

# MITOMED+

## MED M&C TOURISM MANAGEMENT MODEL

### TOWARDS SUSTAINABLE MARITIME AND COASTAL TOURISM COMMUNITIES

International Workshop promoted by the MITOMED+ project in the frame of  
the SEARICA Intergroup

*European Parliament, Brussels, 8 November 2018*

## Draft MED M&C tourism management model



## OUTLINE OF THE PRESENTATION

- CONCEPT FOR THE ELABORATION OF THE MODEL
- DRAFT PRELIMINARY STRUCTURE
- FRAMEWORK: initiatives, projects, tools and instruments for capitalization and synergies
- PROCESS AND CALENDAR
- MEMORANDUM OF UNDERSTANDING

## CONCEPT FOR THE ELABORATION OF THE MODEL

- **The joint model will aim to improve** - in a more organic and integrated way - **sustainable and responsible maritime and coastal tourism management** in the Mediterranean area
- **It will consider and include a set of valuable tools and results** that will serve as inspiration for **transferability and replicability** in other territories
- **One of the main outputs** of the MITOMED+ project's **capitalising** phase
- **It will build on the results and testing outputs of MITOMED+** and **past and current EU & MED projects** related to sustainable tourism management and feed on **current projects and Euro-Med initiatives**
- **Will increase the commitment of regional and local auth./ touristic destinations** and try to positively influence and improve regional/national policies

## DRAFT PRELIMINARY STRUCTURE/CONTENTS OF THE DOCUMENT

### ○ INTRODUCTION

- Background, policy framework and objectives
- Methodology/process & calendar

### ○ TOWARDS A MED M&C TOURISM MANAGEMENT MODEL

- **Description of the model:** set of inspiring measures and principles that could be applied at different level and mainly at regional and local scale.
- **The added value of capitalization: implementation of the model on the ground**
  - Focus: lessons learnt from MITOMED+'s pilot actions - the added value of a model on indicators
  - State of the art: taking stock of relevant past and current EU & MED projects/tools
  - Integrated set of management & planning instruments/tools
  - List of pilots that could contribute to implement the model

- **ANNEXES:** Memorandum of Understanding/others

## FRAMEWORK FOR THE ELABORATION OF THE MODEL

- **Set of indicators** based on the [NECSTouR](#) model and the work of the organization on the 10 policy themes and “5S”, ETIS...
- [Athens Declaration](#) of the Sustainable Tourism Community of the Interreg MED Programme
- **CPMR Intermediterranean Commission (IMC) Political Agenda** ‘[Promoting Sustainable Tourism in the Mediterranean Regions](#)’ & work of the CPMR-IMC Task Force on Tourism and Culture
- **Several relevant projects and tools to capitalize**
- **Directives, protocols, strategies and initiatives** related to the Mediterranean and Sustainable Tourism

## MITOMED+'s PILOTS & INSTRUMENTS

- ❖ **ONLINE PLATFORM/DECISION SUPPORT SYSTEM:** Benchmarking indicators between tourist destinations and in time
- ❖ **SUSTAINABLE TOURISM INDICATORS:** Manual with best practices to boost transferability in other territories
- ❖ **GREEN BEACH MODEL:** Promoting Blue Flag voluntary eco-label, improving beach sustainability and the active involvement of local and regional authorities



## EXAMPLES OF PROJECTS & TOOLS TO CAPITALIZE

- Interreg MED Sustainable Tourism Community (BleuTourMed)
- Interreg MED CO-EVOLVE/MEDCOAST4BG UfM labelled project (Tourism Sustainability toolkit)
- Other Interreg MED projects from the community: ALTER ECO, SIROCCO, HERIT DATA, DESTIMED, etc.
- Interreg MED PANORAMED on governance (WG Tourism & future strategic projects)
- Relevant projects from other programs: e.g. CIVITAS Destinations (Sustainable mobility measures for tourists and residents)



