

Sustainable Tourism Community's Projects Outputs and Policy Targets



INTRODUCTION

This catalogue presents the most important outputs of the projects implemented within the Sustainable Tourism Community (STC) of the INTERREG MED 2014-2020 programme. The selection of outputs was made on the basis of better promoting common integrated actions that could boost the sustainable and responsible development of coastal and maritime tourism in the Mediterranean region.

To do so, a collaborative process driven by the Sustainable Tourism Horizontal project through constant communication and exchange with each project individually took place. In total 41 outputs have been identified representing 15 projects.

The catalogue includes a series of the most tangible outputs produced by the STC which can be further used for transferring and capitalization purposes. The ultimate goal of this catalogue is to promote the outcomes of the STC in order to assist their transferring to different areas of the Mediterranean and incorporation in tourism-related policies at various spatial scales.

To facilitate the wider application of the outputs, some critical information regarding their attributes is provided:

- 1) Policy targets. Each output is related to expected results that could help potential stakeholders, willing to adopt it, to fulfill various policy targets in tourism but also in other domains. In total 12 policy targets have been identified by the STC as better expressing the directions on which projects have worked during their lifetime. This information is critical so as to understand the utility of adopting an output, especially with regard to shaping operational programmes for the period 2021-2027.
- 2) Brief description. A short description of the output and its relevance to tourism sustainability is provided.
- 3) Implementation areas. A map with the pilot areas where the output was tested is provided and a brief

example of the implementation results is presented so as to showcase the applicability of the proposed outputs.

4) Stakeholders description. Some information about the engagement of essential stakeholders for the successful implementation of the output is also provided.

5) Replicability. The replicability conditions for the transferring of the outputs are briefly described.

6) Further info. At the end of each sheet the links and contact details for acquiring more information about each output are presented.

It should be noted that the STC has been enlarged in order to include more projects and, therefore, the contents of this catalogue will be constantly updated and improved. Moreover, although the projects have developed a large number of outputs, the ones presented here are selected as being the easiest to be replicated. Therefore, readers are encouraged to dive deeper into the projects' outputs in order to find additional information that could be useful for their efforts for making Mediterranean a more sustainable place. The mission of the STC Horizontal project partnership is to support the replication of the Community's results and ensure its effectiveness.

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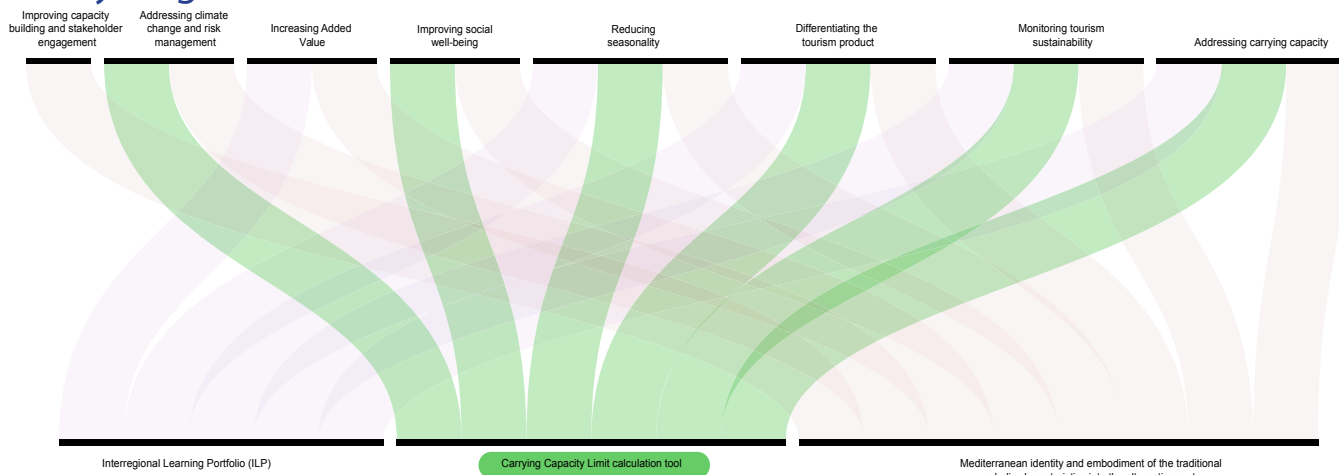
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Policy Targets



Project's outputs

This Decision Support Software (DSS) is designed to calculate a destination's Tourism Carrying Capacity (TCC). This TCC represents the optimal mix of tourism and resources, implying a "Compromise Solution" (Sustainable and efficient planning and management without compromising environmental, economic and social characteristics). The DSS provides the optimal number of tourists per day to satisfy all 3 conditions.



Implementation areas



- 1/ Venice (Italy)
- 2/ Dubrovnik (Croatia)
- 3/ Rhodes (Greece)
- 4/ Genoa (Italy)
- 5/ Malaga (Spain)
- 6/ Valencia (Spain)
- 7/ Gandia (Spain)

Implementation description

In Venice, this tool was developed in four main phases: Mathematical Model Development, Data collection, DSS Computational Design and Living Lab. Public administration data sources and specific sample surveys through questionnaires were used to collect the data. DSS was developed in close collaboration with local tourism stakeholders, who provided data or helped identify the model's operational constraints. As a result, it was designed using a participatory approach. As initial proof of success, the City of Venice has begun to use DSS calculations to limit the number of people able to access the Piazza San Marco.



Stakeholders

The development process required the involvement of the following professionals: mathematicians, economists, tourism experts, the local authorities responsible for managing tourist flows, local entrepreneurs, law enforcement agencies, residents' representatives and associations that defend cultural and environmental values.



Replicability

This methodology can be applied by any Mediterranean destination. The entire process requires from 1.5 to 2 years' work and long term DSS use requires (estimated values): 1 technician to update DSS data at least once a year and 1 expert who facilitates interpretation of DSS results for the local bodies responsible for managing tourist flows.



Further info

Destination Support Software

<https://quantitas.it/dev/med/cc/ro.html>

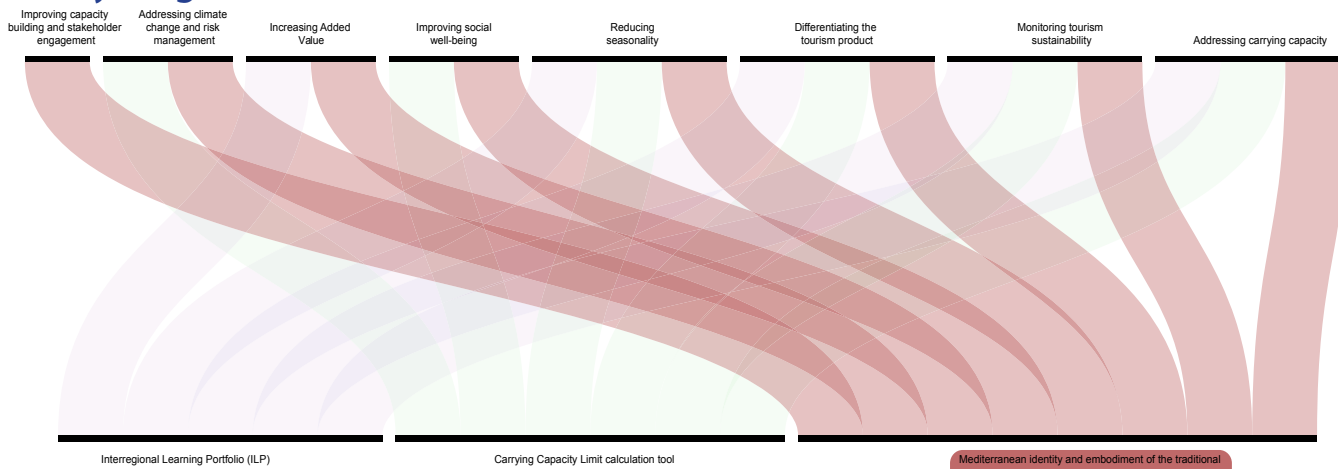
Project website

<https://alter-eco.interreg-med.eu/>

Mediterranean identity and embodiment of the traditional symbolic characteristics into the alternative routes

By ALTER ECO project

Policy Targets



Project's outputs

Identification of the most representative features of Mediterranean identity, in terms of their importance and the extent to which they are threatened by uncontrolled tourism. The objective is to provide a validated methodological framework to estimate the loss of Mediterranean identity at urban tourism destinations, in order to make better-informed strategic decisions.



Implementation areas



- 1/ Venice (Italy)
- 2/ Dubrovnik (Croatia)
- 3/ Rhodes (Greece)
- 4/ Genua (Italy)
- 5/ Malaga (Spain)
- 6/ Valencia (Spain)
- 7/ Gandia (Spain)

Implementation description

In Venice, this tool was developed in four main phases: Mathematical Model Development, Data collection, DSS Computational Design and Living Lab. Public administration data sources and specific sample surveys through questionnaires were used to collect the data. DSS was developed in close collaboration with local tourism stakeholders, who provided data or helped identify the model's operational constraints. As a result, it was designed using a participatory approach. As initial proof of success, the City of Venice has begun to use DSS calculations to limit the number of people able to access the Piazza San Marco.



Stakeholders

Pilot partners' local and regional authorities were validated as the first step for this methodology and the on-line tool to characterize Mediterranean identity and highlight aspects that need preservation. The second phase expanded the survey to residents, professionals, tourists and scientific experts in the pilot areas.



Replicability

The methodology can be applied by any Mediterranean destination. Shorter versions of the questionnaire were designed for tourists, residents and professionals in destinations that need to assess their Mediterranean identity and find new ways to preserve this, in an effort to make the methodology more replicable. The results are available here.



Further info

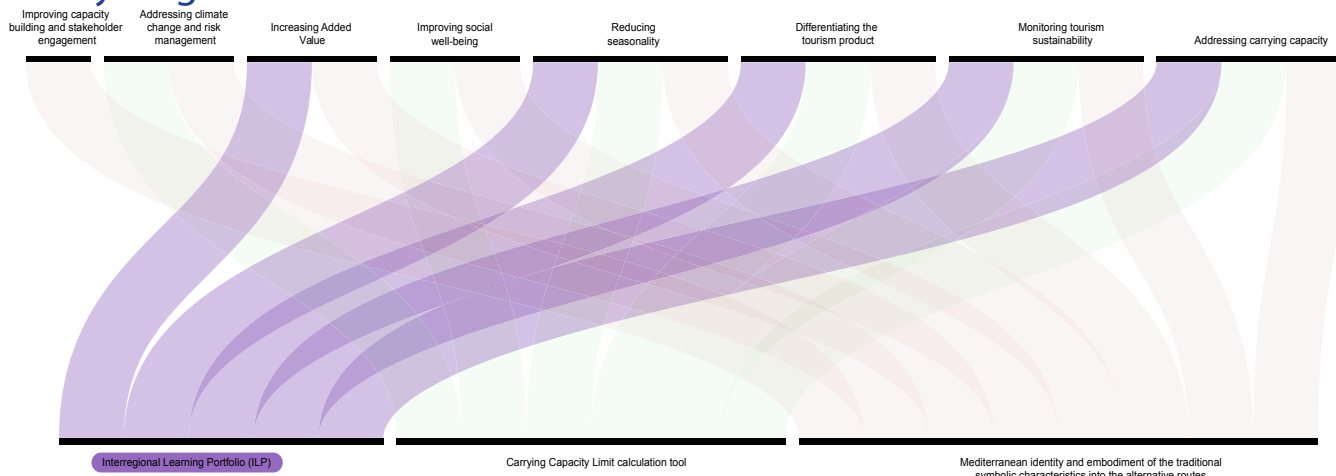
Destination Support Software

<https://quantitas.it/dev/med/cc/ro.html>

Project website

<https://alter-eco.interreg-med.eu/>

Policy Targets



Project's outputs

The www.alterecotips.com website is an open on-line platform that works as an Interregional Learning Portfolio (ILP). It includes alternative best practice measures that offer transnational education and transfer good practices from the lessons learned during the ALTER ECO project. The measures available on the ALTER ECO ILP are backed by a Database of Good Practices.



Implementation areas



- | | |
|------------------------|---------------------|
| 1/ Venice (Italy) | 5/ Malaga (Spain) |
| 2/ Dubrovnik (Croatia) | 6/ Valencia (Spain) |
| 3/ Rhodes (Greece) | 7/ Gandia (Spain) |
| 4/ Genoa (Italy) | |

Implementation description

38 measures were gathered by ALTER ECO partners and are presented as key study practices with an innovative character. There are three search categories and also a series of selection criteria such as seasonality, budget, environmental pollution, types of tourism, to make the Portfolio flexible enough to cater for every user.

The three main categories are the following:

- _ Search by type of measure
- _ Search by problem addressed
- _ Search by tourism destination type



Stakeholders

The measures presented in the Interregional Learning Portfolio emerged out of the ALTER ECO living labs and Workshop processes, in which stakeholders including: the relevant authorities, academics, SMEs, associations and agencies took part. The ALTER ECO Mediterranean umbrella partnership extended to other cities, islands and regions through new policies spread by each partner (from Austria, Croatia, Cyprus, Greece, Italy, Spain, South Africa and The Netherlands).



Replicability

This portfolio is designed to be an electronic learning tool for policy makers, students and academics in the Mediterranean and also in any city that faces mass tourism. It includes 38 notable and searchable measures.

+ Further info

Interregional Learning Platform

www.alterecotips.com

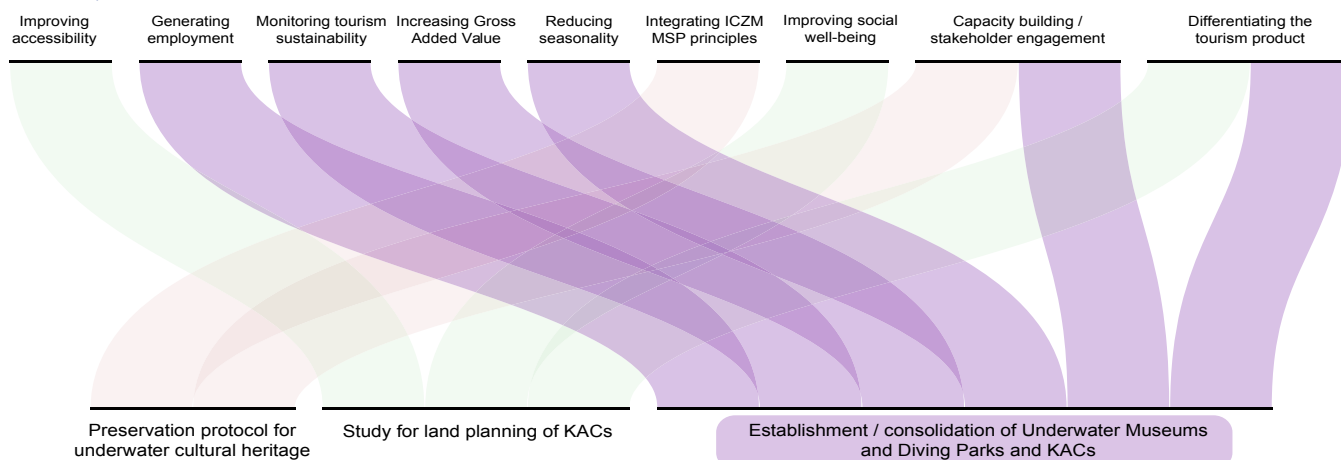
Project website

<https://alter-eco.interreg-med.eu/>

Establishment/Consolidation of Underwater Museums, Diving Parks and KACs

By BlueMed project

Policy Targets



Project's outputs

The creation of business and operational models for the Underwater Cultural Heritage sites and Knowledge Awareness Centres (KACs), based on BLUEMED good practices and partner expertise. The models establish a general framework, which is then adapted to the local context, legislation and procedures in each country. This process also included the drafting of Sustainability KPIs to assess the sustainability of UCH sites/KAC operations



Implementation areas



- 1/ Capo Rizzuto (Italy)
- 2/ Park of Baiae (Italy)
- 3/ Western Pagasetikos (Greece)
- 4/ Sporades, Alonissos (Greece)
- 5/ Cavtat (Croatia)

Implementation description

On 7 April 2019, divers went down to the Peristera shipwreck in Alonissos, Greece. They were accompanied by Ephorate of Underwater Antiquities archaeologists and divemasters from the diving centres at Alonissos and Skopelos.

It was the first time a UCH site in Greece was opened to allow recreational divers to enjoy its beauty. This was a great first step and the concrete result of BLUEMED efforts. This organized dive was widely accepted by the public and offered useful outcomes. It was preceded by a briefing about the history of Peristera and other ancient shipwrecks and their wider historical and archaeological importance, along with a safety briefing for divers.



Stakeholders

Local public authorities, ministries, tour operators, tourism professional associations, tourism professionals, diving centres and professional divers, recreational divers, tourists, archaeologists, local people and SMEs.



Replicability

A dedicated transferral website was created to ensure that the BLUEMED message and good practice are passed on to a wide target audience. Local events were organized in each pilot country, and scientific papers were drafted and presented at conferences around Europe. To achieve maximum European uptake, the BLUEMED Dive into Blue Growth International Conference on Managing Accessible Underwater Cultural and Natural Heritage Sites will be held in Athens at the Museum of the Acropolis, on 16-18 October 2019.

+ Further info

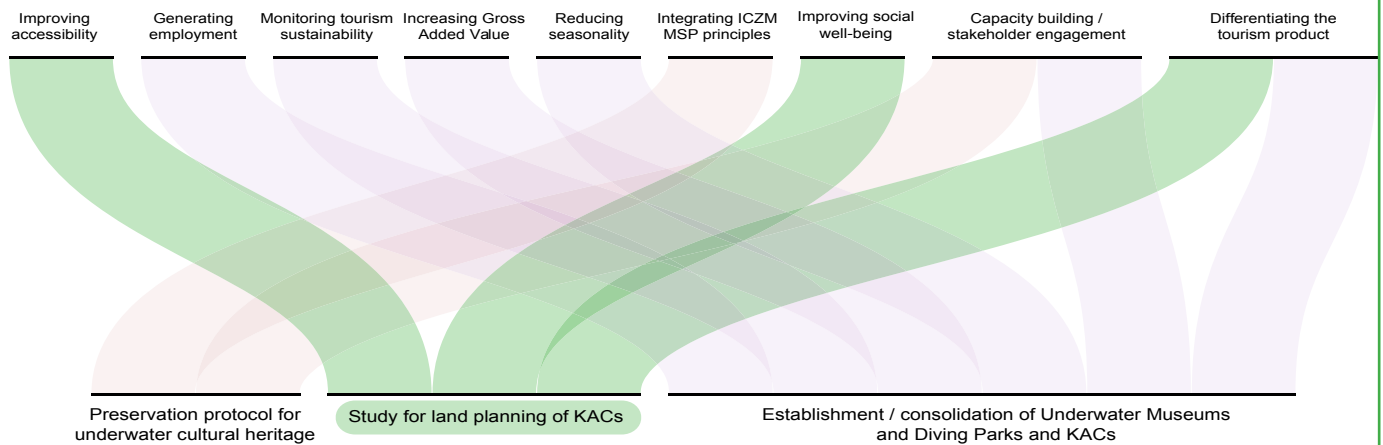
MedDive in the Past

<http://meddiveinthepast.eu/>
<https://bluemed.interreg-med.eu>
www.twitter.com/BluemedMed
www.facebook.com/BluemedMed

Land Planning for Knowledge Awareness Centres Study

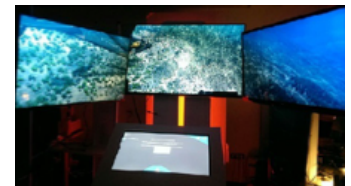
By BlueMed project

Policy Targets



Project's outputs

Potential solutions and locations for Knowledge Awareness Centres (KACs) were studied and analysed in compliance with the ICZM and MSP protocols, including analysis of their requirements, human/technological resources, regional peculiarities, infrastructural factors, etc. A careful study of KAC planning was carried out focusing on their management models, sustainability and resources, site planning, roles and regulations, etc...



