



Creare valore con il turismo sostenibile: le nuove sfide per le regioni italiane per una programmazione e progettazione europea più innovativa ed inclusiva

On-line National Debate, Italian Antenna

12 Luglio 2021

PROPOSTE DAI PROGETTI DEL PROGRAMMA INTERREG MED «I PROGETTI STRATEGICI BESTMED E SMARTMED»

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Commissione Intermediterranea (CIM) della CRPM



Project co-financed by the European
Regional Development Fund
<https://sustainable-tourism.interreg-med.eu>



Unión de Universidades del Mediterráneo
Mediterranean Universities Union
Union des Universités de la Méditerranée
إتحاد الجامعات المتوسطية



NECSTour
European Regions for
Competitive and Sustainable Tourism



UN
environment
United Nations
Environment Programme

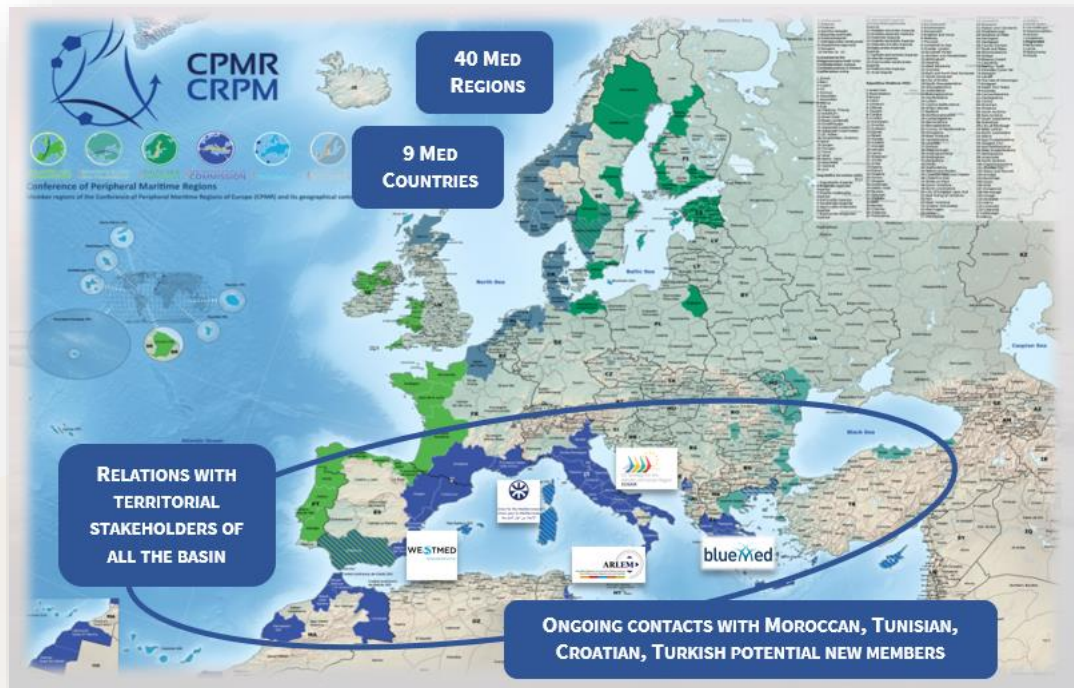


Mediterranean Action Plan
Barcelona Convention



IRDA
Green Karst

INTRODUCTION TO CPMR-IMC PROJECTS: FOCUS ON BEST MED & SMARTMED



IMPORTANT PARTICIPATION IN ST COOPERATION PROJECTS (E.G. CO-EVOLVE, MITOMED+, HERIT-DATA, WINTERMED, DESTIMED+, BEST MED, SMARTMED, INCIRCLE, MEDCOAST4BG, CO-EVOLVE4BG, MED PEARLS, MEDUSA, MED SUSTAINABLE TOURISM COMMUNITY, PANORAMED)