## EXAMPLES OF PROJECTS & TOOLS TO CAPITALIZE

Some relevant projects from the Sustainable Tourism Thematic Community:

- **CO-EVOLVE:** aims to develop sustainable tourism based on the principles of Integrated Coastal Zone Management (ICZM) and Maritime Spatial Planning (MSP). **Main outputs:** analysis of threats and enabling factors, strategic planning and participatory processes & tools, tourism sustainability toolkit (customized approach to indicators) and pilots in Mediterranean territories.
- **HERIT-DATA:** aims to develop sustainable & responsible tourism management towards cultural heritage in Mediterranean regions by taking advantage of technology and innovation in management tools as well as other policy and social measures. **Main outputs:** platform capable of collecting data from selected sources and analyse the impact of tourism on heritage destinations
- **ALTER ECO:** aims to enhances the local sustainable development of tourism by promoting Mediterranean Identity through the implementation of alternative tourist strategies co-designed and implemented by public and private stakeholders.

**Main outputs:** Model for implementation of innovative tourism strategies; interregional learning Portfolio of Good Practices Database



## EXAMPLES OF PROJECTS & TOOLS TO CAPITALIZE

- **DESTIMED:** provide protected areas and their private sector partners with the tools they need to create transformative travel experiences that generate positive outcomes for local communities, while minimizing the impact of tourism on local, natural and cultural resources. **Main outputs:** new ecotourism packages.

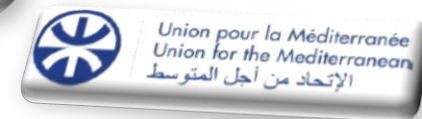
### Other relevant projects:

- **CIVITAS Destinations:** H2020 Research and Innovation Project. Develop and implement sustainable innovative mobility measures and actions with a view to offering intelligent transport solutions for tourists and residents alike in six touristic European islands. **Main output:** Economy-sharing driven mobility solutions; business models to guarantee the financial viability and lasting impacts of the measures etc.

## DIRECTIVES, PROTOCOLS, STRATEGIES & INITIATIVES FOR SYNERGIES

### ➤ Emerging strategies and initiatives, EU directives, protocols/international framework:

- ICZM protocol (Barcelona Convention)
- Maritime Spatial Planning (EU Directive)
- EUSAIR (Tourism related actions under pillar 4 on Sustainable Tourism)
- WestMED maritime initiative (Tourism related actions)
- BLUEMED initiative on R&I in the Blue Economy in the Med
- UfM Ministerial declarations on Blue Economy & Environment
- Agenda 2030 – Sustainable Development Objectives/ UNWTO



## PROCEEDING AND CALENDAR

**Draft  
Management  
model**  
*January 2019*

**Feedback from  
partners**  
*Mid-February  
2019*

**TORs for the  
selection of the  
expert**  
*Mid/end  
February 2019*

**Elaboration of  
final model and  
MoU**  
*March-May 2019*

**Feedback/Endorse  
ment NECSTouR &  
CPMR IMC**  
*May-July 2019*

**Final  
Management  
model**  
*September 2019*

**Presentation of  
the final model**  
*Brussels Conf.  
(last trim. 2019)*

**Links & synergies with the technical exchanges and “policy” work of the Interreg INTERREG MED Sustainable Community (BTM)**

**In parallel Mitomed + will also :**

- Organize **policy learning seminars** in participating territories (Feb-May 2019)
- Elaborate a **Policy Paper** with key messages to decision & policy makers

## MEMORANDUM OF UNDERSTANDING: REPLICATION, ENDORSEMENT & IMPLEMENTATION

### WHAT

- Commitment for the replication of MITOMED+ pilots activities and implementation of the M&C Management model on the ground

### FOR WHOM

- Tourist destinations/regions outside MITOMED+'s territories; whole Mediterranean, including Non-EU partner countries; beyond the MED area

### WHEN

- To be signed by the regional authorities/tourist destinations from May until the end of the project's lifetime (and after)



Mers, Rivières, Îles  
&  
Zones Côtières

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