

Sustainable Tourism in the western Mediterranean  
Strengthening ties and opportunities with Southern partners

# BUILDING THE RESILIENCE OF THE TOURISM SECTOR

Webinar  
15 december 2020



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# Welcome and Introduction

**Chairs of the webinar**

*WestMED National Hubs (Malta and Mauritania)*

**Webinar**  
**15 december 2020**

Sustainable Tourism in the western Mediterranean  
Strengthening ties and opportunities with Southern partners

# Boosting sustainable tourism in the southern Mediterranean

*Margherita Cappelletto*, BlueMed CSA

Webinar  
15 december 2020

Sustainable Tourism in the western Mediterranean  
Strengthening ties and opportunities with Southern partners

# Boosting sustainable tourism in the southern Mediterranean

*Massimo Caccia*, BluRoSES/Mistral

Webinar  
15 december 2020

# Blue RoSES - BlueMED - MISTRAL - WestMED



## Online Workshop: ICT services for post Covid-19 blue tourism in the Mediterranean region

### Where and When

November 10, 2020, 10:00 a.m. - 1:00 p.m. CET, Online - GoToWebinar Platform

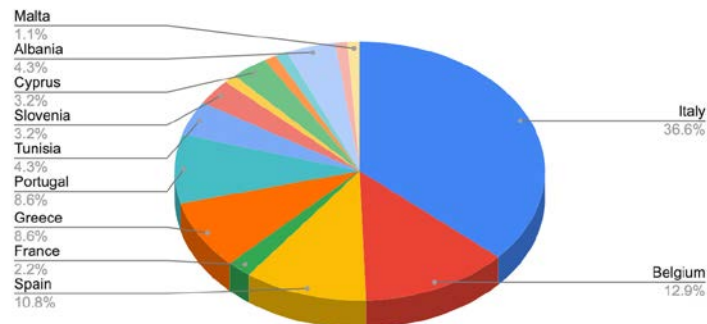
### Goal

To identify significant research and innovation trajectories to support a sustainable and resilient post-pandemic blue tourism sector in the Mediterranean region for developing future strategic actions.

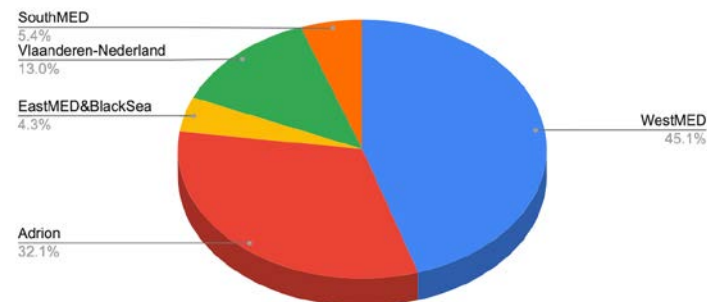
- 92 registered attendants
- 61 maximum attendants simultaneously connected

# Statistics on registered attendants

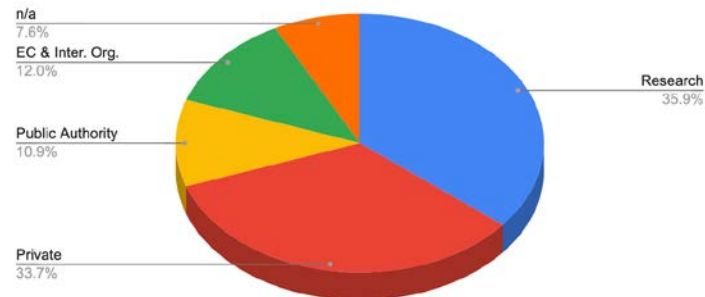
## Workshop Registrations by Country



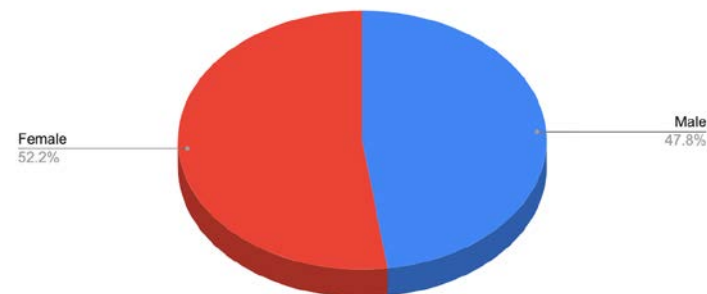
## Workshop Registrations by Geographic Areas



## Workshop Registrations by Employment Sector



## Workshop Registrations by Gender



# CHALLENGES/ LESSONS LEARNT

- ICT can support tourism sustainability and resilience to pandemic or other extreme events
  - diversification of the touristic offer
  - remote online booking and other services to organise the trip and staying
  - tracing and information
- this is a business opportunity for ICT SMEs able to supply tools and services
  - creation of new potentially more resilient jobs not only related to tourism

# WORKSHOP MATERIAL

- Presentations, minutes and statistics
  - <https://drive.google.com/drive/folders/1Sj6BXw5argEnUqE6zodZFGGrFtpOj5Sy8?usp=sharing>
- Recording
  - <https://register.gotowebinar.com/recording/5386780554237761037>
- Webpage including Programme
  - <http://www.blued-med-initiative.eu/blue-roses-blued-med-mistral-and-westmed-organise-an-online-workshop-on-ict-services-for-post-covid-19-blue-tourism-in-the-mediterranean-region/>



