WP9 PANORAMED – Mainstreaming Benchmarking for IPA programme Italy- Montenegro- Albania
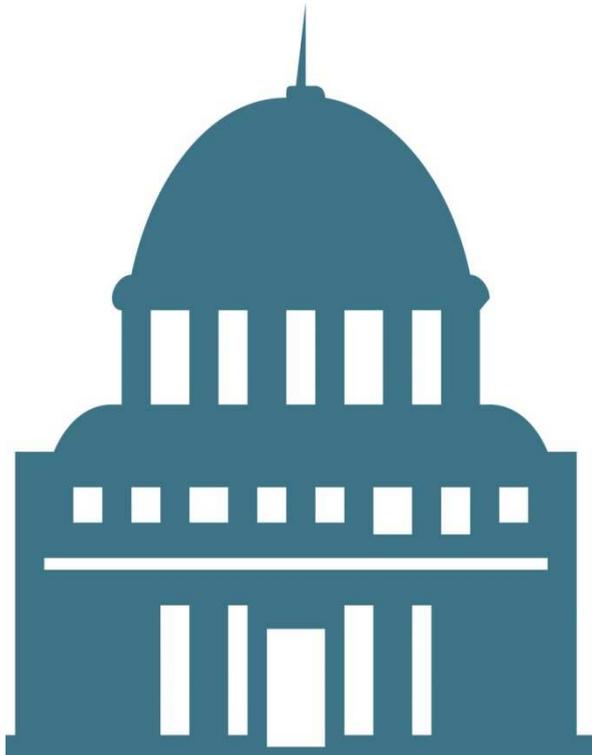
January 2019

Find inspiration in existing projects !

➔ **Creation of a new tourism offer (family tourism / adventure tourism / youngsters tourism)**
➔ **Multimodal transport**

Capitalisation component in ETC projects

➔ **Example of actions**

EMbleMatiC (MED programme 2014-2020)

Key words : Hinterland tourism/Family tourism / New tourism product

Ambition: creation of new sustainable tourism product (eco-itinerary) as an alternative to the coastal mass tourism

Objectives
- To rebalance tourism flows and their economic returns toward a more sustainable and responsible tourism
- To co-build and experiment a slow tourism offer located in the hinterland coastal mountainous area
- To improve the international recognition of our singularity

Transferable outputs
- Creation of terms of reference to build a sustainable eco-itinerary
- Creation of 9 eco-itineraries
- Common marketing brief
- Drafting of a transfer guide to conceive an eco-itinerary
- Preparation of a quality referential

Find inspiration in existing projects! Tourism projects

DESTIMED (MED programme 2014-2020)

Key words: Protected areas/New eco-tourism packages

Ambition: Fostering a regional governance system that will coordinate, enhance and promote protected area ecotourism across the Mediterranean Basin

Objectives: to develop a sustainable tourism offer in protected areas, which supports conservation of Mediterranean protected areas

Transferable outputs

- Test of an ecological footprint methodology for each tourism package
- Manual "sustainable tourism indicators : manual of transfer of best practices"
- MEET guide to create a portfolio of 3-7 nights ecotourism packages

BLUEMED (MED programme 2014-2020)

Key words: tourism development/protected areas/ Underwater museums / Diving parks

Ambition: to enhance tourism development through a combination of underwater museums and diving parks

Objectives: plan/test/coordinate underwater museums, diving parks and knowledge awareness centres in order to support sustainable and responsible tourism development and promote blue growth in coastal areas and islands of the Mediterranean.

Transferable outputs:

- Recommendations for harmonizing policies at all levels for improving underwater museums and marine protected areas management and increasing their conservation status.

- Funding model and novel financial schemes for marine protected areas, underwater museums and local diving industry.

- Management models aiming at the sustainability of the investment and of the operation of the Marine Protected Areas, Underwater Museums and Diving Parks.

- Innovative diving services and technologies regarding the Underwater Cultural Heritage by means of 3D immersive visualisation in museum exhibitions and Knowledge Awareness Centres (KAC).

- Web-based platform named "Underwater Natural and Cultural Routes in the Mediterranean" will be developed for a unified tourism promotion and networking of MED underwater natural and cultural heritage sites.

Find inspiration in existing projects! Tourism projects

MEDFEST (MED programme 2014-2020)

Key words: culinary heritage / "sun and sea" tourism alternative / hinterland areas

Ambition: creation of sustainable tourist destinations in MED areas based on culinary heritage experiences

Objectives:

- To find linkages between culinary heritage and sustainable forms of tourism;

- To design new tourist offer in the coastal hinterland and bring sustainable development in off-season months;

- To integrate MED culinary experiences in existing plans and to safeguard it as part of a common European heritage.

Transferable outputs:

- Road map (toolkit) on sustainable culinary criteria.

- Geo-database on sustainable culinary experiences in MED.

- Online map of sustainable culinary experiences in MED.

- Reports on: stakeholder mapping and stakeholders networks, existing policies and safeguarding culinary heritage.

- Good practice catalogue (online).

- Action plans (8) for designing sustainable culinary experiences.

2Bparks (MED programme 2007-2013)

Key words: tourism business strategy / green marketing in protected areas

Ambition: to set out the objective to increase MED protected areas sustainability and attractiveness, integrating environmental issues into core institutional thinking and into private investments choices

Objectives: to improve the attractiveness of the protected areas territories, the 2Bparks project promoted compatible economic patterns, where environmental issues are integrated into the core institutional thinking and into private investments choices.

