

STRATEGIC PROJECT

Fostering the diffusion of tourism's economic benefits to local communities



S&T MED

Sustainability and Tourism in the Mediterranean



Project
funded by the
EUROPEAN UNION



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

The project in brief

The Mediterranean region is a highly relevant tourist destination although the offer is still concentrated on notable heritage sites and massive sun and sea locations. Many other areas, which have not yet been affected by mass tourism, possess a significant potential for being developed as sustainable travel destinations providing unique assets in terms of cultural heritage, traditional crafts and typical products. However these areas suffer from a lack of business culture and few available infrastructures and services.

In order to boost the sustainable tourism development of different target areas located in Italy, Jordan, Spain and Tunisia, the **S&T MED** project aims to enhance the management, networking, marketing and business capacities of local communities increasing tourism arrivals while preserving natural resources.

Beneficiary

Italian Presidency of the Council of Ministers - Department for Regional Affairs, Tourism and Sport (Italy, Lazio)

Partnership

1. Region of Sardinia, Department of Tourism (Italy, Sardegna)
2. Municipality of Cabras, "Sinis Marine Park" (Italy, Sardegna)
3. Stazione Zoologica Anton Dohrn (Italy, Campania)
4. Dante Alighieri University (Italy, Campania)
5. Municipality of Mahdia (Tunisia, Mahdia)
6. National Institute of Marine Sciences and Technology (Tunisia, Tunis)
7. Aqaba Marine Park (Jordan, Al-Aqaba)
8. Balqa Applied University - IRCWEE (Jordan, Al-Balqa)
9. Municipality of Palma (Spain, Islas Baleares)

Specific objective

To increase the share of tourism receipts that benefits the local economy in terms of new business activities while decreasing environmental risks deriving from tourism flows in the target areas

Expected results

- “Destination Management Organization” model for public/private cooperation in the promotion of tourism and sea governance implemented in each target area and diffused across the Mediterranean
- Sustainable tourism products with potential for market development identified (2/3 per target area) and new business alliances of local SMEs (8/12) created for their commercialisation
- Improved awareness, capabilities and technical skills of target groups (local SMEs and public officials) and local communities as regards to technologies/techniques for tourism offer development and environment protection
- New business opportunities developed and investments in new services by local SMEs in tourism and complementary sectors enhanced
- Tourism dynamics and relevant environmental effects in target coastal areas monitored on a real time basis
- Increased additional visitors and nights spent in the target areas

Main activities

- Definition of new tourism packages named “Coastal itineraries”
- Promotion of developed tourism products during international tourism exhibitions/fairs
- Signing of at least 5 commercial agreements between the S&T MED network and major tour operators/online travel agencies
- Launching of 4 calls for business ideas aimed to award 30/50 micro-grants to local entrepreneurs for supporting activities in line with sustainable tourism standards
- Realization of small infrastructures and tourism service facilities (for instance installation of mooring buoys, valorisation of diving spots and underwater trails, creation tourist information points)
- Training programmes involving at least 120 local tourism operators and 400 citizens

Target groups

- SMEs and entrepreneurs of the tourism sector
- Local authorities
- Marine and natural park management bodies

Final beneficiaries

- Local communities
- Tourists

Duration

36 months (January 2013 - December 2015)

Budget

- Total budget: € 5.000.000
- Programme contribution: € 4.412.688 (88%)
- Project co-financing: € 587.312 (12%)

Contact person

Giuseppe Settanni

Project coordinator

settanni.giuseppe@gmail.com

+39 347.600.1201

