



UNIVERSITY  
of  
GREENWICH

# Sustainable tourism development in the Adriatic Region

James Kennell

Director, Economic Development Resource Centre  
Programme Leader, BA (hons) Tourism Management  
University of Greenwich, London, UK

[www.jameskennell.com](http://www.jameskennell.com)

@jameskennell

Linked in



# Tourism in the Adriatic

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

(Eurostat 2013)

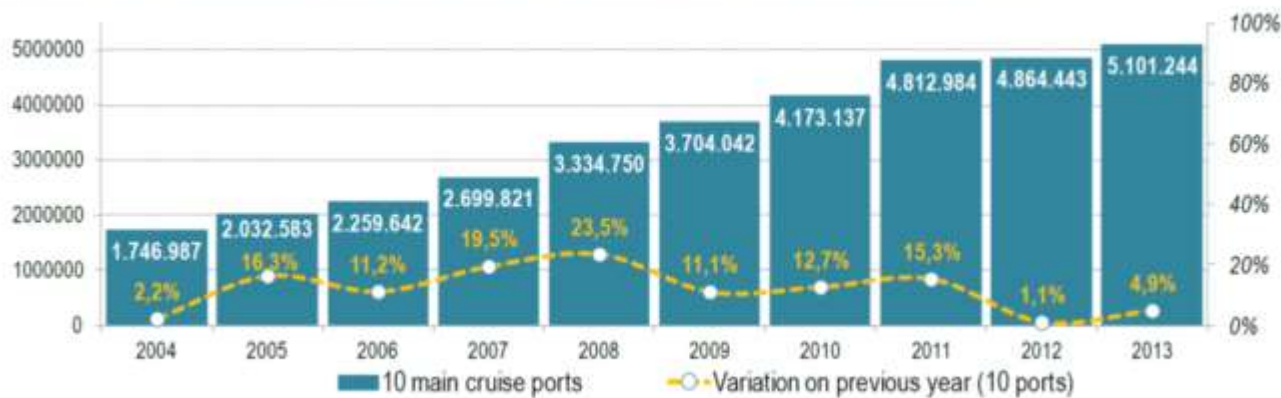


(Adriatic Sea Forum 2014)

