

Task Force on Sustainable Tourism & Culture

Updates and perspectives on the TF activities

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Sustainable Tourism Promotion:

**A key for the sustainable, cultural and economic development
in the Mediterranean**

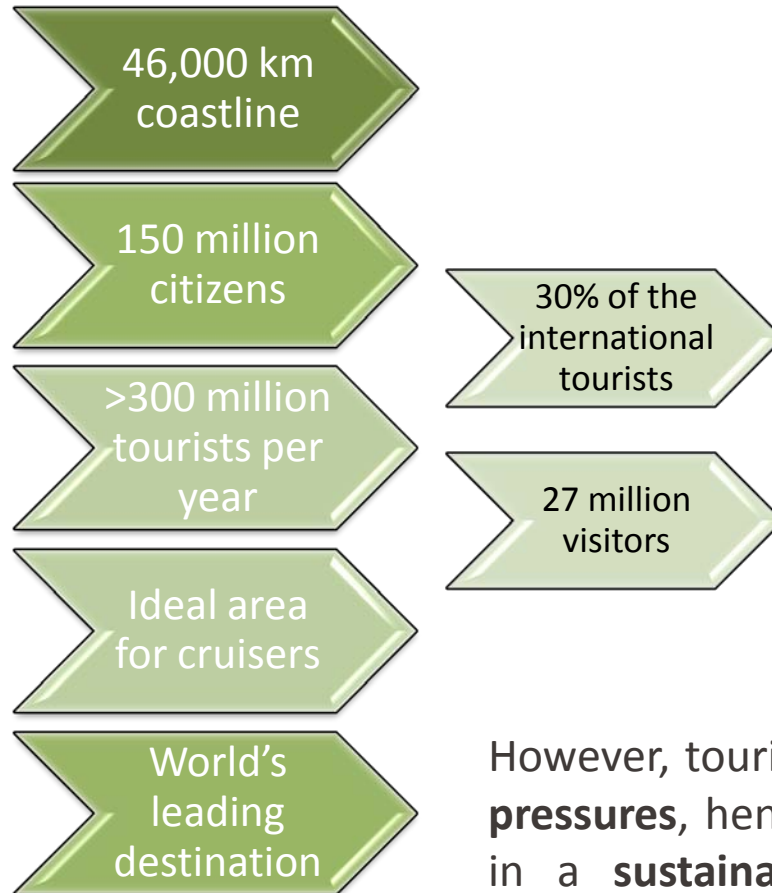


**CPMR IMC - Med Regions committed
since 2015 to join their efforts in a
specific Task Force for promoting**

**Sustainable, coastal, maritime &
culture tourism**



Tourism in the Mediterranean: potential vs pressures:



- **Key driver of socio-economic growth & major pillar for the local economies** : offers employment and development, creation of jobs, SMEs
- **The fastest-growing economic sector**: very crucial for weakened Regions
- **>200 billion euros export** revenues, infrastructure development

However, tourism is also linked to **environmental pressures**, hence the need to develop the sector in a **sustainable** way, with ecosystem based management efforts and evidence-based policies.



IMC TF on Sustainable Tourism & Culture

Main activities developed-ongoing (I.)

- **Monitoring of the implementation of the EC's Communication** regarding “EU strategy for more Growth and Jobs in Coastal and Maritime Tourism” and participation in some connected actions
- **Advocacy actions towards EU Institutions (e.g. DG MARE, EC) concerning costal & maritime tourism** in relation with Blue Growth and emerging strategies/initiatives at basin level (through IMC political declarations & projects outputs).
- **Support to the development of a EU/MED network for the Mediterranean tourism's key stakeholders**, through partnerships with organizations like NECSTOUR and specific projects to develop the work on indicators
- **Reflections on a future agenda on coastal & maritime tourism** in the Med basin, in connection with the reflections on macro-regional an maritime initiatives (pa EUSAIR and West Med).



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TF on Sustainable Tourism & Culture **Main activities developed-ongoing (II.)**

- **Capitalisation, development, support and monitoring of specific projects/actions** (cultural itineraries linked to sea products, potential of cross-selling for cultural tourism and territorial marketing, pescatourism, tourism and ICZM-MSP, indicators, Mediterranean nutrition, tourism and open data, etc.).
- **Participation in key events and exchanges of experiences (mainly in connection with projects)** linked to MarInA-Med COM & CAP and the new Med Interreg Communities: SO 3.1 community on sustainable tourism and SO 3.2 community on Biodiversity (synergies, capitalization of results, brainstorming sessions etc.)..
- **Specific synergies with the Islands Commission** on the specific challenges of the islands in the development of sustainable tourism (energy and environmental pressure, use of resources, accessibility & sustainable mobility etc. e.g. through CIVITAS Destinations)
- **Partnership development** with external public & private stakeholders



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What's next?

- Update our TF objectives for 2017-18 and beyond
- Keep developing the ongoing actions and capitalize
- Define new actions at project and advocacy level
- Enlarge our network and partnerships

The starting point?...a good one!