Implementation areas



- 1/ Capo Rizutto (Italy)
- 2/ Park of Baiae (Italy)
- 3/ Western Pagasitikos (Greece)
- 4/ Sporades, Alonnisos (Greece)
- 5/ Cavtat (Croatia)

Implementation description

A range of advanced digital technological solutions that enable visitors to experience new ways of communication and interactive visualization are now available at KACs.

The KAC concept is based on the design of an exhibition and information centre where advanced digital technologies (Virtual Reality, Mixed/Augmented Reality, immersive visualization techniques, man-machine interaction tools and systems, providing various degrees of engagement, expansion, personalisation and gaming) merge with traditional museum practice, and the dissemination and communication activities of facilities like Visitor Centres and Information Points.

Stakeholders

The successful implementation of the BLUEMED model mostly requires the involvement of regional and local authorities, infrastructure operators (Port Authorities, Marine Protected Areas, etc.), tour operators and cultural heritage protection organisations (Ministries, Superintendents, etc.)



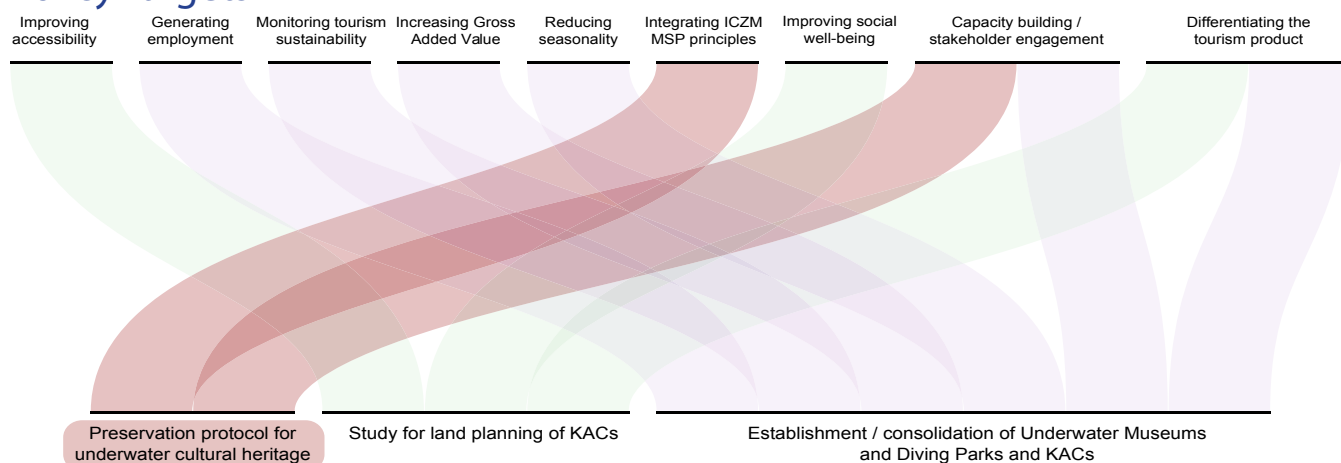
Replicability

The small-scale investment needed to implement KAC and Augmented Diving Services was allocated to pilot sites that will be managed and sustained even after the end of the project. The scheme, protocol and services can be easily transferred to site management. In particular, the BLUEMED scheme developed for replicability explains how to implement the BLUEMED approach at a new or existing MPA, Diving Park or Underwater Museum, highlighting barriers and the elements to repeat.

+ Further info

<https://blumed.interreg-med.eu>
[Twitter.com/BlumedMed](https://twitter.com/BlumedMed)
www.facebook.com/BlumedMed

Policy Targets



Project's outputs

The Preservation Protocol developed by BlueMed Project includes a methodology and guidelines for a conservation plan of underwater cultural heritage. Its aim is to help national/regional authorities to define rules, guidelines and directives to protect and preserve their underwater cultural heritage.



Implementation areas



- 1/ Capo Rizzuto (Italy)
- 2/ Park of Baiae (Italy)
- 3/ Western Pagasitikos (Greece)
- 4/ Sporades, Alonnisos (Greece)
- 5/ Cavtat (Croatia)

Implementation description

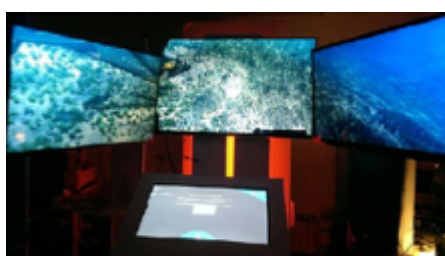
Accessible Underwater Archaeological Sites were cleaned and foreign materials that could endanger the finds, marine life and visitors were removed. They were marked and unmapped or under-mapped shipwrecks were mapped. The protocol includes:

- _ Design and installation of mooring buoys as well as an underwater image monitoring system with the infrastructures necessary for safe and proper operation for the benefit of visitors and the archaeological find.
- _ Design of specific visitor routes and points of interest.
- _ Documentation with signs.
- _ Data collection as the basis for monitoring condition after the site is opened to visitors.



Stakeholders

Local government (1st and 2nd degree) and specialist diving centers (after certification) responsible for escorting diving visitors.



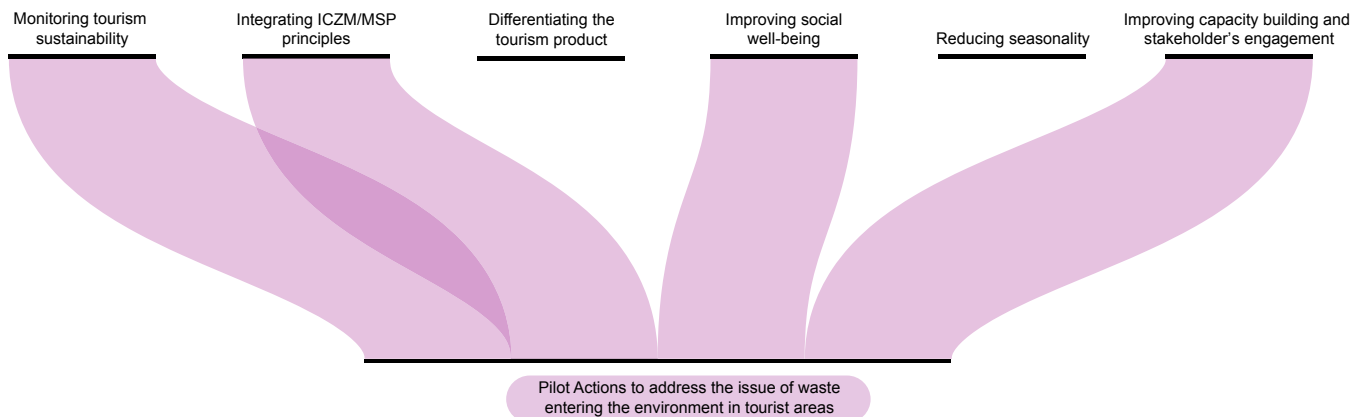
+ Further info

<https://blumed.interreg-med.eu>
[Twitter.com/BlumedMed](https://twitter.com/BlumedMed)
www.facebook.com/BlumedMed

Pilot Actions to Address the Issue of Waste Entering the Environment in Tourist Areas

By *BLUEISLANDS* project

Policy Targets



Project's outputs

Pilot actions are organised (who, what, when and how) and implemented in tourist beaches and beaches used by locals in 8 Mediterranean islands to address the issue of waste entering the environment. The actions include awareness campaigns, establishment of ashtrays and waste bins, improvement of labelling of bins and waste disposal, cleaning beach events and adopt-a-beach programs.



Implementation areas



1. Mallorca, Spain: Torà, Es Caragol
2. Sicily, Italy: Giardini Naxos, Letojani
3. Rab, Croatia: Rajska, Kampor, Pudarica
4. Malta: Golden Bay, Gnejna Bay
5. Crete, Greece: Rethymno, Arina
6. Mykonos, Greece: Platis Gyalos, Fokos
7. Rhodes, Greece: Tsampika, Afandou
8. Cyprus: Sunrise, Faros

Implementation description

The implementation of the Pilot Actions is going on (summer 2019), and the results on their effectiveness will be available at the end of the project. The effectiveness of the Pilot Actions will be assessed through the monitoring of marine litter in beaches and of anthropogenic nutrients in coastal seawater. The results of these monitoring will be compared with those obtained in the same sites during the Studying phase of the project. This will allow to evaluate if the implementation of the selected Pilot Actions have reduced the negative effects of tourism on beaches in terms of litter accumulation and input of anthropogenic nutrients in coastal seawater. Picture: wooden ashtray lecterns (Consell de Mallorca).



Stakeholders

The implementation of the actions requires the strong commitment of all actors of both the supply and demand sides of the tourism product at the host areas. It also requires the support of regional and national authorities.



Replicability

The Pilot Actions and the methods to assess their effectiveness are included in the outcome of the project and available to be replicated in other sites.



Further info

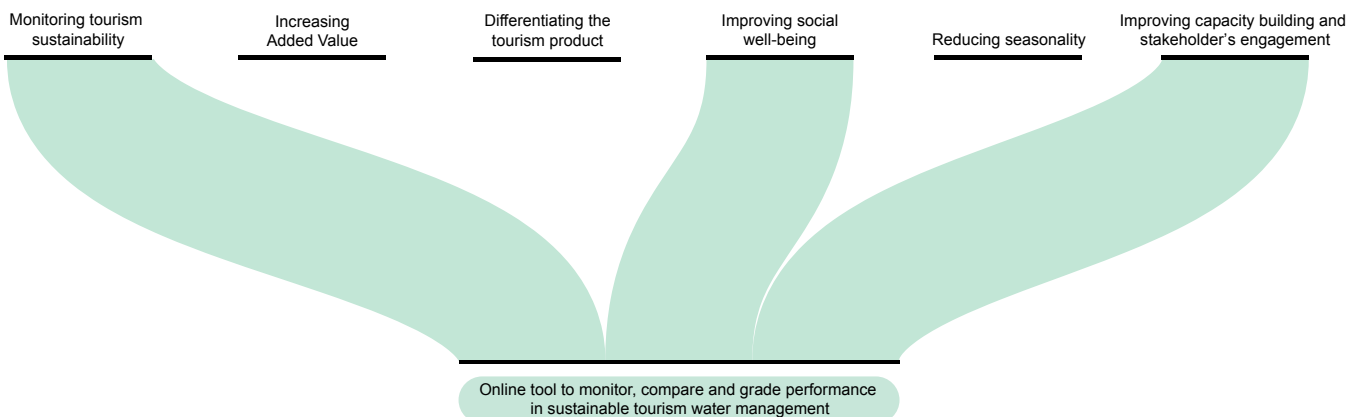
Facebook page
<https://www.facebook.com/MEDBlueislands>

Project website
<https://blueislands.interreg-med.eu/>

Online tool to monitor, compare and grade performance in sustainable tourism water management

By CASTWATER project

Policy Targets



Project's outputs

The CASTWATER project has developed an online tool addressed to tourism sector SMEs in Med that allows them to understand, compare, assess and rate their performance on water efficiency & water management. Data gathered is used by PAs to monitor tourism sector's overall performance in their region and measure the effectiveness of territorial policies on water management.



Implementation areas



- 1/ Greece (Crete and Dytiki Ellada, 7 provinces)
- 2/ Cyprus
- 3/ Italy (Emilia-Romagna and Veneto – 16 provinces)
- 4/ France (Languedoc-Roussillon, 5 provinces)

- 5/ Croatia (Jadranska-Hrvatska, 7 provinces)
- 6/ Malta
- 7/ Spain (Region of Murcia and Valencian Community, 4 provinces)

Implementation description

Tourism SMEs that completed the survey can rate their level of achievement in implementing measures that promote water efficiency and see the recommendations on how to improve their water management performance in the areas where more actions are required. Drawn from SMEs' replies, the monitoring section allows evaluation of whether the systems of governance for water resources are functioning properly and yields indicators for PAs to measure the effectiveness of water management existing policies. The indicators are used to extract conclusions on the strengths and weaknesses of the water management system and evaluate the surrounding environment affecting regional performance.



Stakeholders

Tourism SMEs, who are the main target group, can self-evaluate their performance in sustainable water management and learn how to further promote water efficiency in their establishment via the tool's suggested recommendations. PAs have access to indicators that enable monitoring of the tourism sector's overall performance in water management and can assess the implementation of relevant policies.



Replicability

Tool transferability can be made possible by extending the available countries, regions and provinces at the signup section of the tool, in order to include further areas inside the MED territory, thus extending the tool's capabilities of assessing and monitoring a wider range of areas.

+ Further info

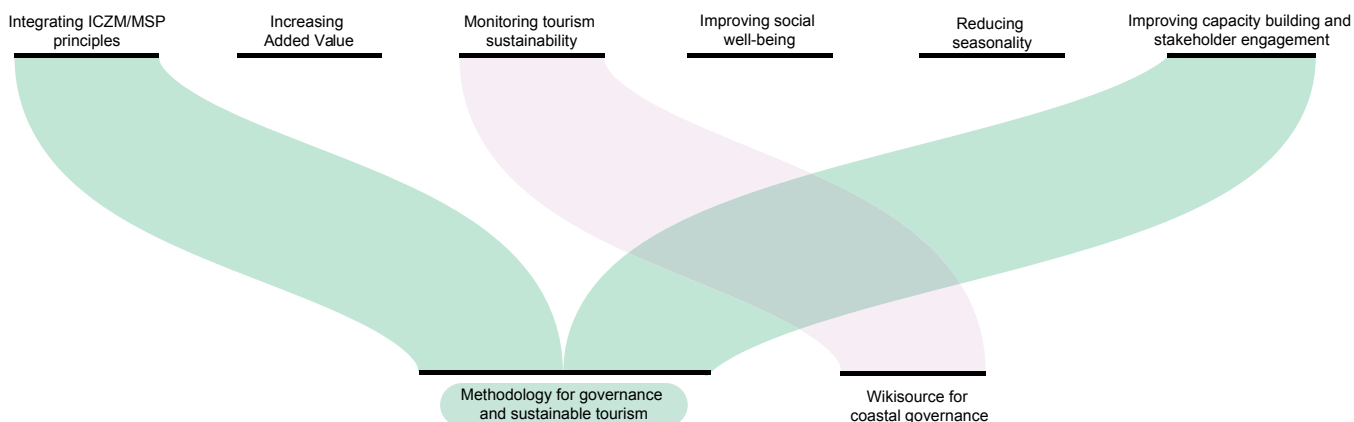
Castwater online tool

<https://castwater-tool.ceid.upatras.gr/>

Project website

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

Policy Targets



Project's outputs

The indications summarised in a methodological document will set common guidelines to develop and enhance a multilevel governance tool for coastal areas integrating procedures and activities for sustainability and qualification of the tourism sector.

This defined methodology may be adapted to other territories that are interested in applying it.



Implementation areas



1/ Andalusian Federation of Towns and Provinces (ES). Pilot areas: Motril (Granada), Algeciras (Cádiz).
2/ Lazio Region - Regional Directorate for housing policies and territorial, landscape and urban planning (IT). Pilot area: Agro Pontino (Latina).
3/ Gozo Regional Committee (MT). Pilot area: Gozo Island.
4/ Aix Marseille Provence Metropolis

(FR). Pilot area: Bay of Marseille.
5/ Dubrovnik Neretva Regional Development Agency DUNE (HR). Pilot area: Peljesac peninsula.
6/ Region of Epirus - Regional Unit of Thesprotia (EL). Pilot area: Regional Unit of Thesprotia.
7/ Sicilian Region - Department of Cultural Heritage and of Sicilian Identity (IT). Pilot area: Ragusa and its province

Implementation description

Lazio Region organized in the period March-October 2019 11 Roadshow events to involve public and private local stakeholders in the elaboration of Agro Pontino Coast Contract Strategic Scenarios and Strategic Document. The main results of the participatory process developed during the Roadshow are:

- (i) Establishment of the managing structures of the Coast Contract (Governing Body of the Institutional Authorities, Technical-Scientific Committee, Basin Forum);
- (ii) Signature of the Memorandum of Understanding of the Coast Contract by local private and public actors;
- (iii) Development of the Preliminary context analysis;
- (iv) Development of a Strategy (Strategic Document) of the Coast Contract.

The full document is available [here](#).



Stakeholders

Requires important engagement of the following stakeholders: local and regional authorities, SMEs and interest groups developing their activities in the pilot areas.

The participation of these interested stakeholders is crucial to make a good diagnosis and good planning that will result in a strategy that responds to the needs of the pilot area.



Replicability

The common methodology designed within the framework of the COASTING project allows to capitalize on the "Contrat de Baie" experience developed in Marseille and be replicated in any other area of the Mediterranean.



Further info

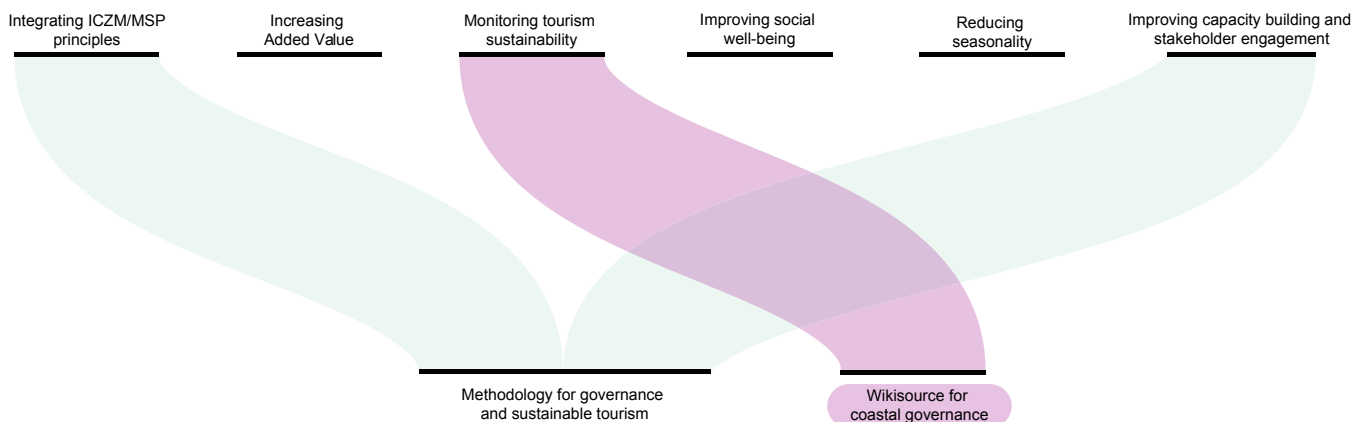
Coasting Guidebook

https://coasting.interreg-med.eu/fileadmin/user_upload/Sites/Sustainable_Tourism/Projects/COASTING/Deliverable_3.3.1_rev1.pdf

Project website

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

Policy Targets



Project's outputs

The Wikisource for coastal governance is a permanent observatory for collecting, sharing and promoting good practices on coastal governance. The tool is available on <https://wikicoasting.eu/>. The management of this platform is expected to be transferred to the Interreg MED TUNE UP project.



Implementation areas



- 1/ Andalusian Federation of Towns and Provinces (ES). Pilot areas: Motril (Granada), Algeciras (Cádiz).
- 2/ Lazio Region - Regional Directorate for housing policies and territorial, landscape and urban planning (IT). Pilot area: Agro Pontino (Latina).
- 3/ Gozo Regional Committee (MT). Pilot area: Gozo Island.
- 4/ Aix Marseille Provence Metropolis

- (FR). Pilot area: Bay of Marseille.
- 5/ Dubrovnik Neretva Regional Development Agency DUNE (HR). Pilot area: Pelješac peninsula.
- 6/ Region of Epirus - Regional Unit of Thesprotia (EL). Pilot area: Regional Unit of Thesprotia.
- 7/ Sicilian Region - Department of Cultural Heritage and of Sicilian Identity (IT). Pilot area: Ragusa and its province

Implementation description

In COASTING the Contrat de Baie of Marseille is taken as a good reference practice, also in relation to its particularly relevant objectives. For this reason, although the ecological-environmental dimensions are mainly at stake here and only indirectly those relating to the sustainability of coastal tourism, that approach, which is in some ways voluntary and for others explicitly institutional, has proved to be important.