Sustainable Tourism in the western Mediterranean  
Strengthening ties and opportunities with Southern partners

# BUILDING THE RESILIENCE OF THE TOURISM SECTOR

Learning from Existing Projects  
Conservation, climate adaptation  
and destination management

Webinar  
15 december 2020



Sustainable Tourism in the western Mediterranean  
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**CLINOMICS : Improved territorial resilience to climate change,  
the case of tourism.**

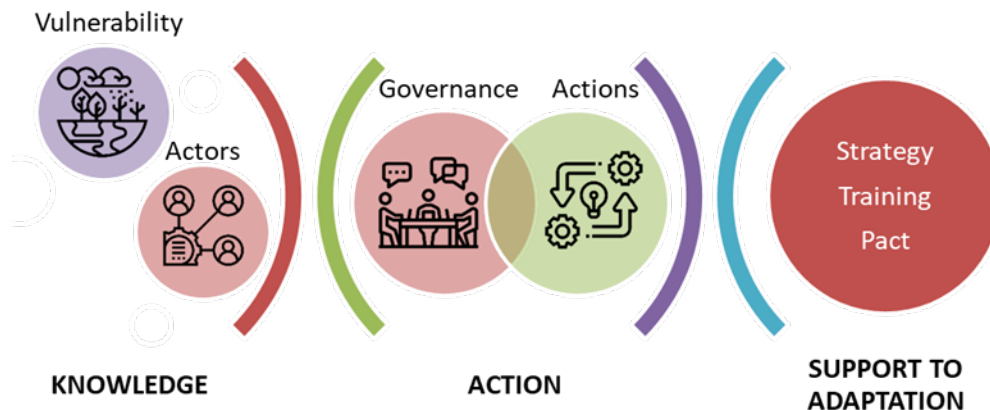
***Helena Perxacs Motgé,***  
Tècnica de la Gerència de Serveis de Medi Ambient,  
Àrea d'Acció Climàtica

Webinar  
15 december 2020

# CLINOMICS PROJECT



**“Fostering resilience. Opportunities and challenges of the local economy and society to adapt to climate change.”**



**Adaptation:** “The process of adjustment to actual or expected climate and its effects. In human systems, adaptation seeks to moderate harm or exploit beneficial opportunities. In natural systems, human intervention may facilitate adjustment to expected climate and its effects...” IPCC – AR5

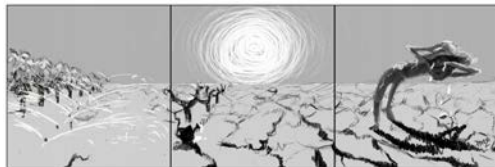
Coordinator:



Partners:



# CHALLENGES/ LESSONS LEARNT



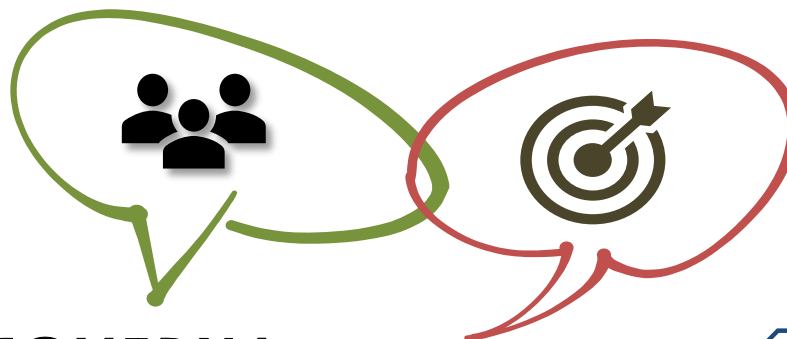
## MONTSENY

0 = low vulnerability 10 = high vulnerability

RISKS	VULNERABILITY
Less availability of water	5,2 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Shorter duration of snow cover	6,0 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Loss of landscape quality	3,5 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Loss of biodiversity	4,8 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Loss of riparian forests	1,6 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Changes in tourism demand	2,3 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>

## TERRES DE L'EBRE

RISKS	VULNERABILITY
Less availability of water	5,0 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Loss of landscape quality	6,0 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Loss of biodiversity	6,0 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Coastal morphological changes due to sea level rise	10 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Coastal morphological changes & risk of beach loss	6,0 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Increase of invasive species	5,0 <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>



## GOVERNANCE ACTIONS

Identifying and engaging main actors is key, as well as taking profit of existing territorial participative structures. Mixing technical with experiential knowledge

**CHALLENGE:** involving actors during the whole project (making it useful and attractive)

Necessary to define specific actions and engage key stakeholders on their implementation.