Transferable outputs:

- In book and e-book with the key project deliverables ensuring a sound capitalization and transferability as well as the integration of project outputs in current policies.
- A set of *innovative governance tools* (directed towards raising skills, renewing PA plans, involving various stakeholders - reaching out to policy level) designed to reconcile the need for PA preservation along with enhancement of economic activities towards creating sustainable/diversified/broadened tourist offer and raising awareness on PA preservation.

LIVE YOUR TOUR: A cross-border network to increase sound and harmonious tourism in Italy, Spain, Lebanon and Tunisia
(ENPI CBC MED – 2007-2013)

Key words: Off-season tourism : marginal geographical zones / young people

Ambition: To increase sustainable tourist flows in the target areas of Italy, Spain, Lebanon and Tunisia, especially off-season and in marginal geographical zones

Objectives : Aiming to achieve a better seasonal and geographical spread of tourism arrivals

Transferable outputs: Training courses; methodologies and project management tools, financial and technical monitoring procedures
- Definition and/or upgrade 5 tourism Destination Areas thanks to the analysis on natural and cultural assets and drafting of 5 local development plans
- Creation of a board game "Live your Tour" addressing young people (12-25 years) to get acquainted with the concept of sustainable tourism
- Production of 5 tour guides and 25 packages related the identified "Tourism destination areas"

FR-ONT-IT: Rete di imprese transfrontaliera per lo sviluppo congiunto di prodotti turistici di nicchia (Martittimo 2014-2020)

Key words: Sustainable tourism linked to blue and green growth / Cycling tourism

Ambition: to promote the cooperation between operators through the development and the promotion of sustainable cross border tourism products

Objectives : promotion of the electric and normal cycling tourism

Transferable outputs:
- lo sviluppo di un portale web comune per tutta l'area transfrontaliera
- la progettazione e l'implementazione di servizi turistici da gestire in modo unitario
- la definizione di livelli di servizio da osservare a livello locale
- la promozione e la comunicazione unitaria dei propri servizi
- localmente, nelle 5 aree di partenariato, si introduce il prodotto PEDELEC, mettendo a disposizione 210 biciclette a pedalata assistita, creando reti locali di operatori della filiera specifica (hotel/altre strutture ricettive, ristoranti, centri medici/fisioterapici, centri assistenza bici..), organizzando servizi di trasporto bagagli.

ADB multiplatform (IPA ADRIATIC CBC) (1/2)

Key words: multimodal transport

Ambition: to develop multimodal transport solutions from the ports in the see programme area to inland countries

Objectives :
- developing a network of multimodal hubs in SEE area, with common quality and performance standards, connected by innovative ICT and transport services
- developing accessibility and trade within SEE area and corridors addressed
- making multimodal transport a real alternative to road for hinterland traffic catchable by Adriatic/Aegean/Black Sea Ports, through common development actions of multimodal transport
- making rail a reliable solution for economic operators of SEE area through the development of a main integrated rail corridor connecting Black Sea to landlocked countries with branches to main Adriatic Ports
- integration of rail and inland waterway transport through the enhancement of main rail-river hubs and promotion of rail-water inter-modality
- protecting environment of SEE area, through the shift of road traffic to rail and inland waterway, and the development of international agreements for developing policies for external costs internalisation

ADB multiplatform (IPA ADRIATIC CBC) (2/2)

Transferable deliverables :

> Common survey of quality and performance of ADB terminals, inter-modal interfaces, rail cross-border, with definition of up to 5 KPIs per category

> Gap analysis

> Comparative study of actual and best future possible railway corridors for connecting the NAPA

> Definition of alleviation measures per category (organisational, technological, legislative, etc.)

> Institutional frameworks for the development of intermodal transport along 4 corridors

> Corridor quality network

> Survey of common needs for harmonisation of customs procedures

> Multimodal Development Centre

> Adriatic-Danube-Black Sea – Memorandum of Understanding

FREIGHT4ALL (MED 2007-2013)

Key words: multimodal transport / freight transport chain

Ambition: A distributed and open FREIGHT transport ICT solution 4 ALL stakeholders in the Mediterranean area

Objectives : tackling the fragmented functioning of transnational multimodal freight transport chains by providing an interoperable and distributed ICT solution. It will facilitate remote collaboration of the involved parties and jointly use of available e-logistics systems, thus strengthening territorial cohesion and providing cost effective and sustainable services.

Transferable deliverables :
- Generic Harmonisation Framework (GHF) and System Architecture
- Policy recommendations, future scenarios and Dissemination & Capitalisation Strategy
- Conferences/workshops promoting the exchange and the diffusion of the experiences
- Training Workshops
- Freight4all ICT Platform
- Freight4all Community

TERCONMED (MED 2007-2013)

Key words: mobility and territorial accessibility / short sea shipping/reducing administrative obstacles (customs)

Ambition: promotion of the short sea shipping, as an alternative to the road transport

Objectives:
- to establish the relation between the Shipping Container Terminals and the Short Sea Shipping (SSS) in the Mediterranean basin.
- to put the different national and regional administrations in contact with each other in order to identify which are the customs difficulties for this type of transport
- To make some proposals to the public administrations with an aim toward being able to act in an easier way on behalf of the traffic fluidity.

Transferable deliverables :
> Training, analyses, comparative studies

Potential capitalisation actions

- Training sessions dedicated to local stakeholders and/or elective representatives based on the project's results

- Transfer guideline, action plans for public authorities and tourism stakeholders in order to disseminate the transnational learning in the local and regional policies

- Policy paper with recommendations for the EU level

- Protocols, regional strategies to commit members of a sectorial community and policy decision makers

- Model/tools developed, which could be replicated in other EU Tourism destinations for example

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