



Promoting socio-economic sustainable development through innovative technological actions for Mediterranean tourism-heritage and landscapes protection clusters

HELAND

Priority 1 Promotion of socio-economic development and enhancement of territories

Measure 1.1 Support to innovation and research in the process of local development of the Mediterranean Sea Basin countries

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Programme
funded by the
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REGIONE AUTONOMA DELLA SARDEGNA

Project in brief

The Mediterranean region is currently being affected by increasing environmental and cultural deterioration. Although it is still one of the foremost tourist areas in the world, the Mediterranean is progressively losing attractiveness. In order to regain competitiveness, Mediterranean countries need to modernise the management of touristic assets, investing in new technologies and innovative policies.

HELAND caters to the needs of public and private bodies active in the management of tourist sites with a view to strengthening their capacities in the field of sustainable tourism.

Beneficiary

University of Malta - Institute for Tourism, Travel and Culture (Malta)

Partnership

1. Temi Zammit Foundation (Malta)
2. Geredis - Goematics sciences, research, diffusion and innovation society (Spain, Comunidad Valenciana)
3. Intraeco Foundation (Spain, Comunidad Valenciana)
4. Larnaca District Development Agency (Cyprus)
5. Applied Research Institute (Palestinian Authority)
6. Lebanese University, Faculty of Tourism and Hospitality Management (Lebanon)
7. Shouf Biosphere Reserve (Lebanon)
8. Jordan University of Science and Technology, Department of Urban Planning (Jordan, Irbid)
9. Royal Marine Conservation Society (Jordan, Al-Aqaba)

Specific objective

Development and dissemination of common diagnosis, procedures and multidisciplinary advanced technologies for the integrated management, exploitation and promotion of the cultural heritage and landscape protection to foster quality and sustainable tourism

Expected results

- Assessment of the management of selected touristic sites in Cyprus, Jordan, Lebanon, Malta, Palestine and Spain
- Design of a set of “sustainable tourism” indicators
- Transfer of advanced technologies (GIS, augmented reality, 3D) for the integrated management of identified touristic sites
- Diffusion across the Mediterranean area of the best practices developed by the project

Target groups

- Public and private organisations involved in tourism management
- Decision makers

Final beneficiaries

- Tourists
- General public

Duration

40 months

Budget

- Total budget: € 1.934.000
- Programme contribution: € 1.740.600 (90%)
- Project co-financing: € 193.400 (10%)

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