**CHALLENGE:** innovation, uncertainty, barriers for change

### TOURISM

Sustainable tourism adapted to climate change. Funds for adaptation (for ecorenovation, linked to tourist taxes)

Territorial brand

Diversifying tourism (season and products)

www.presentationgo.com

## REPLICABILITY POTENTIAL

[illegible]

## Methodology

- Vulnerability assessment,
- Action plan (100 actions)
- Toolbox and communication materials for adaptation of the tourism sector

## Commitement

Signing the Pact for  
adaptation to climate change:  
<http://lifeclinomics.eu/en/editions/>

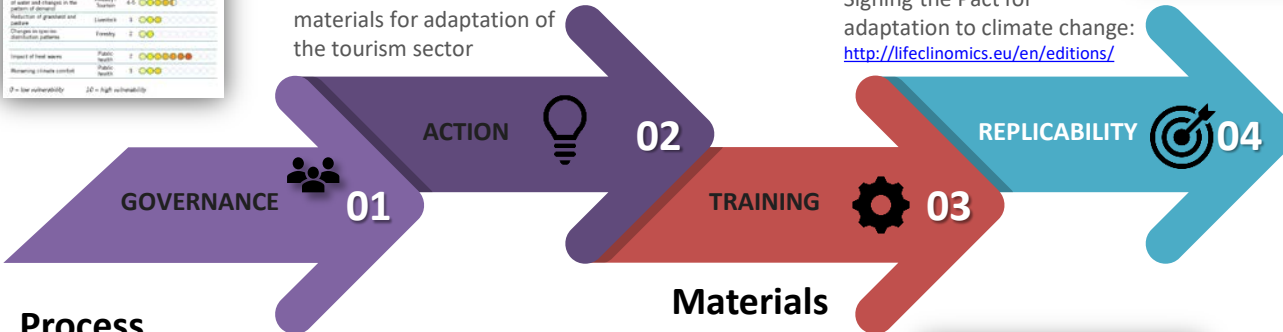
Signature Pact for adaptation to climate change (ACCI)

20/08/2014

The objective of the Pact for Adaptation to Climate Change is to create a network of administrations, companies, entities and other organizations committed to implementing actions that help to increase the resilience of the territories and the economic activities that take place in them. Sincomex offers the signatories of the pact a proven methodology and a platform for the exchange of ideas and good practices. Also the materials that have been developed during the three years of the project: diagnosis of vulnerability, adaptation strategy to climate change, action plans, pilot actions, exhibition, training, dissemination materials for different sectors: forestry, tourism, agriculture, fishing and administration.

What is necessary to do to sign the pact?

- 1- Download it in the language of interest.
- 2- Sign it (electronic signature, if available) by a representative of the entity
- 3- Send it in pdf, once signed, to [file.c@comicsindiba.cat](mailto:file.c@comicsindiba.cat)



## Process



- Type of actors
- Structure: 6 meetings for vulnerability assessment, action planning, prioritization, selection of pilot actions

## Materials

- Sectorial training
- Manager for climate adaptation
- Training programmes
- Presentations
- Videos

<http://lifeclinomics.eu/en/multimedia/>





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



Emblematic Mediterranean mountains as coastal destinations of excellence



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



Mediterranean cycle route for sustainable coastal tourism



MED culinary heritage experiences: how to create sustainable tourist destinations



Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data



Coastal Integrated Governance for Sustainable Tourism



Sustainable tourism strategies to conserve and valorise the Mediterranean coastal and maritime natural heritage



Fishing Tourism for a Sustainable tourism development in the Mediterranean area



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



Seasonal variation of waste as effect of tourism



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



Diputació Barcelona

**Tourism Technical Office**  
- Department of Economic Development, Tourism and Trade

**Josep Rodriguez**  
[rodriguezlj@diba.cat](mailto:rodriguezlj@diba.cat)

**Cristina Vicentini**  
[vicentinivc@diba.cat](mailto:vicentinivc@diba.cat)

[www.sustainable-tourism.interreg-med.eu](http://www.sustainable-tourism.interreg-med.eu)

[bleutourmed@gmail.com](mailto:bleutourmed@gmail.com)

@MEDCommunity3\_1

Interreg MED Sustainable Tourism Community

BleuTourMed Interreg MED

Project co-financed by the European Regional Development Fund





# Thank you!

Helena Perxacs ([perxacsmh@diba.cat](mailto:perxacsmh@diba.cat))

Environmental Department

Barcelona Provincial Council

[life.clinomics@diba.cat](mailto:life.clinomics@diba.cat)

<http://lifeclinomics.eu/>



**Diputació  
Barcelona**

**Sustainable Tourism in the western Mediterranean**  
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**DESTIMED PLUS : Mediterranean Ecotourism Destination: main  
components for a governance system in Mediterranean  
protected areas.**

***Luca Santarossa, Federparchi***

**Webinar**  
**15 december 2020**



# DESTIMED PLUS PROJECT

## Facts and figures:

- Follow-up of MEET and DestiMED projects
- 9 Regions + 4 technical PPs from 6 countries
- 17 national and international bodies as Associates
- 9 pilot Pas



## Objectives:

1. **Improve the capacities of Natural Protected Areas-related stakeholders to plan, manage, monitor, and promote ecotourism products (MEET standard)**
2. **Support Regional Administrations in integrating tourism development and nature conservation in the territorial planning**

