



Towards Policy Recommendations on Sustainable Tourism: Shaping the Results of the MED Community

Workshops of the Med Sustainable Tourism Community

27-28 March 2019, Split (Croatia)

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The MED Sustainable Tourism Community will gather on 27-28 March in Split, Croatia, to work together towards the drafting of the policy recommendations. Two workshops will be organised at this purpose, one facilitated by the Community Building team and the other one by the Capitalisation teams of the BleuTourMed project and four external experts.

In the Workshop #1 participants will work on how to shape their results in view of the Community final conference scheduled for 5-6 June in Barcelona, Spain. Modular Projects will have the opportunity to identify priorities of capitalisation actions and how to harmonise their final and most important tangible outputs as a Community. They will also present established synergies and the follow-up activities of their projects towards the end of the testing period and the beginning of the capitalization and transferring period.

The workshop #2, facilitated by the Capitalisation team with the support of four external experts, will be oriented towards the finalisation of the “policy factsheets” and the “Thematic factsheets” of the four Working Groups, composed by modular projects representatives, capitalisation experts from the modular projects, external experts, and policy-makers. This workshop is the final step of the activities of the Working Groups, who met for the first time in Marseille and via two webinars, which will contribute to the production of the policy recommendations to be presented at the final conference of the Community.

Wednesday, March 27th - Day 1

Workshop #1: Shaping the Results of the Community

9:00 - 9:30	Registration
9:30 - 09:50	Welcome by the hosting partner, Adriatic Ionian Euroregion Debriefing of the Community's accomplishments
09:50 - 10:10	Contribution of the Community
10:10 - 10:30	Mapping the Community Presentation of the Community's implementation areas
10:30 - 11:00	Coffee Break
11:00 - 13:00	The Community taking a stand The MPs representatives will present their synergies and interactions Presentations from the 3 Integrated projects
13:00 - 14:00	Light Lunch

Wednesday, March 27th - Day 1

Workshop #2: Finalising the "Policy Factsheets"

14:00 - 15:00	Introduction and objectives of the workshop Nelly Bournion, Plan Bleu Presentation of the work already achieved in each Working Group <ul style="list-style-type: none"> - WG 1: Monitoring the sustainability of tourism <i>Facilitated by: Diputació de Barcelona and Cinzia De Marzo</i> - WG 2: How to reduce the environmental-cultural- social impacts of tourism in the Mediterranean region? <i>Facilitated by: Plan Bleu and Monica Rivera, Albea Transenergy</i>
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	<ul style="list-style-type: none"> - WG 3: How can the tourism sector ensure a sustainable and responsible economic growth and prosperity in the Mediterranean region? <i>Facilitated by: Arco Latino and Jeremie Fosse, EcoUnion</i> - WG4: How to address the complexity of the tourism sector, including local actors, decision-makers and consumers? <i>Facilitated by: Adriatic Ionian Euroregion and Julie Wilson, Universitat Oberta de Catalunya</i>
15:00 - 18:00	1st Parallel sessions of the four Working Groups
18.00 - 19.00	Networking Cocktail

Thursday, March 28th - Day 2 Workshop #2 - Finalising the Thematic Factsheets	
9:00 - 12:00	2nd Parallel session of the Four working groups
12.00 - 13:00	Conclusion of the Event Presentation of the results and contents of the two parallel sessions <ul style="list-style-type: none"> - WG 1: Cinzia De Marzo, - WG 2: Monica Rivera, Albea Transenergy - WG 3: Jeremie Fosse, EcoUnion - WG4: Julie Wilson, Universitat Oberta de Catalunya Q&A Next steps - Arco Latino
13:00 - 14.00	Light Lunch

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, scepticism 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, multi-stakeholder 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.