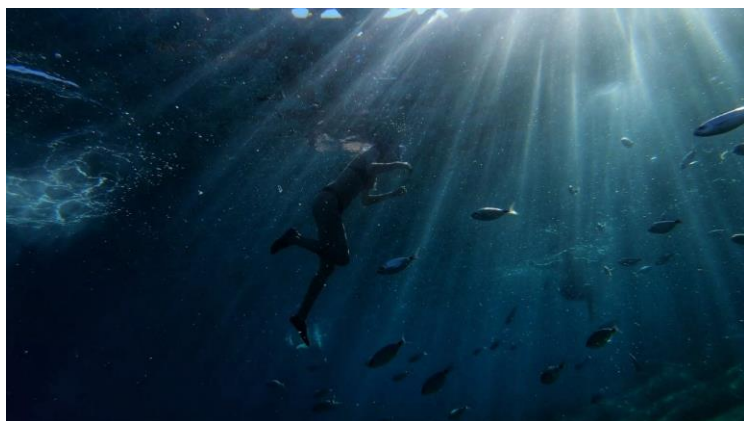


3rd TRANSNATIONAL POLICY EXCHANGE WORKSHOP

Mediterranean Islands towards the implementation of a transnational
sustainable year-round tourism

6 October 2021, 9am to 4.15pm

Poreč, Istria County, Croatia & Online



DESTIMED PLUS – a journey to sustainable ecotourism on Mediterranean



DestiMED PLUS Partners



- Lazio Region - Lead
- Catalonia region
- South Aegean dev. agency
- Corsica Tourism agency
- Sardinia Region
- Region of Crete
- NAPA Albania
- Andalusia region

- IUCN Med
- WWF Med
- CPMR
- Fundación Univ Balmaes (UVic)
- Institute for Tourism Croatia

+ many other consultants and associate partners...