## MEET Ecotourism Product Standard



GOVERNANCE



CONSERVATION



ECOLOGICAL  
FOOTPRINT



WATER  
FOOTPRINT



SOCIAL



ECONOMIC



BRAND AND PRODUCT  
LINE ALIGNEMENT

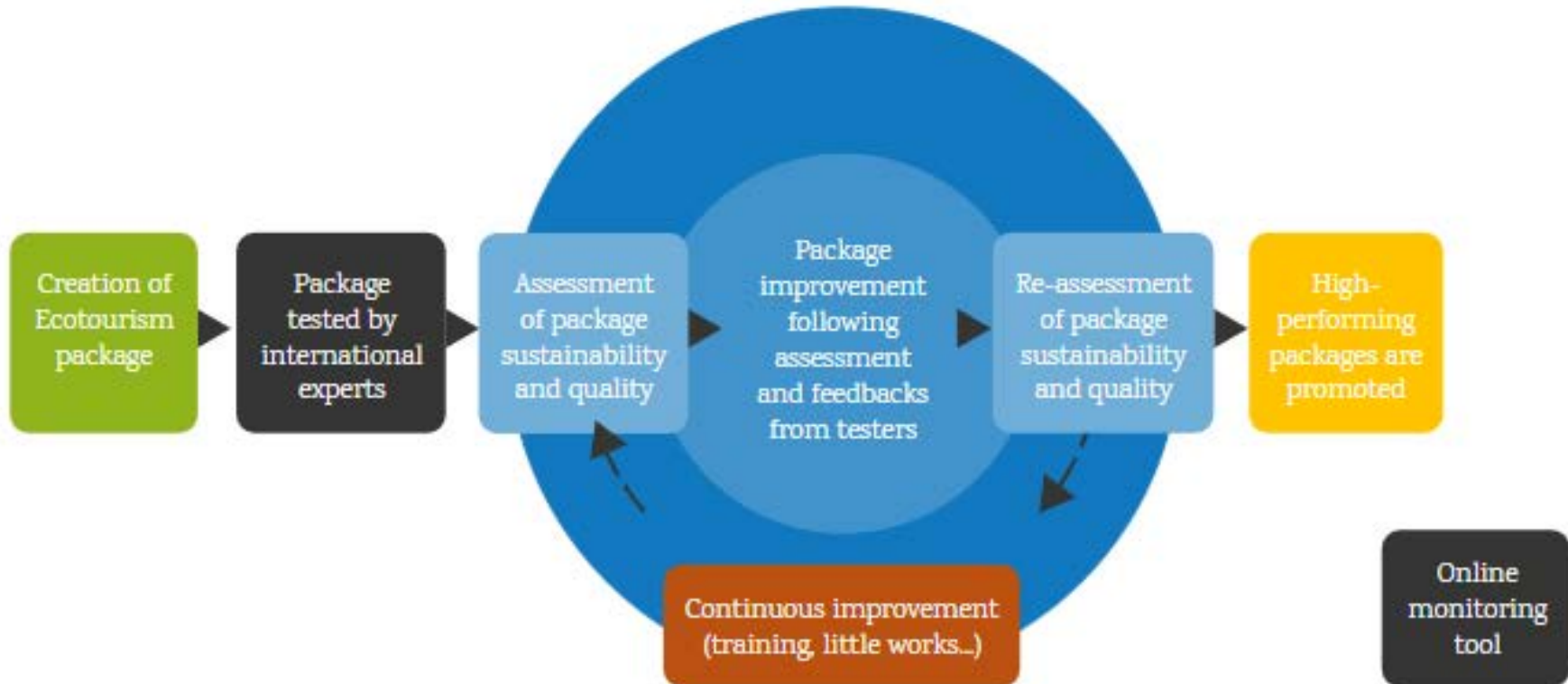


QUALITY OF THE  
PRODUCT



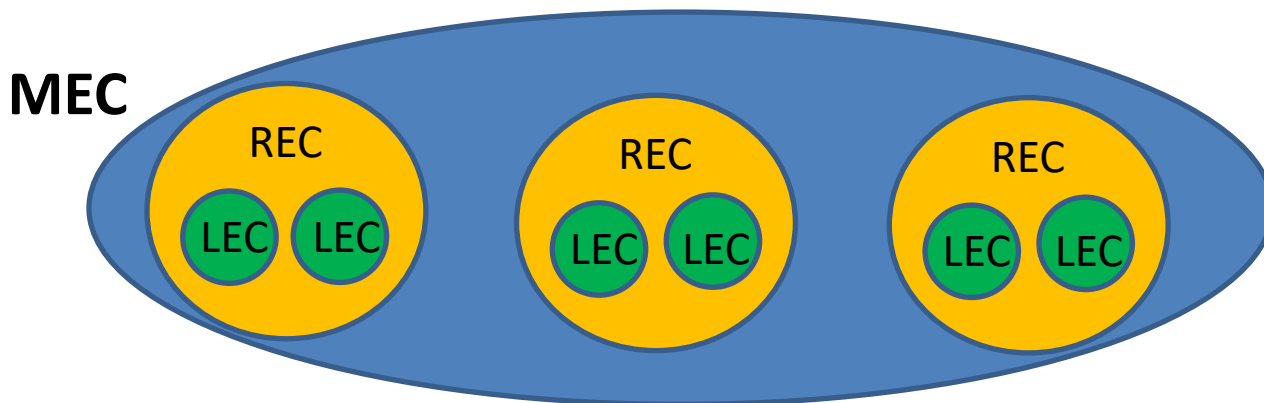
QUALITY OF THE  
GUEST  
EXPERIENCE

## Product development process



## Integrating tourism development and nature conservation in territorial planning

1. Establishment of the **LEC – Local Ecotourism Cluster** (involving tourism-related stakeholders at PA level)
2. Establishment of the **REC – Regional Ecotourism Coordination** (involving concerned regional departments)
3. **Supervision of the pilot ecotourism package** planning and testing process
4. **Replication** of the approach in all the regional PAs
5. Drafting of a **Regional Strategy for Sustainable Tourism Development**
6. Networking with the other RECs in the **MEC – Mediterranean Ecotourism Consortium**