- Our previous works: surveys, political messages, running projects
- Our frame for actions 2015-16, still valid for the new mandate



TF Thematic Objectives, Priorities, Initiatives, Deliverables

THEMATIC OBJECTIVE	MAIN PRIORITIES	POTENTIAL INITIATIVES	DELIVERABLES
STIMULATE PERFORMANCE AND COMPETITIVENESS (A special focus will be dedicated to the Islamic dimension)	Encouraging an extension of the tourist season	<ul style="list-style-type: none"> Promoting diversification of the classical supply of tourism services (e.g. cultural heritage, underwater archaeological parks, fishing tourism, food & wine tourism, nautical tourism, etc...) Promoting engagement of tourists in local, cultural events in collaboration with local actors 	<ul style="list-style-type: none"> Production of studies and analysis Organisation of workshops, seminars and conferences at local and/or Mediterranean level Setting-up of smart marketing and/or promotion strategies Exchanges of best practices and capitalisation survey Conception and implementation of EU Projects Collaboration with key stakeholders (e.g. Euro Med Platform for the promotion of cruises, FARNET, etc...)
	Promoting... (text partially obscured)	<ul style="list-style-type: none"> ... (text partially obscured) ... (text partially obscured) Encouraging mobility of workers 	<ul style="list-style-type: none"> ... (text partially obscured) ... (text partially obscured) Development of regional and/or local training programmes Conception and implementation of EU Projects
	Encouraging R&D and new ITC solutions	<ul style="list-style-type: none"> Promoting clusterisation Encouraging private-public partnerships (PPP) Promoting development of new software and/or applications (e.g. new interactive services and communication tools to cope with congestion, etc...) 	<ul style="list-style-type: none"> Production of studies and analysis Exchanges of best practices Organisation of workshops, seminars and conferences at local and/or Mediterranean level Conception and implementation of EU Projects

1. STIMULATE PERFORMANCE & COMPETITIVENESS:
Season elongation, public-private dialogue, skills, encouraging R & D solutions

TF Thematic Objectives, Priorities, Initiatives, Deliverables

THEMATIC OBJECTIVE	MAIN PRIORITIES	POTENTIAL INITIATIVES	DELIVERABLES
IMPROVING KNOWLEDGE (A special focus will be dedicated to the Island dimension)	Facing lack of information and regional/local initiatives	<ul style="list-style-type: none"> Promoting synergies and collaboration with: European Commission, EU networks (e.g. ESPON, NECSTour), European countries, Mediterranean countries, UNESCO World Heritage Sites, MEDASSET, etc. 	<ul style="list-style-type: none"> Production of studies and analysis Exchanges of best practises and capitalisation survey Conception and implementation of EU Projects
STRENGTHENING SUSTAINABILITY (A special focus will be dedicated to the Island dimension)		<ul style="list-style-type: none"> Promote strategies on waste prevention and management (e.g. marine and coastal litter (GL...)) Promoting synergies with NATURA 2000 sites and Marine Protected Areas (MPAs)... 	<ul style="list-style-type: none"> Production of studies and analysis Exchanges of best practises and capitalisation survey Organisation of workshops, seminars and conferences at local and/or Mediterranean level Conception and implementation of EU Projects
MAINTSTREAMING OF TOURISM (A special focus will be dedicated to the Island dimension)	West Nile		<ul style="list-style-type: none"> Production of studies and analysis Exchanges of best practises and capitalisation survey Organisation of workshops, seminars and conferences at local and/or Mediterranean level Conception and implementation of EU Projects



The way forward



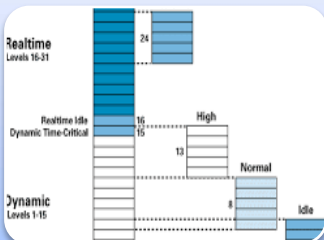
Fully exploit running actions & focus on gaps

- Work on objectives & priorities of the TF through running actions & projects/ capitalize deliverables for new actions & policy messages
- Try to focus the new actions on not achieved deliverables



Experts network – sharing of information

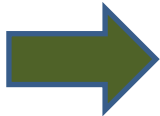
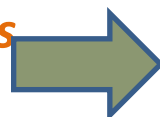
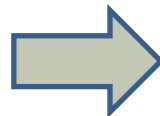
- Update the Tourism Experts list of the IMC TF – please contribute!
- Collect/Systematize Information on all interesting actions & running projects – please share !



