

Mediterranean Pearls ITALIA



MEDITERRANEAN
PEARLS[®]





Med Pearls

The Mediterranean as an innovative, integral and unique destination for Slow Tourism initiatives



General Overview of the Med Pearls Project

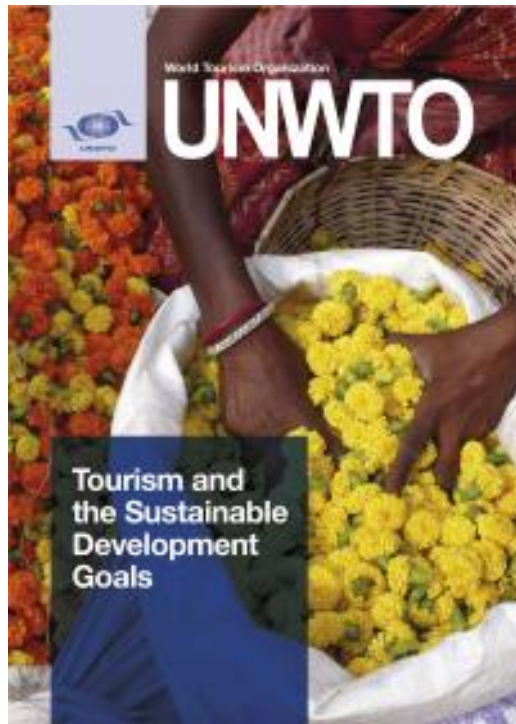
Definition: Sustainable Tourism



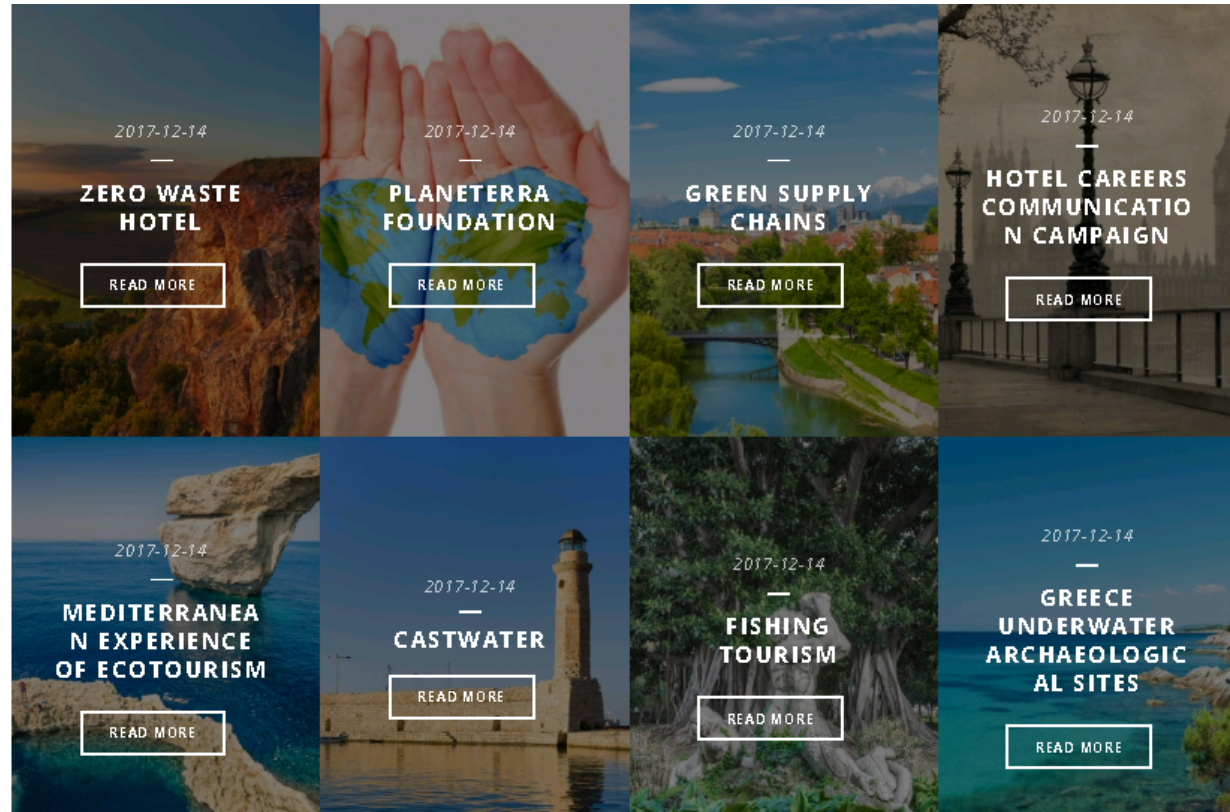
"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005,

