



Second capitalization event of the Sustainable Tourism Community

Workshop towards capitalizing first results and producing policy factsheets

20-21 November 2018, Marseille

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BleuTourMed Capitalisation activities aim at transferring results delivered by the Modular Projects (MPs) to specific target groups, European and Mediterranean stakeholders, in order to mainstream projects' results into tourism policies, and create policy messages. Several activities have already been implemented by the Sustainable Tourism Community towards this objective.

The 18 transregional projects of our Community are actively monitoring tourism pressures, designing and testing innovative management and planning strategies so they can feed the policy-making process with precious knowledge and data.

The final output of the capitalisation activities is a policy paper gathering all policy recommendations coming from the community. Four main issues have been identified by the BleuTourMed project, in order to guide joint actions and the capitalization of the Community's results:

- Monitoring the sustainability of tourism: what are the knowledge gaps of policy-making processes? How to bridge the data gaps on tourism?
- How to reduce the environmental-cultural- social impacts of tourism in the Mediterranean region?
- How can the tourism sector ensure a sustainable and responsible economic growth and prosperity in the Mediterranean region?
- How to address the complexity of the tourism sector, including local actors, decision-makers and consumers? Governance mechanisms to guide a wide variety of stakeholders towards a more sustainable and responsible tourism.

For each of these issues, a working group has been created. Each working group will produce a policy factsheet that will be a key tool for an integrated lobby and advocacy activity addressed to the different Euro-Mediterranean policy-makers. Each working group is composed by modular projects representatives, capitalisation experts from the modular projects, external experts, and policy-makers.

The BleuTourMed project, which is coordinating the joint actions of the Community, has decided to organize this first workshop to capitalize on this precious knowledge capital. This workshop is an

opportunity for all our Community to gather and work on sharing key messages and recommendations to feed the policy factsheets.

The event will begin on the 20th at 1:00pm and will end on the 21st at 2:30pm. The event is articulated around the four working groups on sustainable tourism's key challenges. There will be 2 workshops of 3 hours each, the first one dedicated to identifying the targets and main problematic of the topics, and the second on defining the key messages and recommendations to be spread through the policy factsheets.

	DAY 1 - November 20th
13:00 - 14:00	Registration – Light Lunch
14:00 - 15:00	WELCOMING SPEECHES AND INTRODUCTION Objectives of the workshop Description of the four working groups Presentation of the experts and facilitators of each working group
15:00 - 18:00	Parallel sessions – Four working groups - Definition of the targets - Definition of the issue to be addressed in the factsheet
18:00 - 20:00	<i>Networking Cocktail</i>

	DAY 2 - November 21st
09:00 - 12:00	Parallel sessions – Four working groups - Definition of the key messages - Definition of the factsheet structure
12:00 - 13:00	Presentation of the first results
13:00 - 13:30	Next steps
13:30 - 14:30	<i>Light lunch</i>

Working group #1: Monitoring tourism sustainability

One of the main issues regarding sustainability in the tourism sector is the lack of indicators and data on tourism activities. Finding ways to fill critical knowledge gaps is a key component of the implementation of more sustainable and respectful tourism alternatives in the Mediterranean region. Identifying relevant indicators, developing effective data collection mechanisms and identifying the impacts of tourism in the region is key to the implementation of alternative, sustainable and responsible tourism models.

At the Mediterranean level, the main current knowledge/data gaps on tourism is a key issue for the Interreg MED Sustainable Tourism Community in order to feed decision-making processes and propose alternative tourism models in line with policy-makers' expectations.

Working group #2: How to reduce the environmental-cultural-social impacts of tourism in the Mediterranean region?

Today, the "seasonal, mass tourism model" is deeply impacting the Mediterranean destinations and their inhabitants. The territorial imbalance between coastal areas and hinterland can represent an opportunity for the diversification of the tourism offer, which can contribute to the protection of the Mediterranean cultural and natural heritage. On the other hand, reducing social gaps and inequalities generated by mass tourism is also a priority for the Mediterranean region.

This working group will work on the limits of the mass tourism system in the Mediterranean region. Indeed, tourist flows in the Mediterranean region are usually following a « sea-sand-sun » seasonal pattern, creating multiple pressures on tourism destinations, and degrading the natural and cultural heritages of the region.

What exactly makes the current tourism model a threat to the Mediterranean natural and cultural heritages? How to catch stakeholders' attention on the necessity of changing tourism habits and turning to more sustainable practices?

Working group #3: Ensuring sustainable and responsible growth and prosperity

Tourism is a key economic sector in the Mediterranean region, representing 11% of the regional GDP (WTTC, 2014, Economic impact of Travel and Tourism in the Mediterranean). However, the competitiveness of Mediterranean destinations is often associated to a "mass tourism model" and a lack of environmentally friendly practices. More recently, skepticism about mass tourism models started to grow, enhanced by a stagnation of international tourist arrivals since 2000. How to support the tourism sector to become a "locomotive of sustainable growth and prosperity in the Mediterranean region"? How to develop the attractiveness of Mediterranean tourism products and services while protecting the Mediterranean identity?

Working group #4: How to address the complexity of the tourism sector, including local actors, decision-makers and consumers?

The development of long-term governance mechanisms will contribute to a better coordination and monitoring of the tourism sector and its interactions and synergies with other sectors in the Mediterranean region.

- How to tackle the lack of cooperation and common understanding among tourism actors? How to implement collaborative partnerships at local and regional levels (public-private partnerships, multistakeholder platforms)?
- How to support the implementation of more sustainable tourism policies through integrated decision-making mechanisms and policy design processes, as well as development and combination of bottom-up and top-down approaches?

This working group will focus on actions to reach a better understanding of the concept of “sustainable development” among tourism stakeholders, including: horizontal interventions promoting establishment of generally accepted standards and rules, and improved cooperation between public bodies and private tourism associations.