



MED Sustainable Tourism Community

Enhancing a sustainable coastal and maritime tourism

Featured by BleuTourMed_C3



Project co-financed by the European Regional Development Fund



MED Sustainable Tourism Community's Mission

Tourism sector is amongst the highest income generators in the Mediterranean. Leisure related activities makes of tourism a leading economic sector in terms of Gross Value Added and employment. Tourism is directly contributing to regional economies with sectoral synergies and strong multiplying effects. Despite its economic and social importance, tourism development is exerting undue pressures on natural and built environment. These pressures may threaten the quality of life of local populations, degrade the tourism assets and, by consequence, affect negatively future tourism developments.

Exploiting the full potential of tourism requires an innovative approach and sustainable basis. Therefore, effective strategies and targeted integrated actions should be developed and implemented across the Mediterranean region. With this common objective, 14 Modular Projects (MPs) are implemented under the Interreg Med Sustainable Tourism Community. They respond to the Programme's priority axis 3 "Natural & Cultural resources – Protecting and promoting Mediterranean natural and cultural resources" and to the specific objective 3.1 "To enhance sustainable the development policies for more efficient valorization of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area".

Their aim is to study, test and capitalise innovative instruments and actions towards the enhancement of tourism sustainability in the Mediterranean.

The MED Sustainable Tourism Community is featured by BleuTourMed_C3 Project, a three-year Horizontal Project financed by the ERDF within the Interreg MED Programme whose aim is to facilitate the knowledge sharing and the capitalisation of results of the 14 Modular Projects presented in this document.

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ALTER ECO

Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity

The Mediterranean is under threat due to the inappropriate practice and development associated with mass tourism. Therefore, areas of high tourist attraction in coastal cities are reaching their limit on carrying capacity, with a direct impact not only on the urban environment but also on key elements that define MED Culture. In this context, ALTER ECO enhances the local sustainable development of tourism by promoting Mediterranean Identity through the implementation of alternative tourist strategies in 6 pilots co-designed and implemented by public and private stakeholders.

Key Words *Mediterranean Identity, alternative tourist strategies, sustainable tourism*

- Key Deliverables**
- Pilot activities in 4 cities and 2 regions to test alternative tourism strategies to reduce and better manage the impact of tourism activities on the environment by promoting Mediterranean Identity
 - Model for implementation of innovative tourism strategies
 - International learning Portfolio backed by Good Practices Database
 - Proposals-Recommendations for application of the Model in the Med Area

Lead Partner Comunidad Valenciana Region: Valencian Institute Of Building Foundation (ES)

Partnership Aristotle University of Thessaloniki – Special Account for Research Funds (EL), City Of Dubrovnik (HR), Ca' Foscari University of Venice (IT), Larnaca-Famagusta Districts Development Agency (CY), The European City of Culture, Tourism and Development (FR), Malaga City Council (ES), Municipality of Genoa (IT), Observatory on Tourism in the European Islands (IT), South Aegean Region (EL)

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Module Testing

Duration 30 months_September 2016 – February 2019

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BLUEISLANDS

Seasonal variation of waste as effect of tourism

BLUEISLANDS Project brings together 14 partners from 8 countries in a systematic effort to properly identify, address and mitigate the effects of the seasonal variation of waste generation on MED islands as an effect of tourism. The quantity and composition of waste generated over a twelve-month period on nine MED islands will be measured and the correlation between the quantified waste generated and both the number of tourists and the presence of litter in the coastal environment will be examined.

Key Words *islands, waste management, sustainable tourism*

- Key Deliverables**
- Monitor the generation and assess the composition of waste,/ quantifying its seasonal variation as a direct effect of tourism
 - Deploy pilot mobile Reverse Vending Recycling Center and evaluate its usefulness
 - Develop common guidelines for local and regional strategies to support new waste management plans effectively dealing with seasonal variation in waste generation
 - Online tool for decision makers responsible for waste management and the seasonal variation of waste generation

Lead Partner Ministry of Agriculture, Rural Development and Environment (CY)

Partnership Rhodes Municipality (EL), Association of Cities and Regions for Recycling and Sustainable Resource Management (BE), Autonomous University of Barcelona (ES), Council of Mallorca Environment Department (ES), EA Eco-Entreprises (FR), Municipality of Mykonos (EL), Network of the Insular CCI of the European Union (EL), National Inter-University Consortium for Marine Sciences (IT), Primorje and Gorski Kotar County (HR), Sardinia Region - Department for Tourism, Handicraft and Commerce (IT), Region of Crete (EL), Taormina Etna Consortium (IT), Wasteserv Malta Ltd. (MT)

