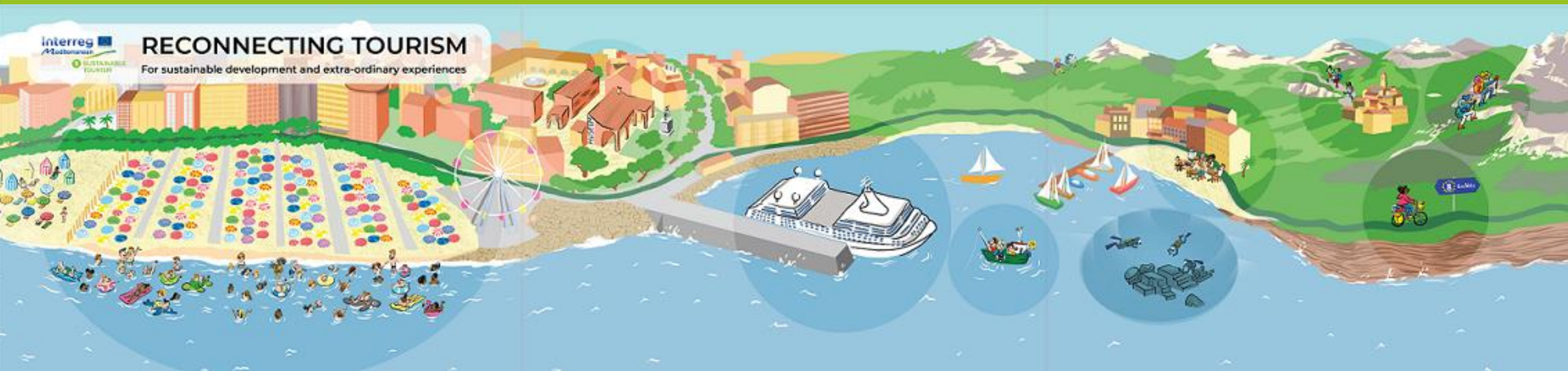


MED Sustainable Tourism Community



**BleuTourMed_C3, the Horizontal Project aiming at building a
Community of projects on Sustainable Tourism**

Executive Committee Meeting of the Adriatic Ionian Euroregion

Brussels, 5 December 2018

F. COCCO and C. Vaccaro



BLEUTOURMED

Duration: 3 years 11/2016 – 10/2019

WORK PACKAGES:

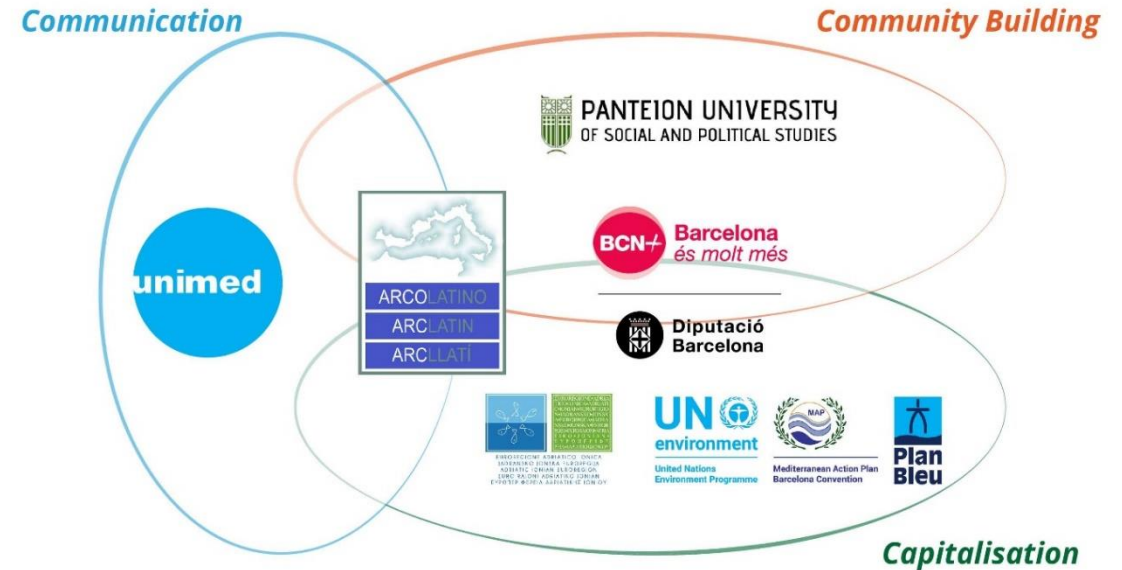
Communication

Community building

Capitalisation

Partners :