Significant in this sense is that very substantial funds are provided for the implementation of the Contrat de Baie but also that in the event of failure to implement some of the actions envisaged, the related funds will be returned.



Stakeholders

In general, any stakeholder interested in sharing their good practices and projects in sustainable tourism and coastal management will be welcome to participate in CoastingWiki.



Replicability

CoastingWiki is an interactive source of information on coastal governance from around Europe open for policy makers, practitioners and researchers. It is planned that this online platform will be adapted for use by the TUNE UP project, in the framework of the Biodiversity Protection community.

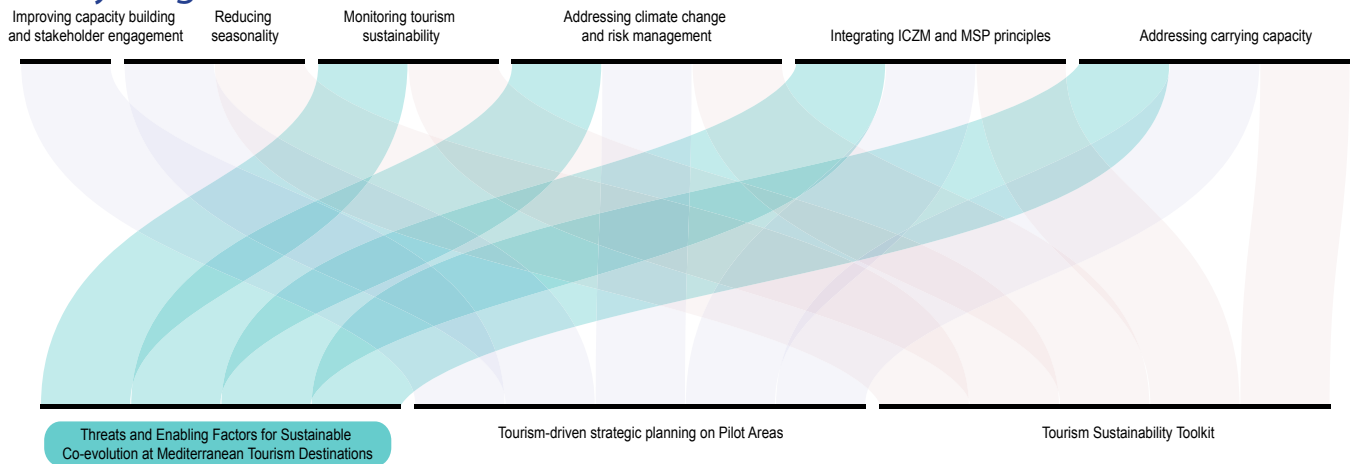


Further info

Coasting Wikisource
<https://wikicoasting.eu/>

Project website
<https://coasting.interreg-med.eu/>

Policy Targets



Project's outputs

Assessment enables integrated analysis of the main Threats and Enabling Factors (T&EF) for sustainable, ecosystem-based coastal tourism development at Mediterranean level. This is achieved by informing partners of the development and implementation of sound policies, the establishment of effective governance systems and harmonised, informed destination-level planning and management.



Implementation areas



- | | |
|--|---|
| 1a/ Alexandroupoli (East Macedonia-Thrace, Greece) | 3b/ Polesine Camerini (Veneto Region, Italy) |
| 1b/ Keramoti (East Macedonia-Thrace, Greece) | 4/ Port of Valencia (Valencia Region, Spain) |
| 2a/ Cattolica Harbour and Coastal Area (Emilia Romagna, Italy) | 5/ Orb River Delta (Languedoc-Roussillon, France) |
| 2b/ Comacchio – Lido di Spina (Emilia Romagna, Italy) | 6/ Kaštela Bay (Split-Dalmatia, Croatia) |
| 3a/ Rosolina Mare (Veneto Region, Italy) | 7/ Neretva River Delta (Dubrovnik-Neretva, Croatia) |

Implementation description

T&EF analysis was first carried out at Mediterranean level and then subsequently at each Pilot Area. This led to the identification of key priorities and challenges for sustainable coastal tourism, highlighting differences and common features.

The results of this analysis, including identification of the information available and the knowledge gaps, allowed the project to identify site-specific indicators and became the basis for the Pilot Area Action Plans (WP4 of CO-EVOLVE). Pilot Area Coordinators gave each T&EF a level of relevance (from 1 to 5).



Stakeholders

Different types of stakeholders were involved both in Mediterranean and Pilot Area analysis, obtaining and sharing data, obtaining information about the state of the art, trends and perspectives, key issues and gaps. Again, this was the starting point for more intense stakeholder engagement to support development of the Pilot Area Action Plans.



Replicability

The baseline produced by the project represents the starting point for updates and improvements (e.g. new data, new studies, analysis in non-EU countries), while other Pilot Areas (different countries, different typologies) will benefit from the approach developed and will populate and enrich the database. Both processes are already ongoing thanks to the new ENI CBC MED CO-EVOLVE4BG Project.



Further info

Contact Page

<https://co-evolve.interreg-med.eu/special-pages/contact/>

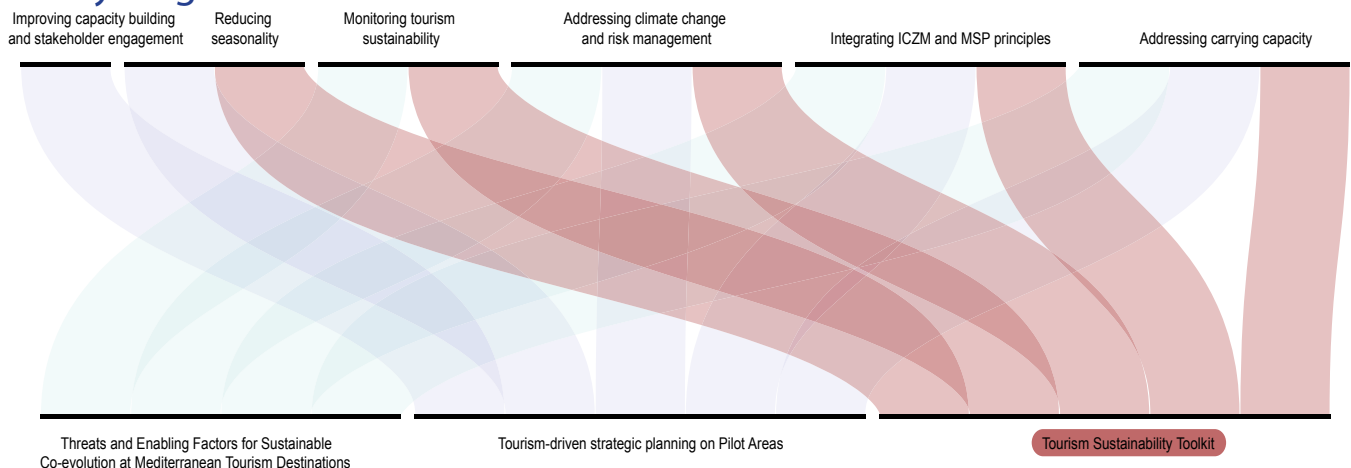
Website

<https://co-evolve.interreg-med.eu/>

Tourism Sustainability Toolkit

By Co-Evolve project

Policy Targets



Project's outputs

The toolkit is a basis for planning and management. It provides the framework collecting the data necessary to measure and monitor tourism sustainability in coastal areas. The use of sustainability indicators provides guidelines for improving and adapting tourism strategies, promoting stakeholder engagement and helping to monitor and assess sustainability changes in the future.



Implementation areas



- 1a/ Alexandroupoli (East Macedonia-Thrace, Greece)
- 1b/ Keramoti (East Macedonia-Thrace, Greece)
- 2a/ Cattolica Harbour and Coastal Area (Emilia Romagna, Italy)
- 2b/ Comacchio – Lido di Spina (Emilia Romagna, Italy)
- 3a/ Rosolina Mare (Veneto Region, Italy)
- 3b/ Polesine Camerini (Veneto Region, Italy)
- 4/ Port of Valencia (Valencia Region, Spain)
- 5/ Orb River Delta (Languedoc-Roussillon, France)
- 6/ Kaštela Bay (Split-Dalmatia, Croatia)
- 7/ Neretva River Delta (Dubrovnik-Neretva, Croatia)

Implementation description

One of the study areas is located on the French coastline of the Gulf of Lyon, covering 15 km within the Grand Delta of the Orb River. This area is known for its great environmental value, which includes vast Natura 2000 sites and coastal protected zones. Alternative tourism models, mostly involving culture and ecotourism, have also been developed in the area.

Managers selected 44 indicators from the Sustainability Toolkit to address key issues threatening this destination's environmental status and overall sustainability. These are mainly coastal erosion, flooding, littoralization and conflicts over water use. They will also be used to guide future policy efforts towards more sustainable types of tourism.



Stakeholders

Successful implementation of the tool requires the active involvement of national, regional and local authorities as well as destination-level stakeholders (SMEs, tourist operators, experts etc.) in order to systematically gather and monitor the necessary data and to determine the limits within which to implement, evaluate and monitor future activities and tourism policies.



Replicability

CO-EVOLVE developed a toolkit of indicators that can be adapted and implemented in other areas in order to measure and monitor the sustainability of different types of Mediterranean coastal destinations. A ready-to-use Excel plug-in including the full list of sustainability indicators and walkthrough guidelines, can be found [here](#).



Further info

Contact Page

<https://co-evolve.interreg-med.eu/special-pages/contact/>

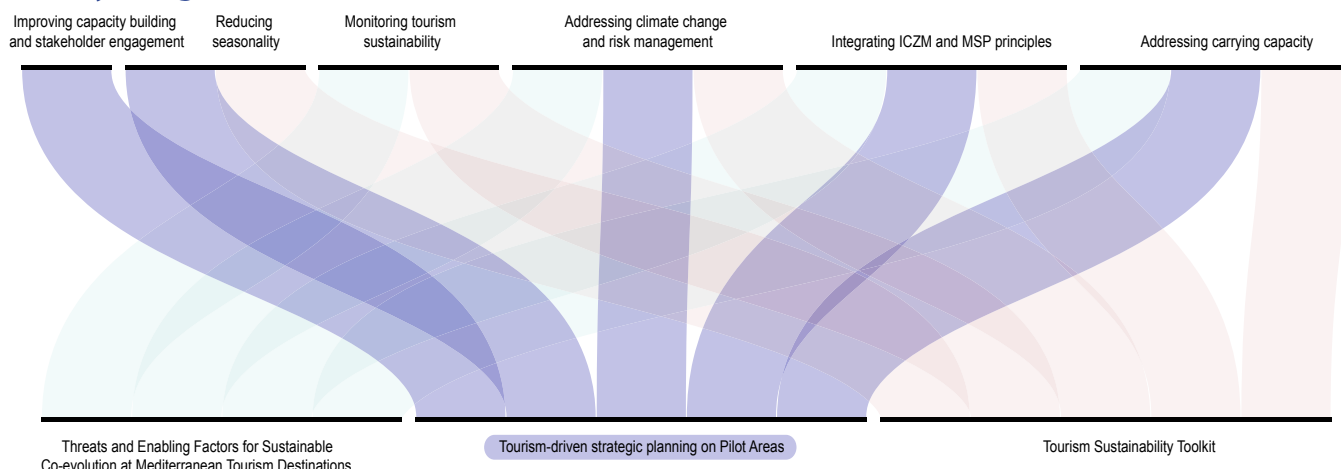
Website

<https://co-evolve.interreg-med.eu/>

Tourism-driven Strategic Planning in Pilot Areas

By Co-Evolve project

Policy Targets

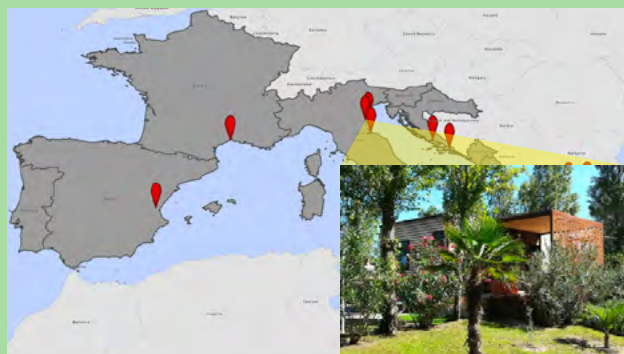


Project's outputs

Tourism-driven or tourism-oriented strategic action plans have been developed in Pilot Areas. Using Protocol ICZM, 2014/89/UE, Sustainable Coastal Tourism Strategy documents as guidance, planning priorities were identified and strategic planning proposals including operational guidelines drafted for each Pilot Area. Finally, the environmental and socio-economic benefits of tourism were estimated.



Implementation areas



- 1a/ Alexandroupoli (East Macedonia-Thrace, Greece)
- 1b/ Keramoti (East Macedonia-Thrace, Greece)
- 2a/ Cattolica Harbour and Coastal Area (Emilia Romagna, Italy)
- 2b/ Comacchio – Lido di Spina (Emilia Romagna, Italy)
- 3a/ Rosolina Mare (Veneto Region, Italy)
- 3b/ Polesine Camerini (Veneto Region, Italy)
- 4/ Port of Valencia (Valencia Region, Spain)
- 5/ Orb River Delta (Languedoc-Roussillon, France)
- 6/ Kaštela Bay (Split-Dalmatia, Croatia)
- 7/ Neretva River Delta (Dubrovnik-Neretva, Croatia)

Implementation description

Rosolina is located in the south of the Veneto Region (Italy) and in the north of the Po River Delta, an area characterized by a unique landscape. Rosolina Municipality is part of the Delta Po Veneto Park area and is exposed to cumulative pressures and socio-economic dynamics that are affecting its tourism development.

The area aims to develop tourism while preserving its natural characteristics by supporting the implementation of sustainable tourism facilities such as innovative, eco-friendly mobile homes. A prototype sustainable mobile home has been produced and implemented at a camp site in Rosolina as part of the CO-EVOLVE pilot action.



Stakeholders

Implementing these strategies requires the considerable involvement of national, regional and local authorities. In addition, cooperation with SMEs, tourist operators and interest from tourism suppliers is essential. Finally, the strategy must also consider tourists' perception of the services offered.



Replicability

The project has developed a ready-to-use excel plug-in and relevant guidelines which can be found here. The guidelines and the Sustainable toolkit guarantee replicability.



Further info

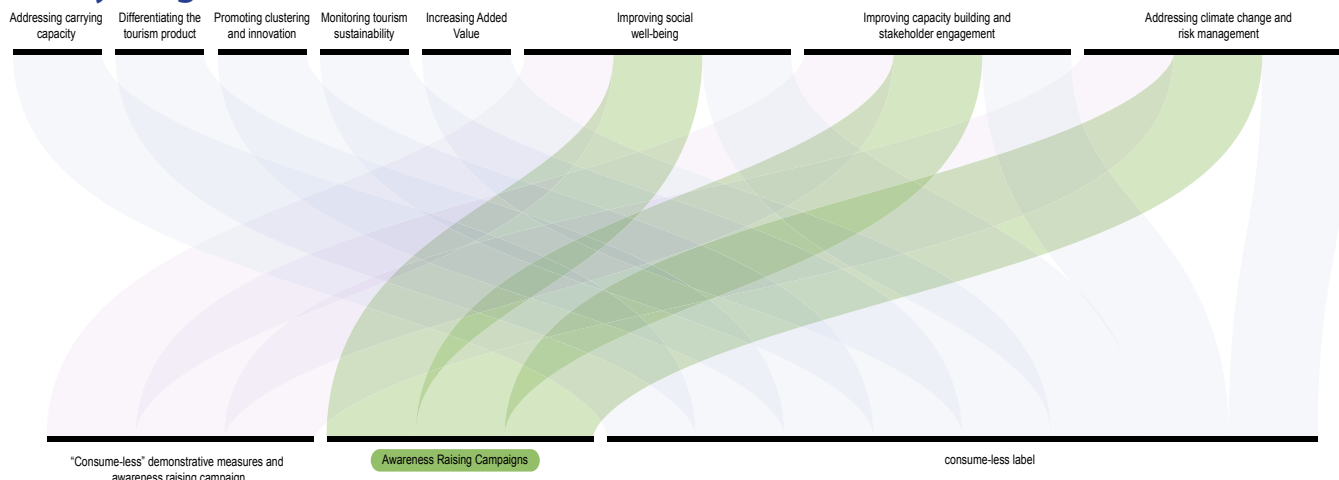
Contact Page

<https://co-evolve.interreg-med.eu/special-pages/contact/>

Website

<https://co-evolve.interreg-med.eu/>

Policy Targets



Project's outputs

A perfect example of how the awareness raising campaign was implemented is the high impact event held in the old town of Vélez-Málaga on the 27 July 2018. The activities included: Showcase of typical local products offered by Rte // Chinchón & Salvador Panadería (Bakery) // A toy-building workshop using recycled materials for children staying at local summer camps // Activities to network locals and tourists by getting them to take part in the CONSUME-LESS Instagram picture frame // Press interviews with on-site politicians and an information desk to explain the project to people.



Implementation areas



- 1/ Sicily (Italy) – Ragusa and Realmento
- 2/ Malta – Gozo
- 3/ South Aegean (Greece) – Naxos
- 4/ Southern Albania (Albania) – Saranda
- 5/ Andalusia (Spain) – Vélez-Málaga

Implementation description

An extensive awareness raising campaign was implemented, mainly targeting tourists, and involving both private businesses who received the ConsumelessMed label (for tourism providers who implement specific sustainable management actions in the fields of energy, water and waste and who commit to raising awareness among their customers,) and the public sector, including measures to enhance demonstrative actions. The aim was to teach tourists to behave more sustainably, allowing them to take care of the places they are visiting and to simultaneously promote local heritage, natural resources and products.

Awareness raising and behavioural change campaigns were based on the use of multiple approaches and innovative solutions including a mix of storytelling and SoLoMo (Social-Location-Mobile solutions). Campaigns were also backed by a communications toolkit.



Stakeholders

Awareness raising campaigns require the medium involvement of local and regional authorities, SMEs and tourist operators as well as the active participation of tourists.



Replicability

This project produced the Consume-Less Model for Tourism Guide, the Consume-Less Memorandum of Understanding and the Consume-Less Tourist Destination Chart. All of these files are available [here](#).

+ Further info

Consume-Less Contact Page

<https://consume-less.interreg-med.eu/special-pages/contact/>

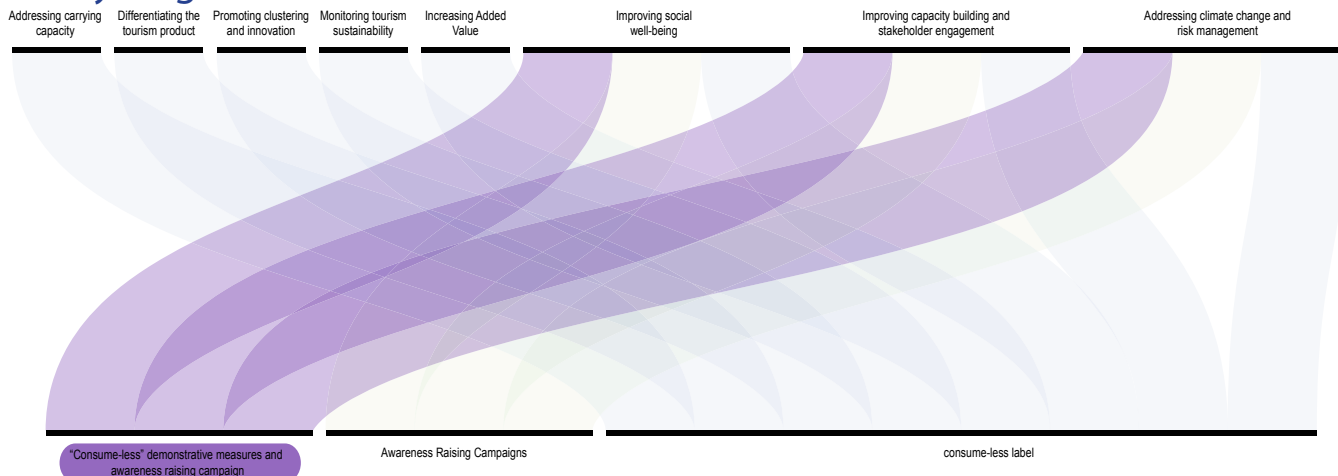
CONSUMELESSMED website

<https://www.consumelessmed.org/>

“Consume-less” demonstrative measures and awareness raising campaign

By Consume-Less project

Policy Targets



Project's outputs

Various demonstrations aimed at reducing water and energy consumption or waste production were carried out at city level by installing concrete equipment/plants in popular public or private locations, highly visible to tourists. The aim was to concretely reduce their impact and to communicate municipal commitments to sustainable resource management to visitors. Being innovative and creative is a useful way of achieving this goal.