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Module Studying&Testing

Duration 36 months_September 2016 – August 2019

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BLUEMED

Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean

The project studies and tests the combination of Underwater Museums, Diving Parks and Knowledge Awareness Centres, in 4 MED coastal regions. The project pursues cooperation with national/local authorities and societies, following principles for sustainable and responsible tourism development and blue growth. Additionally, BLUEMED promotes best practices in protecting natural and cultural resources in MED, enhancing their attractiveness as poles of economic growth for local societies.

Key Words *tourism (underwater museums, diving parks and knowledge awareness centers), underwater cultural heritage, blue growth in coastal areas*

- Key Deliverables**
- Consolidated instrument (i.e. reports in terms of Best Practices, Action Plans, Policy Recommendations,) to enhance the development of sustainable and responsible tourism in BLUEMED pilot sites
 - Preparatory, deployment and testing activities in pilot sites
 - Roadmap on deploying transferable BLUEMED results and operating KACs in other MED regions
 - Plan for the restoration/conservation and protection activities required to preserve the underwater museums in the pilot sites and protect sensitive marine areas

Lead Partner Regional Development Fund - Region of Thessaly (EL)

Partnership Atlantis Consulting Sa (EL), Dubrovnik Neretva Regional Development Agency DUNEA (HR), Foundation University Enterprise of The Region of Murcia (ES), Ministry of Cultural Heritage and Activities and Tourism of Italy (IT), Ministry of Culture and Sports of Greece - Ephorate of Underwater Antiquities (EL), University of Cyprus (CY), University of Zagreb - Faculty of Electrical Engineering and Computing (HR), University of Calabria (IT), University of Patras (EL)

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Module Studying&Testing

Duration 36 months_September 2016 – August 2019

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CASTWATER

Coastal areas sustainable tourism water management in the Mediterranean

To support sustainable tourism policies & practices on **water efficiency in coastal areas**. The transnational challenge is to reduce the impact of tourism activities on environmental & cultural heritage and to improve management of the increased pressure on water resources.

Key Words *sustainable management of natural resources, tourism, water management*

- Key Deliverables**
- Water sustainability indicators & evaluation criteria to measure the tourism sector performance in water efficiency
 - Online tool for SMEs to monitor, compare and self-assess their water efficiency status and for public authorities to identify trends, patterns, and assess the overall situation of their territories
 - Learning & knowledge resources and local workshops for public authorities staff on sustainable tourism water management
 - Transferability plans for public authorities to support the policy integration of the sustainable tourism water management approach into policies and measures, and for enterprises to integrate best practices in their day to day operations

Lead Partner Municipality of Rethymno (EL)

Partnership Departmental Council of Hérault (FR), Institute of Agriculture and Tourism (HR), Euromediterranean Water Institute Foundation (ES), Emilia Romagna Region (IT), Inndea - Foundation of the Valencian Community to Promote Strategic Urban Development and Innovation (ES), Malta Regional Development and Dialogue Foundation (MT), Veneto Region (IT), Sustainable Energy and Water Conservation Unit (MT), University of Patras (EL), Water Board of Lemesos (CY)

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Module Studying&Testing

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CO-EVOLVE

Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism

CO-EVOLVE aims at analysing and promoting the co-evolution of human activities and natural systems in touristic coastal areas, allowing **sustainable development of touristic activities based on the principles of ICZM/MSP**. CO-EVOLVE couples a presently unavailable analysis at MED scale of threats and enabling factors for sustainable tourism with local studies on representative Pilot Areas, to demonstrate through pilot actions the feasibility and effectiveness of a ICZM/MSP-based planning process. The coherence and cross-fertilisation between the two analysis should produce wide and long-lasting results.

