



GOVERNANCE FOR ACHIEVING LOCAL STRATEGIES FOR TOURISM

GOALS



Priority 4 Promotion of cultural dialogue and local governance

Measure 4.3 Improvement of the governance processes at local level



Project
funded by the
EUROPEAN UNION



**ENPI
CBCMED**
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

Project in brief

According to ARLEM report on sustainable tourism*, the Mediterranean region is the world's leading tourist destination, although there are considerable disparities within it. It receives 30% of tourist arrivals and 25% of the total income from global tourism, with 80% of the visiting tourists coming from Europe. Whilst tourism plays a key role in the region's economic development and integration into the process of globalisation, it also puts considerable pressure on natural resources and the environment.

In order to combine competitiveness and sustainability in tourism development, **GOALS** project aims to implement a shared strategy for the integration of the "Total Quality Management" model in the tourism industry and its application to the creation of new touristic itineraries and packages.

Beneficiary

Institute for the promotion and protection of regional products - IRVAT (Italy, Campania)

Partnership

1. Leaders Organization (Palestine)
2. Lebanon Development for People and Nature Association (Lebanon)
3. Official Chamber of Commerce, Industry and Shipping of Seville (Spain, Andalucía)
4. Jordan University of Science and Technology - JUST (Jordan, Irbid)
5. German-Arab Chamber of Industry & Commerce (Egypt, Al Iskandanyah)
6. HCL - Management (Greece, Attiki)

Specific objectives

- To experiment innovative structures of tourism planning/management based on broad institutional/socio-economic cooperation
- To foster the application of "Total Quality Management" systems and schemes for sustainable tourism development in target areas

* Euro-Mediterranean Regional and Local Assembly (ARLEM), Report on sustainable tourism in the Mediterranean, 2013. Available @ <http://cor.europa.eu/en/activities/arlem/activities/meetings/Documents/report-sustainable-tourism/EN.pdf>

Expected results

- Defined models of governance for the participation of civil society, local communities and institutions in processes setting up tourism strategies
- At least 7 thematic itineraries and 28 packages created/promoted according to the criteria of “Total Quality Management”
- Improved capacity of SMEs to provide competitive products and services
- Tourism flows better distributed in time and space

Main activities

- Survey of Total Quality Management best practices in the field of tourism
- Establishment of Local Focus Groups involving concerned stakeholders in order to design niche tourism development strategies integrating Total Quality Management
- Definition of 7 pilot itineraries
- Organization of a cycle of training workshops addressing tourism stakeholders and SMEs
- International campaign to promote the created itineraries and packages

Target groups

- Public national/regional authorities
- Tourist boards and Chambers of Commerce
- Professional and business associations
- Tourism operators and associations
- NGOs working in sustainable tourism

Final beneficiaries

- Local communities
- Companies in the field of tourism or typical local products
- Associations and NGOs providing services to the tourism industry

Duration

24 months (January 2014 - December 2015)

Budget

- Total budget: € 1.600.000
- Programme contribution: € 1.440.000 (90%)
- Project co-financing: € 160.000 (10%)

Website

Under construction

Contact person

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