



SMARTMED – EMPOWER MEDITERRANEAN FOR SMART TOURISM

1. INFLUENCE ON RELEVANT POLICIES WITH CONCRETE PILOTS/ACTIONS
2. IMPACT FOR THE MED AREA AS A WHOLE
3. MEDIUM TO LONG-TERM PERSPECTIVE



SMARTMED STATE OF THE ART ANALYSIS OF MED SKILLS AND TOURISM COMPETITIVENESS

SUSTAINABILITY

COOPERATION AND PARTICIPATION

TECHNOLOGIES AND IT

HUMAN CAPITAL

- **Key areas:**
 - Developing entrepreneurial skills in tourism
 - Developing labour market that will support the development of tourism
- **Conclusions of analysis:**
 - Lack of clear strategies for developing the labour market and encouraging education in tourism
 - Lack of human resources and their professional skills in tourism (entrepreneurial skills, digital skills, skills for innovation)



SMARTMED STATE OF THE ART ANALYSIS OF MED SKILLS AND TOURISM COMPETITIVENESS

The areas that are underdeveloped but are significant:

1. Supporting innovation in tourism
2. Development of entrepreneurial skills in tourism
3. Development of digital skills in tourism



SMARTMED REPORT ON KEY AREAS FOR THE DEVELOPMENT TOURISM COMPETITIVENESS AND INNOVATION - CROATIA

- Human capital and entrepreneurial skills in Croatia are scarce
- Lack of consistency of successful measures
- Croatia should encourage and develop more creative entrepreneurship, support year-round employment and continuous development of competencies of actors in tourism in accordance with market changes
- It is necessary to work on upgrading the competencies of actors in tourism and youth, through institutional education but more importantly, through lifelong learning
- To 'get out' of the usual framework



Thank you!