Sustainable tourism



Sustainable Tourism and Sustainable Development Goals



www.tourism4development2017.org/sharing-solutions/

Definition: Responsible Tourism

Responsible Tourism is about using tourism to make better places for people to live in and better places for people to visit, in that order. Harold Goodwin



“Responsible tourism is tourism which:

- **minimizes negative** social, economic and environmental impacts
- generates greater **economic benefits for local people** and enhances the **well-being of host communities**
- improves **working conditions** and access to the industry
- **involves local people** in decisions that affect their lives and life chances
- makes positive contributions to the **conservation of natural and cultural heritage** embracing diversity
- provides **more enjoyable experiences for tourists** through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides **access for physically challenged people**
- **is culturally sensitive, encourages respect between tourists and hosts**, and builds local pride and confidence

Cape Town Declaration, 2002

Definition: Adventure Tourism



ADVENTURE TOURISM

A trip that must take an individual outside of his or her regular environment for more than 24 hours -and for no longer than one consecutive year- and include at least two of the following three aspects:

- **Physical activity**
- **A visit to a Natural environment**
- **Culturally immersive experience**

While the definition of adventure tourism only requires two of these components, trips incorporating **all three** tend to afford tourists the fullest adventure travel experience

www.adventuretravel.biz/

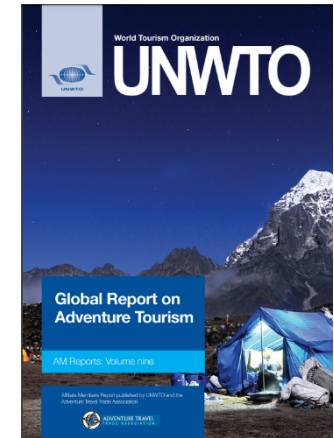
Definition: Adventure Tourism



The table below indicates activities and their adventure classification, according to the ATTA:⁶

ACTIVITY	TYPE
Archeological expedition	Soft
Attending local festival/fairs	Other
Backpacking	Soft
Birdwatching	Soft
Camping	Soft
Canoening	Soft
Caving	Hard
Climbing (mountain/rock/ice)	Hard
Cruise	Other
Cultural activities	Other
Eco-tourism	Soft
Educational programs	Soft
Environmentally sustainable activities	Soft
Fishing/fly-fishing	Soft
Getting to know the locals	Other
Hiking	Soft
Horseback riding	Soft
Hunting	Soft
Kayaking/sea/whitewater	Soft
Learning a new language	Other
Orienteering	Soft
Rafting	Soft
Research expeditions	Soft
Safaris	Soft
Sailing	Soft
Scuba Diving	Soft
Snorkeling	Soft
Skiing/snowboarding	Soft
Surfing	Soft
Trekking	Hard
Walking tours	Other
Visiting friends/family	Other
Visiting historical sites	Other
Volunteer Tourism	Soft