- Arco Latino – Lead Partner (Tarragona, E)
- **Adriatic Ionian Euroregion (Pula – HR, Molise - IT)**
- Diputació de Barcelona, tourism dep. (Barcelona, E)
- UNIMED – Network of Mediterranean Universities (Roma-IT)
- Plan Bleu for the environment and development in the Mediterranean (Marseille - FR)
- University of Panteion, political and social sciences (Athens - EL)



Objectives

- To facilitate the knowledge sharing and the capitalisation of results of 17 Modular Projects of **MED Community** on Sustainable Tourism



The community

MED Sustainable Tourism Community Implementation Areas

4-5 October 2017 - Athens, Greece



Panteion University | ATHENS

Key figures

- Programme: INTERREG MED
- Priority 3.1: Sustainable Tourism
- 17 projects (modular)
- About 200 partners
- 13 Countries
- 100 Pilot Projects
- About 60 M € of total budget



MED Programme architecture



BLEUTOURMED - activities



- We create synergies
- We create networks
- We create messages



The Horizontal angel



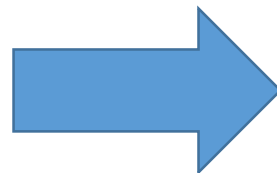
Activities

3 thematic areas

Increasing the attractiveness of the tourism offer in the Med region

Managing the pressures of the tourism in the Med region

Reinforcing the capacity building in planning and governance for a sustainable tourism



Activities

Communication: website, newsletter, social media

Capacity building: Thematic factsheets, thematic papers, workshops

Capitalisation: mid term conference, map of policies and stakeholders, common calendar, capitalisation strategy



Our Community on Sustainable Tourism

ALTER ECO (Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity), **BLUEISLANDS** (Seasonal variation of waste as effect of tourism), **BLUEMED** (Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean), **CASTWATER** (Coastal areas sustainable tourism water management in the Mediterranean), **CO-EVOLVE** (Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism), **CONSUME-LESS** (Consume Less in Mediterranean Touristic Communities), **DestiMED** (Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas), **EMbleMatiC** (Emblematic Mediterranean Mountains as Coastal destinations of excellence), **MEDCYCLETOUR** (MEDiterranean Cycle route for sustainable coastal TOURism), **MEDFEST** (MED Culinary heritage experiences: how to create sustainable tourist destinations), **MITOMED+** (Models of Integrated Tourism in the MEDiterranean Plus), **ShapeTourism** (New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability), **SIROCCO** (Sustainable InterRegional cOastal & Cruise maritime tourism through Cooperation and joint planning), **TOURISMED** (Pêche Tourisme for sustainable development in the Mediterranean Region).



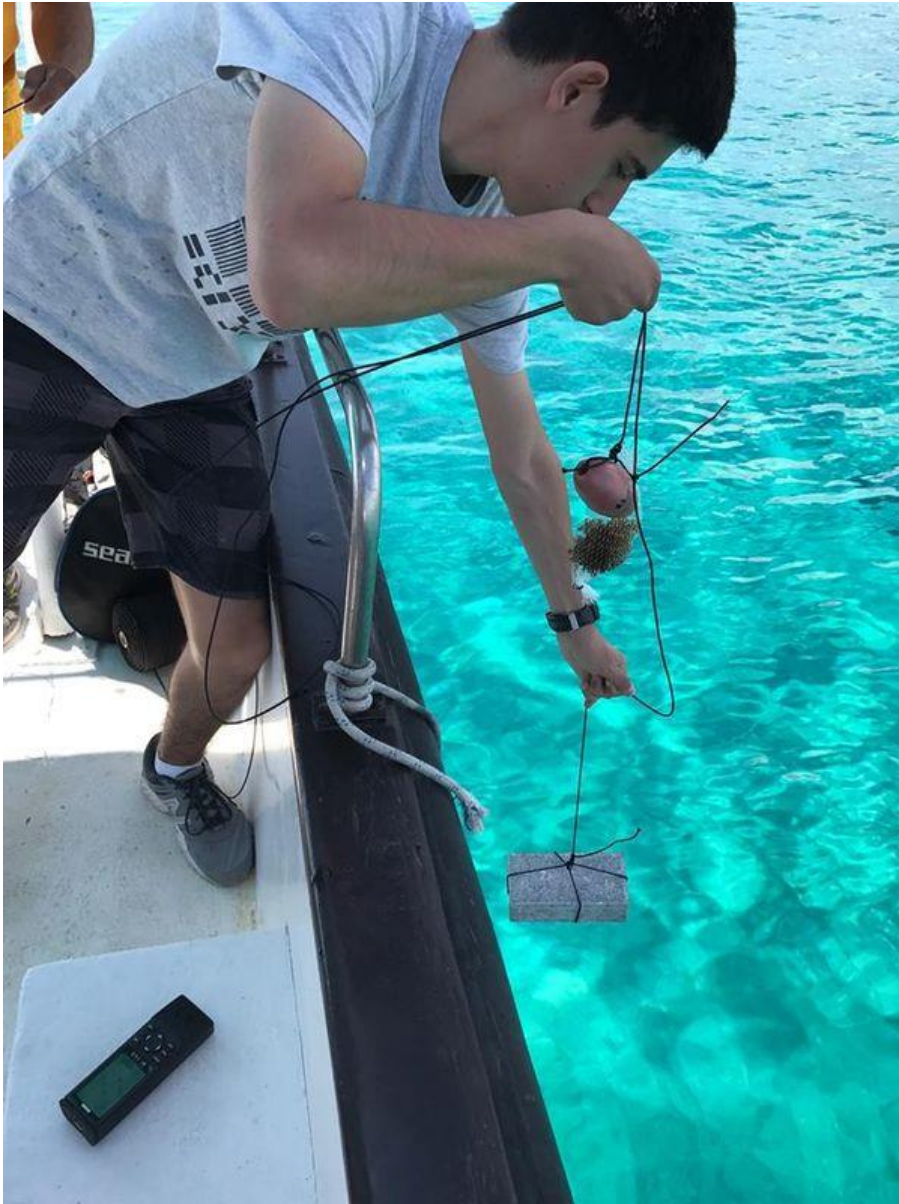
Example: Increasing the attractiveness: BLUEMED PROJECT