# CHALLENGES/ LESSONS LEARNT

- A. **Park management body** (usually public) involved in market-oriented activity / Inbound Tour Operator involved in nature conservation-related activity => identify common benefits
- B. **Local administrations** reluctant in limiting tourism flows => tourism offer of high quality/price
- C. **Local economic operators** not used to develop target group-oriented offer => training and coaching
- D. **Local community** suspicious towards tourists => participatory planning and «meet» (exchange)
- E. Difficulty for **collecting sustainability-related data** => competitive factor in the package marketing
- F. **Regional departments** not used to work together => goal-oriented Working Group (REC)
- G. **Regional Administrations** not used to cooperate at Med level => cooperation projects

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**MEET : Mediterranean experience of ecotourism.**

***Carla Danelutti*, International Union for Conservation of Nature**

Webinar  
15 december 2020

# PROJECT

## MEET Network



Support Mediterranean Protected Areas in creating sustainable Tourism Products while creating a niche-market experience and brand in the Mediterranean.



# PROJECT

MEET products are

- Based in and around **protected areas**
- Work with **local communities** and **local service providers**
- **Benefit conservation**
- Reduce the **ecological footprint** and improve the behaviors of Mediterranean travelers
- Catalyze models of **cooperative tourism** development between parks and private sector





# PROJECT

## Building Blocks

PRODUCT

A multi-day packaged ecotourism product.

PARTICIPATORY

Run by a local operator.

MARKET  
ORIENTED

Not individual stand-alone products - structures an offer.

SUSTAINABILITY  
& QUALITY

Step-by-step process on how to develop the product



Nature and Culture Itineraries  
Designed by Mediterranean Parks



### GREECE: SAMARIA GORGE NATIONAL PARK

From the Mountain to the Sea, Trails of the Gods (6 days)



Trek the White Mountains, playground of the Greek Gods, and the Samaria Gorge. Swim in the turquoise waters of the Mediterranean Sea, taste and learn about traditional Cretan cuisine, and meet unique species of plants and animals found nowhere else in the world.



- Hike to Kalergi Refuge and enjoy sweeping panoramic views of the mountains and the Samaria Gorge
- Trek the famous Samaria Gorge with a local guide, ending at the shores of the Mediterranean sea, where you'll overnight in an isolated coastal village



- Enjoy a guided nature walk getting to know the local landscape on a walking path developed by the MEET Network!
- Live, eat, and dance like a local in small hotels with incredible food and plenty of live music provided by villagers.

### ITALY: MONTE RUFENO NATURE RESERVE

Central Italy's Hidden Beauty (5 days)



Sense the perfumes and colors of nature, wandering from medieval towns to beautiful forests in an unspoiled land between Rome and Florence.



- Explore the life of a farmer while staying at the guesthouse of a local agriturismo
- Harvest edible wild plants, fruits and mushrooms while hiking, then learn how to prepare them from local chefs
- Enjoy a guided walk through the



- fairytale Sasseto Woods in the shade of monumental trees along a carpet of moss-covered stones
- Meet the woman whose family has owned a medieval castle for 400 years, then dine on regional wine and cuisine inside her fortress.

# CHALLENGES/ LESSONS LEARNT

- Lack of resources, capacity and incentives at PA level to work in tourism development
- Silos and competition everywhere, even within same destination (3S marketing)
- Difficulty in meeting quality and sustainability expectations
- Difficulty in reaching and talking with target markets
- Lack of consistent guidelines and tools for monitoring and improving quality, sustainability, and impact of their

# CHALLENGES/ LESSONS LEARNT

- Perspective of the private sector stakeholders has to be included from the beginning in all the steps of development;
- Define clear business plans post project, including promotion and sales
- Make sure every voice is heard: Holistic vision beyond economic benefit
- Involve aligned private actors
- Coordinate and look for the support of regional/national tourism authorities
- Never forget the core objective of the park: conservation!

# REPLICABILITY POTENTIAL



# REPLICABILITY POTENTIAL



Support and coaching throughout MEET process



Annual General Assembly and other members exchanges



Advocacy and awareness building



Full voting and leadership rights



Training and capacity-building opportunities



MEET Brand, communications and storytelling



MEET Conservation Fund



Joint fundraising



MEET Guide

Nature and Culture Itineraries  
Designed by Mediterranean Parks



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# Thanks & Stay in Touch!



**Don't Forget to register at**  
[www.conservationtraining.org](http://www.conservationtraining.org)

**Visit our Website!** [www.meetnetwork.org](http://www.meetnetwork.org)

**Contact us at** [info@medecotourism.org](mailto:info@medecotourism.org)

**DestiMED PLUS Project**



Project co-financed by the European  
Regional Development Fund

<https://destimed-plus.interreg-med.eu/>

**Follow MEET on Social Media!**



@meetnetwork.org



@MedEcotourism



@meet\_network



MEET Network



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**MISTRAL : Building an innovative and resilient tourism sector.**

***Marko Jović*, Croatian Chamber of Economy**

Webinar  
15 december 2020

# MISTRAL

Marko Jović

Expert associate / Local coordinator for CCE MISTRAL Team

Croatian Chamber of Economy



# MISTRAL PROJECT



## LEAD PARTNER

Emilia Romagna Region - Directorate General, Knowledge, Labour and Enterprise Economy (IT)  
Address: V.le Aldo Moro n. 44 - 40127 Bologna (IT) / Contact person: DeNittis Apollonia Tiziana / e-mail: Apollonia.DeNittis@regione.emilia-romagna.it

## PROJECT PARTNERS



**48 month**

Project duration

**4,1**

budget in million €

MISTRAL aims to strengthen a transnational partnership made up of eight countries in order to:

- make marine knowledge and sustainable innovation the key drivers for Blue Growth,
- support MED clusters to become an excellent intermediary of knowledge for increasing blue economy,
- design and implement sustainable development trajectories harmonized with the MED regions Smart Specialization Strategies.