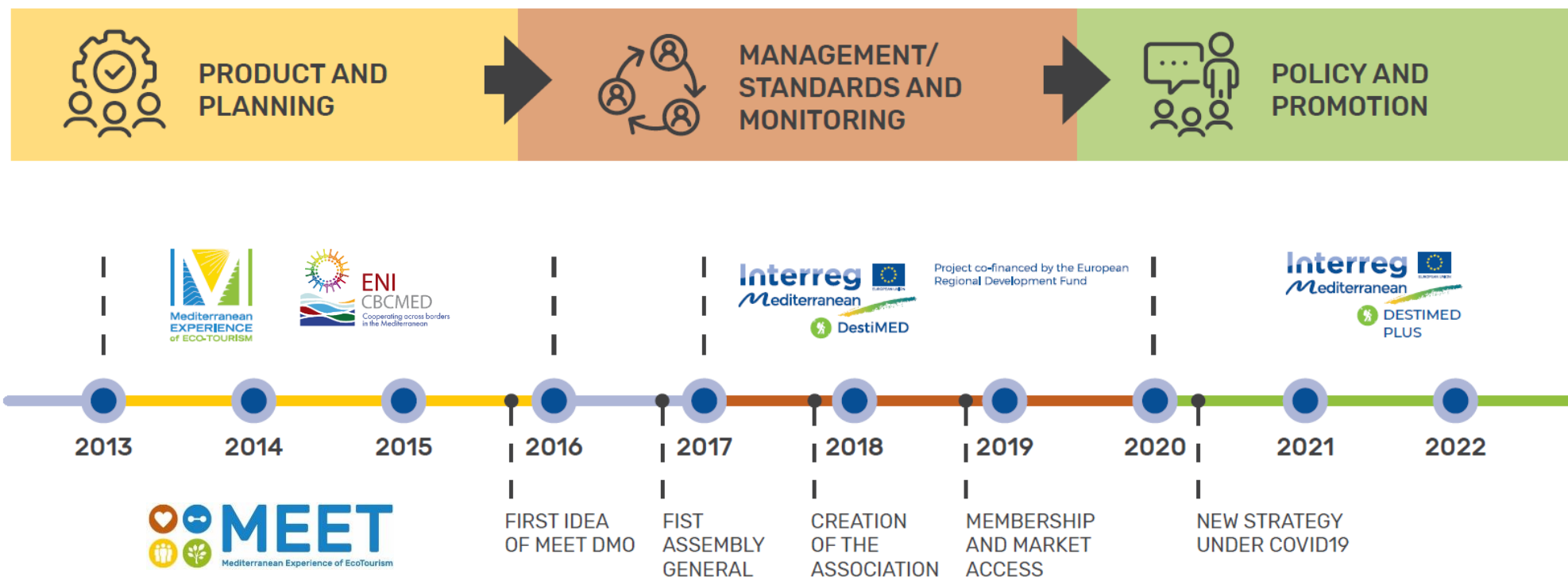


DestiMED PLUS Associates

01	4 National/Regional governmental bodies form the project areas	<ul style="list-style-type: none">• (AP4) Region of South Aegean• (AP5) Ministry of Tourism of Republic of Croatia• (AP11) Agència Catalana de Turisme / Catalan Tourist Board• (AP13) Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía
02	4 Governmental Agencies or PAs in the Southern and Eastern Med	<ul style="list-style-type: none">• (AP10) Shouf Biosphere Reserve• (AP14) National Institute of Marine Sciences and Technologies – Tunisia• (AP15) Agence Nationale pour la Conservation de la Nature – Algerie• (AP16) The Regional Council of the Oriental – Morocco
03	6 National and International interest groups, NGOs and enterprises from tourism or environmental sectors	<ul style="list-style-type: none">• (AP1) Small Island Organisation Association (SMILO)• (AP2) Mediterranean Protected Areas Network• (AP6) Greening the Islands• (AP7) Asociación de Ecoturismo en España (AEE)• (AP8) Global Ecotourism Network (GEN)• (AP17) Network of European Regions for Sustainable and Competitive Tourism (NECSTOUR)
