

**Thematic Community on Sustainable Tourism Kick-off Meeting**  
Enhancing a Sustainable Maritime & Coastal Tourism in the  
Mediterranean

**16 &17 MARCH 2017**  
**Venue VILLA MÉDITERRANÉE**

**Esplanade du J4**  
**13002 Marseille**

**Language of the event: English**

The Kick off Meeting of the Med Thematic Community on Sustainable Tourism will be organised by the BleuTourMed\_C3 project, the Horizontal Project of the Med Community on Sustainable Tourism. The Kick off meeting will be the first networking meeting of the Community of the Interreg Med objective 3.1 where Horizontal Project will present its action plan to the Community of projects. Modular Projects will have the chance to meet, present themselves and start working together. This event aims at fostering dialogue, exchange and at finding synergies among projects to build a common work flow for the community.



16<sup>th</sup> March 2017

14.00 Coffee and REGISTRATION

**ENHANCING A SUSTAINABLE COASTAL AND MARITIME TOURISM IN THE MEDITERRANEAN**  
 Horizontal Dimension

Moderator – Arco Latino  
 Rapporteur – Adriatic and Ionian Euro-Region

14.30 – 14.40	<b>Welcome &amp; Introduction of the Med Thematic Community</b> Welcome Vice President of Arco Latino - <b>Valérie Dumontet</b> Plan Bleu and LP Arco Latino presenting the session
14.40 - 15.00	<b>Short Introduction by the JS</b> <ul style="list-style-type: none"> <li>Sustainable Tourism’s challenges to the action  <b>Sophie SCARVELIS</b></li> <li>Interreg Med web platform  <b>Paulo EMERENCIANO; Laura PUGIEU</b></li> </ul>
15.00 – 16.30	<b>The Communication, Capitalisation and Community Building of the Med</b>  BleuTourMed_C3 project, the Horizontal project of the Med Community on Sustainable Tourism, presents the Strategy and Methodology for the Communication, Capitalisation, and Community Building actions.  <b>Joint Presentation</b> Communication Strategy (UNIMED) Community Building (University of Panteion) Capitalisation (Plan Bleu)

16.30 – 17.00 **QUESTIONS & ANSWERS**

**ENHANCING A SUSTAINABLE COASTAL AND MARITIME TOURISM IN THE MEDITERRANEAN**  
 The 14 Modular Projects of the Community

Moderator – Provincial Council of Barcelona  
 Rapporteur – Arco Latino

17.00 – 18.15	<p><b>Short presentation from Modular projects</b>          Speakers: Lead partners of MPs</p> <p>Brief introduction of the Modular Projects of the Community. Each Lead Partner or Project Representative will present the project with a synthetic slide or visual support in max <b>3/4 minutes</b></p>
18.15 – 18.30	<p><b>Introduction to the Working Group Parallel Sessions of 17<sup>th</sup> of March</b>          Speaker from Community building (University of Panteion)</p> <p>BleuTourMed_C3 partnership will present the WG session of the following day</p>
18.30 - 19.30	<p><b>Networking Cocktail and Video corner (shooting and interview)</b>          Speaker from Communication (UNIMED)</p> <p>The objective of the networking cocktail is to give the representatives of the projects the possibility to continue -in a less structured and formal way - the exchanges started in the previous speed presentation session.</p>

**17<sup>th</sup> March 2017**

**WORKING GROUPS PARALLEL SESSIONS**

9.00 – 11.00	<p>The Working Groups will have 2 main objectives: 1. To identify the linkages among the Modular Projects and define the most important challenges and knowledge gaps towards the achievement of sustainable tourism. 2. To set up a common priorities agenda &amp; a common calendar for the Med Community on Sustainable Tourism.</p> <p>Each MP should prepare a very brief presentation (max 4 minutes) with the basic lines of the methodology towards the project aim. Each presentation (2 slides maximum) should include the basic methodology –preferably- through the use of shapes and diagrams connecting the different steps of the method used and referring to the engagement of relevant stakeholders.</p>
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### a. Enhancing attractiveness and tourism offer in the Mediterranean region

The traditional ‘sun and sea’ patterns have long been part of Mediterranean’s tourism development that has often led to mass tourism destinations. Therefore, the current challenge for the region includes the identification and promotion of alternative and diversified sustainable tourism products based on the Mediterranean landscape and cultural identity. In this context, the aim is to increase the region’s attractiveness and growth by improving the use of cultural and natural resources and extending the tourist season.

**Moderator and Rapporteur from BleuTourMed\_C3 Project**  
 University of Panteion  
 Provincial Council of Barcelona

### b. Addressing tourism pressures in the Mediterranean region

The increased touristic flows in the Mediterranean region continue generating economic opportunities, however, they have also caused a series of pressures mostly related to the preservation of the natural ecosystems that reach or exceed the limits of their carrying capacity. Such pressures can be reflected, for example, through issues of water management and efficiency, waste management etc, posing the need for re-establishing the flows between coastal and maritime ecosystems and the hinterland and thus ensuring the extending of the tourist season.

**Moderator and Rapporteur from BleuTourMed\_C3 Project**  
 University of Panteion  
 Plan Bleu

### c. Strengthening planning and management practices towards sustainable tourism

The lack of integrated planning and management actions towards sustainability has often acted as a barrier for exploiting tourism opportunities in the Mediterranean in a sustainable way, especially in coastal and maritime regions. On the other hand, the current practices promoted by the policy framework in an international, European, Mediterranean level, such as Integrated Coastal Zone Management and Maritime Spatial Planning, suggest the adoption of decision-making processes that follow an ecosystem-based approach of natural and cultural environments, taking into account the particularities of the socio-economic activities along with the natural processes while being adaptive to future changes. Through the appropriate tools and mechanisms, knowledge and coordination gaps towards sustainable tourism could be effectively addressed.

**Moderator and Rapporteur from BleuTourMed\_C3 Project**  
 Arco Latino  
 Adriatic and Ionian Euro-Region

11.00 -11.30

**Coffee break and Networking session**

**COMMON STEPS AHEAD FOR SUSTAINABLE TOURISM IN THE MEDITERRANEAN**

Moderator – Plan Bleu

Rapporteur – Adriatic and Ionian Euro-Region

11.30 – 12.15	<p><b>Working Groups conclusions &amp; debate</b>          Speakers Rapporteurs from each WG (MPs + Partner HP)</p>
12.15 – 12.45	<p><b>Presentation of the Common Calendar</b>          Speaker from Capitalization (Plan Bleu)</p> <p>One of the main outputs of the Working group will be the elaboration of a Common Calendar for the Med Community on Sustainable Tourism.</p>
12.45 – 13.00	<p><b>Strengthening links with the Med Biodiversity Community</b></p> <p><b>Interreg Med Community on Biodiversity</b>          Dania Abdul Malak ETC-UMA</p>
13.00 -13.30	<p><b>Conclusions &amp; Next steps for the Community</b>          Speakers form Plan Bleu - Arco Latino</p>
13.30 – 14.30	<p><b>Lunch</b></p>