



New Performances for Mediterranean Tourism

NEWPER



Priority 4 Promotion of cultural dialogue and local governance

Measure 4.3 Improvement of the governance processes at local level

www.enpicbcmcd.eu



Programme
funded by the
EUROPEAN UNION



REGIONE AUTONOMA DELLA SARDEGNA

Project in brief

The rising importance of tourism and its positive impacts on economic growth and local development have put tourist policies and their governance at the centre of strategies of many Mediterranean regions. The Mediterranean area received around 200 million tourists in 2005, forecasts are of 325 million by 2020. Despite these figures, the growth rate in the Mediterranean Basin is slower than the global one: difficulties to propose new alternatives and new attractions to face emerging tourist markets can explain this trend. **NEWPER** proposes to build a new model of local governance for planning policies and strategies to valorise secondary tourist destinations.

Beneficiary

Promuovi Italia (Italy, Lazio)

Partnership

1. Municipality of Rome - Tourism Department (Italy, Lazio)
2. Interdisciplinary Center Herzliya (Israel)
3. Municipality of Larnaca (Cyprus)
4. Campus for Medicine and Research in the Galilee (Israel)
5. Research Centre Ideactiva (Italy, Lazio)
6. Sviluppo Lazio (Italy, Lazio)

Specific objective

Improvement of the innovative governance process aimed at the valorisation of secondary tourist destinations at local level

Expected results

- Enhanced knowledge of the public governance system in the tourism sector and efficiency of tourism advertising programmes in the areas involved
- Development of a shared pilot model among local authorities to improve the competitiveness of tourism sector governance
- Drafting and promotion of a guide on to “How to improve the governance of public tourism policies to privilege secondary tourist destinations”
- Improvement of the attractiveness of secondary tourism destinations

Target groups

- Decision makers of the involved institutions with responsibilities in territorial marketing, tourism policies and cultural heritage
- Public authorities responsible for the governance of the tourism sector

Final beneficiaries

- Institutional and entrepreneurship tourist associations
- Chambers of commerce
- Tourism offices

Duration

18 months

Budget

- Total budget: € 428.993
- Programme contribution: € 382.325 (89%)
- Project co-financing: € 46.668 (11%)

Website

www.newper.eu

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