- Underwater museums
- Underwater itineraries
- Knowledge information centres



Example: Managing the impact of tourism: BLUEISLAND PROJECT



- Monitoring plastic pollution in MED Islands with macroalgae
- Mitigating wastewater impact
- Developing policies and increasing transnational coordination



The capitalisation process

WG1 : Monitoring
tourism sustainability

WG2 : How to reduce
the environmental-
cultural-social impacts
of tourism in the
Mediterranean region

WG3 : Ensuring
sustainable and
responsible growth
and prosperity

WG4:
**Governance mechanisms
to guide stakeholders
towards sustainable and
responsible tourism**



2 Webinars + 2 face to face meetings (workshops) + remote working



MARSEILLE 20-21 NOV 2018 + DUBROVNIK WORKSHOP in March 2019

Policy factsheet 1

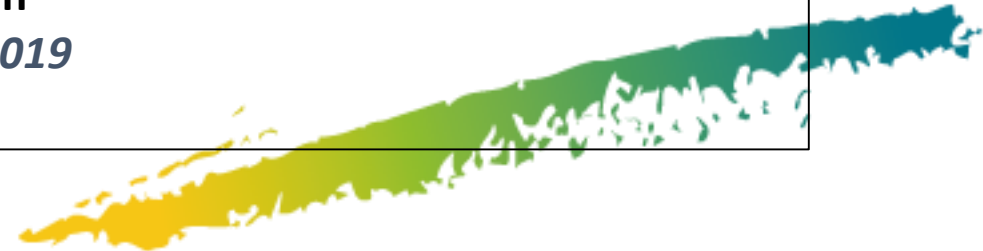
Policy factsheet 2

Policy factsheet 3

Policy factsheet 4



Policy paper + Dissemination Plan
Final conference: Barcelona June 2019



ATHENS DECLARATION of the INTERREG MED Sustainable Tourism Community

Modular Projects adopted a **common declaration on Sustainable Tourism in MED Area in Athens** during the second community-building event, which took place **4-5 October 2017**.

Key message: we urgently need a joint action of policy makers, private sectors, universities and civil society because the future of tourism has to be sustainable.

AIE should promote and adopt the “Athens Declaration for a Sustainable Tourism”, pledging for a greater engagement of policy makers and all the stakeholders of the Adriatic Ionian area to make a change at policy and managerial level because the future of tourism has to be sustainable.



ATHENS DECLARATION of the INTERREG MED Sustainable Tourism Community

The declaration underlines the need to joining forces to attain four goals:

- contributing to address tourism pressures;
- enhancing attractiveness and tourism offer;
- strengthening planning and management practices towards sustainable tourism;
- building a strong community of projects and stakeholders.



THANK YOU!



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



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[@MEDCommunity3_1](#)



Interreg MED Sustainable Tourism Community



BleuTourMed Interreg MED



MED Sustainable Community Newsletter

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