

STRATEGIC PROJECT

Aiming to achieve a better seasonal and geographical spread of tourism arrivals



Live Your Tour

A cross-border network to increase sound and harmonious tourism in Italy, Spain, Lebanon and Tunisia



Project
funded by the
EUROPEAN UNION



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

The project in brief

The Mediterranean region has become one of the most popular tourist destinations in the world. As a result of intense tourist flows, the area has witnessed both cultural and economic achievements, as well as impoverishment and environmental degradation. Maritime locations have been exploited and, at the same time, inner locations with their natural resources have been neglected. The redistribution of tourism pressure over an extended season and towards different market segments drawn from local cultural and natural diversity is nowadays a key challenge in order to secure sustainable development for the Mediterranean region and for future generations.

LIVE YOUR TOUR aims to address the issue by offering alternatives to mass tourism which preserve of the environment, valorise local cultures, and directly benefit to local economies.

Beneficiary

Research and Cooperation (Italy, Lazio)

Partnership

1. Andalusian Fund of Municipalities for International Solidarity (Spain, Andalucía)
2. Province of Lecce (Italy, Puglia)
3. Management Consortium of Coastal Dune Reserve (Italy, Puglia)
4. Management Consortium of Torre Guaceto Park (Italy, Puglia)
5. Tunisian Association for Management and Social Stability (Tunisia, Tunis)
6. United Nations Development Programme Lebanon (Lebanon)
7. Baalbeck Municipality Union (Lebanon)
8. Chouf Es Souayjani Municipalities Federation (Lebanon)
9. American University of Culture and Education (Lebanon)

Specific objective

To increase sustainable tourist flows in the target areas of Italy, Spain, Lebanon and Tunisia, especially off-season and in marginal geographical zones

Expected results

- Strengthened knowledge and know how of local institutions in target areas about strategic planning in the field of sustainable tourism
- Local communities more aware and active about the benefits of the preservation and enhancement of cultural and natural heritage and about sustainable development and tourism
- Increased tourism local actors' competitiveness and ability to respond to the national and international market demand.
- Improved tourist offer and access to the target areas, especially off-season and in marginal geographic areas
- Off-season holidays and visit to inland areas increased of at least 15%

Main activities

- Definition and/or upgrade of 5 Tourism Destination Areas thanks to the analysis on natural and cultural assets
- Drafting of 5 Local Development Plans fostering sustainable tourism
- Establishment and development of 5 Destination Management Organizations
- Production of a board game "Live your Tour" addressing young people (12-25 years) to get acquainted with the concept of sustainable tourism
- Production of 5 tour guides and 25 packages related the identified "Tourism Destination Areas"
- Promotion during international tourism fairs

Target groups

- At least 50 representatives of local authorities
- At least 50 representatives of civil society organisations
- About 4000 young people and students
- At least 200 tourism chain SMEs (tour operators, accommodation managers, agro-food companies)
- At least 4 transport companies
- Tourists

Final beneficiaries

- Local population
- Marginalized people of inland areas
- Decision makers
- Tourism supply chain operators

Duration

36 months (December 2012 - December 2015)

Budget

- Total budget: € 4.960.124
- Programme contribution € 4.464.111 (90%)
- Project co-financing: € 496.013 (10%)

Contact person

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