04	3 Tourism Research Institutions	<ul style="list-style-type: none">• (AP3) Alma Mater Studiorum – University of Bologna, CAST• (AP9) University of Girona• (AP12) International Institute for Tourism Studies at the George Washington University



Where are we coming from?



From ecological deficit to balance

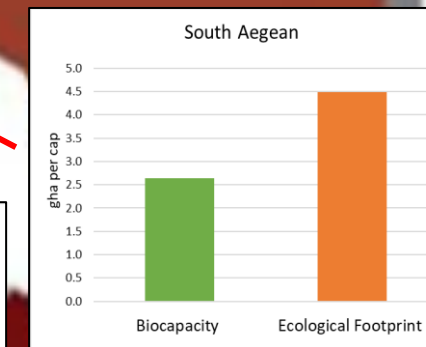
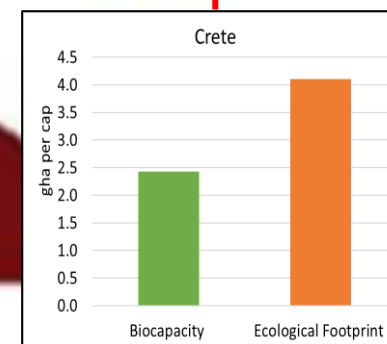
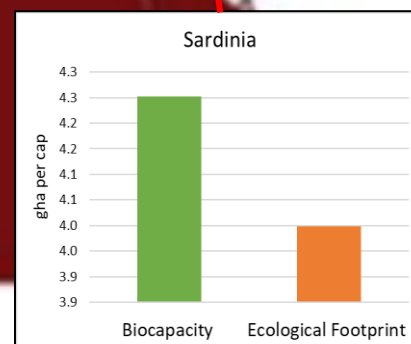
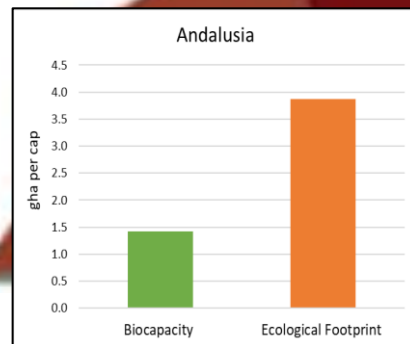
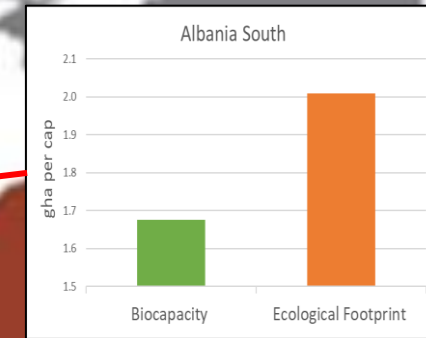
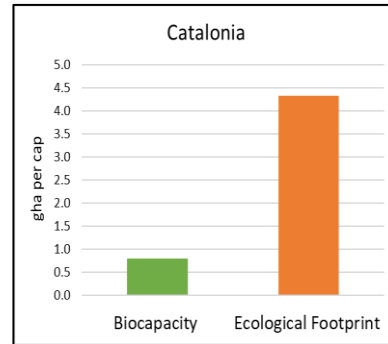
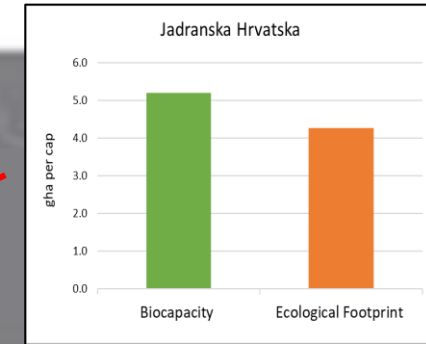
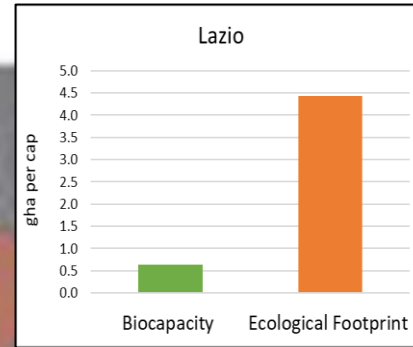
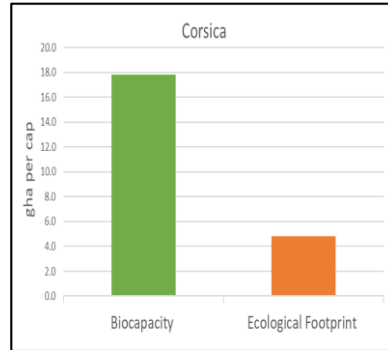
- **The Med Region and the 9 DestiMED PLUS countries are in a situation of ecological deficit,** implying a human pressure beyond the local ecosystem's limits and a dependence on resources and services from ecosystems outside their borders to satisfy the demands of residents and tourists.
- **Food, transportation, and housing are main components of the Ecological Footprint,** all of which are key categories in the development of the tourism offer.