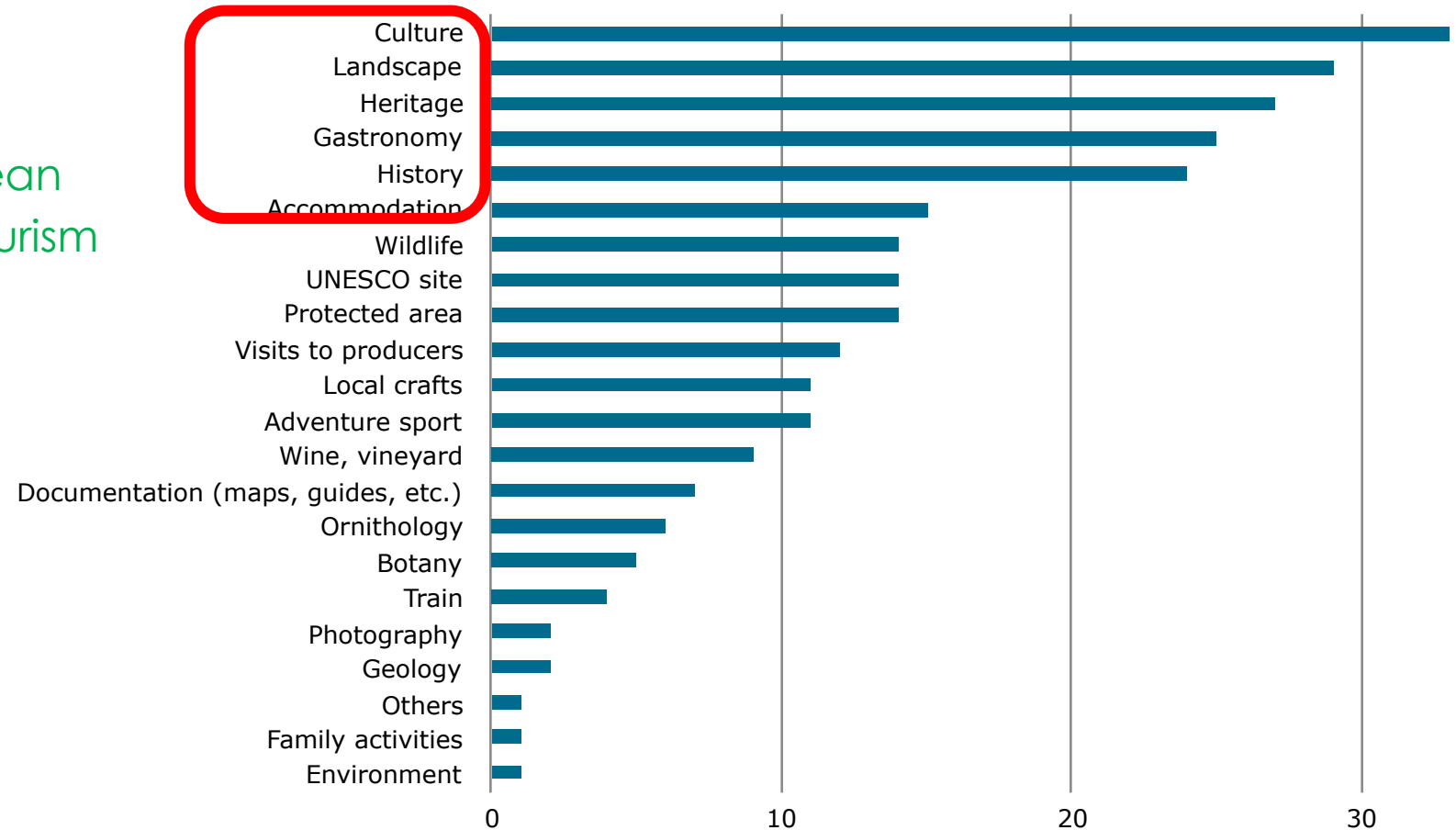
Source: ATTA (2013)



Definition: Adventure Tourism

MEET Mediterranean
Experience of Eco-tourism

The commonest
keywords



Definition: Creative Tourism

The Creative Tourism is considered a new generation of tourism that involves the tourists themselves and the locals in the creation of the tourist product (co-creation).



It was theorized in the 2000's by professors Greg Richards and Crispin Raymond, as :

“ Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken ”



The tourist, initially a spectator, becomes an actor.

