Conference of Peripheral Maritime Regions

Unlocking the tourism potential through synergies: Experiences from the CPMR’s initiatives, policies and projects work

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The CPMR in a nutshell

- pan-European lobby, think tank
- 160 Regions, 25 countries, 200m citizens
- Works closely with EU Institutions (e.g. SEARICA Intergroup of European Parliament)
- MoU with BSEC (on Tourism, Trade, Economic Development and SMEs, ...) and Union for the Mediterranean
AI-NURECC Initiative

- Project financed by the European Union, coordinated by the CPMR
- Partnership of key stakeholder organisations in Adriatic-Ionian Region (Albania, Croatia, Greece, Italy, Montenegro, Serbia, Slovenia)
- the AI-NURECC Actions focus on
  - Youth
  - Creative & Cultural Industries
  - Tourism & Cultural Heritage
  - Skills Development & Training
AI-NURECC Initiative

Enhancing LRAs’ appropriation of the EUSAIR

SEMINARS
NETWORKING
DISSEMINATION
TRAINING

Young People
LRAs
UNIVERSITIES & BUSINESS
AI-NURECC Initiative
CPMR BBSC
and AI-NURECC Initiative

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Other relevant CPMR’s projects and strategies on M&C Sustainable Tourim
Modular Testing & Capitalization project
for a Sustainable Heritage Management towards Mass Tourism Impact
thanks to a holistic use of Big and Open Data

- Integrated project – 4 years (2018-2022)
  - Module 1: Studying
  - Module 2: Testing/Transferring – implementation and pilot activities
  - Module 3: Capitalising

- Mass tourism in the Mediterranean coastal areas has an impact on “beach resorts” and is also promoted for destinations of great cultural, historical and heritage importance. Tourism = major engine of economic development, but also burden affecting the local heritage.

- Key objectives of HERIT-DATA: develop and test a new Management system and tool, through artificial intelligence through the collection of existing data.
• **Added value for Regions involved**

- The regions involved within HERIT-DATA will considerably increase their capacity to manage coastal tourism in a more sustainable way, implementing the ICZM recommendations in an more effective way.

- IMC-CPMR members, as well as HERIT-DATA partners, would benefit from useful insights and new technologies applied into demonstrative projects, ready to be implemented through territorial policies promoted both at local than at regional level, involving key stakeholders during the project implementation (especially during module 2 and 3).

• **Expected outcome**

- Within Module 2 activities, HERIT-DATA partners will carry out pilot actions on sites, gathering and monitoring data and indicators through sensors, software adapted to street cameras, smart traffic links between cruise ports and the sites, etc.).

  - This will contribute to take decisions not only linked to the heritage conservation, but also to create models to tackle seasonality and improve tourism products diversification or connectivity issues.

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Modular Testing & Capitalization project
for Models of Integrated Tourism in the MEDiterranean Plus

- Integrated project – 36 months duration (2017-2020)
  - Module 1: Testing and Transferring
  - Module 3: Capitalising
- **MITOMED+** is a Testing and Capitalisation project aiming to enhance sustainability and responsibility in maritime and coastal (M&C) tourism

Spin-off of MITOMED: integrated management of M&C tourism by improving knowledge of data, products and services through set of indicators

- **Key objectives**
- Increasing knowledge of and social dialogue about the development of sustainable/responsible M&C tourism in each partner region for informed decision-making
- Improving sustainable and responsible M&C tourism planning at tourism destination level and its coordination at MED area level for a transnational governance
- Mainstreaming policy recommendations and Mediterranean M&C tourism management model into local regional and national policies.
• **Expected outcome**

- **System of indicators** and an **online common open platform** to help local and regional policy makers monitor social and environmental impacts of M&C tourism
- Developing and implementing of the **Green beach model** in partner regions
- Empowerment of public authorities, tourist destinations stakeholders, economic operators through **regional capacity building events**
- Dissemination of results to tourism destinations, both inside and outside the projects partnership in **EU wide conferences**
- **Policy paper** on integrated policy improvements of the regional policies in M&C tourism
- **Regional Policy learning seminars** to refine the first draft of the MED M&C tourism management model
- Integrated **MED M&C management model** on the results of the MITOMED+ project and other EU funded and MED projects
- Final capitalisation conference to present the M&C tourism management model and share it with other MED and EU regions
- **MoU** to be signed by other MED/EU regions to transfer the MED M&C management model.
CPMR-IMC POLITICAL AGENDA

• IMC member Regions adopted a **political agenda** entitled “Promoting Sustainable Tourism in the Mediterranean Regions”

• Agenda adopted in the frame of IMC Political Bureau (Cartagena, 14-15 February)
  ➢ Aimed to key EU and Euromed stakeholders and contains messages for policy makers
  ➢ Takes stock of the results of a series of cooperation projects, incl. MITOMED+, CO-EVOLVE, BleuTourMed, ALTER ECO, CIVITAS DESTINATIONS, etc.

• Main issues raised
  ✓ Need for **integrated approach** to the co-evolution of human activities and natural systems in coastal and maritime areas
  ✓ **Coordinated action** of Public Administrations of all levels to achieve sustainable tourism
  ✓ **Better knowledge** concerning the tourism sector
  ✓ **Strengthening the sustainability and culture aspects** of the tourism sector while applying the **principles of ICZM/MSP** and promoting **innovative forms of tourism** (eco-tourism, cultural itineraries, protection & promotion of cultural heritage)
  ✓ **Mainstreaming** of sustainable tourism in the **emerging strategies and initiatives or framework of cooperation at Euromed scale**
  ✓ Fully exploiting **innovation and ICT** in the tourism sector
Thank you!

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