# BLUE BUSINESS PLAN COMPETITION - CROATIA

- The competition was intended for SMEs, crafts, freelancers and scientific institutions operating in the field of Blue Economy
- Twenty-one projects
- July – October 2020 (three phases)
- On spot and online



# RETHINKING TOURISM B2B EVENT - CROATIA

- Virtual international brokerage event organized by the Croatian Chamber of Economy
- Webinars and matching sessions (B2B meetings)
- The event was intended for all SMEs/institutions in the tourism sector as well as those who do business with the tourism sector (IT sector, Creative industry, Promotional agencies, Universities, Research Centers, etc.)
- Over 300 participants from 19 countries



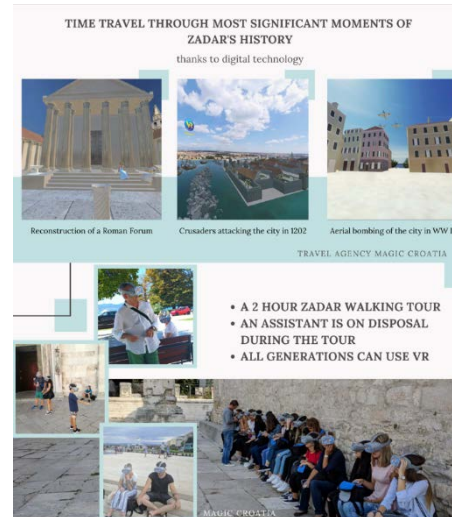
# RETHINKING TOURISM B2B EVENT - CROATIA

## Presentations and examples of good practice



*Fortress in Šibenik*

*Digital technology as storytelling tool*



*Virtual reality of Zadar history*

*VR headset*



*Town of Mali Lošinj*

*World Tourism Organization (UNWTO) Award for Sustainable Tourism Development (2013)*

*European Tourism Indicator System for Sustainable Destinations (ETIS) prize for sustainability and accessible tourism management (2016)*

# CHALLENGES/ LESSONS LEARNT

## **Blue Business Plan Competition**

- New knowledge, improving business, additional information related to various funds
- COVID-19, imposition of lockdown measures, inability of most sectors to operate in full
- Tourism and fishing, attracting participants (other sub-sectors of Blue Economy)
- On spot and online organization

## **Rethinking Tourism B2B event**

- Coastal and Maritime Tourism, focusing on MSMEs
- Internet and MSMEs are flooded with similar events
- Webinars served as a good tool to attract over 300 participants

# REPLICABILITY POTENTIAL

- Significant replicability potential
- Participants of Business Plan Competition praised the cooperation with trainers (expertise and focus on the essence of the projects)
- RECOMMENDATION - starting preparatory activities a few months in advance due to promotional activities and easier attraction of potential participants
- Participants of Matchmaking event pointed out that the event is well organized and the organization of the meeting is easy
- Encourage participants to B2B meetings
- RECOMMENDATION - set up the registration process in such way that the participants have to fill the marketplace immediately

# Thank you for your attention!

<https://mistral.interreg-med.eu/>

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# BUILDING THE RESILIENCE OF THE TOURISM SECTOR

Learning from Existing Projects  
Diversification, digitalisation  
and green tourism

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**Sustainable Tourism in the western Mediterranean**  
**Strengthening ties and opportunities with Southern partners**

**BluRoSES : New maritime technologies and sustainable tourism.**

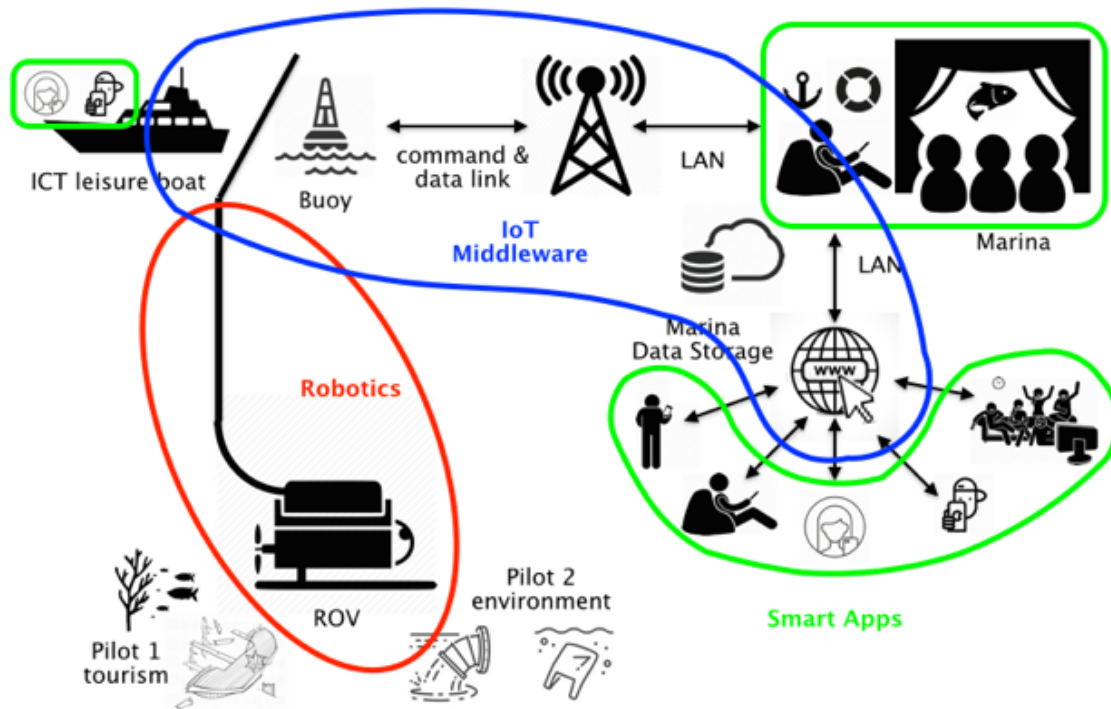
***Massimo Caccia*, National Research Council**