<https://youtu.be/Mhvvhvsqq2k>

<http://www.creativetourismnetwork.org/>

General Overview of the Med Pearls Project

Definition: “Slow”... way of life



Good living means having the opportunity of enjoying solutions and services that allow citizens to live their town in an easy and pleasant way.

Living slow means being slowly hasty ; “festina lente” latins used to say, seeking everyday the “modern times counterpart” in other words **looking for the best of the knowledge of the past and enjoying it thanks to the best possibilities of the present and of the future.**

All of this will result in technological opportunities, modern solutions in communication, transportation, incoming, production and selling.

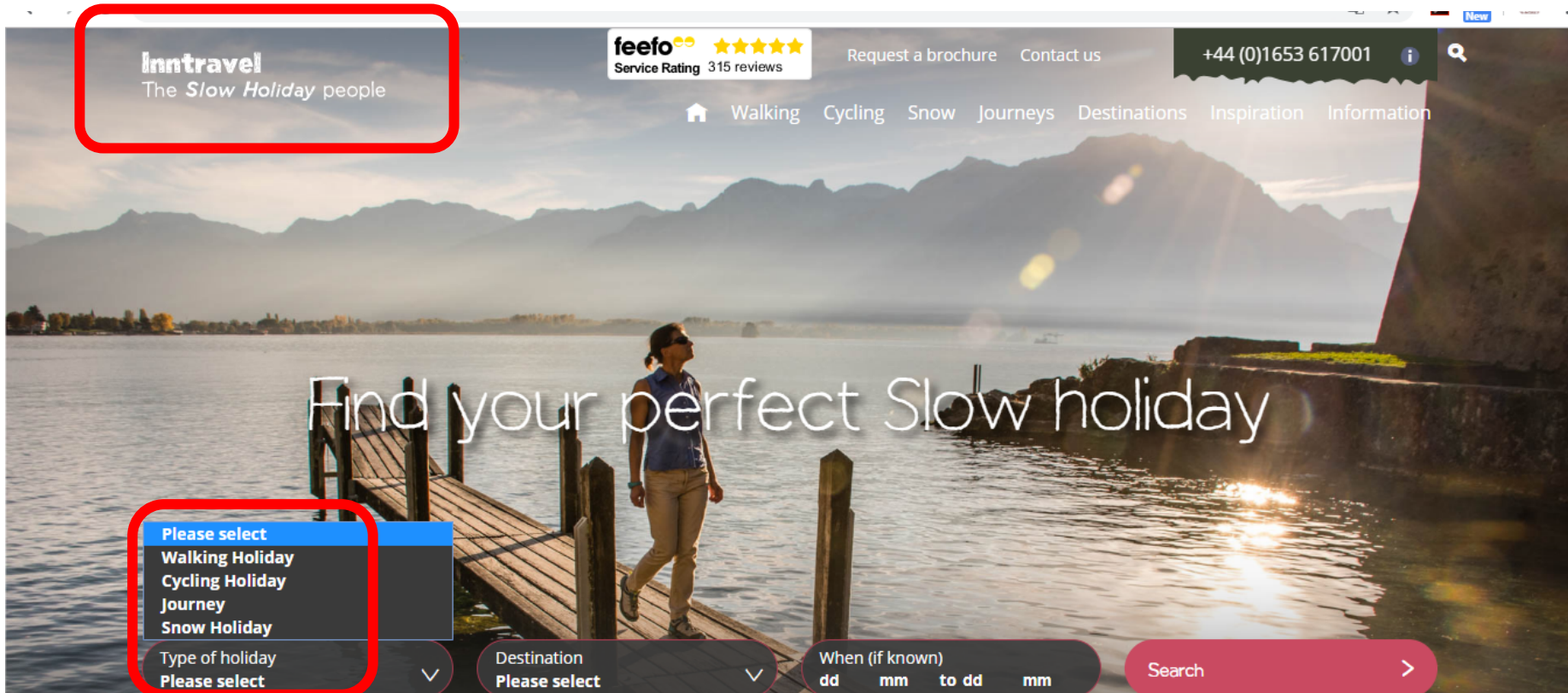
<http://www.cittaslow.org/content/philosophy>



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General Overview of the Med Pearls Project

@MedPearlsProj



<https://www.inntravel.co.uk/>

Inntravel

The *Slow Holiday* people

What do we mean by Slow?