Update TF Scheme as necessary & follow-up

- Develop further discussions with the members and external stakeholders ahead of projects and policy developments (e.g. sectoral policies & strategies in the Med)

Some gaps we need to fill with new actions in the 2017-2018 period

- Promote actions for the **elongation** of the tourist season  Promotion of maritime & cultural tourism attractions by local & regional authorities during the **“off season” periods**
- Strengthen the use of **ICT's** for sustainable & cultural tourism (e.g. archaeological sites, events, decision support systems etc.)  Enhance the **accessibility, connectivity and visibility** of the sustainable & cultural tourism offer
- Promotion of **cultural heritage** and best practices exchange among the regions  Contribution to the **sustainable growth** of tourism based on the great heritage in our regions



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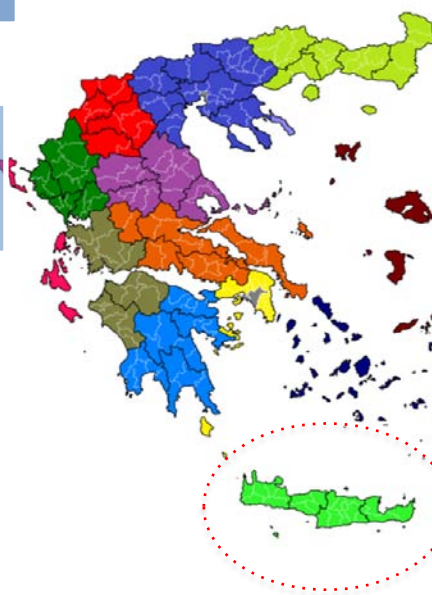
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TF on Sustainable Tourism: specific vision and contribution of Crete


A Pillar of RIS3 Crete dedicated to:

The tourism sector:


(attraction, reception, hospitality, transportation, nutrition, recreation and touring, the cultural sector (protection - enhancement and promotion of cultural resources, supporting visits to monuments - museums, interconnection of cultural resources with the society and the local economy, development of high added value international cultural activities)



Tourism – Services
80,66%



Industry – secondary
sector 13,84%



Agriculture –Primary
Sector 5,5%










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"Incredible" Tourism in Crete

 Discover	 Explore	 Enjoy	 Stay	 Travel	 Alternative Tourism	 Taste	
History	Nature	Events	Hotels	Intern Airports (Chania, Heraklion) Ports (Chania, Rethymno, Heraklion, Ag. Nafsaioi)	Agrotourism	Recipes	Certified Companies & Products
◊ Island's History	◊ Climate	◊ Heraklion	Villas		◊ Agricultural Activities ◊ Agrotourism Facilities	◊ With Olives ◊ Salads	Certified Restaurants
◊ Archaeological Sites	◊ Flora and Fauna	◊ Chania	Cottages		Conference Tourism	◊ Bread - Pasta ◊ Pies - Kalitsounia	
◊ Mythology	◊ Aromatic Plants and Herbs	◊ Rethymno	Rooms for Rent		◊ Hotel Conference Facilities ◊ Conference Facilities of Institutions-Companies	◊ Greens and Vegetables	Ingredients
◊ Ancient Scripts	◊ Flora	◊ Lasithi	Camping		Ecotourism	◊ Soups ◊ Pulses ◊ Snails ◊ Fish- Seafood	◊ Olive Oil ◊ Aromatic plants and Herbs ◊ Wines ◊ Cretan Cheese
◊ Minoan	◊ "Blue Flag" and "Green Key" Programmes	◊ Events Calendar			Scuba diving Tourism	◊ Meat ◊ Sweets	◊ Fruit ◊ Bread - rusks ◊ Raisins ◊ Honey
					Medical (or Health) Tourism	Sports Tourism	◊ Vegetables ◊ Raki or Tsikoudia

<https://www.incrediblecrete.gr>

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Focusing on Alternative Tourism

- ✓ Reinforcement of *alternative tourism as a priority of RIS3*
- ✓ Development of *high added value international cultural activities*



- ✓ Participation in various *forums, workshops and exhibitions* across the world to promote the regions' natural beauties, cultural and historical heritage



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Contribution of Crete to the TF works



Ideas for new calls for
Projects and programs



Follow up of Approved
Key Projects for
capitalization



Support to setting up
partnerships and
building new proposals

CRETE: Representatives in
all 4 Pillars



Contribution to reflection
on Tourism Working Group
PANORAMED Project (Axis
4 Interreg MED)



Contribution to EUSAIR &
WESTMED

WESTMED
MARITIME INITIATIVE

blue me BLUEMED

CRETE: Representative – National
(Greek) Pivot in Policy Platform



CRETE joins BRANDTOUR: A new Interreg EU Project on Tourism

◆ *The objective of the BRANDTOUR project is:*

to improve the partners' capacity to support tourism

Through interregional cooperation, partners will develop better instruments to:

- enhance the visibility and market uptake of known or less known destinations



Tuscany Region - Tourism promotion, tourism legislation and commerce (IT)

Economic Council of East-Flanders (BE)

Region of Crete (EL)

Agency for Tourism of the Balearic Islands, Balearic Islands Regional Ministry of Innovation, Research and Tourism (ES)

Tuscany Tourist Board (IT)

Ministry of Economics of the Republic of Latvia (LV)

Tourist Board South-Limburg (NL)

<https://www.interregeurope.eu/brandtour/>

tourism products that can satisfy emerging target groups, and favour inbound flows towards the EU.

- leverage local value chains and excellence to develop thematic and experience-oriented tourism.



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Thank You!

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Περιφέρεια Κρήτης
Region of Crete



**General Assembly of the CPMR InterMediterranean Commission
Napoli (Campania), July 06-07, 2017**