**Webinar**  
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# Blue RoSES

## Blue Robotics for Sustainable Eco-friendly Services for innovative marinas & leisure boats

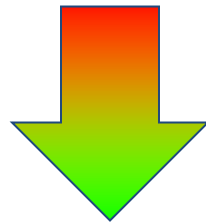
- Goal: to implement multidisciplinary approaches through an innovative partnership between maritime stakeholders to drive innovation in the blue economy
  - Pilot 1: tourism
    - remote access to naturalistic and/or cultural underwater sites
      - Ocean Revival underwater park, Praia da Rocha, Portimão, Algarve, Portugal
  - Pilot 2: harbour/environment
    - water and seabed monitoring inside marinas
      - Viareggio harbour, Tuscany, Italy



# CHALLENGES/ LESSONS LEARNT

## Blue RoSES & Tourism: from sustainability to resilience

- Designing & developing technology to support sustainable touristic access to coastal areas in a scenario of worldwide growth of the tourism sector



**Covid-19 Outbreak**

- Can the designed & developed technologies support tourism safety during pandemic, while contributing to change touristic offer in order to make it more resilient to unforeseen emergencies?

# REPLICABILITY POTENTIAL

- Blue RoSES architecture is based on open software frameworks and tools and interfaces are designed to be easily integrable with generic Unmanned Marine Vehicles
- **Blue RoSES system is designed in order to have replicable Pilots**
- Pilot test and validation is foreseen for late Summer - beginning of Autumn 2021
  - a. they will be carried out considering the new issues/opportunities given by post-pandemic situation
- **increasing tourism resilience & increasing ICT services & employment**

**Sustainable Tourism in the western Mediterranean**  
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**MEDUSA : Development and promotion of Mediterranean  
sustainable adventure tourism.**

***Albert Rodríguez de Gea*, Cambra Barcelona**

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# MEDUSA PROJECT

MEDUSA project intends to develop a competitive form of Adventure Tourism in the Mediterranean, based on environmental and economic sustainability values, to create more sustainable business opportunities and new jobs.

Implemented in Spain, Jordan, Lebanon, Italy and Tunisia.

3.3 MEUR | 3 years (Sep 19 – Aug 22)





# CHALLENGES / LESSONS LEARNT

Common challenges:

(1) **35** tourism model; (2) Tourism represents **6%** GDP; (3) economic **slowdown**; (4) **seasonal** jobs; (5) high rate of **unemployment**; (6) **security**.

Why Adventure Tourism?

(1) **34 AT activities** during whole year; (2) **65.6% of the trip cost** of an AT package remains in the destination(s) visited, positively impacting on local communities; (3) **Growing demand** for AT activities.



# REPLICABILITY POTENTIAL

## MEDITERRANEAN ADVENTURE TREASURES COMPETITION

Intends to develop **new AT products**, or **improve existing ones**, that are socially, environmentally and economically viable and benefit local communities.

Total budget up to **€ 750,000**. Grants up to **€ 50,000**.

Participation open for both **private** and **public entities**.



**Albert Rodríguez**

[arodriguez@cambrabcn.org](mailto:arodriguez@cambrabcn.org)



**ENI  
CBCMED**  
Cooperating across borders  
in the Mediterranean



Project funded by  
**EUROPEAN UNION**



REGIONE AUTÓNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA



**MEDUSA**





Sustainable Tourism in the western Mediterranean  
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**GREEN & BLUE ROUTES : Sustainable yachting in Marine Protected Areas.**

*Pietro Angelini*, Navigo Toscana

Webinar  
15 december 2020

# GREEN & BLUE ROUTE PROJECT

## GREEN AND BLUE ROUTE PLAN- GEB ROUTE

AIM to..

Development and promotion of the **Nautical Tourism** thanks to the triangulation of **charter routes** and the innovative green yachting made up of marine itineraries and landings in areas Coastal areas with **high naturalistic and cultural value** or **indoors of parks and marine protected areas.**

# THE MED YACHTING CONTEXT

- ❖ Increases the **fleet of large** yachts.
- ❖ Yacht **Charter** is starting to represent the most adopted business model in our industry.
- ❖ The exploitation of the **USE** of boat product and its **relationship with the territories** (routes, marinas, parks) becomes central.