Key Words *sustainable coastal and maritime tourism, threats and enabling factors, integrated planning and management*

Key Deliverables

- Tourism sustainability toolkit and analysis
- Development of tourism oriented action plans and evaluation of their benefits
- Action implemented for developing sustainable tourism in the pilot areas
- Transferability plan at Mediterranean scale

Lead Partner Region of East Macedonia and Thrace (EL)

Partnership Conference of peripheral maritime regions of Europe (FR), National Research Council - Institute of Marine Sciences (IT), Department of Hérault (FR), Dubrovnik Neretva Regional Development Agency DUNE (HR), Emilia-Romagna Region (IT), Fundación Instituto Portuario de Estudios y Cooperación de la Comunidad Valenciana (ES), Iuav University of Venice (IT), Po Delta Park Veneto Region Authority (IT), Priority Actions Programme Regional Activity Centre (HR), Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (HR), University of Thessaly (EL)

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Module Studying&Testing

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CONSUME-LESS

Consume Less in Mediterranean Touristic Communities

Most of the coastal cities in the MED area are interested by high touristic flows. This creates relevant economic and employment opportunities, but generates at the same time negative externalities that threaten the preservation of those ecosystem services that ensure tourism attractiveness. The development of a sustainable tourism in coastal cities is thus a strategic issue in the MED area. The project faces this issue by demonstrating the effectiveness of a sustainable tourism model based on the qualification of the coastal cities as “consume-less” locations and on the enhancement of this peculiarity through an innovative communication and territorial marketing campaign, both implemented by directly involving all interested actors. This will bring multiple benefits, that will be carefully monitored and accounted for through the use of a suitable set of indicators, based on the European Tourism Indicators System.

Key Words *sustainable tourism, resource efficiency*

- Key Deliverables**
- Consume-less label guideline
 - Consume-less tourism destination chart
 - Consume-less on-line tool
 - Policy Paper promoting the consume-less tourism model

Lead Partner Sustainable Energy And Water Conservation Unit (MT)

Partnership Ambiente Italia srl (IT), Malaga County Council Urban Waste Consortium (ES), EuroMediterranean Center for the sustainable development (IT), Provincial Government of Malaga (ES), EGTC Efxini Poli - SolidarCity Network (EL), Ministry for Gozo (AL), Municipality of Naxos and Small Cyclades Islands (EL), Saranda Municipality (AL), Sicilian Region (IT)

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Module Testing&Capitalising

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DestiMED

Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas

DestiMED provides a governance system for **ecotourism in protected areas**, e.g. constituted through a destination management organisation (DMO). Such DMO could harmonize quality standards and tools to monitor compliance, propose attractive ecotourism offers promoted through a lasting brand. Firstly, it will further develop and test standards, offers and monitoring tools - forming the quality scheme of a future DMO. The offers and tools developed will subsequently be tested in pilot actions involving local actors as well as the local community.

Key Words *sustainability, ecotourism, monitoring*

- Key Deliverables**
- Mediterranean ecotourism destinations standards
 - Monitoring system to assess the level of sustainability of tourism offer at Park level
 - DestiMED Ecotourism products
 - Guidelines for the design of ecotourism management plans for Mediterranean PAs

Lead Partner Regione Lazio (IT)

Partnership Association for Protection and Preservation of Natural Environment in Albania (AL), The Italian Federation of Parks and Nature Reserves (IT), Global Footprint Network Europe (BE), International Union for Conservation of Nature (ES), Mediterranean Protected Areas Network (FR), WWF Adria – Association for the protection of nature and conservation of biological diversity (HR), WWF European Policy Programme - Branch Office (IT)

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Module Testing

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EMbleMatic

Emblematic Mediterranean Mountains as Coastal destinations of excellence

The objective of the EMbleMatic project is to create and test a new and radically different tourism offer based on the features of these mountains and to create an alternative to the traditional holiday on the beach. This project will contribute to re-balancing tourist influx between the sea and the mountain, to extend the season and to improve economic returns for the territories. Several experiments will lead the territories toward the definition of an umbrella brand based on a sustainable and responsible tourism approach. Should the evaluation prove positive, more mountains could join the network to evolve their tourism policies

Key Words *EMbleMatic characterisation, Re-balancing tourist influx, slow tourism eco-itineraries*

- Key Deliverables**
- Common methodological framework for the emblematic characterization and for the participative approach
 - Definition of a brief marketing for slow tourism in the coastal med mountains
 - Creation of 9 emblematic slow tourism eco-itineraries developing the emblematic dimension specific to each partner territory
 - A transfer guide for the implementation of eco-itinerary for Emblematic med Mountains as coastal destinations of excellence

Lead Partner Syndicat Mixte Canigó Grand Site (FR)

