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

BUILDING THE RESILIENCE OF THE TOURISM SECTOR

Webinar
15 december 2020
Welcome and Introduction

Chairs of the webinar

WestMED National Hubs (Malta and Mauritania)
Sustainable Tourism in the western Mediterranean
Strengthening ties and opportunities with Southern partners

Boosting sustainable tourism in the southern Mediterranean

Margherita Cappelletto, BlueMed CSA

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Boosting sustainable tourism in the southern Mediterranean

Massimo Caccia, BluRoSES/Mistral

Webinar
15 December 2020
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
- 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/1Sj6BXw5argEnUqE6zodZFGFrToFj5Sy8?usp=sharing

● Recording
  ○ https://register.gotowebinar.com/recording/5386780554237761037

● Webpage including Programme
Sustainable Tourism in the western Mediterranean
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BUILDING THE RESILIENCE OF THE TOURISM SECTOR
Learning from Existing Projects
Conservation, climate adaptation and destination management

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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

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3 territories in Catalonia: 2 Biosphere Reserves (Montseny and Terres de l’Ebre) and 1 county (Alt Penedès)

4 sectors: tourism, agriculture, forestry and fishery

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

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

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

Territorial brand

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

Commitment

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
Thank you!

Helena Perxacs  (perxacsmh@diba.cat)
Environmental Department
Barcelona Provincial Council
life.clinomics@diba.cat
http://lifeclinomics.eu/

Diputació
Barcelona
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DESTIMED PLUS : Mediterranean Ecotourism Destination: main components for a governance system in Mediterranean protected areas.

Luca Santarossa, Federparchi

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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
DESTIMED PLUS PROJECT

MEET Ecotourism Product Standard

GOVERNANCE

CONSERVATION

ECOLOGICAL FOOTPRINT

WATER FOOTPRINT

SOCIAL

ECONOMIC

BRAND AND PRODUCT LINE ALIGNMENT

QUALITY OF THE PRODUCT

QUALITY OF THE GUEST EXPERIENCE
Product development process

1. Creation of Ecotourism package
2. Package tested by international experts
3. Assessment of package sustainability and quality
4. Package improvement following assessment and feedbacks from testers
5. Re-assessment of package sustainability and quality
6. Continuous improvement (training, little works...)
7. High-performing packages are promoted

Online monitoring tool
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**
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

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MEET Network

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

info@medecotourism.org    #LearnwithMEET    www.meetnetwork.org
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

---

info@medecotourism.org  #LearnwithMEET  www.meetnetwork.org
● 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 offer
• 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!

info@medecotourism.org #LearnwithMEET www.meetnetwork.org
REPLICABILITY POTENTIAL

**Applicant**
- Applicant submits Expression of Interest
- Applicant completes Self-Assessment
- Orientation meeting
- Action plan developed with MEET
- Demonstrate adherence to Enabling Conditions
- Membership approved by General Assembly

**Member**
- Member Registration and Annual Dues
- Regular Meetings of Local Ecotourism Cluster
- Refinement and Testing of Package
- Use of monitoring platform and improvement plan
- Ecological Footprint data collection and improvement plan
- MEET Audit and final validation

**Promotion**
- Final product improvements with commercial partner
- Market readiness actions
- Inclusion in MEET Guide
- Marketing and promotion activities
- Annual monitoring required

**Timeline**
- 3-6 Months
- 6-12 Months
- Ongoing
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

GREECE: SAMARIA GORGE NATIONAL PARK
From the Mountains to the Sea, Visions of the Park (5 days)
- Hike the white mountains, playground of the great gods, and the Samaria Gorge, deemed the turquoise water 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.
- 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 fine music, provided by villagers.

ITALY: MONTE RUFENO NATURE RESERVE
Central Italy's Wild Beauty (5 days)
- Explore the life of a farmer while staying at the guesthouse of a local agriturismo.
- Harvest edible wild plants, fruits and mushrooms with a farmer, then learn how to prepare them with local crafts and traditional recipes.
- Enjoy a guided walk through the fairytales Santoni woods in the shade of monumental trees along a carpet of monochromatic stones.
- Meet the woman whose family has owned a traditional wine producer for 400 years, then drive on regional wine and cuisine inside her fortress.
Thanks & Stay in Touch!

Don´t Forget to register at www.conservationtraining.org

Visit our Website! www.meetnetwork.org

Contact us at info@medecotourism.org

DestiMED PLUS Project

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

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MISTRAL

Marko Jović
Expert associate / Local coordinator for CCE MISTRAL Team

Croatian Chamber of Economy
MISTRAL PROJECT

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.
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
- 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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BluRoSES: New maritime technologies and sustainable tourism.

Massimo Caccia, National Research Council

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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

This project is co-funded by the European Maritime and Fisheries fund of the European Union, G.A. number 863619.
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**
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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 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)
Common challenges:

(1) **3S** 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.
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
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GREEN & BLUE ROUTES: Sustainable yachting in Marine Protected Areas.

Pietro Angelini, Navigo Toscana

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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**.
• 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.

### THE MED YACHTING CONTEXT

**OUR CHALLENGE**

Manage, track and make sustainable the nautical tourism Change

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>Growth rate p.a.</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 – 40m</td>
<td>3599</td>
<td>2.5%</td>
<td>4357</td>
</tr>
<tr>
<td>40 – 60m</td>
<td>1657</td>
<td>3.5%</td>
<td>2164</td>
</tr>
<tr>
<td>60 – 90m</td>
<td>343</td>
<td>4.5%</td>
<td>509</td>
</tr>
<tr>
<td>90m +</td>
<td>114</td>
<td>5.0%</td>
<td>136</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5713</td>
<td>-</td>
<td>7166</td>
</tr>
</tbody>
</table>
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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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

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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

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

Reference Manual for the Training workshop
RECOMMENDATIONS ON THE WAY FORWARD

CPMR-IMC VISION FOR A SMART & SUSTAINABLE TOURISM RECOVERY

- A NEW MODEL FOR TOURISM: TRANSITION TO NEW BUSINESS AND PARTICIPATORY MULTILEVEL GOVERNANCE MODELS
- A CONNECTED RESPONSE FROM INTERNATIONAL TO LOCAL LEVEL: TERRITORIAL COMMUNITIES AT THE HEART OF TOURISM PLANNING
- INVESTING IN A SMART RECOVERY: PROPER FINANCING MECHANISMS

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
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“Tour de table” and discussion on southern opportunities

Abdelhamid Terghini, Ministry of Tourism, Algeria

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Strengthening ties and opportunities with Southern partners

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MAURITANIA

Mariem Nevisse Abdel Aziz, National Federation of Tourism

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Strengthening ties and opportunities with Southern partners

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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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Strengthening ties and opportunities with Southern partners

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