	2020	Growth rate p.a.	2030
30 – 40m	3599	2.5%	4357
40 – 60m	1657	3.5%	2164
60 – 90m	343	4.5%	509
90m +	114	5.0%	136
Total	5713	-	7166

## OUR CHALLENGE

Manage, track and make sustainable  
**the nautical tourism Change**

# CHALLENGES/ LESSONS LEARNT

## THE CHALLENGE...

G&B route intends to train and certify MPMI in nautic and yachting charter through consulting services in order to :

- improve the green innovation of charter fleet in high med basin;
- open a sustainable access to marine protected areas;
- promote a green and blue routes through international yachting channels



## LESSONS:

- ❖ communicability of regulation
- ❖ value communication
- ❖ integration of services
- ❖ remote monitoring
- ❖ measurability of sustainability
- ❖ fleet certification

# REPLICABILITY POTENTIAL

WHAT..

A new way of:

SAFETY living a med basin holiday

Sustainable use of resources

Integration and Remote Monitoring

Knowledge and ethics tourism



HOW...

Blue Clusters Network

Certified Marine

Digitization of the supply chain

Smart Technology



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Strengthening ties and opportunities with Southern partners

**BREAK**  
**See you in 15 minutes !**

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# CAPITALISING EXPERIENCES IN THE SOUTH

Opportunities ahead  
for southern partners

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**“Tour de table” and discussion on southern opportunities**

**Conference of Peripheral Maritime Regions (CPMR)**

***Claudia Guzzon***, Project & Policy Officer,  
Intermediterranean Commission

Tel.: + 34 938 876 266 – [claudia.guzzon@crpm.org](mailto:claudia.guzzon@crpm.org)

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# CPMR-IMC OVERVIEW OF RELEVANT ACTIVITIES



IMC PARTICULARLY ACTIVE IN THE FIELD OF **SUSTAINABLE TOURISM**

**DEDICATED TASK FORCE ON SUSTAINABLE TOURISM & CULTURE IN THE MED (SINCE 2015)**

**POLITICAL AGENDA "PROMOTING SUSTAINABLE TOURISM IN THE MED REGIONS" (2018)**

**STUDY ON "TOURISM IN THE MEDITERRANEAN" & FINAL DECLARATION FOCUSED ON SUSTAINABLE RECOVERY FOR THE MED TOURISM (2020)**

**IMPORTANT PARTICIPATION IN ST COOPERATION PROJECTS INCLUDING SOUTHERN PARTNERS (E.G. MITOMED+, CO-EVOLVE, HERIT-DATA, WINTERMED, DESTIMED+, BEST MED, SMARTMED, MEDCOAST4BG, CO-EVOLVE4BG, MED PEARLS, MED SUSTAINABLE TOURISM COMMUNITY, ETC.)**

**RECENT RELEVANT ADVOCACY ACTIONS (FUTURE OF TOURISM COALITION, SEARICA EVENT, EU TOURISM CONVENTION, ETC.)**



# OPPORTUNITIES FOR SOUTHERN PARTNERS



**E-LEARNING PLATFORM, TRAINING & CAPACITY-BUILDING**



**NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES (NSTO) + RESOURCE CENTRE/INFO HUB AS A VIRTUAL SPACE TO BE EXPLOITED BY THE NSTO FOR FACILITATING THE EXCHANGE OF INFORMATION, PRACTICES AND EXPERIENCES ON SUSTAINABLE TOURISM DATA MONITORING & MANAGEMENT**



Union pour la Méditerranée  
Union for the Mediterranean  
الإتحاد من أجل المتوسط

**COLLABORATION WITH UFM – TECHNICAL ASSISTANCE TO PRODUCE A REPORT ON CROSS-SECTORIAL PLANNING & INTEGRATED TERRITORIAL DEVELOPMENT & DEVELOP CAPACITY BUILDING IN THE FIELD OF TOURISM IN THE MED**



# RECOMMENDATIONS ON THE WAY FORWARD



CPMR INTERMEDITERRANEAN  
COMMISSION



**CPMR-IMC Vision For A SMART &  
SUSTAINABLE TOURISM  
RECOVERY**



**PRIORITIES FOR TOURISM  
RESILIENCE BUILDING  
BASED ON CPMR-IMC EXPERIENCE**

**DATA MONITORING /  
MANAGEMENT / SHARING &  
DECISION SUPPORT  
SYSTEMS**

**SKILLS DEVELOPMENT &  
CAPACITY-BUILDING**

**STRONGER COLLABORATION  
BETWEEN THE DIFFERENT  
SHORES OF THE MED - WITH  
THE SUPPORT OF WESTMED  
INITIATIVE**

**WESTMED**  
blue economy initiative

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## “Tour de table” and discussion on southern opportunities

*Abdelhamid Terghini*, Ministry of Tourism, Algeria

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**“Tour de table” and discussion on southern opportunities**

**MAURITANIA**

***Mariam Nevisse Abdel Aziz*, National Federation of Tourism**

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**MAURITANIA**

*Sidi Khairy*, National Office of Tourism

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### MOROCCO

***Taib Mesbahi***, Vice-President of the Council of the  
Oriental Region of Morocco

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**TUNISIA**

***Narjess Bouasker*, Tourism Federation**

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**TUNISIA**

***Mehdi Belhadj Ali*, Ministry of Tourism**

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*Lydwine Lafontaine*, Interreg MED

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# Wrap-up and Conclusion

*WestMED National Hubs (Malta and Mauritania)*

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# THANK YOU

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