

STRATEGIC PROJECT

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



MEET

Mediterranean Experience
of Eco-Tourism



Project
funded by the
EUROPEAN UNION



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

The project in brief

According to the World Tourism Organization, eco-tourism is a major trend with a growing demand of consumers for packages which offer responsible travel to natural areas, conservation of the environment and improvement of the well-being of local people. The Mediterranean area is the one of the most interesting regions in the world in terms of eco-tourism potential. The high diversity of landscapes and ecosystems together with the unique socio-economic and cultural mosaic provide suitable conditions for the development of ecotourism.

In order to foster the diversification of tourism offer and a better seasonal distribution of tourism flows, **MEET** aims to develop an integrated strategy boosting eco-tourism at Mediterranean level.

Beneficiary

Italian Parks Federation - Europarc Italy (Italy, Lazio)

Partnership

1. Latium Region (Italy, Lazio)
2. National Parks of France (France, Languedoc-Roussillon)
3. MedPAN - Network of managers of marine protected areas in the Med (France, Provence-Alpes-Côte d'Azur)
4. Cataluña Region (Spain, Cataluña)
5. IUCN Med - Centre for Mediterranean Cooperation (Spain, Andalucía)
6. Egyptian Environmental Affairs Agency (Egypt)
7. Royal Society for the Conservation of Nature (Jordan, Amman)
8. Al-Shouf Cedar Society (Lebanon)

Specific objective

To develop an integrated strategy in order to settle an eco-tourism development model for the Mediterranean area that boosts a better seasonal distribution of tourism flows, starting from the "European Charter for Sustainable Tourism" approach, through the establishment of a network amongst supply-side stakeholders (Natural Parks)

Expected results

- "Mediterranean Eco-Tourism Planning Scheme" (MEPS), agreement for cooperating in eco-tourism development, signed by the main Natural Parks-related policy making institutions and spread towards at least 90 Natural Parks
- Catalogue of 20 eco-tourism packages for low-season designed following the results of the corresponding 20 pilot actions
- Eco-tourism planning concept developed especially for partner countries
- MEPS Network, with a Secretariat in Malaga, established to settle and capitalize the project results
- 6 tourism-related SMEs clusters developed in order to promote and market eco-tourism packages at world scale

Main activities

- Setting up of an Advisory Panel on Eco-Tourism
- Survey of eco-tourism state-of-the-art at Mediterranean level including the identification of existing policies and best practices
- Drafting of the "Local Eco-tourism Charter" approach for Mediterranean Natural Parks
- Implementation of 20 pilot actions by the selected Natural Parks carried out by typology of ecotourism products (e.g. trekking, bird watching, etc.) and physical context (e.g. mountain, hilly, coastline, etc.)
- Market analysis of far markets (USA, Canada, Australia) and identification of tour operators for promoting eco-tourism packages

Target groups

- 10 Protected Areas of the participating countries
- Local SMEs (at least 5 by Protected Area)
- Local tour operators (at least 2 by Protected Area)

Final beneficiaries

- Local communities
- Other Protected Areas

Duration

33 months (January 2013 - October 2015)

Budget

- Total budget: € 4.999.966
- Programme contribution: € 4.499.969 (90%)
- Project co-financing: € 499.997 (10%)

Contact person

Paolo Pigliacelli

Project Department Manager Italian Parks Federation

paolo.pigliacelli@parks.it

+39 065.160.4940