Partnership Akomm-Psiloritis S.A Development Agency of Local Government (EL), Development Agency of Berguedà (ES), Consell de Mallorca - Environment department (ES), Estudis d'hoteleria i turisme CETT, SA (ES), Gal Gran Sasso Velino Soc. Cons. Ar.l. (IT), Gal Terre dell'Etna e dell'Alcantara S.C.C.A.R.L (IT), Himara Municipality (AL), Pieriki Anaptixiaki S.A.-O.L.A. (EL), Syndicat Mixte Départemental des Massifs Concors Sainte-Victoire (FR)

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Module Studying&Testing

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MEDCYCLETOUR

MEDiterranean Cycle route for sustainable coastal TOURism

Sparkling emerald seas, kilometres of golden sand, wonderful food and ancient cities...it's not hard to find reasons to go cycling along the Mediterranean! Unfortunately, in the 8 countries covered by this project, the potential of **cycling tourism** has not yet been realised even though it prolongs the tourism season, reduces the environmental impact of travelling and can bring tourists to less visited areas. EuroVelo 8 – Mediterranean Route is a long-distance cycle route that connects the whole Mediterranean from Cyprus to Cádiz. **The overall objective of the project is to use this route as a tool to influence regional and national policies in favour of sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean.**

Key Words *EuroVelo 8, cycling tourism, seasonality, costal tourism, touristic routes*

- Key Deliverables**
- Transnational, national and regional action plans for the development of EuroVelo 8 – Mediterranean Route
 - Policy recommendations to improve conditions for cycling tourism along the Mediterranean region
 - Promotional applications for portable devices providing geographical information, general tourist information and related offers
 - Pilot projects implemented along the route

Lead Partner Regional Government of Andalusia (ES)

Partnership European Cyclists' Federation (BE), Cyprus Tourism Organisation (CY), Conseil départemental des Alpes- Maritimes (FR), Region Friuli Venezia Giulia (IT), Provincia di Mantova (FR), Regional development centre Koper (SL), Croatian National Tourist Board (HR), Directorate General for Tourism of the Generalitat of Catalonia (ES), Region Of Western Greece (EL), Cluster for Eco-Social Innovation and Development CEDRA (HR)

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Module Testing&Capitalising

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MEDFEST

MED Culinary heritage experiences: how to create sustainable tourist destinations

MEDFEST is tackling the challenge of diversifying traditional 'sun & sea' tourist destinations, with new and sustainable products based on rich and renowned **culinary heritage of the Mediterranean**. Project's objective is to create tools and instruments for designing new sustainable culinary experiences, which will be offered to visitors to: 1) diversify the tourism sector in terms of products and its seasonality; 2) bring tourism development to the coastal hinterland; 3) safeguard culinary heritage for future generations.

Key Words *Mediterranean culinary heritage, sustainable tourism, participatory action research*

Key Deliverables

- Online map of sustainable culinary experiences in MED
- Action plans of designing sustainable culinary experiences in 8 MED territories
- Strategy of planning and managing sustainable culinary tourism

Lead Partner Research Centre of the Slovenian Academy of Sciences and Arts (SL)

Partnership Troodos Network Thematic Centers (CY), AZRRI – Agency for rural development of Istria Ltd. Pazin (HR), Rural Development Association (IT), Purpan Engineering School (FR), In Loco Association (PT), Technical Institute of Heraklion Chamber of Commerce and Industry (EL), University of Barcelona (ES)

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Module Studying&Testing

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MITOMED+ Models of Integrated Tourism in the MEDiterranean Plus

MITOMED+ is a follow up of the previous MITOMED project (MED Maritime), which has been working to promote the integrated management of Maritime and Coastal tourism by improving the knowledge of data, products, services through a set of indicators based on the NECSTouR model. MITOMED+ takes farther these results aiming to improve the **coordination of strategies between territories at transnational level regarding the development of the M&C tourism through cooperation and joint planning between regions.**

Key Words *governance, strategic planning, green beaches, maritime and coastal tourism*

- Key Deliverables**
- Open platform for Maritime & Coastal tourism data collection and share
 - Test of the “Green Beaches” model
 - Plan of Transferability of Results
 - MED M&C tourism management model into local, regional and national policies

Lead Partner Regione Toscana (IT)

Partnership Larnaca-Famagusta District Development Agency (CY), Association of Tuscan Municipalities (IT), Conference of peripheral maritime regions of Europe (FR), National Research Council Institute of Biometeorology (IT), Public Enterprise for the Management of Tourism and Sport of Andalusia (ES), Girona University (ES), Institute of Agriculture and Tourism (HR), Network of European Regions for a Sustainable and Competitive Tourism (BE)

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Module Testing&Capitalising

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ShapeTourism

New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability

ShapeTourism improves the tourism knowledge framework, providing analysis and operational tools to pinpoint an integrated methodology to shape and drive tourism sustainable growth, particularly for **Cultural Destinations**. It supports policymakers and private operators to achieve attractiveness, growth and sustainability, taking into account the major challenges of global competition.