- The ecological baseline picture of the **existing impacts and ecological situation can consciously guide destinations planning and management**
- **Alternative tourism, such as ecotourism, has the potentiality to relieve the ecological pressure on ecosystems** by increasing awareness and spreading good practices (above all in the main drivers sectors)
- To avoid worsen the existing situation, **alternative tourism should be carefully managed and monitored from an environmental point of view**
- **All the 9 DestiMED PLUS regions could benefit from the introduction of ecotourism practices,** either to reduce their consumption of resources (regions in ecological deficit) or to protect their ecosystems (regions in ecological reserve)



DESTIMED PLUS 9 REGIONS' ECOLOGICAL BALANCE



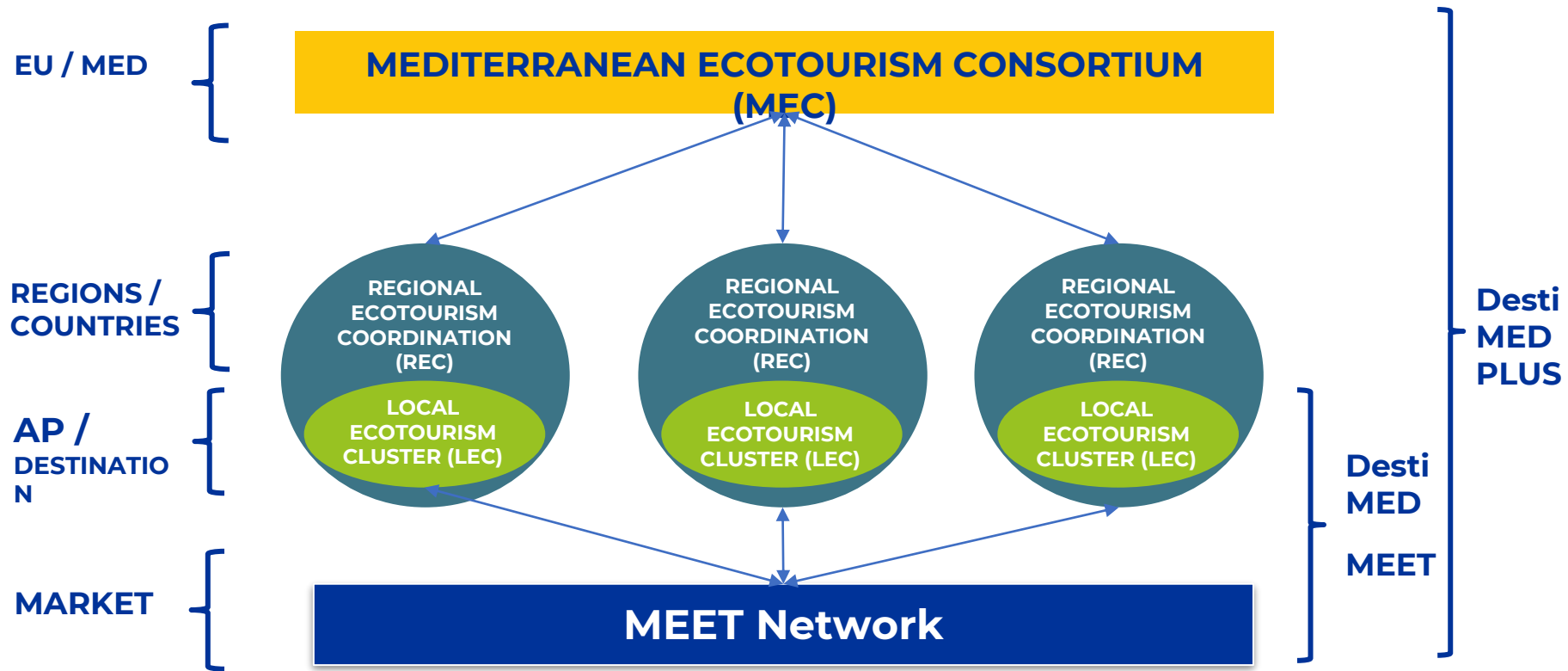
DestiMED PLUS - General Objective

Support **Mediterranean regions** to strengthen the enabling conditions for ecotourism to thrive in their **Protected Areas** by:

- 1) applying integrated planning and governance strategies; (PILOT ACTIONS & GOVERNANCE), and
- 2) improve the capacities of stakeholders to integrate, manage, measure, and promote ecotourism at all levels. (STANDARD & TRAININGS)



