



Dedicated call launched on sustainable tourism in the WestMED region

A dedicated call is published for western Mediterranean stakeholders (northern and southern shore) under the EMFAF (European Maritime, Fisheries and Aquaculture Fund). This fund addresses green and sustainable coastal and maritime tourism. [Click here for the EMFAF call](#)

In this webinar we will discuss the state of the art of green and sustainable tourism across the region, focus on its challenges and highlight innovation opportunities

Long-term planning is critical

As more regions and countries develop their tourism industries, the effects on natural resources, consumption patterns, pollution, and social systems are significant, creating an ever-rising ecological footprint. The need for long-term, responsible planning and management is critical for the industry especially in a post-Covid-19 era.

Growth

Growth in the industry must be enshrined within the concept of sustainable tourism which considers current and future economic, social, and environmental impacts, as well as the needs of visitors, the industry, the environment, and local communities[1]. The challenges to promote a fully sustainable tourism sector across the Mediterranean are twofold: on the one hand green tourism must be sustainably upscaled from smaller offers to economically viable models, on the other hand more mature destinations must fully transform their models from ‘traditional’ mass-marketed offers towards more locally grounded and environmentally sustainable touristic packages.

Innovation

Innovation therefore plays a key role in the sustainable development of the sector. But innovation should be reflected in a number of areas: from diversification of touristic offers, to acceleration of innovation and skills uptake for SMEs and other actors, up to the reinforcement of effective enabling conditions – including robust process for data availability and stakeholders engagement – and overall good sectoral governance across the region. The good news is that a number of valuable practices exist in those areas across the Mediterranean, and could be drawn upon to foster greater regional innovation. Also, some relevant policy initiatives are being set-up to accelerate the needed sectoral ‘transition’, through knowledge-sharing and capacity building.

Sharing policies and best practices

By sharing the most recent policy actions and a range of practices of excellence across the western Mediterranean, this webinar seeks to contribute to this innovation process across the Mediterranean, towards a fully sustainable tourism sector.

AGENDA

12:30 – 13:00 **Opening of the Online Platform**
Time allocated for participants to connect

13:00 – 13:10 **Welcome and Introduction**
Moderation: WestMED National Hubs (Malta and Mauritania)
Introductory remarks:

- Manuel Pleguezuelo Alonso – DG Mare
- Elfa Kere – DG Growth

13:10 – 13:40 **Two sides of the same coin?** – Sustainable tourism destinations: scaling up sustainable green tourism vs reconverting mass tourism

Roundtable: Moderator Matteo Bocci

International views:

- Josep Rodríguez – Member of NECSTOUR and Project Coordinator of the Sustainable Tourism Community at the Diputació de Barcelona
- Mauro Randone – Mediterranean Regional Project Manager WWF

National practices:

- Daniela Mallia – Malta Tourism Authority
- Mohamed Mehdi Bel Hadj Al – Ministry of Tourism Tunisia
- Chantel Beuvink – Natural Greece
- Lemhaba Ould Yarba – MPA Mauritania

Questions to be posted online by participants during the discussion

SUSTAINABLE TRANSITION OF THE SECTOR

13:40 – 14:00 **UfM & CPMR Handbook.** Shared methods and tools for relaunching a sustainable tourism strategy

- Michele Colavito – UfM and CPMR Consultant

14:00 – 14:15 **EMFAF call.** Sustainable tourism in the Western Mediterranean

- Anja Detant – CINEA

14:15 – 14:10 **Coffee Break**

14:10 – 14:45 1. ... DIVERSIFY TOURISM PRODUCTS

Foster circularity in tourism towards the uptake of less invasive products and more sustainable ones.

- **INCIRCLE**¹ – *Circular Economy for Tourism (Manuel Sapiano, Energy and Water Agency, MT)*

Cross-sectoral of synergies and complementarities of the tourism sector with other related sectors, in the blue economy and beyond.

- **iHERITAGE**² – *Diversifying Mediterranean tourism (Lucenzo Tambuzzo)*
- **TOURISMED PLUS**³ – *Diversifying Mediterranean tourism (Tommaso Scavone, Coopérative Petra Patrimonia Corsica)*

Q&A open to participants online

14:45 – 15:20 2. ... ACCELERATE INNOVATION AND SKILLS-UPTAKE (30 min)

Support the acceleration of innovation for local businesses and other socio-economic actors in the sector (tour operators, service providers, etc), towards the re-definition of fully sustainable (environmentally secure and profitable) business models, products and services.

- **Tourban**⁴ – *Sustainable Tourism Acceleration (Jordi Escribà, B-LINK, ES)*
- **CO-EVOLVE4BG**⁵ – *Co-evolution of coastal human activities & Med natural systems for sustainable tourism (Giuliano Tallone, Regione Lazio, IT)*

Improvement/building capacity/diversification of skills, especially digital skills aimed at strengthening and diversifying the ways in which territories can be visited and allow people to travel differently

- **Profit**⁶ – *Professional framework for innovation in tourism (Isabel Novoa, International Social Tourism Organisation - ISTO)*

Q&A open to participants online

15:20 – 15:30 Coffee Break

¹ <https://incircle.interreg-med.eu/>

² https://www.ascame.org/wp-content/uploads/2021/03/PR_iHeritage_EN.pdf

³ <https://www.facebook.com/tourismed.interregmed>

⁴ <https://www.trendingtopics.eu/sustainable-urban-tourism-acceleration-programme-for-smes-in-europe>

⁵ <https://www.enicbmed.eu/projects/co-evolve4bg>

⁶ <https://www.pas-de-calais-tourisme.com/fr/profit-professionnal-framework-for-innovation-in-tourism/>

15:30 – 16:05

3. ... FOSTER ENABLING CONDITIONS (30 min)

Collection, sharing and updating of local relevant tourism-related data, as an essential tool to assess strengths and weaknesses in local offers and back-up development strategies to be discussed with relevant stakeholders.

- **HERIT-DATA**⁷ – *Taking advantage of technology and data exploitation (Alessandro Monti, University of Florence, IT)*

Involvement of territories and local communities at benefit of countries and the region, with specific reference to young people and women.

- **TouriSME**⁸ - *Improving sustainability of tourism SMEs through knowledge transfer, international cooperation and multi-stakeholder engagement (Michelle Perello, Consulta Europa, ES)*
- **Involvement of local actors in Tunisia** (Amel Djait, TU)

Q&A open to participants online

16:05 – 16:40

4. ... SUPPORT REGIONAL GOVERNANCE

Effective governance requires a multilevel approach through the involvement of the main players at international and national/local levels

- Alessandra Sensi – Union for the Mediterranean (UfM)
- Jamil Ouazzani – Confédération Internationale Ports de Plaisance Méditerranéens (CIPPM)
- Kludija Cremer - Marine Regions Forum (MRF)

Public-private partnership should support new forms of tourism and ensure a long-term vision and financial sustainability needed to achieve such vision.

- Esther Martínez – Malaga Chamber of Commerce, member of ASCAME
- Elodie Nunes – CPMR

Q&A open to participants online

16:40 – 17:00

Wrap-up and Conclusion

WestMED, DG Mare/CINEA (TBC)

⁷ <https://herit-data.interreg-med.eu/index.php?id=8695>

⁸ <https://consulta-europa.com/new-project-tourisme-improving-sustainability-of-tourism-smes-through-knowledge-transfer-international-cooperation-and-multistakeholder-engagement/>