# Tourism in the Eastern Adriatic region

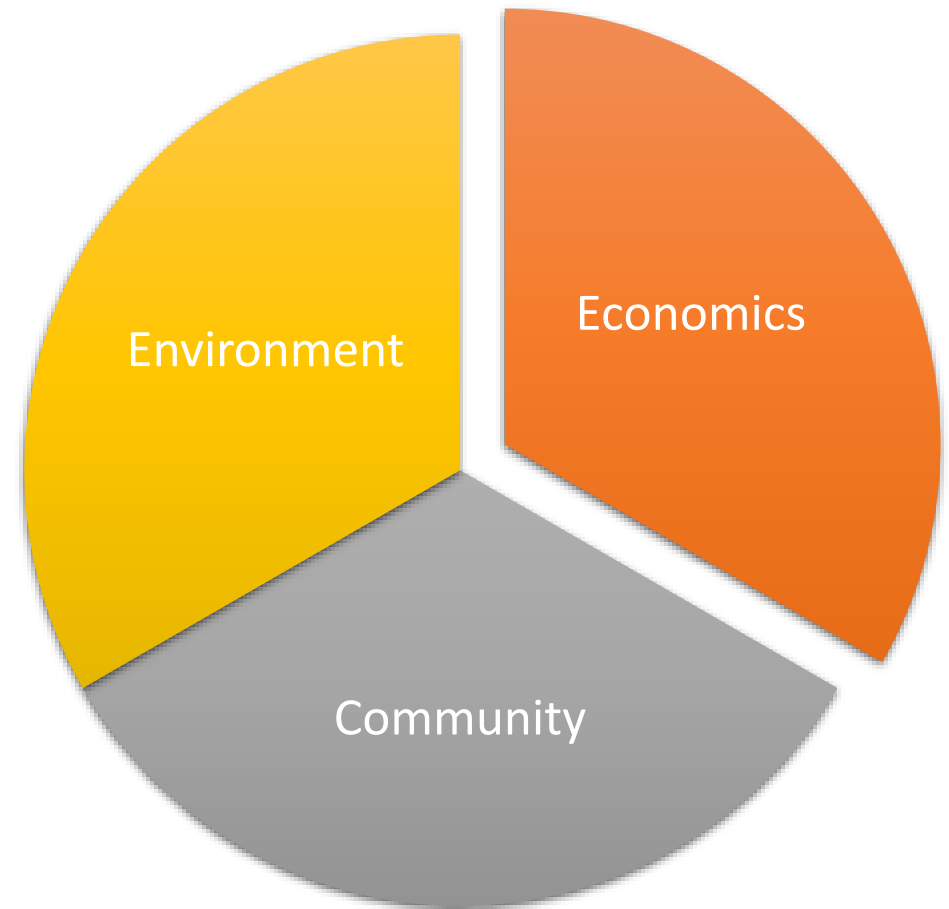
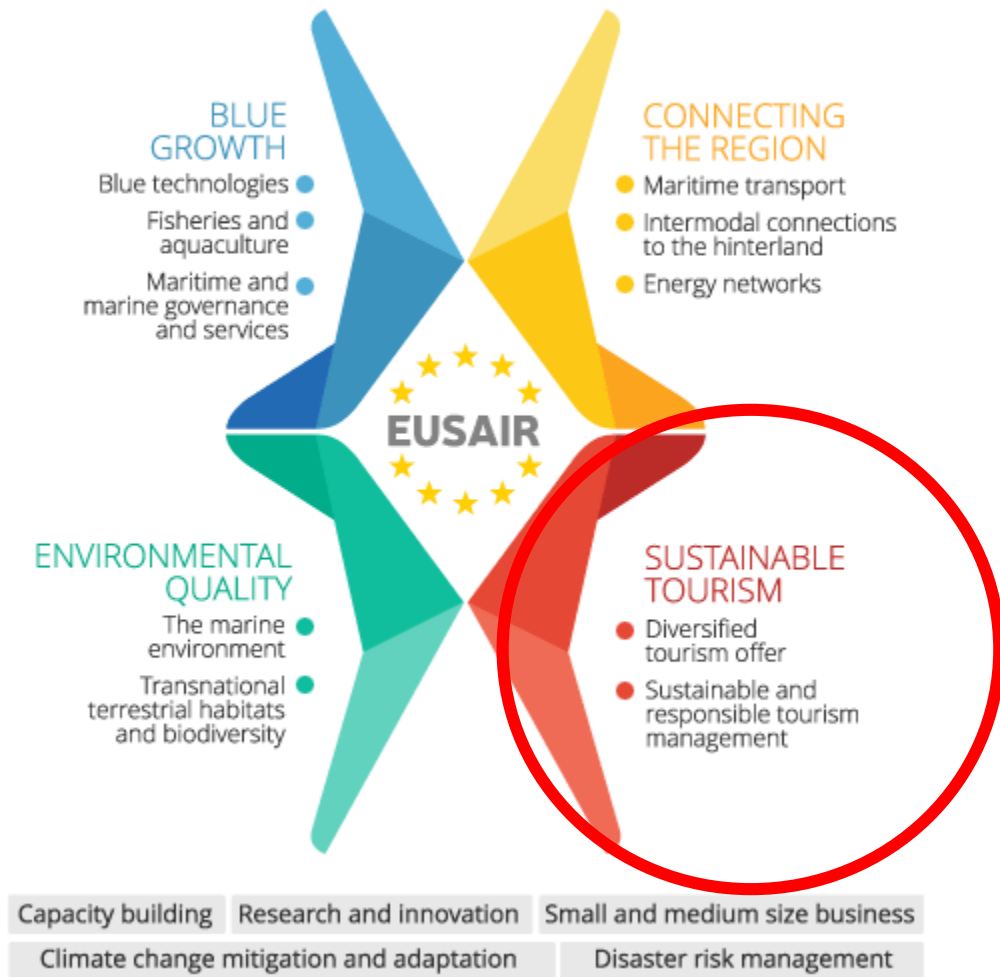


Graph 7] Trend in cruise passenger movements and growth rates in the main 10 Adriatic cruise ports, 2004-2013



Source: Risposte Turismo (2014), Adriatic Sea Tourism Report.