The approach for tourism and conservation policy integration

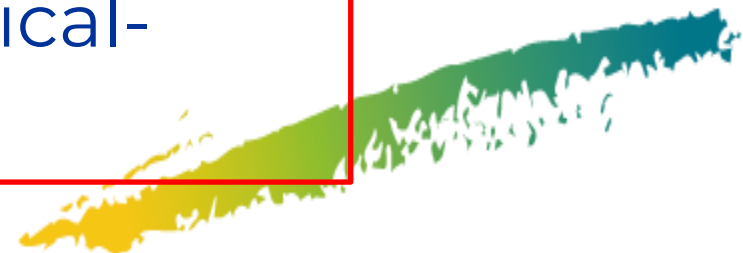


The 9 Pilot Actions

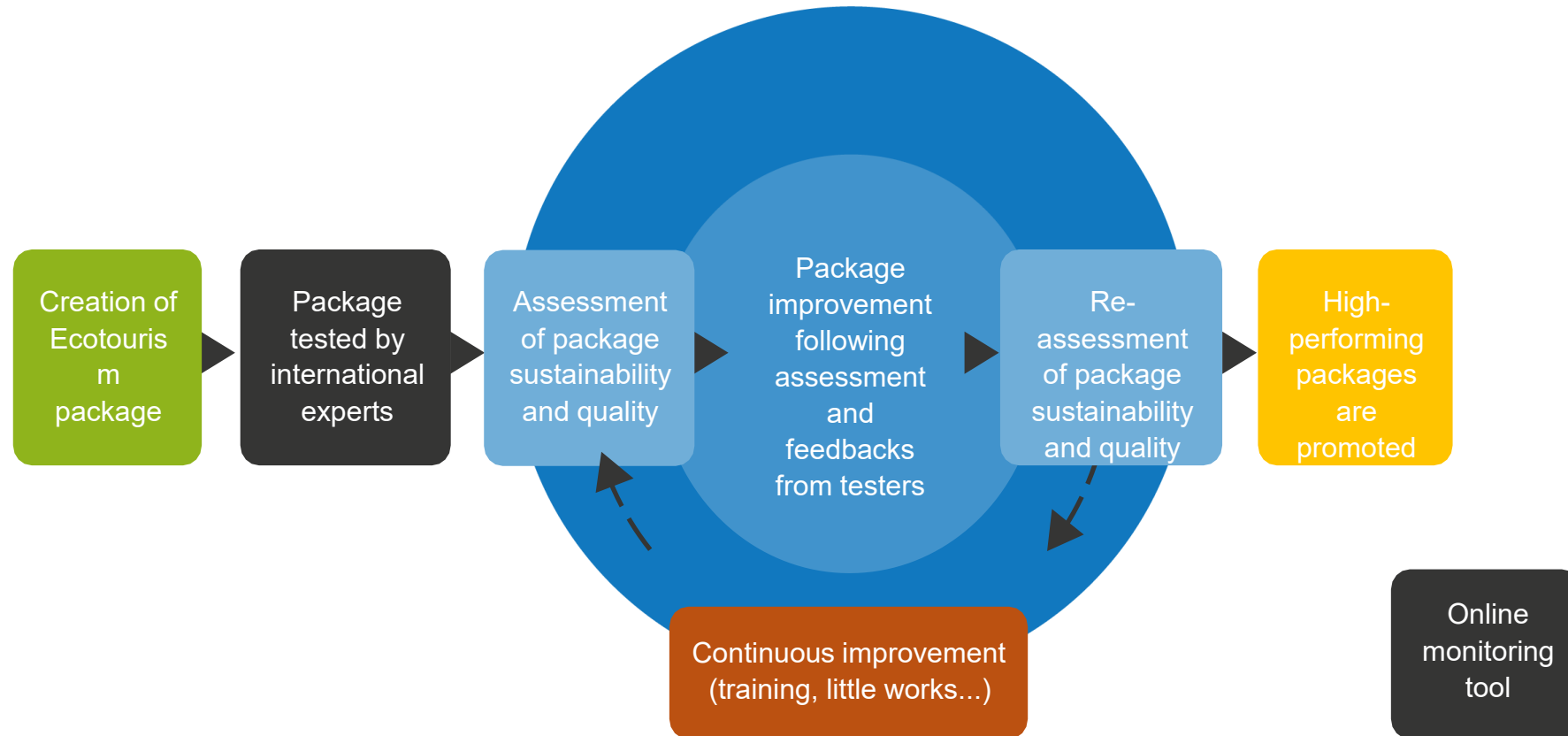


A MEET Pilot Action

1. Creation of the **Local Ecotourism Cluster** (LEC)
2. Drafting of the Park **Strategy on ecotourism** (or on sustainable tourism)
3. Design of an **ecotourism package**, following MEET standard
4. Management of the **testing process** (test-assessment-improvement plan) of the ecotourism package
5. **Data collection** for conservation-governance-product quality-ecological-socio-economic monitoring



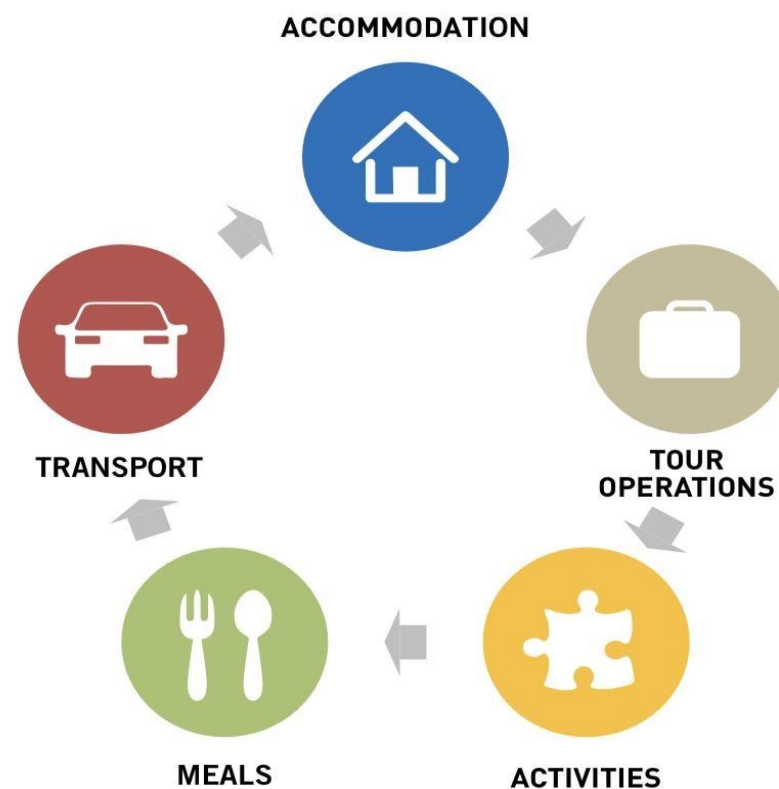
Managing Quality, Sustainability and Impact



