

STRATEGIC PROJECT

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



UMAYYAD

Improvement of Mediterranean territorial cohesion through setup of a tourist-cultural itinerary



Project
funded by the
EUROPEAN UNION



REGIONE AUTONOMA DE SARDIGNA
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The project in brief

At Mediterranean level, tourism has often led many countries and regions to develop the industry in a competitive way rather than in a cooperative manner. For obvious climatic reasons but also due the role played by tour operators, Mediterranean tourism destinations have based their growth essentially on a “sun and sea” vision and developed strategies aimed at maximizing short term profits instead of addressing the needs and expectations of customers and residents.

In this sense, there is a real need to adopt and introduce new consumer models translated into environmentally friendly tourism products, respecting natural resources and diversifying the seasonal nature of tourism demand. **UMAYYAD** contributes to this objective by promoting sustainable tourism based on the synergies derived from the design of a cross-border itinerary between 6 countries sharing common history and cultural background.

Beneficiary

Public Andalusian Foundation “The Legacy of al-Andalus” (Spain, Andalucía)

Partnership

1. Andalusian Council of Chambers of Commerce (Spain, Andalucía)
2. Algarve Tourism Board (Portugal, Algarve)
3. Regional Direction of Culture of Algarve (Portugal, Algarve)
4. Castles and Medieval Towns Circuit Association (Italy, Sicilia)
5. Italo-Tunisian Chamber of Commerce and Industry (Tunisia, Tunis)
6. Association "Mediterranean Liaisons" (Tunisia, Tunis)
7. Arab League Educational, Cultural and Scientific Organization (Egypt)
8. Safadi Foundation (Lebanon)
9. Urban Planning Institute, Lebanese American University (Lebanon)
10. Municipality of Jbeil Byblos (Lebanon)
11. CulTech in Archaeology and Conservation (Jordan, Amman)
12. International Development Co. AID-ME (Egypt, Al Iskandanyah)
13. Federation of Egyptian Chambers of Commerce “Alexandria Chamber” (Egypt, Al Iskandanyah)
14. European Association for the Professional and Cultural Development “Mainides

Specific objective

To contribute to the improvement of territorial cohesion in order to overcome the seasonal misbalances in tourism sector within the Mediterranean territory through promotion of sustainable tourism based on synergies derived from the design of a cultural itinerary focusing on the Umayyad heritage

Expected results

- Mediterranean Cultural Tourism Network established and good practices in cultural tourism and cross-sector activities transferred
- Integrated strategy implemented addressing 3 dimensions: cultural heritage, diversification of the supply of tourism services, tourist infrastructure contributing to the seasonal tourism balance
- Cultural itinerary on Umayyad heritage launched
- Specific Mediterranean common tourism brand designed within the itinerary of Umayyad
- Increased number of arrivals during the off-season period with estimated 10-20% growth

Main activities

- Analysis of tourism infrastructure and opportunities for off-season offers
- Identification and exchange of good practices related to cultural tourism
- Development of Local Action Plans containing recommendations for enhancing cultural tourism
- Design of thematic tourism packages within the Umayyad itinerary
- Training sessions dedicated to policy-makers, tour operators and entrepreneurs
- Organization of an exhibition devoted to cultural tourism and Umayyad itinerary

Target groups

- 80 policy-makers
- 50 tour operators
- 300 entrepreneurs

Final beneficiaries

- Local Communities
- Tourists

Duration

36 months (December 2012 - December 2015)

Budget

- Total budget: € 4.153.653
- Programme contribution: € 3.739.288 (90%)
- Project co-financing: € 414.365 (10%)

Contact person

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