Implementation areas



- 1/ Sicily (Italy) – Ragusa and Realmento
- 2/ Malta – Gozo
- 3/ South Aegean (Greece) – Naxos

- 4/ Southern Albania (Albania) – Saranda
- 5/ Andalucia (Spain) – Velez-Malaga

Implementation description

The most innovative demonstration was carried out at a beach facility in Marina di Ragusa (Sicily). Here, summer water consumption reaches very high levels due to the presence of toilets and external showers. This action recycles the slightly polluted water from showers for irrigation and toilet flushing. About 350 litres of water per day are filtered in a specially designed green wall. From a technical point of view, the system collects the greywater produced by showers in a small vessel designed to separate out the sand, before pumping it to the green wall that filters and biologically treats the water.



Stakeholders

Demonstrations require the medium involvement of local and regional authorities. The model assumes that the label will be managed by a local committee, which means that all of the relevant stakeholders would be involved. The relevant authorities could also be involved (i.e., water or waste agency, energy supplier, SMEs) depending on the target audience.



Replicability

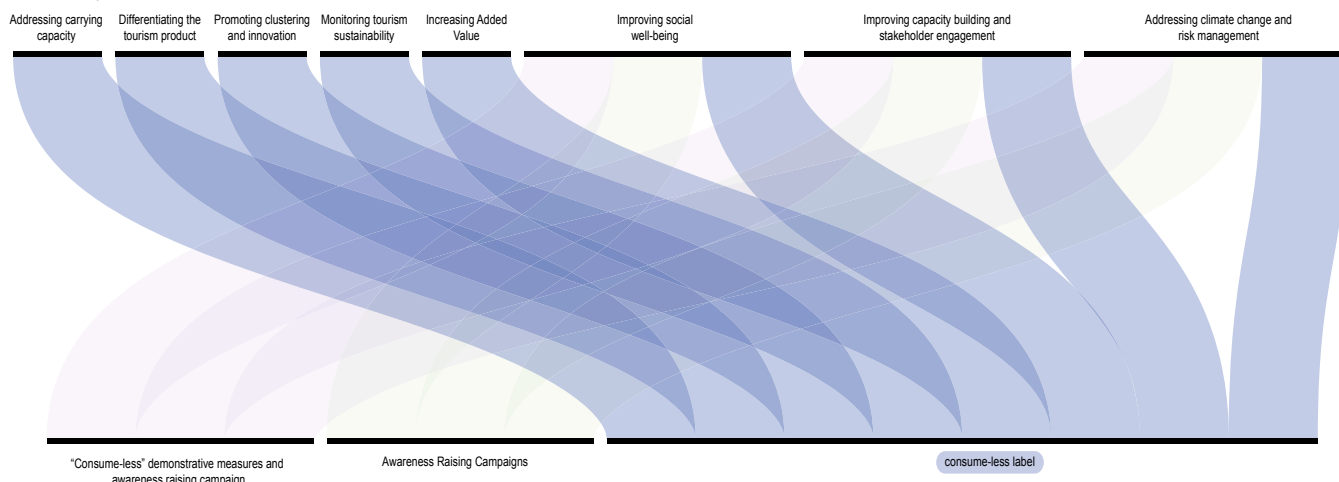
The project has published the Consume-Less Tourism Model Guide, a MoU and the Destination Chart. Examples of demonstrations are described in the [Model Guide](#), and the label award guidelines have been published [here](#). Demonstration actions can be included as a voluntary measure in the label award criteria, and can be developed in cooperation with the authorities.

+ Further info

Green walls technical info
<https://bit.ly/2YA0jqo>

CONSUMELESSMED website
<https://www.consumelessmed.org/>

Policy Targets



Project's outputs

The project has implemented a ConsumelessMed label, which is awarded to tourism service providers who perform specific sustainable management actions in the fields of energy, water and waste and also raise their customers' awareness. The label was defined according to a simplified approach that considered existing experiences (EU Eco-label, GSTC criteria). This label is a part of a broader Consume-Less marketing strategy to enhance sustainable tourism in the Mediterranean.



Implementation areas



- | | |
|--|---|
| 1/ Sicily (Italy) – Ragusa and Realmonte | 4/ Southern Albania (Albania) – Saranda |
| 2/ Malta – Gozo | 5/ Andalusia (Spain) – Velez-Malaga |
| 3/ South Aegean (Greece) – Naxos | |

Implementation description

The ConsumeLessMed label has been awarded to 290 enterprises in 6 pilot areas, who committed to implement mandatory and voluntary waste, water, energy, organic/ local food and other eco-product requirements. They were also simultaneously involved in communication activities and distributed information materials about their environmental commitment and consume-less initiatives to their customers.

Numerous sectors were involved in Vélez-Málaga: hotels and accommodation, campsites, cafés and restaurants, food and craft shops, beach resorts, while the labelled facilities in Ragusa and Realmonte were mainly in the accommodation sector, they were mainly restaurants in Gozo while in Saranda and Naxos they were both accommodation and restaurant establishments.



Stakeholders

The labelling process requires the medium involvement of regional and local authorities. Cooperation with tourism SMEs and interest groups is also critical. Finally, the process also engages tourists as they are the end consumers of labelled tourism products.



Replicability

The project has published specific guidelines for tourist facilities interested in applying the ConsumeLessMed label which can be downloaded [here](#). The label guidelines are part of the [Consume-Less Tourism Model Guide](#).

+ Further info

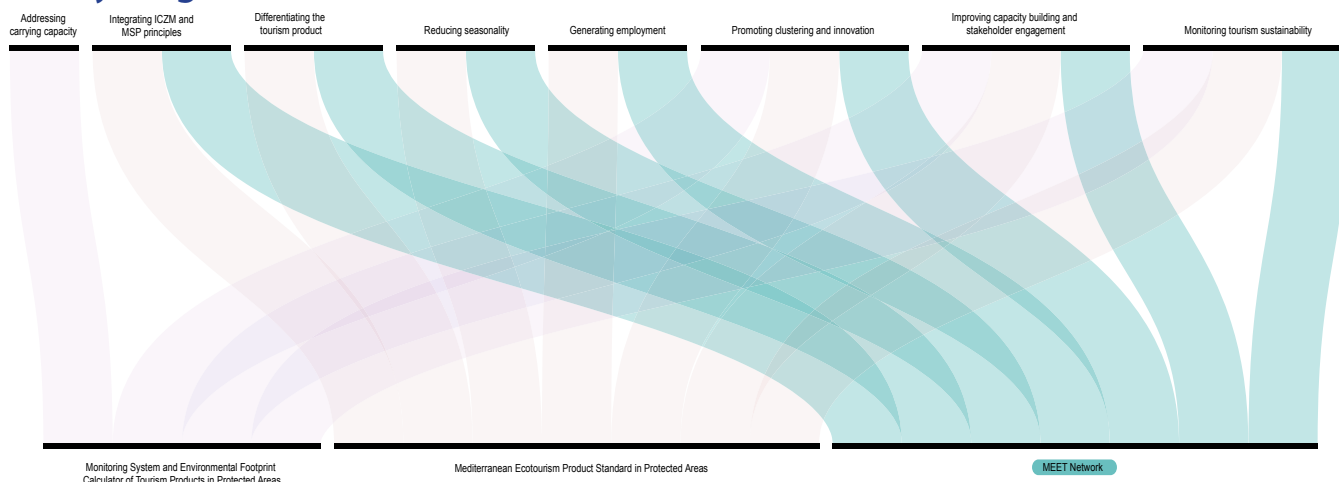
Consume-Less Contact Page

<https://consume-less.interreg-med.eu/special-pages/contact/>

CONSUMELESSMED website

<https://www.consumelessmed.org/>

Policy Targets



Project's outputs

Several DestiMED protected areas have applied for full membership of the MEET Network, to continue the work they have been doing at local level as part of DestiMED: to collaborate with other Mediterranean parks and be eligible to promote their products through MEET channels.



Implementation areas



1/ Balearic Islands (Spain), Menorca Biosphere Reserve
2/ Catalonia (Spain), Terres del Ebre Biosphere Reserve
3/ Lazio (Italy), Circeo National Park and Riviera d'Ulisse Regional Park
4/ Abruzzo (Italy), Torre del Cerrano Marine Protected Area

5/ Tuscany (Italy), Colline Metallifere National Park
6/ Provence-Alpes-Cote d'Azur (France), Camargue and Calanques National Parks
7/ Crete (Greece), Samaria National Park
8/ Adriatic Croatia (Croatia), Lastovo and Kornatij National Parks
9/ Northern and Southern Albania (Albania) Shkodra and Vlora

Implementation description

The MEET network unites protected areas across the Mediterranean in the form of a non-profit association that supports members by providing access to common tools for ecotourism development, capacity building and knowledge exchanges, and through advocacy to help the Mediterranean to become a viable ecotourism destination.

MEET Network also provides a common promotional platform and brand for selling quality, sustainably managed ecotourism products on the international marketplace.



Stakeholders

The network is a membership-based organisation for protected area managing authorities. Because of MEET's particular focus on product development, MEET helps members to engage Local Ecotourism Clusters with a public-private governance model and fosters meaningful collaboration with local private entities. MEET also engages other organisations who directly support or benefit protected areas, such as public authorities and NGOs.



Replicability

The MEET toolkit and team are available to any protected area interested in ecotourism development and promotion through a common voice and approach. The network also strives to help other regions establish similar approaches, in order to build international uptake and credibility.

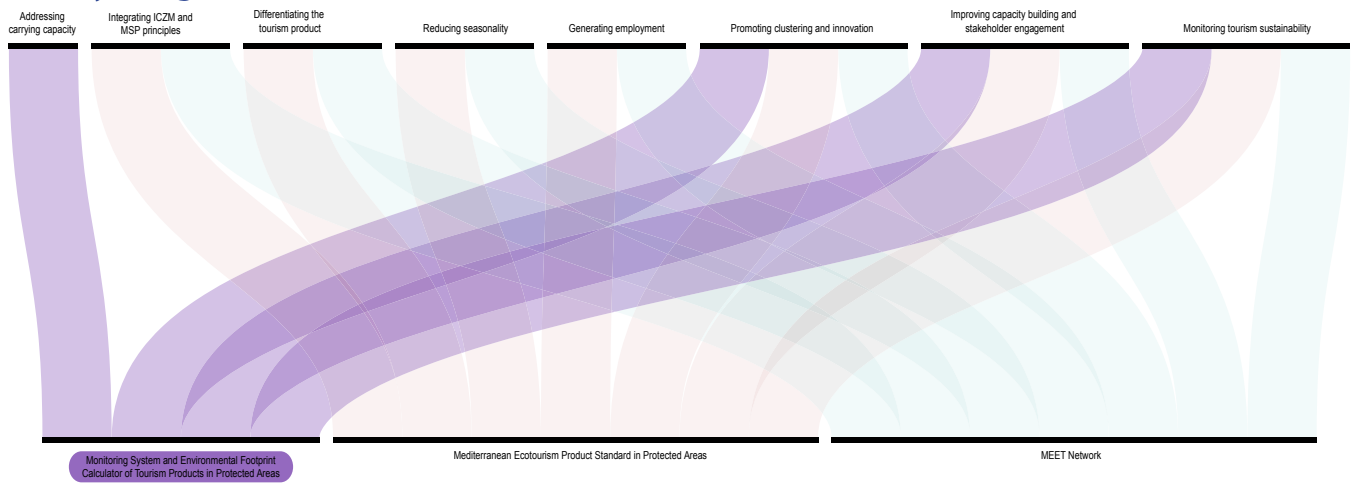
+ Further info

Meet Network website
www.meetnetwork.org

DestiMED website
<https://destimed.interreg-med.eu/>

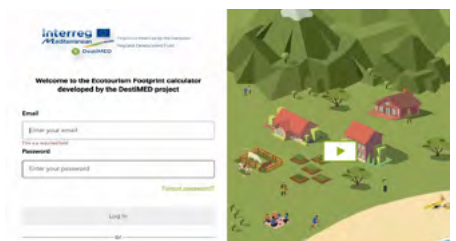
Monitoring System and Environmental Footprint Calculator of Tourism Products in Protected Areas By DestiMED project

Policy Targets



Project's outputs

The monitoring tool provides the software to calculate the environmental footprint of ecotourism products in protected areas. It is the first component in a holistic sustainability dashboard that will promote cooperation and participatory planning capabilities among local public-private ecotourism clusters, enhancing their ability to make decisions and prioritise improvements based on evidence.



Implementation areas



1/ Balearic Islands (Spain), Menorca Biosphere Reserve
2/ Catalonia (Spain), Terres del Ebre Biosphere Reserve
3/ Lazio (Italy), Circeo National Park and Riviera d'Ulisse Regional Park
4/ Abruzzo (Italy), Torre del Cerrano Marine Protected Area

5/ Tuscany (Italy), Colline Metallifere National Park
6/ Provence-Alpes-Cote d'Azur (France), Camargue and Calanques National Parks
7/ Crete (Greece), Samaria National Park
8/ Adriatic Croatia (Croatia), Lastovo and Kornatj National Parks
9/ Northern and Southern Albania (Albania), Shkodra and Vlora

Implementation description

All 13 DestiMED pilot areas used the Environmental Footprint calculator and monitoring tool to evaluate and refine product sustainability and resource use. These products were co-developed using a public-private cluster approach. Parks and their local suppliers collected data about product quality, sustainability, and environmental footprints, developed an improvement plan, and monitored performance improvement in all areas to measure compliance with the DestiMED standard in two testing periods.



Stakeholders

The monitoring tool and EF Calculator allow protected area managers and regional authorities to work with local tourism suppliers on their shared interest of maintaining high-quality, low footprint tourism products. The tool provides clusters with an objective, shared framework and responsibility for data collection and performance management, and allows them to identify tangible improvements that can be implemented by responsible stakeholders.



Replicability

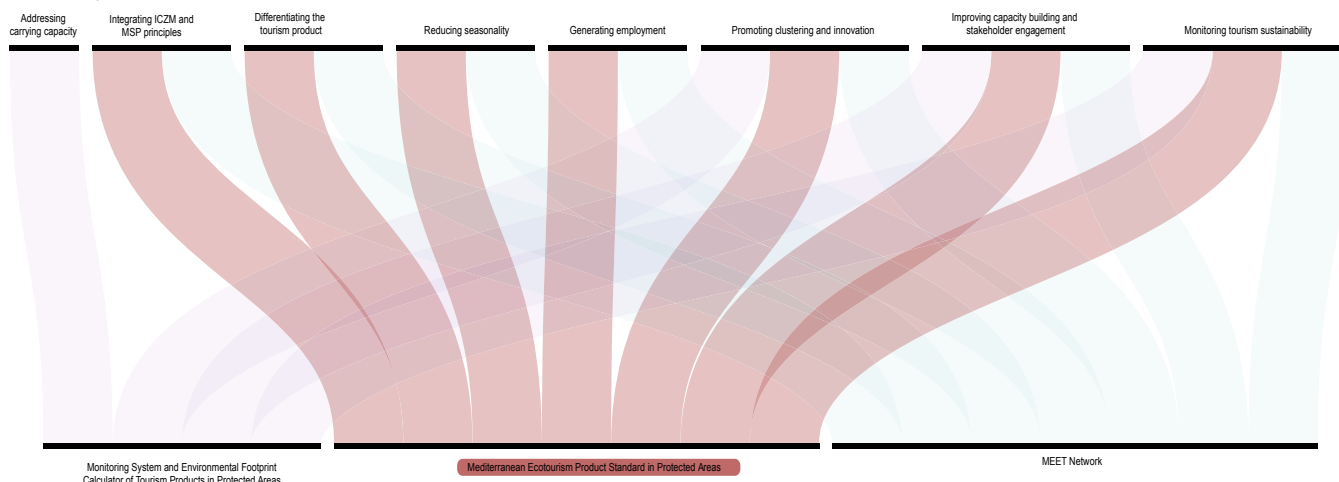
Each of the protected areas involved can use the environmental footprint calculator after completion of the project, and follow up on their final improvement plans based on their DestiMED results. The MEET Network will continue to provide access to the calculator and can offer support to any protected area interested in using these tools for their own local ecotourism development purposes.

+ Further info

Meet Network website
www.meetnetwork.org

DestiMED website
<https://destimed.interreg-med.eu/>

Policy Targets



Project's outputs

Developed on the basis of globally recognised sustainable tourism criteria for both suppliers and destinations, the DestiMED Ecotourism Product Standard provides protected areas and local communities with a clear framework so that they can benchmark and monitor the quality, sustainability, and resource use of ecotourism products at the destination. The standard provides the common basis on which Local Ecotourism Clusters (LECs) and policy makers can establish a shared vision for protected area tourism, while innovating and managing locally-focused ecotourism products that use a participatory planning approach and yield to conservation needs while meeting international market demands.



Implementation areas



1/ Balearic Islands (Spain), Menorca Biosphere Reserve
2/ Catalonia (Spain), Terres del Ebre Biosphere Reserve
3/ Lazio (Italy), Circeo National Park and Riviera d'Ulisse Regional Park
4/ Abruzzo (Italy), Torre del Cerrano Marine Protected Area

5/ Tuscany (Italy), Colline Metallifere National Park
6/ Provence-Alpes-Cote d'Azur (France), Camargue and Calanques National Parks
7/ Crete (Greece), Samaria National Park
8/ Adriatic Croatia (Croatia), Lastovo and Kornati National Parks
9/ Northern and Southern Albania (Albania), Shkodra and Vlora

Implementation description

Taking the DestiMED Ecotourism Product Standard as a guideline, all 13 DestiMED pilot areas established a participatory public-private governance mechanism (Local Ecotourism Cluster, LEC) for the creation and management of new ecotourism products. New products were then designed, tested, and refined according to the criteria included in the standard. The standard provided the project partnership and LECs with a tool to identify coherent products to be promoted through the MEET Network brand and catalogue, and allowed for the creation of improvement plans for long-term viability and sustainability.



Stakeholders

Given the particular challenge of balancing protected area conservation and impact management with sustainable tourism development and promotion, the Ecotourism Product Standard focuses on uniting all of the stakeholders around a common objective and agenda: product development and management. The high level of engagement of both public and private stakeholders also allows actors to establish more shared responsibility for supply chain and destination management issues.