A MEET Pilot Action ecotourism products

- following MEET standards
- locally “owned”
- “ideal” Park visit (demonstrative effect)
- determines a change of mindset

Components of a Product



CRES-LOŠINJ (NATURA 2000)

- Maritime protected area
- Rhythm of the Senses (to feel the rhythm of the island)
- 6-12 pax, all-inclusive, 6 days
- Mar/Apr- Jun, Aug-Oct
- Taste Day, Scent Day, Sight Day, Touch Day...
- Walking, cycling, kayaking, cooking class, herbal historic tour, herbarium art class, dolphin watching, picnic, local restaurants, sunset session, etc.
- Sustainable transfer & accommodation, organic food



What indicators are in the MEET Standard?



DestiMED PLUS Ecotourism Footprint Calculator

Aims at improving the transferability of DestiMED outcomes to other Med PAs willing **to create an ecotourism experience of high quality and low impact**



Interreg
Mediterranean
DestiMED

Project co-financed by the European
Regional Development Fund

Welcome to the Ecological Footprint calculator
developed by the DestiMED project

Email

Enter your email

This field is required

Password

Enter your password

This field is required

[Forgot password?](#)

Sign In

Continue without registration

Don't have an account? [Sign Up](#)

It allows to **assess the impact on the EARTH ecosystems of ecotourism packages and the activities offered to tourists**

Features:

- Save progresses and results
- Download results in PDF format
- Explore solution to reduce the EF
→ [Global Footprint network.org](https://www.globalfootprintnetwork.org)
- Eventually connect with, and receive support from, the MEET network

<https://www.meetnetwork.org/calculator>



Other indicators included

Conservation

FOCUS: PA tourism policy/regulation
WHO COLLECTS DATA: Self-assessment
HOW DATA ARE COLLECTED: indicators grid
WHEN DATA ARE COLLECTED: before the test

Governance and product consistency

FOCUS: The Local Ecotourism Cluster
WHO COLLECTS DATA: Self-assessment
HOW DATA ARE COLLECTED: indicators grid
WHEN DATA ARE COLLECTED: before the test

Product Quality

FOCUS: experience as perceived by the customer
WHO COLLECTS DATA: A survey filled in by the Testers
HOW DATA ARE COLLECTED: questionnaire
WHEN DATA ARE COLLECTED: at the end of the test

Testing process

- package definition (with **1st test/Audit**)
- package assessment (with **2nd full test** and assessment process)
- package continuous improvement (after each assessment)
- final assessment (with **final on-the-spot check**)
- integration in the MEET Catalogue



Expected results

- **9 LECs - Local Ecotourism Clusters** (participatory governing bodies at local level)
- **9 eco-tourism packages** (tested, assessed and improved)
- **MEET Standard upgraded** (esp. on sustainability monitoring - environmental, governance and socio economic components)
- **9 RECs - Regional Ecotourism Coordination tables** (integrated policy making bodies at Regional administration level)
- **DestiMED approach upscaled** (from ecotourism to integration of conservation and development at regional scale)



Final outputs to transfer

TOOLS FOR PROTECTED AREA DESTINATION MANAGERS & REGIONS

METHODOLOGY AND POLICY MANUAL

OF THE MEET MODEL
FOR ECOTOURISM
PRODUCTS

GUIDELINES FOR TOURISM BOARDS TO PROMOTE ECOTOURISM

IN PROTECTED AREAS
FOLLOWING MEET CRITERIA

ONLINE QUALITY AND SUSTAINABILITY MONITORING TOOL FOR ECOTOURISM PRODUCTS

ECOLOGICAL FOOTPRINT
SOCIOECONOMIC IMPACTS
GOVERNANCE AND CONSERVATION

ONLINE TRAINING PLATFORM (MOOC)

TO IMPLEMENT THE
MEET MODEL





FOR POLICY MAKERS

Governance mechanisms for improving the integration and coordination of conservation and tourism policy in the Mediterranean, regionally and locally.