Slow provides a counterbalance to modern living – quick fixes, fast food, mass production, the package holiday. Slow takes time to enjoy the moment, focus on the detail, value the craftsmanship. Slow has many forms, and individuals and organisations have their own particular slant. For us, Slow is celebration of the places, events, people, folklore, traditions and food that help to define a local area and enrich local life – wherever ‘local’ may be.

Slow is not ‘stop’.

Slow is not Old. Inactive. Nor Frustrating.

Slow is a position. A state of mind.

Slow is looking differently at the world.

Seeing things – people, landscapes – from a new perspective.

Slow is a place.

Slow is where time doesn’t stand still, it expands. Slow

Where you see more by slowing down.

Immersing yourself into local life.

Meeting local people.

Eating local food.

Enjoying local hospitality.

Exploring beautiful countryside.

And feeling energised.

Revitalised.

Refreshed.



Q19: Compared to 2018, please share your perception of itinerary trends for 2019. What type of itineraries do you expect to be in high demand in 2019?

Base: All respondents (n=207); missing base (n=44); total base (n=251)

Source: 2019 Adventure Tour Operator Snapshot Survey Part I

© ATTA 2019

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Source: 2019 Adventure Tour Operator Snapshot Survey Part I

Q19: Compared to 2018, please share your perception of itinerary trends for 2019. What type of itineraries do you expect to be in high demand in 2019?

- 90% Co-financed by the European Union in the framework of the programme [ENI CBC Med 2014-2020](#).

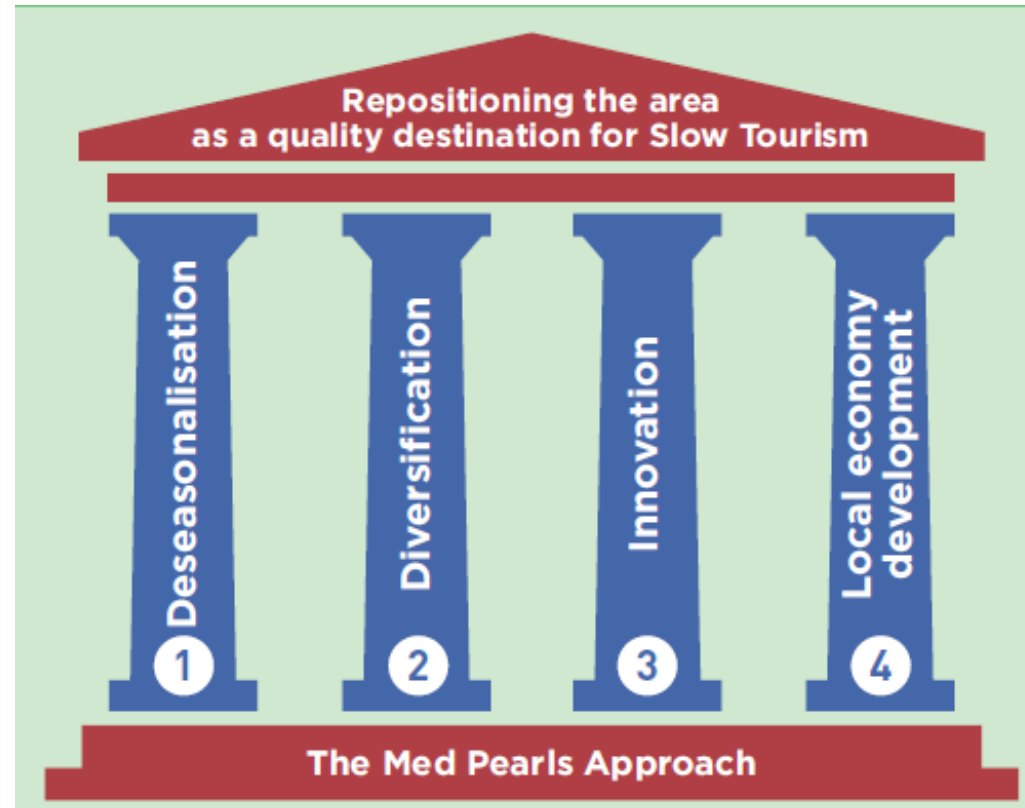
Total Budget	EU Contribution	Duration
3 million €	2,7 million €	36 months (september 2019 - august 2022)