Replicability

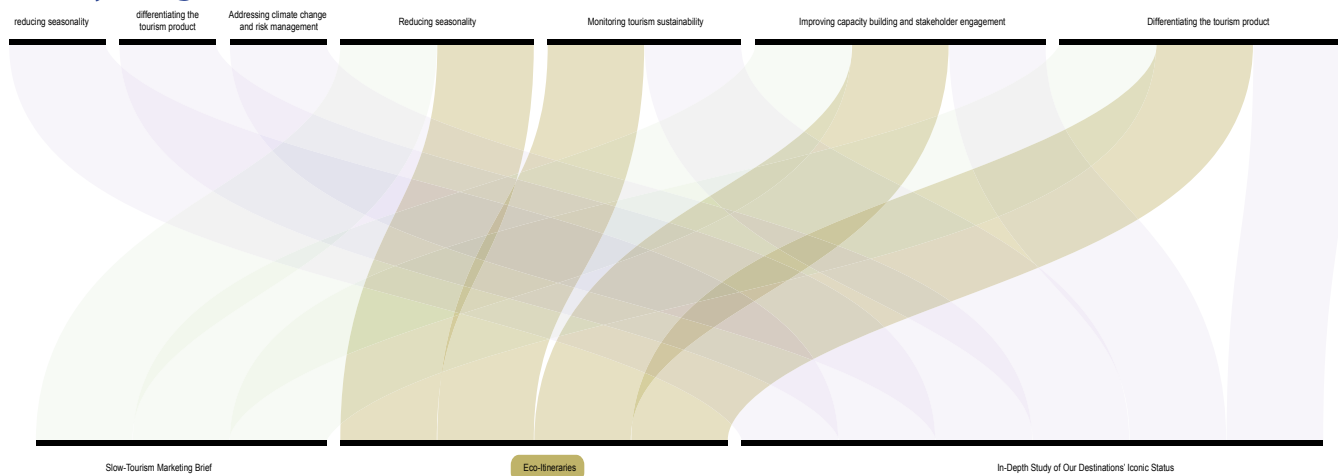
The standard can be accessed by and applied to any protected area interested in developing and managing ecotourism products. Additionally, the MEET Network maintains access to and continues to upgrade the standard, and offers complementary tools to help put the standard into practice, such as the online monitoring tool, MEET Guide, and Environmental Footprint calculator.

+ Further info

Meet Network website
www.meetnetwork.org

DestiMED website
<https://destimed.interreg-med.eu/>

Policy Targets



Project's outputs

The Network of Emblematic Mediterranean Mountains shapes and develops new "Ecojourneys" itineraries. Their singularity and sustainability is ensured because each territory implements 30 common attributes related to their: basic characteristics // related services // ethics and sustainability // management and governance // marketing strategies.



Implementation areas



- | | |
|---|--|
| 1/ Occitanie (France) - Canigó Mountain | 5/ Abruzzo (Italy) - Gran Sasso Mountain |
| 2/ Provence-Alpes-Côte d'Azur (France) - Sainte-Victoire Mountain | 6/ Sicily (Italy) - Etna Mountain |
| 3/ Catalonia (Spain) - Pedraforca Mountain | 7/ Southern Albania (Albania) - Cika Mountain |
| 4/ Balearic Islands (Spain) - Serra de Tramuntana Mountain | 8/ Central Macedonia (Greece) - Olympus Mountain |
| | 9/ Crete (Greece) - Ida (Psiloritis) Mountain |

Implementation description

The "Foothills of the Canigó" ecojourney (in the southeastern Pyrenees) guides visitors to experience a landscape interpretation on one of the balconies facing the Canigó massif.

The "Foothills of the Canigó" is a key example of the main features of an ideal ecojourney:

- _ located in coastal hinterland,
 - _ based on local singularities,
 - _ local actors and inhabitants involved in design and implementation,
 - _ combines more sustainable tourism flow management with the valorisation of natural spaces.
- The "Foothills of the Canigó" is a slow, interesting walk filled with the scents of nature.



Stakeholders

Successful implementation depends on the involvement of a wide range of stakeholders in the tourism chain, from supply to demand. It also requires the support/involvement of local and regional policy makers to ensure that the project is integrated in wider tourism policies. Involvement must be ensured from design to implementation, to offer local stakeholders a continuous role in decision making.



Replicability

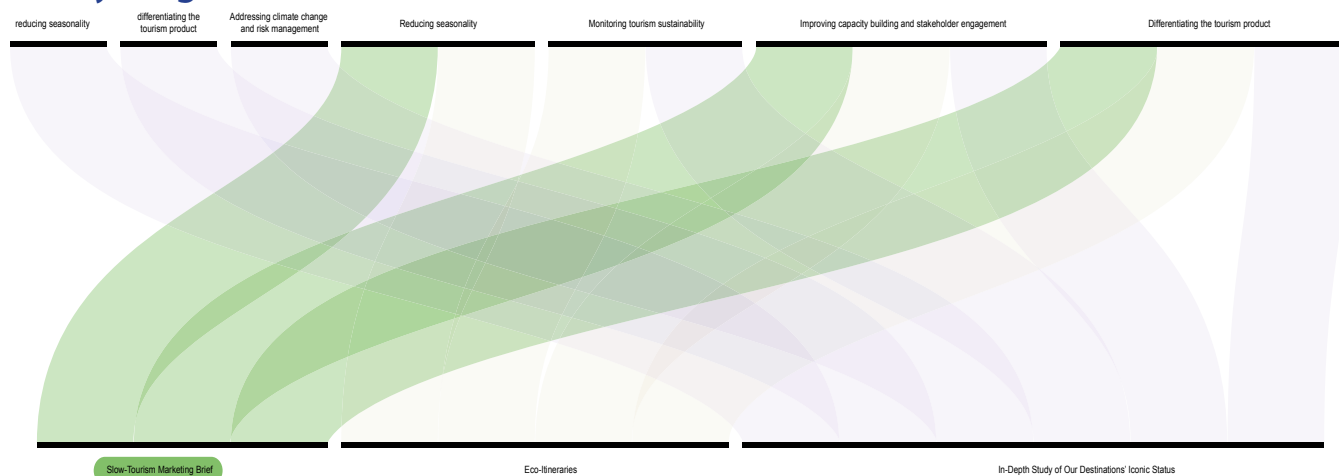
The ecojourneys were created using 30 common attributes. The full process, including the list of attributes with explanations and examples (available from the Emblematic network,) is described in the [Transfer Guide for the Implementation of an Ecojourney](#).

+ Further info

EMbleMatic achievements

<https://emblematic.interreg-med.eu/what-we-achieve/our-outcomes-and-productions/>

Policy Targets



Project's outputs

The project developed an innovative marketing strategy focused on 'slow tourism' to promote mountainous destinations. This strategy should result in a marketing brief that the Emblematic Mediterranean Mountains network can use to sell its products.

This document aims to create a common framework so that the 9 eco-products can be commodified as a single product (an ecojourney).



Implementation areas



- | | |
|---|--|
| 1/ Occitanie (France) - Canigó Mountain | 5/ Abruzzo (Italy) - Gran Sasso Mountain |
| 2/ Provence-Alpes-Côte d'Azur (France) - Sainte-Victoire Mountain | 6/ Sicily (Italy) - Etna Mountain |
| 3/ Catalonia (Spain) - Pedraforca Mountain | 7/ Southern Albania (Albania) - Cika Mountain |
| 4/ Balearic Islands (Spain) - Serra de Tramuntana Mountain | 8/ Central Macedonia (Greece) - Olympus Mountain |
| | 9/ Crete (Greece) - Ida (Psiloritis) Mountain |

Implementation description

The marketing brief defined the ideal visitor profile for the 9 ecojourneys. Each destination has a wide spectrum of visitors and welcomes all visitors as the itineraries are easy and the product should attract different customers.

However, the ideal visitor is 30-55 years old and has a middle socio-economic status. They may travel with their partner or family. They may be international, national or local and they love travelling in small groups of friends and/or families. They are a nature lover who also appreciates heritage and cultural events. They like to move about sustainably and prefer to walk.



Stakeholders

Creating the marketing brief requires only minimum local and regional authority involvement as well as tourism service provider participation. It was mainly designed at academic level with input and comments from the nine local partners.



Replicability

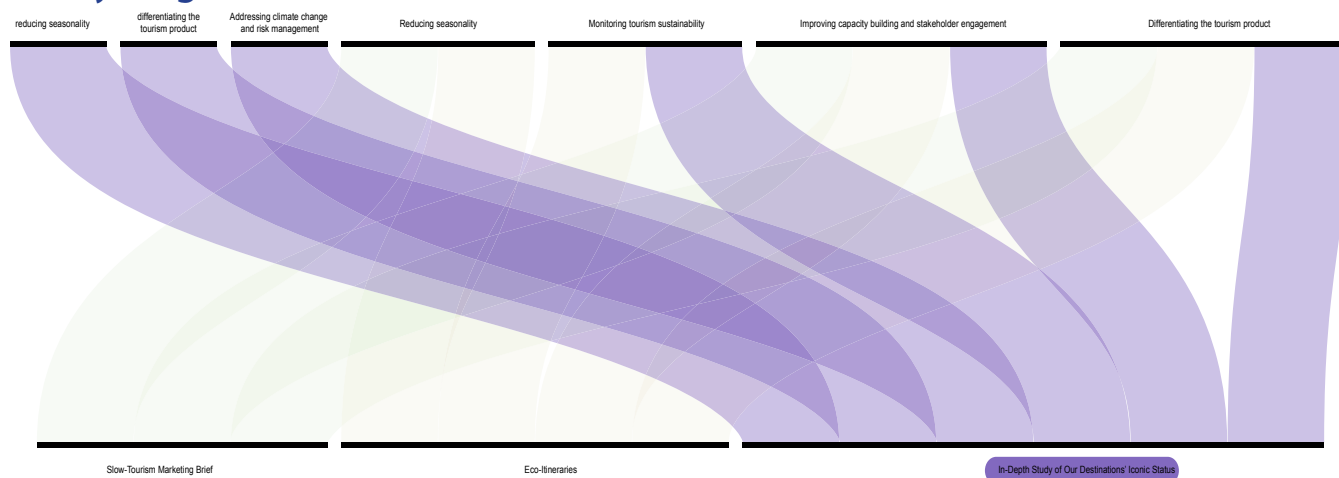
The marketing brief is a dedicated tool that can be used by partners willing to implement an ecojourney in their area. The project is also producing an experiment report to capture our lessons and recommendations for dissemination beyond our network partners.

+ Further info

EMbleMatic achievements

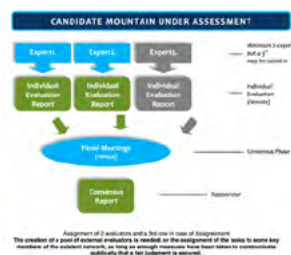
<https://emblematic.interreg-med.eu/what-we-achieve/our-outcomes-and-productions/>

Policy Targets



Project's outputs

EMbleMatic developed a common methodological framework for defining the iconic nature of each area to help prepare local consultation processes. This was applied in 9 territories in order to obtain comparable results. The work involved testing 10 criteria that define these hinterland territories. The singularities revealed provided the basis for the creation and implementation of concrete ecojourneys.



Implementation areas



- | | |
|---|--|
| 1/ Occitanie (France) - Canigó Mountain | 5/ Abruzzo (Italy) - Gran Sasso Mountain |
| 2/ Provence-Alpes-Côte d'Azur (France) - Sainte-Victoire Mountain | 6/ Sicily (Italy) - Etna Mountain |
| 3/ Catalonia (Spain) - Pedraforca Mountain | 7/ Southern Albania (Albania) - Cika Mountain |
| 4/ Balearic Islands (Spain) - Serra de Tramuntana Mountain | 8/ Central Macedonia (Greece) - Olympus Mountain |
| | 9/ Crete (Greece) - Ida (Psiloritis) Mountain |

Implementation description

The in-depth study of what makes a destination 'iconic/ emblematic' includes a methodological framework for defining these elements. This results in a structured tool for local implementation. The tool includes a case study template, along with templates for meetings and meeting minutes.

The common case study framework was implemented at each partner mountain, where local meetings were held. The aim was to highlight the elements that make each destination iconic using a structured approach according to the criteria defined. Each partner's background knowledge were added to the results of local meetings and served as the input for the final study which highlighted the assets each partner used to create and promote their ecojourney.



Stakeholders

The 9 mountain territories involved in the project held 30 hours of local workshops involving 180 stakeholders from 86 different institutions, in order to produce the in-depth study. These stakeholders also participated in and provided information for the 9 case studies. Each territory involved as many relevant stakeholders as possible, including authorities, agencies, associations and SMEs.



Replicability

The in-depth study provides all the templates for the case study and participatory meeting guidelines. Additionally, it includes the evaluation process for the future network members. [The full study is available here.](#)

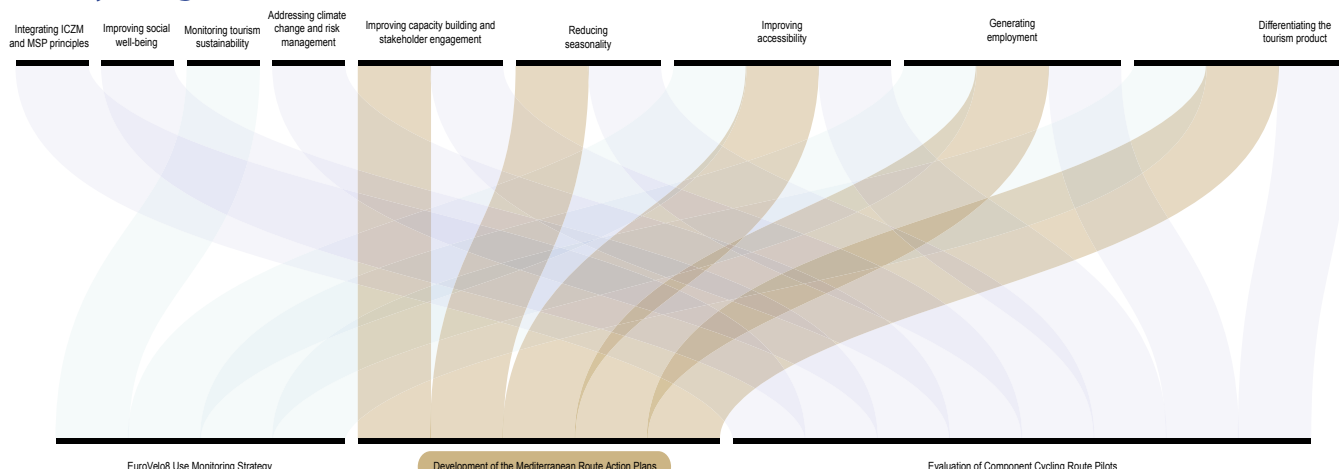
+ Further info

EMbleMatic achievements

<https://emblematic.interreg-med.eu/what-we-achieve/our-outcomes-and-productions/>

Development of the Mediterranean Route Action Plans By MEDCYCLETOUT project

Policy Targets



Project's outputs

The MEDCYCLETOUT project led to route surveys of EuroVelo 8 – Mediterranean Route in each of the project partners' regions. These surveys allowed us to identify route strengths and weaknesses in terms of infrastructure, services and promotion. As a result, the partners developed action plans, improving the route by responding to its weaknesses through clearly defined actions.



Implementation areas



- 1/ Andalusia (Spain) – Cadiz and Almeria
- 2/ Catalonia (Spain) – Girona
- 3/ Friuli-Venezia Giulia (Italy) – Trieste, Gorizia and Udine
- 4/ Lombardy (Italy) – Mantova
- 5/ Provence-Alpes-Côte d'Azur (France) – Alpes Maritimes
- 6/ Adriatic Croatia (Croatia) – Zadar, Sibenik, Istria, Dubrovnik-Neretva
- 7/ Western Greece (Greece) – Aetoloakarnania
- 8/ Cyprus – Cape Greco to Paphos
- 9/ Western Slovenia (Slovenia) – Coastal Karst

Implementation description

Andalusia's action plan covers actions totaling almost €31 million. Almost all of this money will be invested in infrastructure improvements. The action plan is designed to respond to the most pressing needs, such as high traffic or insufficient surface, first. It foresees the construction of cycle paths, lanes or cycle ways, interventions to make crossings safe, signposting or the publication of printed promotional material about the route. A total of 82 actions have been designed to improve the route and attract more cyclists. The plan is to have them in place by 2025.



Stakeholders

Action plans were developed in the light of workshops and seminars with key stakeholders. These provincial/regional involved about 30-40 stakeholders a year. Key stakeholders included: the Regional Government of Andalusia, the provincial councils of Cadiz, Malaga, Granada and Almeria, as well as the municipalities along the route.



Replicability

Route surveys used the methodology developed by the European Cyclists' Federation (ecf.com). The European Certification Standard allows managers to evaluate routes, identify weak points, and then develop action plans using this analysis. This methodology can be applied to any route. Where resources are available, this approach will lead to route improvements.

+ Further info

MEDCYCLETOUT website

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

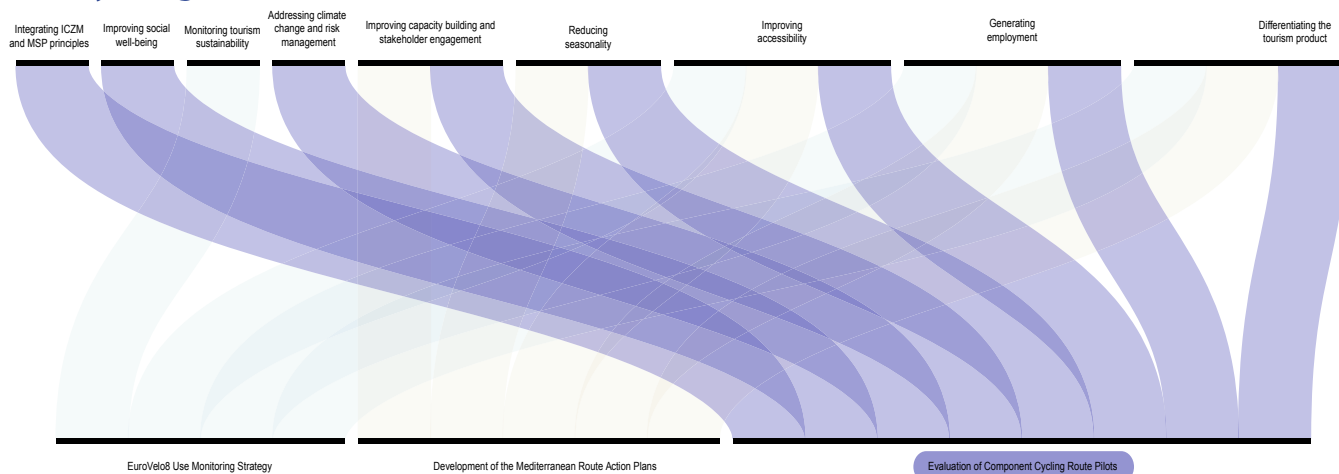
Eurovelo website

<https://en.eurovelo.com/>

EuroVelo team

eurovelo@ecf.com

Policy Targets



Project's outputs

Several pilot actions were implemented in different conditions and geographical regions as part of the project. Pilot activities fall into three categories: public transport services for bike transportation; signing; and cycle-friendly services. These 14 pilots were planned in a coordinated way to achieve comparable results and save costs.



Implementation areas



- 1/ Andalusia (Spain) – Cadiz and Almeria
- 2/ Catalonia (Spain) – Girona
- 3/ Friuli-Venezia Giulia (Italy) – Trieste, Gorizia and Udine
- 4/ Lombardy (Italy) – Mantova
- 5/ Provence-Alpes-Côte d'Azur (France) – Alpes Maritimes
- 6/ Adriatic Croatia (Croatia) – Zadar, Sibenik, Istria, Dubrovnik-Neretva
- 7/ Western Greece (Greece) – Aetoloakarnania
- 8/ Cyprus – Cape Greco to Paphos
- 9/ Western Slovenia (Slovenia) – Coastal Karst

Implementation description

Slovenia's Regional Development Centre Koper implemented a Bike+Bus service in the Slovenian Istria region hinterland. The idea is to facilitate visits to the hill villages behind the coast. This area is home to several festivals and events that could interest cycle tourists but that are hard to reach because of the gradients. The contract was finalised after market analyses and discussions with operators.

The pilot launched on 12 May 2019 and will continue until September 2019, offering a free bus service 3 times a day.



Stakeholders

Bus line services financed by the municipalities are provided by 3 operators, all of whom were potential contract partners for the free bus service. The municipalities include Koper and the villages of Šmarje and Mrezige. An agreement between the municipalities and a bus operator has been reached.



Replicability

The methodology used to identify and implement Bike+Bus, signing and cycle-friendly services options were not specific to the EuroVelo 8 – Mediterranean Route. This approach can be repeated anywhere. It involved a feasibility study, implementation and operation.