Key Words *sustainable tourism growth, decision support system and big data, coastal planning tools*

- Key Deliverables**
- Tourism Observatory - Smart Integrated Tourism Data System (SITDS) to arrange recommendations and scenarios, improve attractiveness of territorial assets
 - Planning Solutions to tackle territorial assets sustainable exploitation, while balancing conflicts between landscape conservation and tourism growth pressures and tailoring responses to destinations life cycle
 - ShapeTourism Protocol based on a Participative Decisional Support System able to create effective synergies and cooperation mechanism for a responsible coastal and maritime integrated management

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Module Studying

Duration 18 months_May 2016 – February 2018

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SIROCCO Sustainable InterRegional cOastal & Cruise maritime tourism through Cooperation and joint planning

As **cruise tourism** grows, the challenge for the Mediterranean is to exploit its full potential in a (environmentally, socially & economically) sustainable way. Addressing this challenge is hindered by three factors: 1) existing knowledge is insufficient & data gaps still exist; 2) coastal regions struggle to fully capture benefits generated by cruise tourism; 3) coordination of strategies and policies at regional & transnational level is limited. SIROCCO has the ambition of tackling those problems by providing:

1. An integrated view of the current state of **Mediterranean cruise tourism** (as a whole and per segment) **and its impacts** (environmental, economic, societal)
2. A foresight of Mediterranean cruise tourism for the following decades
3. Evidence-based, transferable **recommendations on developing sustainable & responsible Cruise Value Chains in the MED**
4. Coordinated strategies & policies at regional and transnational level regarding the development of a sustainable and responsible cruise maritime/coastal tourism.

Key Words *cruise, sustainability, tourism*

- Key Deliverables**
- Current state assessment & future foresight of the Mediterranean cruise tourism
 - Sustainable cruise maritime/coastal tourism certification system
 - Sustainable Cruise Tourism Joint Action Plan, proposing solutions for enhancing cruise tourism's environmental, social & economic sustainability in the MED
 - Interregional strategy coordination recommendations, identifying opportunities, potential benefits & actions required for coordinating regional strategies on cruise tourism

Lead Partner Public Institution Rera S.D. for Coordination and Development of Split Dalmatia County (HR)

Partnership Port Authority of Civitavecchia (IT), Larnaca-Famagusta District Development Agency (CY), Centre for Research and Technology Hellas (EL), Regione Lazio - Direzione Tumor (IT), South Aegean Region (EL), Commission for Regional Development and Coordination of Lisbon and Tagus Valley (PT)

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Module Studying

Duration 18 months_September 2016_February 2018

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TOURISMED

Pêche Tourisme pour un développement durable dans la région méditerranéenne

TOURISMED is a project aimed at testing and transferring a fishing tourism business model in the coastal territories of Italy, Cyprus, Greece, Albania, France and Spain as a way to promote a sustainable approach to tourism, while fostering the preservation of the marine ecosystem and traditional fishing culture of the MED region. Expected changes concern an improved use of resources by artisanal fishers, a diversification of income in the sector and a better valorization of coastal traditional heritage and local seafood.

Key Words *fishing tourism business model, sustainable maritime tourism, coastal traditional heritage and seafood, traditional fishing*

- Key Deliverables**
- Fishing tourism business Model
 - EuroMed Map of Mediterranean fishing tourism itineraries
 - TOURISMED fishing tourism web portal
 - Six Fishing tourism consortia

Lead Partner Municipality of Trabia (IT)

Partnership Cyprus University of Technology (CY), Italian Chamber of Commerce for France in Marseille (FR), Petra Patrimonia Corsica (FR), Delfi Partners & Co (CY), Durres Municipality (AL), Haliéus (IT), Port Institute for Studies and Co-operation of the Valencian (ES), Promimpresa srl (IT), International Promotion Sicily-World – PRISM (IT), ShipCon Limassol Ltd (CY), University of Piraeus/Research Centre (EL)

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Module Testing

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