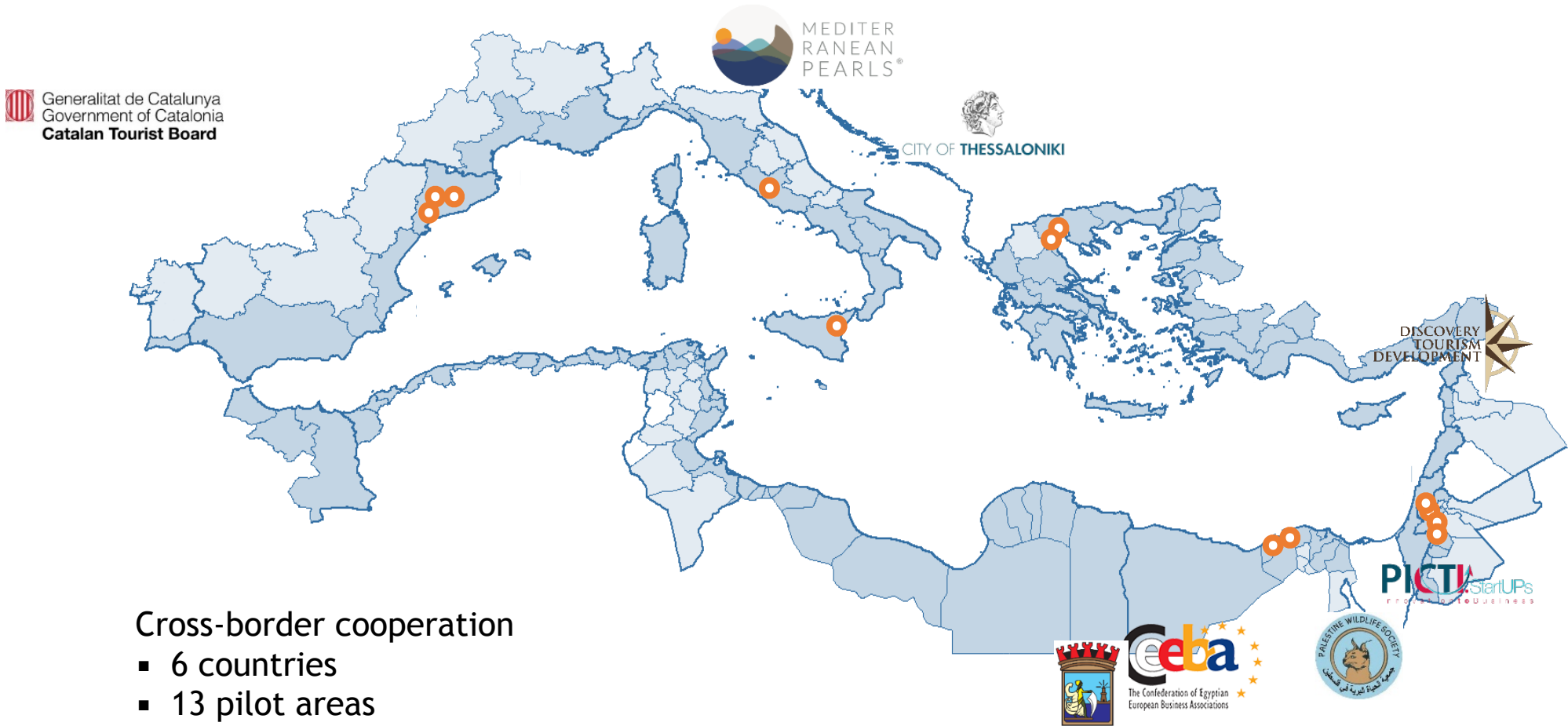


Med Pearls

- **Partnership of 8 partners from 6 countries:**
 - Spain: [Agència Catalana de Turisme](#) (lead partner)
 - Egypt: [Confederation of Egyptian European Business Associations](#) / [Cambra de Comerç d'Alexandria](#)
 - Greece: [Ajuntament de Thessaloniki](#)
 - Jordan: [Discovery Travel & Tourism LLC](#)
 - Italy: [APS Mediterranean Pearls](#) www.mediterraneanpearls.it
 - Palestine: [Palestine information & Communications Technology Incubator](#) / [Palestine Wildlife Society](#)
- **Associates:**
 - CPMR
 - West Highland College, University of the Highlands and Islands (UHI)
 - Alpine Pearls
 - Patronat de Promoció Econòmica - Diputació de Lleida
 - Patronat de Turisme de Terres de l'Ebre, Diputació de Tarragona
 - Diputació de Barcelona
 - Camera di Commercio Italiana Barcelona

- To promote the Mediterranean region as a sustainable tourism destination
- **How?** Deseasonalisation, Diversification, Innovation and Local economy development





Cross-border cooperation

- 6 countries
- 13 pilot areas



Med Pearls

Project Specific objectives

1. Setting up a **cross-border cooperation scheme** between public & private actors to develop a comprehensive ST strategy switching to a more **sustainable** and competitive model based on **innovation, diversification, deseasonalisation and inclusiveness** while contributing to the local economy development.
2. Developing a sound promotional, **branding, and cross-selling strategy** to enhance the international visibility and reputation of the **Mediterranean as an integral destination**, targeting the right segments and key outbound markets.
3. **Fostering the creation of new Slow Tourism products** coming from local tourist agents (DMCs) and **integrating cutting-edge ICT innovations**, developed by Mediterranean start-ups and entrepreneurs.

Specific Results

- Increased domestic and international tourist flows visiting the targeted areas
- Creation of 26 Slow Tourism products (26 "pearls") in off season periods /cross-border dimension & co-designed with local communities
- Creation of 6 ICTs solutions to suport the 26 tourism products
- Promotion and Commercialization strategy for the developed products