Further info

MEDCYCLETOUR website

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

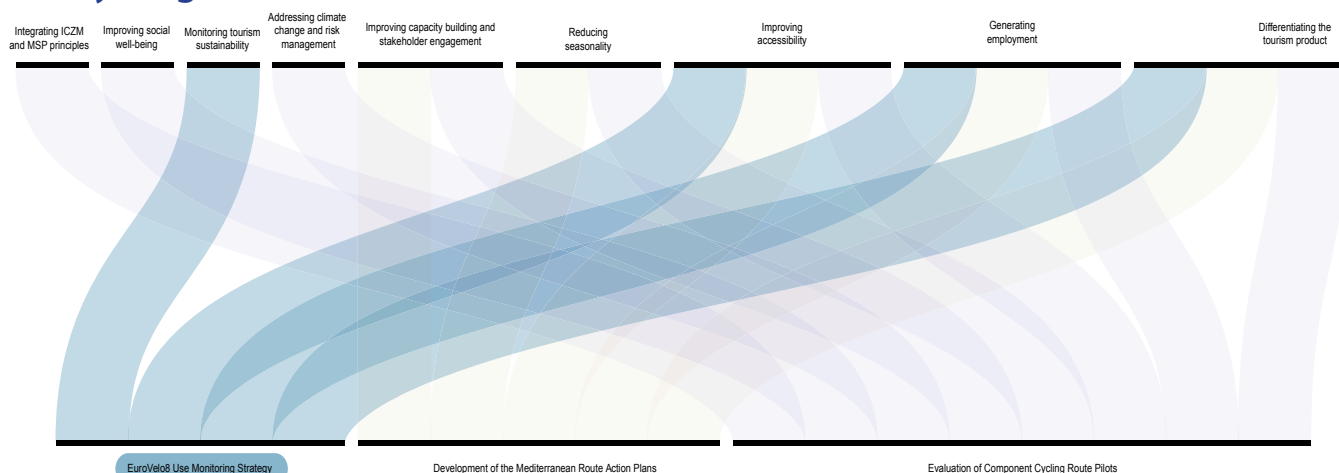
Eurovelo website

<https://en.eurovelo.com/>

EuroVelo team

eurovelo@ecf.com

Policy Targets



Project's outputs

Use monitoring, i.e. the collection and processing of data about cyclists using EuroVelo routes, provides key insights into the social, economic and environmental impact of cycling infrastructure. The principles are explained in the [EuroVelo Guidance on Usage Monitoring](#). The project focused on initial implementation of these principles, covering both quantitative (counters) and qualitative (surveys) methods.



Implementation areas



- 1/ Andalusia (Spain) – Cadiz and Almeria
- 2/ Catalonia (Spain) – Girona
- 3/ Friuli-Venezia Giulia (Italy) – Trieste, Gorizia and Udine
- 4/ Lombardy (Italy) – Mantova
- 5/ Provence-Alpes-Côte d'Azur (France) – Alpes Maritimes
- 6/ Adriatic Croatia (Croatia) – Zadar, Sibenik, Istria, Dubrovnik-Neretva
- 7/ Western Greece (Greece) – Aetoloakarnania
- 8/ Cyprus - Cape Greco to Paphos
- 9/ Western Slovenia (Slovenia) – Coastal Karst

Implementation description

The French section of EuroVelo 8 is already home to 3 counters at Villeneuve-Loubet, Golfe-Juan and Nice. Additional counters will be installed in Menton, Nice, Antibes, Mandelieu, Pegomas and Peymeinade. In March 2019, 5 of these counters were installed. France has progressively developed resources and replicable studies to assess the economic impact of cycle tourism on their national cycling network. The data registered 180 cyclists on EuroVelo 8 per day in 2018. France's National EuroVelo Coordination Centre, [Vélo & Territoires](#) estimated that the economic impact of "La Méditerranée à Vélo" reached €20.5 million in 2017, i.e. €31,000 per kilometre and year.



Stakeholders

Use monitoring activities primarily involve local public authorities and regional tourism agencies.



Replicability

In addition to the [EuroVelo Guidance on Usage Monitoring](#), ECF developed a set of common core questions for EuroVelo route user surveys. This methodology can be applied to any route. ECF is also in the process of developing a database to pool the information from counters across Europe and integrate new data sources.

+ Further info

MEDCYCLETOUT website

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

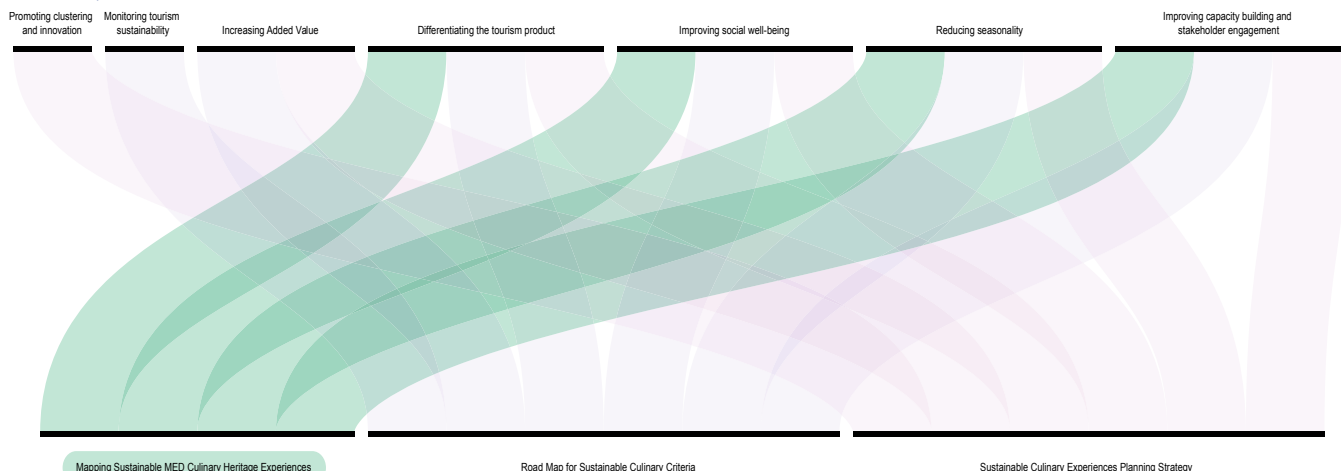
Eurovelo website

<https://en.eurovelo.com/>

EuroVelo team

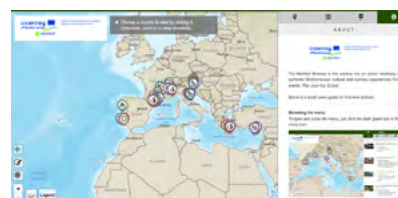
eurovelo@ecf.com

Policy Targets



Project's outputs

The project developed a user-friendly online map of Mediterranean culinary experiences for visitors, tour operators and other businesses to use as a search tool. The map is backed by an interactive geo-database.



Implementation areas



- 1/ Occitanie (France)
– Pays Pyrénées
Méditerranée
- 2/ Continente (Portugal) –
Algarve
- 3/ Crete (Greece) –
Heraklion
- 4/ Catalonia (Spain) –
Lleida
- 5/ Western Slovenia
(Slovenia) – Coastal
Karst
- 6/ Adriatic Croatia
(Croatia) – Istria
- 7/ Umbria (Italy) - Perugia
(Spoleto)
- 8/ Cyprus - Larnaca

Implementation description

The MEDFEST online-map of culinary experiences is an important communication and promotional tool created as part of the Greek pilot activity - B2B MEETINGS FOR CULINARY TOURISM PROVIDERS AND STAKEHOLDERS. In Crete, the Chamber of Commerce organizes an annual B2B event every spring, where local producers and craftsmen meet hotel owners and F&B managers to promote their local products to big hotels.

This event is known as the Pan Cretan Forum for the Introduction of Local Products to Hotels and Product Distribution Channels. Thanks to MEDFEST, the forum's culinary axis is being reinforced. The online map improves presentation of culinary providers' locations and services to the other participants at this B2B forum.



Stakeholders

Creation of the map requires cooperation between tourism services providers and host communities.



Replicability

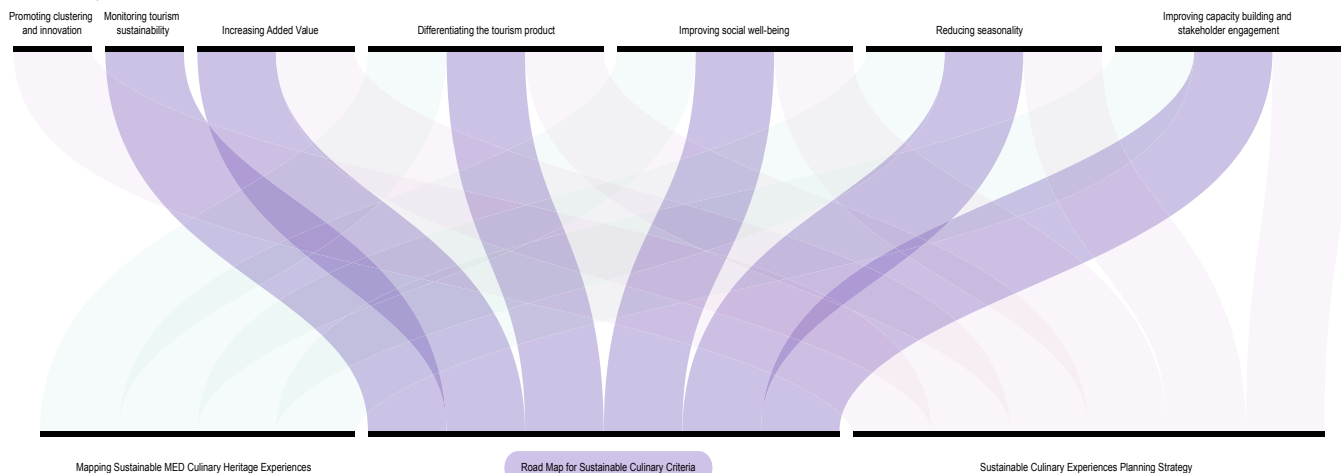
The online map is open to MED tourism providers, who are welcome to include their own sustainable culinary experiences.



Further info

MEDFEST website
<https://medfest.interreg-med.eu>
Contact page
<https://medfest.interreg-med.eu/special-pages/contact/>

Policy Targets



Project's outputs

The MEDFEST project developed a set of tools to assess the sustainability of existing or planned MED culinary heritage experiences. The Road Map for Sustainable Culinary Criteria is an Excel tool designed to assess the sustainability of culinary experiences. It aims to provide a global and synthetic view of the strengths and weaknesses of each culinary experience using automatic calculations using indicator values.



Implementation areas



- 1/ Occitanie (France) – Pays Pyrénées Méditerranée
- 2/ Continente (Portugal) – Algarve
- 3/ Crete (Greece) – Heraklion
- 4/ Catalonia (Spain) – Lleida
- 5/ Western Slovenia

- (Slovenia) – Coastal Karst
- 6/ Adriatic Croatia (Croatia) – Istria
- 7/ Umbria (Italy) - Perugia (Spoleto)
- 8/ Cyprus - Larnaca

Implementation description

This tool was one of those used to develop the WHERE IS IT? THE BEST OF MEDITERRANEAN culinary experience in Portugal. The In Loco Association identified and evaluated a great number of sustainable food tourism experiences in the Mediterranean and used this research to create a database.

This initiative aimed to promote sustainable Mediterranean culinary experiences at national and regional level and to increase the visibility of gastronomic experiences in the Algarve.



Stakeholders

The Road Map for Sustainable Culinary Criteria is a result of the scientific work performed by project research partners ZRC SAZU, EI PURPAN and the University of Barcelona, supported by the practical experiences of all project partners. This tool is designed for culinary experience initiators (local tourism authorities, associations or individual businesses) based on the principles of sustainable tourism.



Replicability

This tool is designed for local stakeholders willing to confirm the sustainability of their initiatives. The project provides them with a [ready-to-use excel file](#). Detailed information about the criteria and indicators used can be found [here](#).

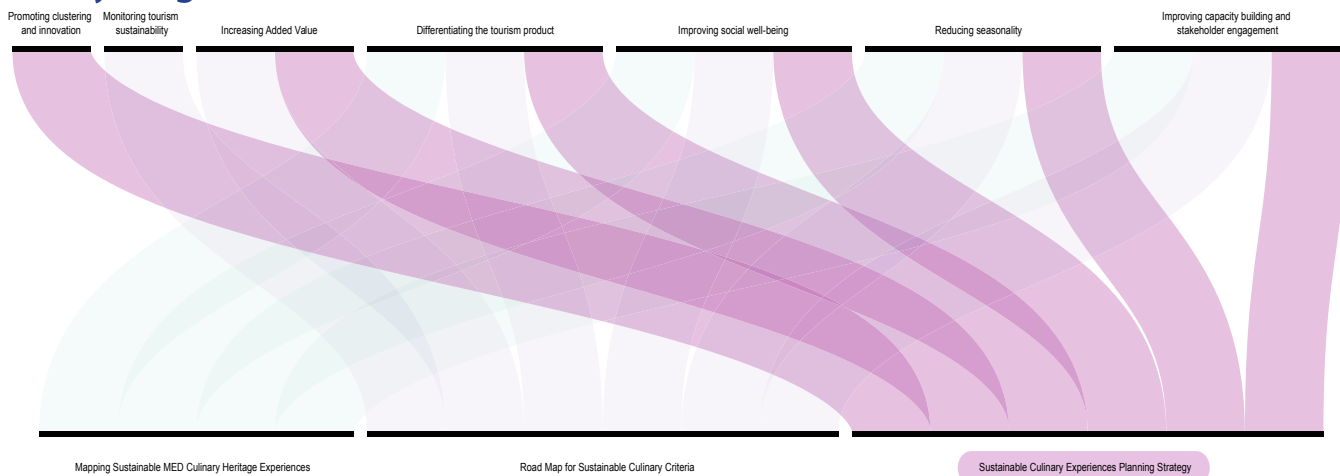


Further info

MEDFEST website
<https://medfest.interreg-med.eu>

Contact page
<https://medfest.interreg-med.eu/special-pages/contact/>

Policy Targets



Project's outputs

The Sustainable Culinary Experiences Planning Strategy was designed and improved using the experiences and lessons learned through 8 MEDFEST pilot actions.

Target	Indicator	Value	Unit	Year
1. Promoting clustering and innovation	Number of clusters created	10	Number	2020
2. Monitoring tourism sustainability	Number of sustainable tourism initiatives	10	Number	2020
3. Increasing Added Value	Number of added value initiatives	10	Number	2020
4. Differentiating the tourism product	Number of differentiated tourism products	10	Number	2020
5. Improving social well-being	Number of social well-being initiatives	10	Number	2020
6. Reducing seasonality	Number of seasonality reduction initiatives	10	Number	2020
7. Improving capacity building and stakeholder engagement	Number of capacity building initiatives	10	Number	2020

Implementation areas



- 1/ Occitanie (France) – Pays Pyrénées Méditerranée
- 2/ Continente (Portugal) – Algarve
- 3/ Crete (Greece) – Heraklion
- 4/ Catalonia (Spain) – Lleida
- 5/ Western Slovenia (Slovenia) – Coastal Karst
- 6/ Adriatic Croatia (Croatia) – Istria
- 7/ Umbria (Italy) - Perugia (Spoleto)
- 8/ Cyprus - Larnaca

Implementation description

The Sustainable Culinary Experiences Planning Strategy is a guide for developing sustainable culinary experiences that engage the small-scale food and culinary sector with a view to developing long-term, alternative, sustainable tourism destinations. The strategy is designed for three scenarios, depending on the initiator: tourism organisations and policy makers; local food associations or societies; individuals and small-scale private companies.



Stakeholders

Strategy building requires strong commitment from all of the supply and demand actors involved in the tourism product at the destination.



Replicability

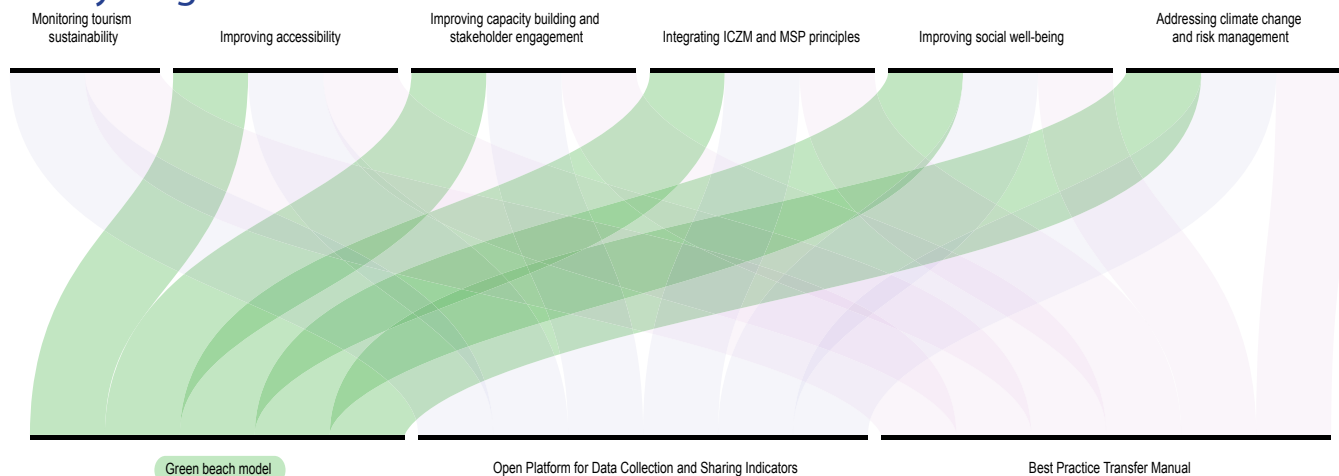
The strategy covers three stakeholder scenarios, derived from studying the motives and catalysts behind successful culinary experiences. The strategy will be available in 8 languages to ensure that it's user-friendly for local communities and practitioners. We also included guidelines for drafting action plans, some of the practical aspects of capacity building activities, and recommendations learned from practice.



Further info

MEDFEST website
<https://medfest.interreg-med.eu>
Contact page
<https://medfest.interreg-med.eu/special-pages/contact/>

Policy Targets



Project's outputs

The Green Beach Model builds on existing beach management efforts (Blue Flag Programme, ISO 13009:2015, etc...) to define the nature standards, characteristics and criteria that a beach must meet to be considered sustainable. It uses 24 indicators in 8 categories and foresees the implementation of some small infrastructures.



Implementation areas



- 1/ Catalonia: Sant Antoni de Calonge, Torredembarra, Lloret de Mar
- 2/ Tuscany: Castiglione della Pescaia, Montignoso, San

- Vincenzo
- 3/ Istria: Gradsko Kupalište, Karpinjan, Girandella
- 4/ Cyprus: Alaminos, Ormidia, Zygi village

Implementation description

Montignoso is located in the north of Tuscany, and extends from the Versilia coast to the Apuan ridge. It is home to sharply contrasting natural landscapes ranging from the equipped beaches of Cinquale, the mountains of the Parco delle Apuane and the coastal plain of Lake Porta. The Cinquale seaside resort, is a popular tourist centre in the Municipality of Montignoso and an area in which the Green Beach Model has been implemented. Clear sea and beaches with facilities are loved by Italian tourists and visitors who choose this stretch of Tuscan coast for a relaxing , fun holiday with quality services.



Stakeholders

Successful implementation of the model requires the involvement of local authorities and beach operators.



Replicability

Mitomed+ has provided a list of indicators to allow other areas to assess the status of their beaches. A complete guide to implementing this model is provided here.