CPMR-IMC PRIORITIES FOR SUSTAINABLE TOURISM

Interreg
Mediterranean
BEST MED

IMPROVEMENT OF DATA MONITORING / MANAGEMENT / SHARING

Interreg
Mediterranean
SMARTMED

SKILLS DEVELOPMENT & CAPACITY-BUILDING

STRONGER COORDINATION WITH KEY MED STAKEHOLDERS

BEST MED - BEYOND EUROPEAN SUSTAINABLE TOURISM MED PATH



DEVELOPMENT OF A NEW INTEGRATED
SUSTAINABLE TOURISM PLANNING IN THE
MED, WITH A FOCUS ON CULTURAL ROUTES

EVENT ON DATA
MANAGEMENT FOR ST
09-10 DECEMBER 2020

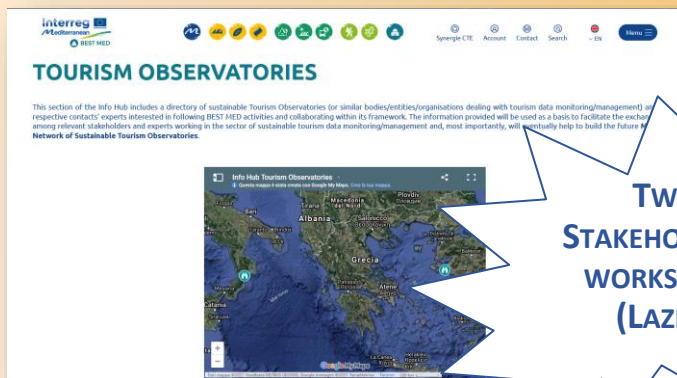
KEY OUTPUTS

OPEN PLATFORM COLLECTING DATA FROM
MITOMED+, EUROSTAT + BEST MED PILOTS

MED S&C PATH MODEL TO TEST, MONITOR,
ASSESS AND IMPROVE SUSTAINABILITY IN TOURISM
DESTINATIONS (CULTURAL ROUTES)

NSTO TO PROMOTE TOOLS DEVELOPED IN BEST
MED (AND BEYOND), FACILITATE THE EXCHANGE &
COOPERATION AMONG KEY ACTORS AND
INFLUENCE RELEVANT POLICIES AT EU & MED
LEVELS (GRANADA CHARTER)

NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES (NSTO)



Two
STAKEHOLDERS'
WORKSHOPS
(LAZIO)



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

WESTMED
MARITIME INITIATIVE

UNWTO INSTO | World Tourism Organization
International Network
of Sustainable Tourism
Observatories



SMARTMED - EMPOWER MEDITERRANEAN FOR SMART TOURISM



FOSTERING OF AN ATTRACTIVE SMART & INCLUSIVE MED DESTINATION, EMPOWERING TOURISM ACTORS & STAKEHOLDERS

JOINT TRANSFERRING SEMINAR
20 APRIL 2021

KEY OUTPUTS

SMART MODEL DEFINED USING 4 PILLARS AND CORRESPONDING OBJECTIVES, INCLUDING THE DEVELOPMENT OF A COMPETITIVE AND SKILFUL TOURISM THAT INTEGRATES TECHNOLOGY AND ENCOURAGES INNOVATIONS.

E-LEARNING PLATFORM FOR TRAINING & CAPACITY-BUILDING

MEMORANDUM OF UNDERSTANDING AND POLICY RECOMMENDATIONS TO ORIENT FUTURE POLICIES

SUSTAINABLE SMART TOURISM BUSINESS MODEL

VISION

Tourism in the Mediterranean basin offers **high quality and competitive products and services** to all its visitors all year round, while **caring for the environment and rational use of resources**, as well as **economic, social and cultural needs of the local population**.

It is competitive due to its **smart use of technologies, innovative approach** to products and services, **highly skilled labor force** and an **inclusive approach to planning and development**

Specific development objectives

Sustainable tourism

Inclusive tourism closer to citizens

Competitive and skillful tourism all year round

Tourism that integrates technology and encourages innovation



OVERVIEW OF FURTHER IMC ACTIVITIES ON SUSTAINABLE TOURISM

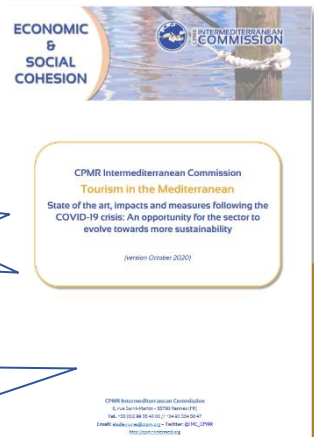
TASK FORCE ON SUSTAINABLE TOURISM & CULTURE IN THE MED (SINCE 2015) & POLITICAL AGENDA “PROMOTING SUSTAINABLE TOURISM IN THE MED REGIONS” (2018)

STUDY ON “TOURISM IN THE MEDITERRANEAN” (ONGOING UPDATE) & FINAL DECLARATION FOCUSED ON SUSTAINABLE RECOVERY FOR THE MED TOURISM (2020)

RECENT RELEVANT ADVOCACY ACTIONS (FUTURE OF TOURISM COALITION, SEARICA EVENT, EU TOURISM CONVENTION, EMD2021 WORKSHOP, ETC.)

COLLABORATION WITH UFM – TECHNICAL ASSISTANCE TO PRODUCE AN OPERATIONAL TOOL ON CROSS-SECTORIAL PLANNING & INTEGRATED TERRITORIAL DEVELOPMENT & DEVELOP CAPACITY BUILDING FOR TOURISM IN THE MED

**TOURISM TASK FORCE MEETING
16 JULY 2021**





CPMR
CRPM



CPMR INTERMEDITERRANEAN
COMMISSION

THANK YOU FOR YOUR ATTENTION!

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