Contents of the proposals (provisional):

- Description of the tourist packages
- Justification of how the product integrates the philosophies of sustainable tourism and Slow Tourism in both actions and companies integrating the product
- Marketing plan for the tourist products
- Budget detailing the eligible expenses to be justified

Eligible expenses (provisional):

- Mentoring support from experts in sustainable tourism product creation (potential requirement).
- Product promotion costs (branding, labeling, promotional materials (videos, etc.) in different languages, travel, participation in B2B and B2C events, etc.)
- Minor material or equipment needed to carry out the tourist experience, etc.
-

- Tourist product of up to € 20.000,00 that incorporates several tourist packages (final number to be defined) including 5 different types of companies: accommodation, transport, guides, companies that provide experiential activities, cultural operators.
- All tourist packages must include at least one overnight stay.
- Products must incorporate services linked to sustainable mobility: use of public transport or integrated into the product itself: walking, cycling, horseback, river routes, luggage transfer between different places on the route that conforms the experience, etc. Information on intermodality possibilities: train + bicycle, bus + bicycle.
- Incorporation of packages for people with reduced mobility.

- **P**roducts that preferably offer accommodation that has a connection with the culture of the area and an integration in its environment. That they also work as a point of information and / or that offer gastronomy and / or local products. Preferably small establishments.
- Products that include the discovery of the territory (local museums, interpretation centers, guides, hiking, wildlife watching, kayaking, etc.)
- Tourist products that facilitate contact with the inhabitants of the region and encourage participation in events, collective celebrations: popular festivals, etc.
- Products that allow the integration of technological solutions in their design, communication or marketing.

Thanks for your attention”

For more information:

<http://www.enicbcmed.eu/projects/med-pearls>

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