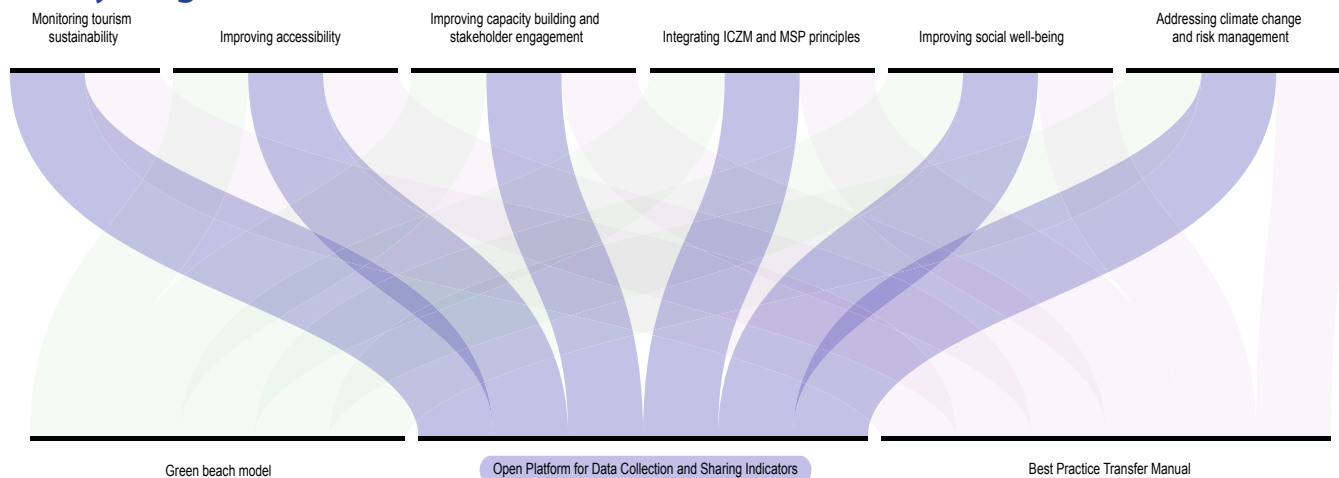
+ Further info

**Mitomed+
Contact e-mail**
mitomedplus@andalucia.org

Open Platform for Data Collection and Sharing Indicators

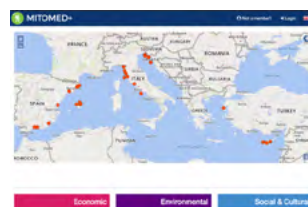
By MITOMED+ project

Policy Targets

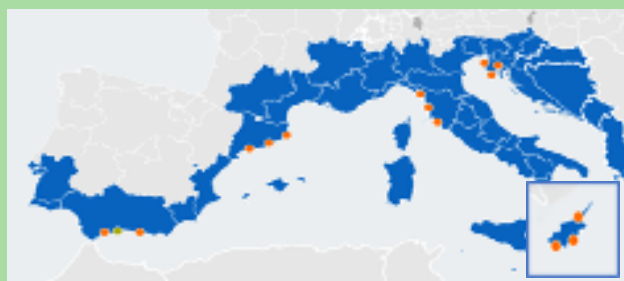


Project's outputs

The MITOMED+ project is based on the observation and monitoring of tourism data indicators to measure the sustainability of tourism activities. This project developed a system of indicators, a best practice transfer manual and an open, online data gathering platform to help policy makers monitor the social and environmental impacts of maritime and coastal tourism.



Implementation areas



- 1/ Catalonia (Spain) Sant Antoni de Calonge, Torredembarra, Lloret de Mar
- 2/ Andalusia Vélez-Málaga, Almuñécar, Vera

- 3/ Tuscany Versilia area
- 4/ Istria Novigrad, Porec, Labin
- 5/ Cyprus Paphos, Limassol, Larnaca

Implementation description

The implementation of the Mitomed+ platform was not only an opportunity to improve strategies and policy planning for responsible and sustainable M&C tourism at local level, but also a very powerful tool that enables benchmarking against other destinations currently participating in the platform. Some of the local advantages of this platform tool for destinations are the easy and intuitive Web form used to enter data, visualization of the methodological sheet, benchmarking and dashboards to help informed decision making, the extraction of results in different formats (Excel, pdf, csv, etc.) and the existence of a communication tool.



Stakeholders

Successful implementation requires the medium involvement of European, national, regional and local authorities as well as active tourism service providers.



Replicability

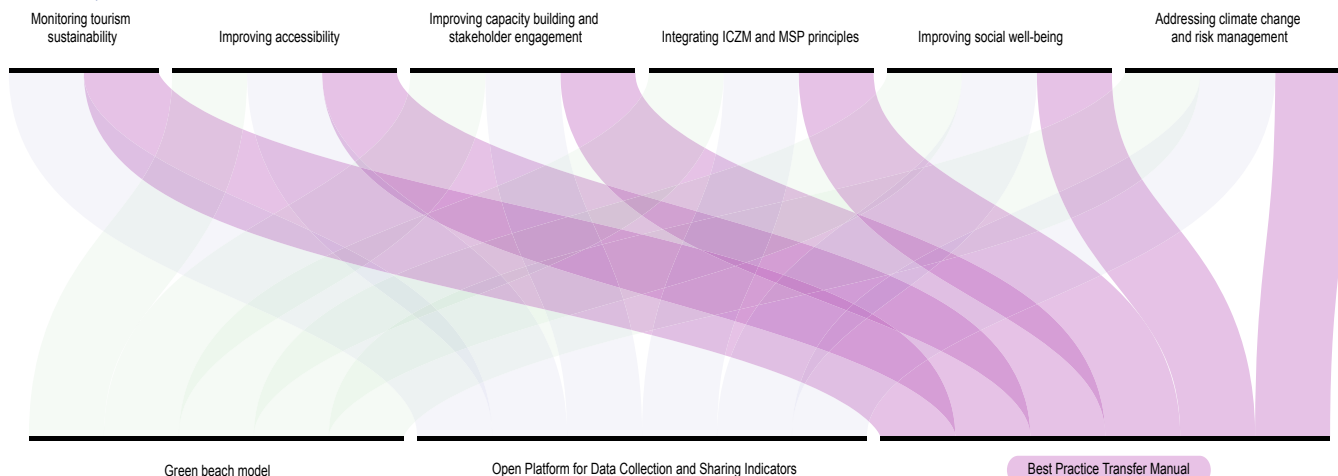
Mitomed+ provides a set of tools that allow users to implement tourism data indicators for the sustainable management of maritime and coastal destinations. These [tools can be found here](#). A best practice transfer manual containing more information about the development, implementation and use of sustainable [tourism indicators](#) is [available here](#). This tool is available, free of charge to any Mediterranean destination.

+ Further info

Mitomed+ platform
<https://mitomedplus.andalucia.org>

Contact Email
mitomedplus@andalucia.org

Policy Targets



Project's outputs

The Mitomed+ manual transfers best practice in the development, implementation and use of sustainable tourism indicators. The Best Practice Transfer Manual helps the politicians and technical staff responsible for the development and implementation of tourism policies to make better tourism management decisions, in order to improve the sustainability of their destinations.



Implementation areas



- | | |
|--|---|
| 1/ Malta: Majjistral National Park, Gozo | Anio Iubensanae |
| 2/ Greece: Skyros Island, Alexandroupoli and Keramoti, Samaria National Park | 6/ Albania: Vlorë and Shkodër |
| 3/ Croatia: Poreč, Zagreb | 7/ Spain: Almuñecar, Barcelona, Andalucía, Torroella de Montgrí, L'Estartit, Sant Llorenç des Cardassar |
| 4/ Ireland: The Burren and Cliffs of Moher Geopark | 8/ Portugal: The Azores |
| 5/ Italy: South Sardinia, Montecatini Terme, Terrae | 9/ Belgium: Durbuy |
| | 10/ Slovenia |

Implementation description

The manual takes a problem solving approach by identifying common challenges faced by tourism destination managers (both at political and technical level) at each of the stages of the development, implementation and use of sustainable tourism indicators.

The data collected through interviews focuses on evaluation of the motivations, triggers and barriers involved when municipal tourist boards and regional tourism government agencies develop, implement and use sustainable tourism indicators.

The Best Practice Transfer Manual is available [here](https://mitomed-plus.interreg-med.eu/what-we-do/).



Stakeholders

Politicians and technical staff make decisions on the basis of intuition, habits, external influences and limited information. This tool empowers destinations by allowing them to take better management and policy decisions and by contributing to better data collection. This information can also be used by other stakeholders, giving them a clearer understanding of the impacts of tourism in destinations.



Replicability

Change can initially be daunting, but provides many benefits through reflecting on current strengths and weaknesses. This manual is [available](https://mitomed-plus.interreg-med.eu/what-we-do/) to any destination, free of charge in English and Spanish, and can be also used to identify policy making procedures at other specific destinations, to give them a better understanding of what has been done and what needs to be done next.

+ Further info

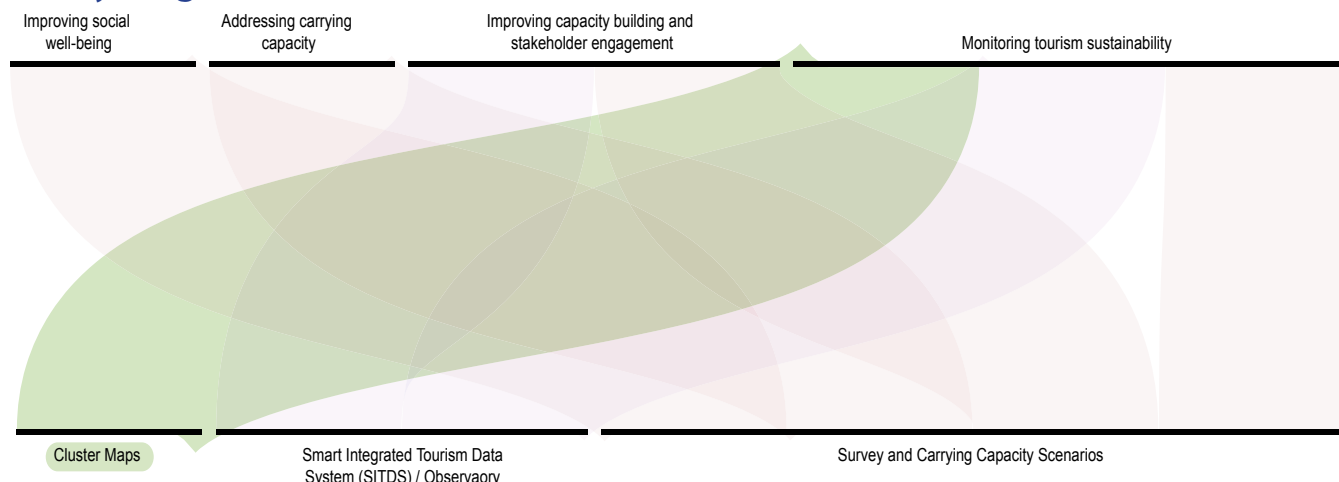
MITOMED+ achievements

<https://mitomed-plus.interreg-med.eu/what-we-do/>

MITOMED+ website

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

Policy Targets



Project's outputs

The Cluster Matrix tool shows the geographical concentration of Mediterranean regions, based on three regional clusters, and illustrates the driving forces, pressures, state and response (DPSIR). The graphs show the relationships between the factors as well as the mean for each cluster. This is very useful for visually summarizing and describing the differences between clusters.



Implementation areas



- | | |
|---|---|
| 1/ Veneto (Italy) – Metropolitan City of Venice | 4/ Adriatic Croatia (Croatia) – Municipality of Split |
| 2/ Cyprus | 5/ Andalusia (Spain) – Malaga |
| 3/ Western Slovenia (Slovenia) – Coastal Karst | 6/ Continente (Portugal) – Algarve |

Implementation description

Regional clusters are described and compared using the relationships between the factor scores and cluster means for each component.

These results are presented graphically because visual summaries and description of the differences in cluster means is very useful.

Furthermore, the cluster maps generated provide an insight into Mediterranean regional heterogeneity.



Stakeholders

Developing the maps only requires the minor involvement of regional authorities, in order to collect specific data in addition to the eurostat dataset.



Replicability

This analysis can be repeated in future to check whether destination changes have in turn modified any of the clusters in order to better understand their development. The tool can be accessed via this [link](#).



Further info

Use this [contact page](#) to request further information.

ShapeTourism website

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

Smart Integrated Tourism Data System (SITDS)/Observatory

By ShapeTourism project

Policy Targets



Project's outputs

Shapetourism has developed a Smart Integrated Tourism Data System that integrates various databases and bridges the traditional gaps between government and private bodies. Collected data is processed in order to explain the dynamics of the three strategic objectives: appeal, competitiveness and sustainability. The system also allows users to monitor tourist experiences in a new section of the observatory that displays an online reputation indicator.



Implementation areas



- 1/ Veneto (Italy) – Metropolitan City of Venice
- 2/ Cyprus
- 3/ Western Slovenia (Slovenia) – Coastal Karst

- 4/ Adriatic Croatia (Croatia) – Municipality of Split
- 5/ Andalusia (Spain) – Malaga
- 6/ Continente (Portugal) – Algarve

Implementation description

The observatory comprises four interactive maps covering all of the 52 Mediterranean Regions that allow users to interpret tourism dynamics using four criteria: Web Reputation, Appeal, Competitiveness, and Sustainability.

These Maps can be explored at a Macro-Area level, a Regional level and also for a single urban administration; by simply selecting or zooming into the area of interest. A regional ranking can be obtained by clicking on the Ranking chart button, and all of the raw data for each single index can be downloaded by clicking on the Download button.



Stakeholders

Successful implementation of the model requires the small-scale involvement of national, regional and local authorities and host communities.

The collected and analysed dataset is open source (eurostat) and the results (indicators and indexes) are available for download. The platform also uses user-generated content (reviews) from numerous online platforms to include visitors' points of view.



Replicability

The project has developed a dedicated online platform which is freely available [here](#).

An annual update is scheduled to keep the platform alive and current, for official data (eurostat) and social media data (web reputation indicator).

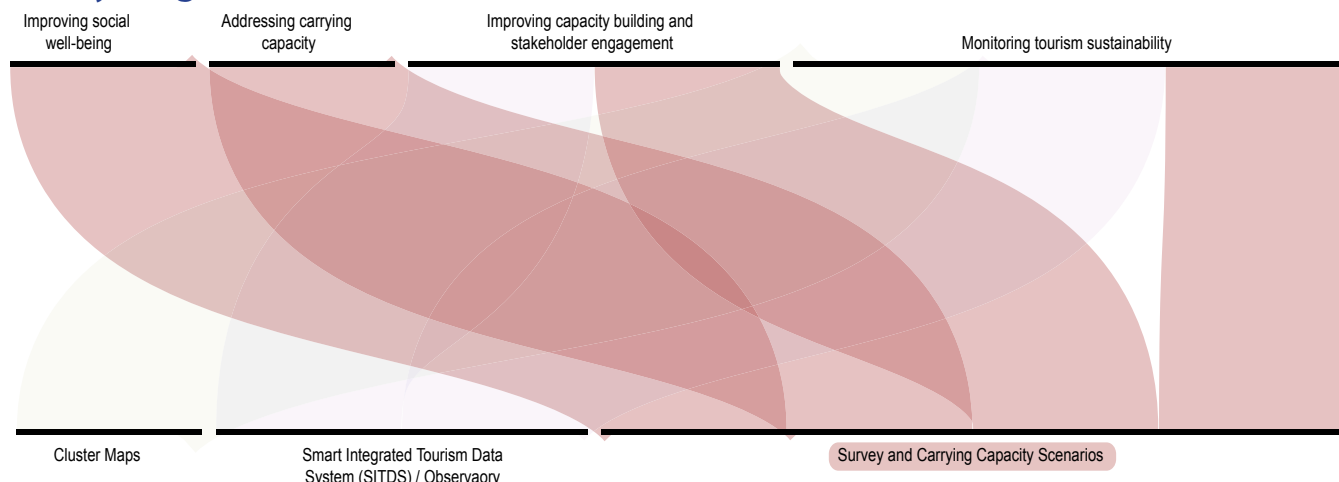
+ Further info

Use this [contact page](#) to request further information.

ShapeTourism website

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

Policy Targets



Project's outputs

The Mediterranean Tourism Stakeholders Survey provides unique insights into the current health of Mediterranean tourism. The Carrying Capacity Scenarios simulator also provides a useful tool for interpreting future Mediterranean scenarios for established indicators: tourism density, tourism intensity, occupancy rate, average length of stay.



Implementation areas



- 1/ Veneto (Italy) - Metropolitan City of Venice
- 2/ Cyprus
- 3/ Western Slovenia (Slovenia) - Coastal Karst

- 4/ Adriatic Croatia (Croatia) - Municipality of Split
- 5/ Andalusia (Spain) - Malaga
- 6/ Continente (Portugal) - Algarve

Implementation description

This tool is useful for monitoring destination growth, and predicts trends based on the number of guests, number of nights, number of beds available and historical tourist accommodation data. We now need to control tourism to address sustainable goals and this tool establishes tourism growth thresholds to limit damage.

This makes it possible to balance some of the economic, social and physical impacts of tourism at the destination, and includes stakeholders' perspectives from the Shapetourism survey.



Stakeholders

The survey requires considerable involvement from all tourism stakeholders, working both in supply and demand. These scenarios are mostly based on the data generated by the platform (through a single survey) to reduce the time demands on stakeholders. The carrying capacity simulator is based on the data collected and analysed in the Smart Integrated Tourism Data System (SITDS)/Observatory.



Replicability

The survey can be accessed through [this link](#), while the carrying capacity scenarios are available [here](#). A survey draft is included in the output description so that it can be replicated in other tourist areas.



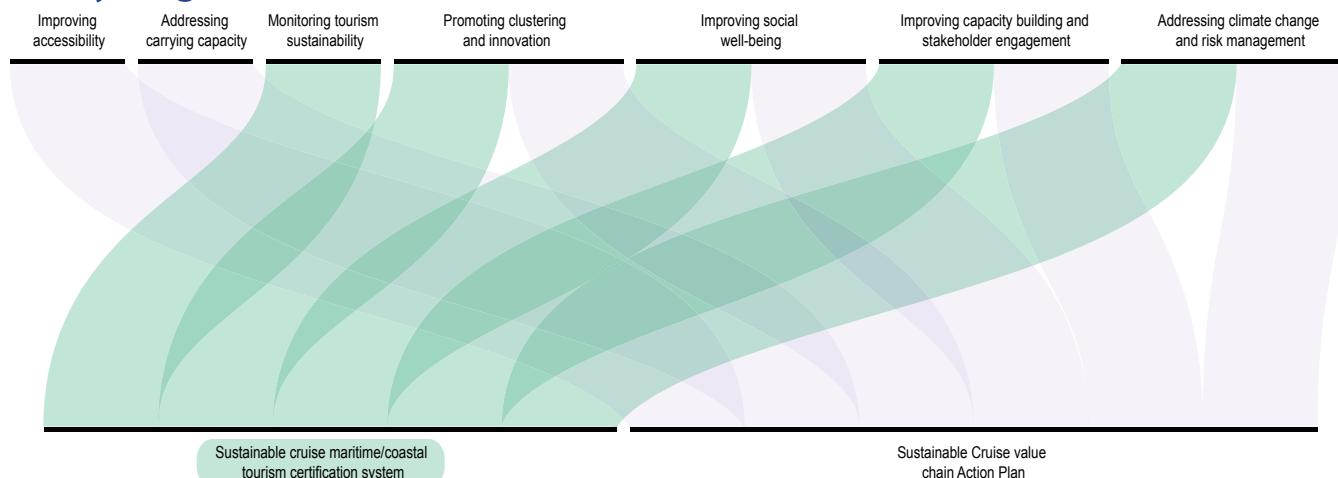
Further info

Use [this contact page](#) to request additional information

ShapeTourism website

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

Policy Targets

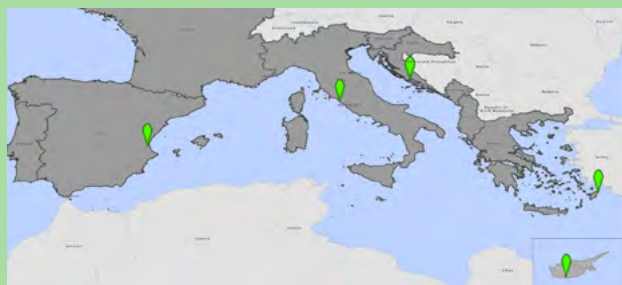


Project's outputs

The project developed the SIROCCO Sustainable Cruise Tourism Certification System (SSCTCS), a cruise-customised tool using ETIS logic and structure to safeguard compatibility, in order to evaluate sustainability and certify cruise value chains (destinations) in the Mediterranean.

cruise destination management	cruise economic value	cruise social & cultural impact	cruise environmental impact
A.1 Sustainable Cruise Tourism Policy	E.1 Volume of cruise tourism at destination	C.1 Community - Social Impact	S.1 Transportation Impact
A.2 Sustainable Tourism Management in cruise IC sectors	E.2 Value of cruise tourism at destination	C.2 Quality - Accessibility	S.2 Energy Usage
A.3 Cruise passenger satisfaction		C.3 Protecting & Enhancing Cultural Heritage, Local Identity & Assets	S.3 Water Usage
A.4 Information & Communication		C.4 Safety	S.4 Solid Waste Management
			S.5 Landscape & biodiversity protection

Implementation areas



- 1/ Lazio (Italy) – Civitavecchia port
- 2/ Valencia (Spain) – Valencia port
- 3/ Adriatic Croatia (Croatia) – Split port
- 4/ South Aegean (Greece) – Rhodes port
- 5/ Cyprus – Limassol port

Implementation description

The cruise tourism certification system was used as the basis for assessing cruise tourism's current economic, environmental and social impact at all five SIROCCO destinations (Civitavecchia, Valencia, Split, Rhodes and Limassol). An action plan was formulated for each cruise destination on the basis of the results of this certification system. This assessment simultaneously validated the certification system itself and its applicability at a variety of cruise destinations with specific characteristics and requirements.