MEC - Mediterranean Ecotourism Consortium

Consortium integrated by regional project partners and associates and open to all regions at EU and Med level, which will advocate for integrated ecotourism policies in the Mediterranean basin.

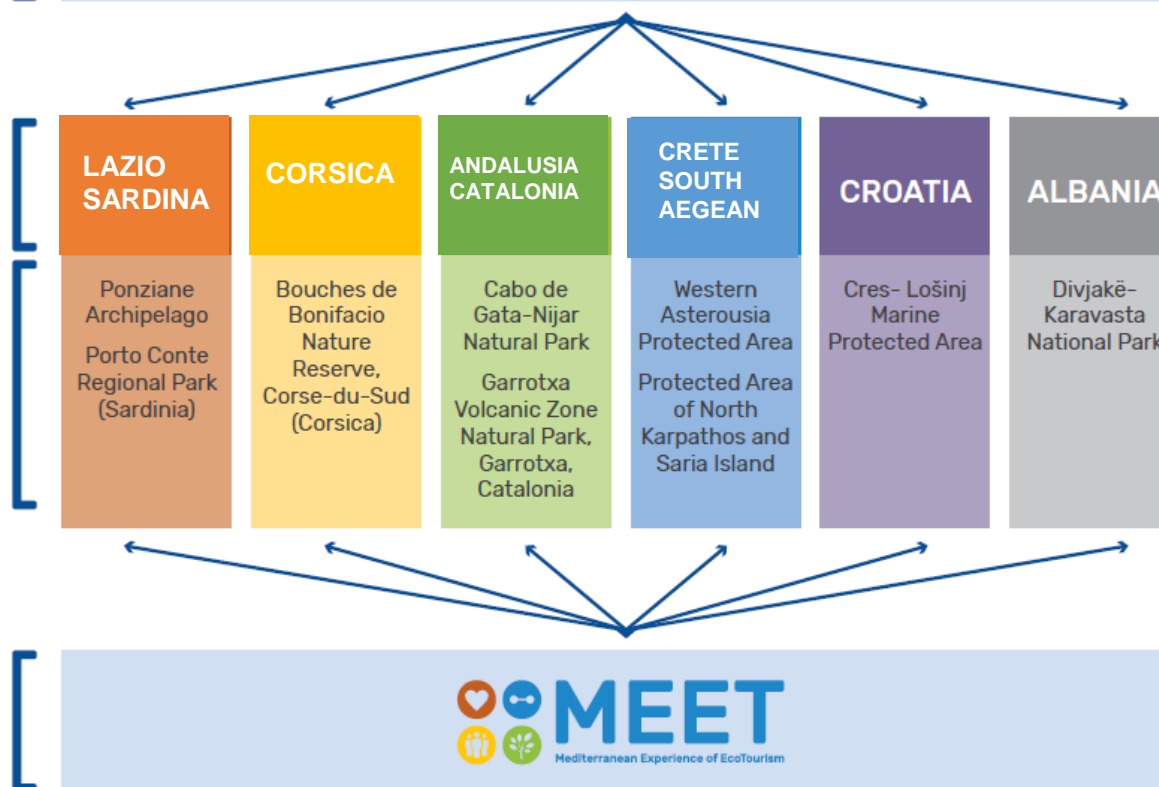
REC - Regional Ecotourism Coordination

tables in each pilot region integrating tourism and conservation departments to implement a Mediterranean Ecotourism Roadmap, integrating ICZM principles, promoting ecotourism and overseeing LECs.

LEC - Local Ecotourism Clusters created in pilot actions, which ensures public private collaboration and joint coordination, planning and promotion of ecotourism products in Protected Areas

MEET Network

MEDITERRANEAN ECOTOURISM CONSORTIUM (MEC)



DestiMED PLUS - Project results

1. Mediterranean Ecotourism Consortium (MEC)	Tourism and Conservation Departments Active after end of project
2. DestiMED PLUS Standard	System of monitoring and measuring sustainability Focusing on EF, socio economic and governance
3 Mediterranean Ecotourism roadmap	Joint management of pilot actions Policy road map for regions Policy paper Med

For further information

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MEET Network

