



Open Network for Mediterranean Sustainable Tourism 2

ONMEST 2

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

Measure 1.2 Strengthening economic clusters creating synergies among potentials of the Mediterranean Sea Basin countries



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

Tourism is an important sector of the economy in the Mediterranean region and in some cases it significantly contributes to local development representing the main source of income for local populations. However, the Mediterranean model is still based on mass tourism with a concentration in time and in a limited number of destinations mostly related to coastal areas.

In order to contribute to the diversification of tourism offer, **ONMEST 2** project aims to enhance minor destinations such as Ipsica (Italy), Kalavrita (Greece), Alcaraz (Spain), Kadisha Valley (Lebanon), Birzeit (Palestine), Umm Qais (Jordan) and Béja (Tunisia), and turn them into 'Centers of Local Culture' as privileged places of sustainable tourism.

Beneficiary

Municipality of Ispica (Italy, Sicilia)

Partnership

1. European Regional Framework for Cooperation (Greece, Ionia Nisia)
2. Foundation University-Business of the Region of Murcia (Spain, Murcia)
3. Jordan Valley Center for Comprehensive Development (Jordan, Irbid)
4. Baldati organization (Lebanon)
5. Rozana Association (Palestine)
6. National union of the Tunisian woman (Tunisia, Tunis)
7. Association for heritage development (Tunisia, Béja)
8. Cultural association SUD (Italy, Sicilia)

Specific objective

To enhance the minor tourist destinations in marginal geographical areas in Italy, Greece, Spain, Lebanon, Palestine, Jordan and Tunisia and turn them into 'Centers of Local Culture' as privileged places of sustainable tourism

Expected results

- Economic development of minor tourist destination areas contributed by income generated by tourism activities
- Local communities more aware and active about the benefits related to the valorisation and protection of cultural heritage
- Strengthened tourism competitiveness and ability of SMEs, public authorities and local actors to address national and international market demand
- Improved tourism offer and access to the target marginal areas
- Increased employment and business opportunities for women and young people in the tourism sector

Main activities

- Analysis of the target territories including identification of the most famous and less known tourist attractions, existing facilities and active stakeholders
- Organization of “full immersion tours” in the target areas in which tourists will no more be spectators but interact with the local population
- Drafting of development plans fostering sustainable tourism policy in the involved municipalities
- Training workshops for local communities to help them develop sustainable tourism activities and projects
- Production of tour guides and tourism packages concerning the identified minor tourist destinations to be promoted during international fairs, on the internet and through social networks

Target groups

- Public and private institutions dealing with the tourism sector
- Chamber of commerce and SMEs
- Tourist and cultural associations

Final beneficiaries

- Local populations
- Women and young people
- Workers in the tourism industry

Duration

24 months (December 2013 - December 2015)

Budget

- Total budget: € 1.726.846
- Programme contribution: € 1.339.071 (78%)
- Project co-financing: € 387.775 (22%)

Website

Under construction

Contact person

Maria Chiara Stornello

Project coordinator

Municipality of Ispica

stornello.maria.chiara@comune.ispica.rg.it

+39 0932 701 451



www.enpicbcmed.eu



Follow us on Twitter [@ENPICBCMed](https://twitter.com/ENPICBCMed)