# EU Strategy for the Adriatic and Ionian Region



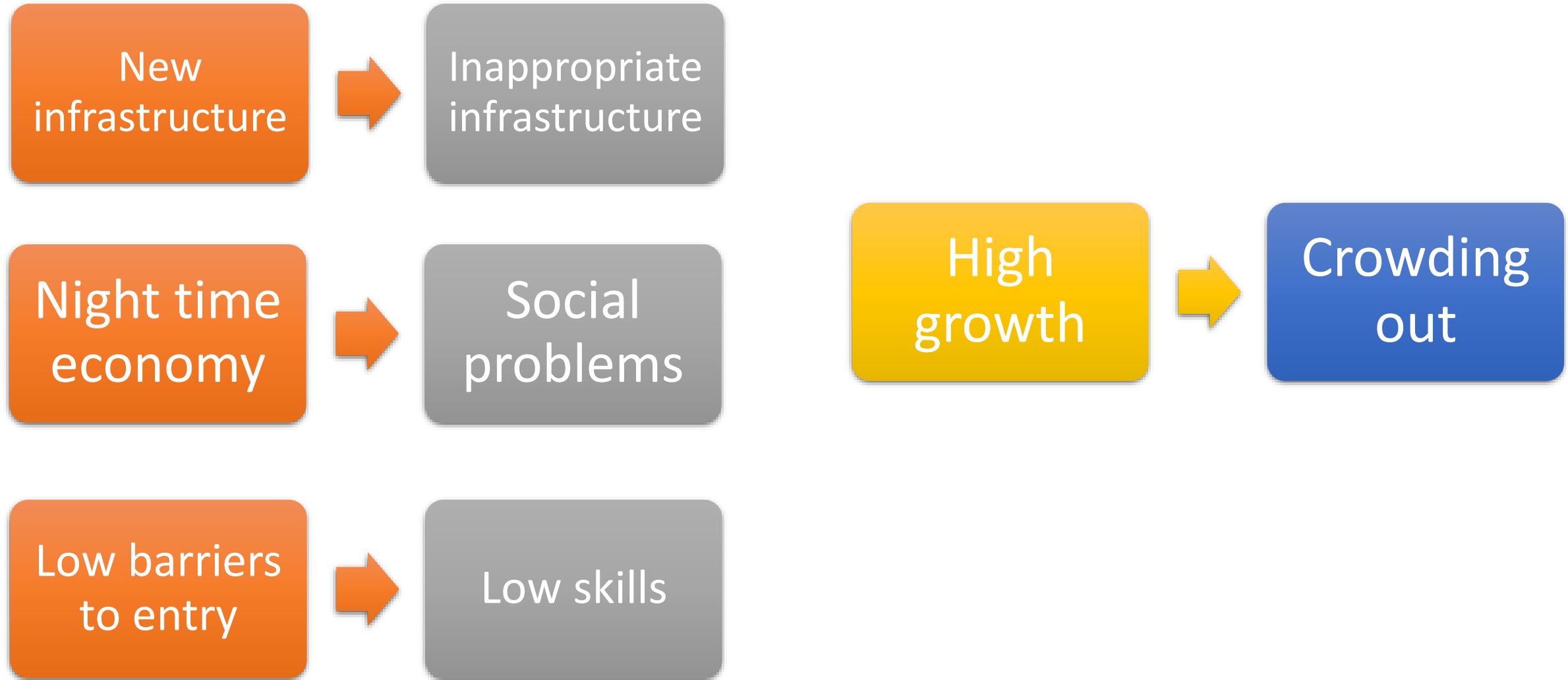
# Path Dependency

- 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)



But what happens when the tourists don't come?