Stakeholders

The SIROCCO Sustainable Cruise Tourism Certification System employs a Value Chain approach to consider the activities of all cruise stakeholders (passengers, ports, cruise lines, city/regional authorities, citizens, service providers, local businesses, etc.) and includes economic, environmental and social sustainability.



Replicability

The SIROCCO Sustainable Cruise Tourism Certification System was designed to be easily replicable at cruise tourism destinations in the Mediterranean.



Further info

Sirocco website

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

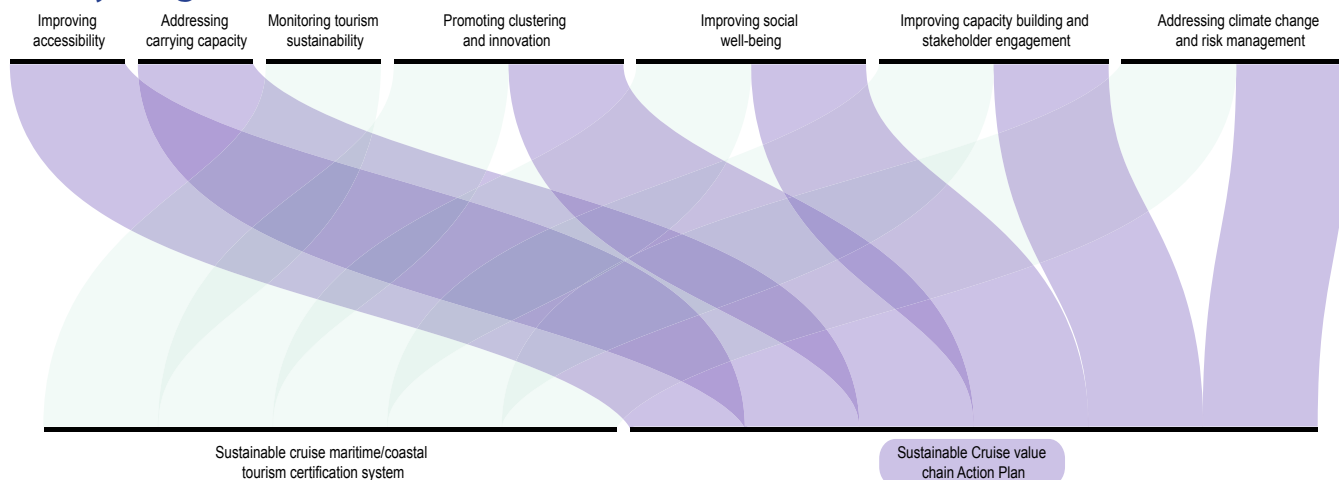
Sirocco contact page

<https://sirocco.interreg-med.eu/our-story/who-we-are/>

Sustainable Cruise Value Chain Action Plans

By Sirocco project

Policy Targets

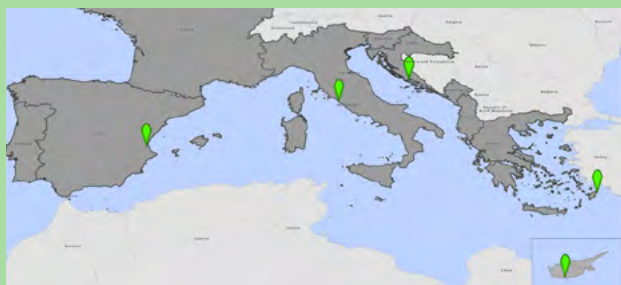


Project's outputs

The project established various action plans that enhance the environmental, social and economic sustainability of five cruise value chains covering processes, techniques, tools, methods, services and business models. Each action plan was validated at local workshops involving relevant stakeholders and the media.



Implementation areas



- 1/ Lazio (Italy) – Civitavecchia port
- 2/ Valencia (Spain) – Valencia port
- 3/ Adriatic Croatia (Croatia) – Split port

- 4/ South Aegean (Greece) – Rhodes port
- 5/ Cyprus – Limassol port

Implementation description

The action plans were created on the basis of analysis of relevant strategic and planning documents, analysis of the conditions of international cruise tourism, and primary research involving cruise tourism value chain stakeholders and ports, using economic, environmental, social and social heritage indicators. Following the preparation of action plans, local workshops were organized for the media and relevant sector stakeholders to discuss and formulate priorities for the action plans.



Stakeholders

Action plan drafting required considerable work by European, national, regional and local authorities. In addition, it also relied on the active participation of cruise product suppliers and tourists as well as contributions by cruise value chain suppliers.



Replicability

The joint action plan resulting from this project provides valuable information about the Mediterranean cruise sector. The cruise value chain analysis and action plan methodology can also be used by other ports.



Further info

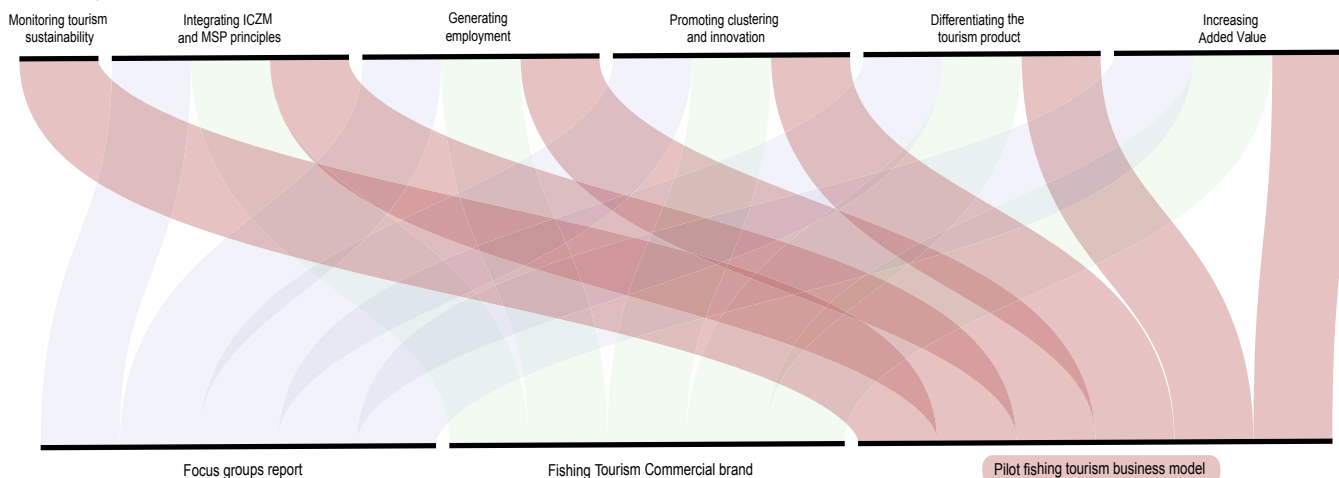
Sirocco website

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

Sirocco contact page

<https://sirocco.interreg-med.eu/our-story/who-we-are/>

Policy Targets

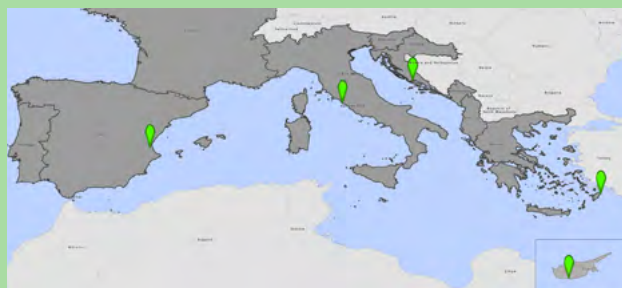


Project's outputs

The Tourismed Business model identifies the core aspects of the fishing tourism business focusing on key activities, key resources, value proposition, customer relations and segments, key partners, cost structure and revenue streams. The model was submitted to a holistic evaluation process, based on economic and environmental criteria, before taking its final form. The Business Model describes the logic used by fishing tourism companies/activities and the related fish products create, capture and distribute value.



Implementation areas



- 1/ Attiki (Greece) – Rafina, Nea Makri and Zea
- 2/ Corsica (France) – Ajaccio, Propriano, Bonifacio and Solenzara
- 3/ Durres (Albania) – Rodon Cape, Lalzi Bay and Durres Fishery Port
- 4/ Apulia (Italy) – Torre Canne and Savelletri
- 5/ Sicily (Italy) – San Nicola l'Arena
- 6/ Valencia (Spain) – Port of Peñíscola/Vinaroz, Port of Castellón, Port of Valencia, Port of Xàbia

Implementation description

Implementation of the Business Model was strongly influenced by the local situation in the territories where fishing tourism took place. The Business Model offers an opportunity to define specific ways of creating the 'product' and presenting its 'value'. As a result different Business Model creation strategies and activity implementations were used. The analyses allowed the project to differentiate between three different levels of tourism development:

- Areas with underdeveloped or no tourism
- Areas with high potential for tourism
- Areas with a strong presence of tourism



Stakeholders

Development of the Tourismed model requires considerable European, national, regional and local authority participation. It also relies on the activation of stakeholders working in the fishing and tourism sectors.



Replicability

The model can be replicated by following the guidelines of the relevant [transferability plan](#).



Further info

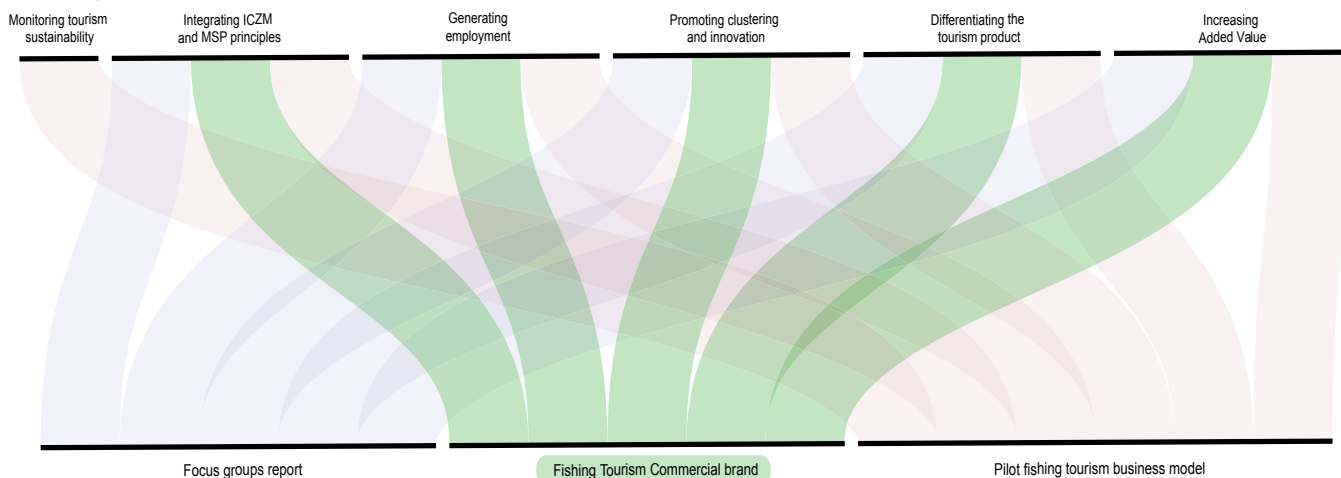
Tourismed website

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

Fishing tourism platform

<https://fishingtourism.net/en/>

Policy Targets

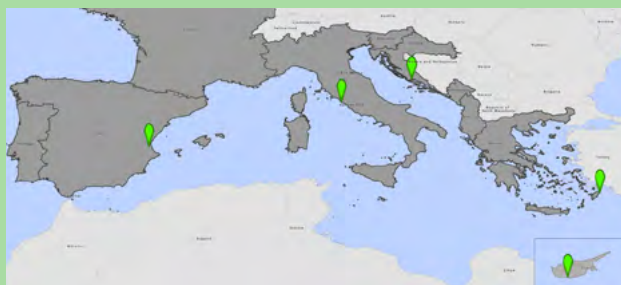


Project's outputs

The brand was used to promote fishing tourism activities and itineraries in the six pilot regions identified.



Implementation areas



- 1/ Attiki (Greece) – Rafina, Nea Makri and Zea
- 2/ Corsica (France) – Ajaccio, Propriano, Bonifacio and Solenzara
- 3/ Durres (Albania) – Rodon Cape, Lalzi Bay and Durres Fishery Port
- 4/ Apulia (Italy) – Torre Canne and Savelletri
- 5/ Sicily (Italy) – San Nicola l'Arena
- 6/ Valencia (Spain) – Port of Peñíscola/Vinaroz, Port of Castellón, Port of Valencia, Port of Xàbia

Implementation description

A specific brand was created to promote sustainable fishing tourism and products in the Mediterranean using quality and sustainability (Q&S) practices. It will be used for marketing purposes to achieve consumer recognition.



Stakeholders

Brand development requires considerable involvement of suppliers and fishing tourism service users.



Replicability

The model can be replicated by following the guidelines of the relevant [transferability plan](#)



Further info

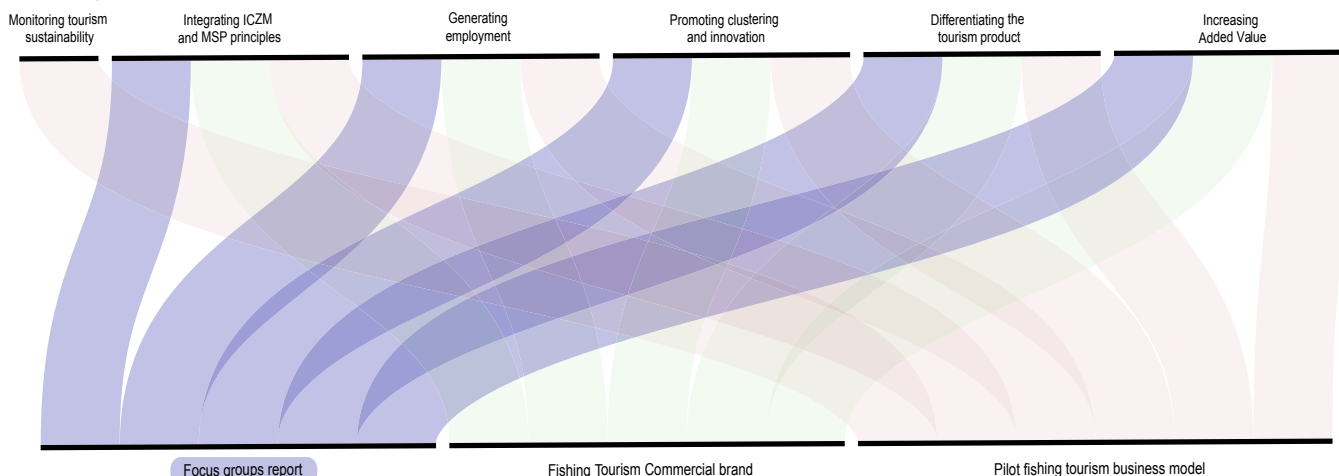
Tourismed website

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

Fishing tourism platform

<https://fishingtourism.net/en/>

Policy Targets

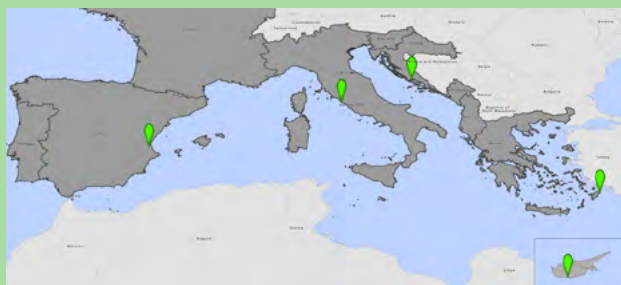


Project's outputs

This output provides a methodology for participatory meetings and knowledge exchange concerning the development of new tourism models.



Implementation areas



- 1/ Attiki (Greece) – Rafina, Nea Makri and Zea
- 2/ Corsica (France) – Ajaccio, Propriano, Bonifacio and Solenzara
- 3/ Durres (Albania) – Rodon Cape, Lalzi Bay and Durres Fishery Port
- 4/ Apulia (Italy) – Torre Canne and Savelletri
- 5/ Sicily (Italy) – San Nicola l'Arena
- 6/ Valencia (Spain) – Port of Peñíscola/Vinaroz, Port of Castellón, Port of Valencia, Port of Xàbia

Implementation description

Two meetings were organised in Corsica, at which participants discussed strategies and undertook activities to develop fishing tourism and ITTI-tourism. They were available to carry out pilot activities on the ground in order to contribute to achieving sustainable development and economic diversification goals. These focus group meetings were attended by 14 people, who represented a range of categories and sectors.



Stakeholders

Focus groups require considerable commitment from fishing tourism suppliers and service users. They also depend on the participation of local communities in the host areas.



Replicability

The model can be replicated by following the guidelines of the relevant [transferability plan](#)



Further info

Tourismed website

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

Fishing tourism platform

<https://fishingtourism.net/en/>

The MED Sustainable Tourism Community

Created in November 2016 within the framework of the Interreg MED Programme, the Sustainable Tourism Community has been renewed for a three-year period until June 2022 to make tourism a real driver for inclusive and sustainable growth.

The Community can now rely on 22 territorial cooperation projects and almost 400 organisations (public authorities, private companies, universities, NGOs and international organisations) active in 13 European countries to promote sustainable tourism by capitalizing on tools and good practices developed by its projects. Besides, two Strategic Projects, approved in October 2019, focusing on governance of sustainable tourism will join forces with the Community to make tourism a real driver for inclusive and sustainable growth.

Most notably, the Community's members are leading the development of innovative tools to monitor the tourism industry, they are studying and testing new tourism models and they are actively engaging policy makers and managers in a constant dialogue to make tourism a real driver for inclusive and sustainable development.

The main objective of this new phase of the Community is to influence economic and social development strategies to include sustainable tourism policies at regional, national and European level.

To attain these renewed objectives the project partnership leading the Community has slightly changed to include a network association of regional policy-makers and to extend the geographical area to the Balkan region.

// Project Partners //

The MED Sustainable Tourism community is an Interreg MED Programme initiative coordinated by DIBA - Barcelona Provincial Council (Barcelona, Spain) in partnership with UNIMED - Mediterranean Universities Union (Rome, Italy), University of Thessaly (Thessaly, Greece), NECSTouR - Network of European Regions or Sustainable and Competitive Tourism (Brussels, Belgium), Plan Bleu UNEP MAP, the Regional Activity Centre of Mediterranean Action Plan (Marseille, France), Adriatic and Ionian Euroregion (Pula, Croatia), RDA Green Karst Regional Development Agency (Pivka, Slovenia).





<https://sustainable-tourism.interreg-med.eu/>



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