and advantages can lead to ‘locked-in’ development pathways
• Strongly linked to destination features (Martin 2006)

Local events and advantages → Tourism networks and institutions → Economic advantage → Fixed development path

But what happens when the tourists don’t come?
Path dependency in western European coastal tourism resorts

- New infrastructure
- Night time economy
- Low barriers to entry
- Inappropriate infrastructure
- Social problems
- Low skills
- High growth
- Crowding out
Margate, United Kingdom
OSTENDE
BELGIQUE

REINE DES PLAGES
Résidence d’été de la Famille Royale de Belgique
Mallorca, Spain
Recommendations for the Eastern Adriatic

• Sustainable Tourism should support other aspects of the EUSAIR
• Use economic growth to support future-oriented sectors
  • Blue Growth
  • Connectivity
  • Green Technology
• Use to tourism to support sustainable economic development and avoid tourism path-dependency
Thank you!

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