# Path dependency in western European coastal tourism resorts





# Margate, United Kingdom





© Alamy



















# Mallorca, Spain





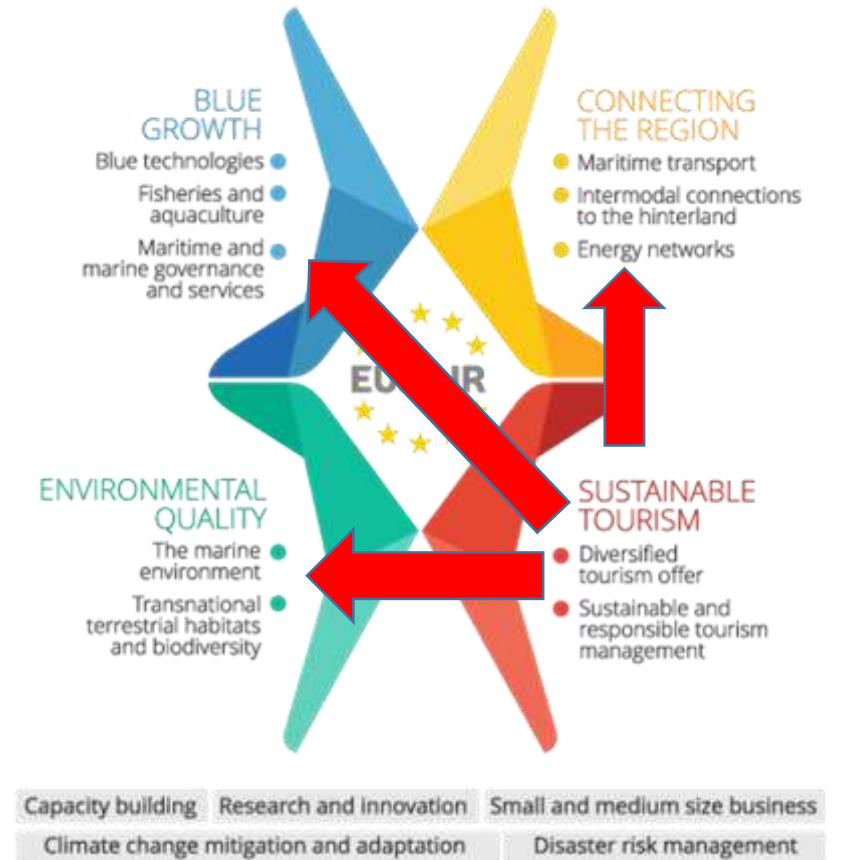




© © Jamie Wiseman for The Daily Mail

# 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!



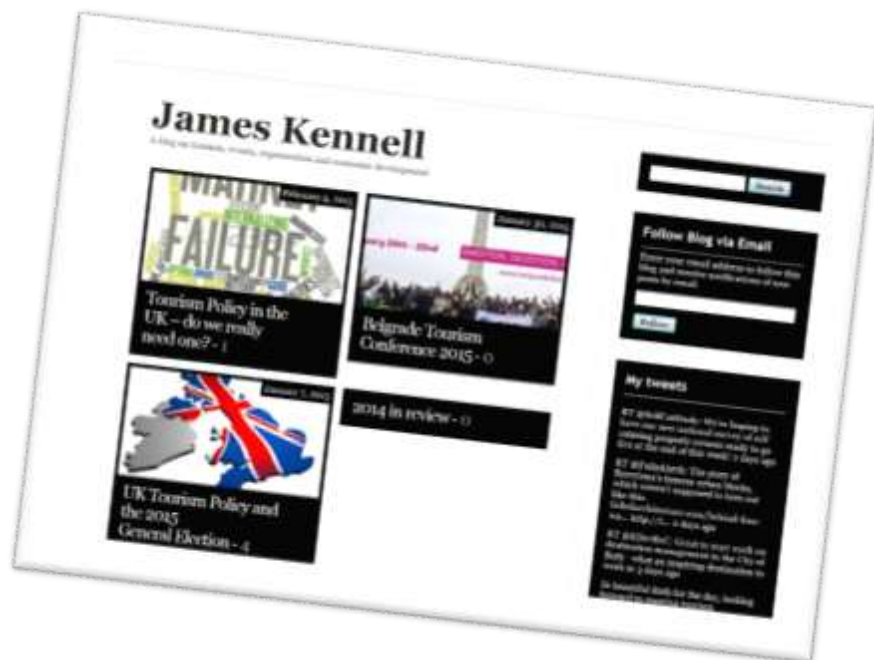
UNIVERSITY  
of  
GREENWICH



[j.s.kennell@gre.ac.uk](mailto:j.s.kennell@gre.ac.uk)



[@jameskennell](https://twitter.com/jameskennell)



[www.jameskennell.com](http://www.jameskennell.com)

