

Creating and capitalizing synergies in the area of sustainable tourism

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Interreg



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The starting point: How to improve the tourism governance and reinforce the sustainable development with enhancing its transferability and creating synergies?

The objective of PANORAMED's WP5 "Coastal and Maritime Tourism" was to increase the competitiveness and attractiveness of the Mediterranean destinations in the global tourism market by addressing the main challenges:

- growing tourism flows
- seasonality and
- insufficient cooperation among main tourism actors
- enhance inadequate data management

WP5 was oriented on the improvement of tourism governance and reinforcement of sustainable development and enhancing its transferability

Within the thematic area of "Coastal and Maritime Tourism" two Strategic Projects (SPs) were developed: SMARTMED and BEST MED to operationalize tools for better governance



The result:

PANORAMED TOOLS FOR CREATING SYNERGIES

Gaps and Growth Opportunity Report (GGOR)

- GGOR addressed the challenges of selected key areas giving priority to the integrated and informed tourism governance for smart and more resilient destinations
- Among the tools for better governance, according to the GGOR analysis, the most important are:
 - ✓ Training
 - ✓ Participatory processes
 - ✓ Institutional support
 - ✓ Information dissemination strategies


Key Policy Paper (KPP)

- KPP capitalized the results of the GGOR and specifically transformed them into key issues to be tackled at a policy level and identified relevant recommendations to be put into practice
 - These recommendations were prepared to boost the tourism sector and at the same time reduce its negative environmental, economic, and social impact
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The tool: Creating and capitalising on synergies through "Scheme for Coordination Modalities between PANORAMED's WP5 and relevant Strategic Projects"

- Outlines the methodology of evaluation, monitoring and capitalization between PANORAMED and the strategic projects SMARTMED and BEST MED
- The primary goal - a quality contribution to the Programme's capitalization goals, particularly by enabling a beneficial and two-way interaction between PANORAMED and its strategic projects with aiming to establish the coordination and implement the relevant projects' outputs and deliverables far better and efficiently
- This tool was operationalized through the Focus Group (FG) - a comprehensive joint forum of quality exchange and cooperation between the WP5 and SPs
- The objectives:
 - ✓ capitalisation of results with the involvement of SPs, Horizontal Projects and the whole sustainable tourism community by sharing best practices
 - ✓ promotion of the common integrated approach for Coastal and Maritime Tourism as a legacy for the next programming period

The tool: useful for... / added value

- Represents a practical tool to ensure the best possible capitalization of SMARTMED and BEST MED results and deliverables
 - It could be used as a model for enhancing governance, strengthening cooperation at the policy level and capitalization of project results in other programmes and joint initiatives
 - Represents a valuable instrument for the dissemination of knowledge and enhancing synergies across the Mediterranean area
 - SMARTMED and BEST MED have achieved concrete territorial impact – their outputs are included in the Sustainable Tourism Catalogue
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PANORAMED: GENERAL INFO



PANORAMED – A COOPERATION PLATFORM FOR BETTER GOVERNANCE

- A governance platform with the aim to support the process of strengthening and developing multilateral cooperation in the Mediterranean region for joint responses to common challenges and opportunities.
- 21 project partners from 12 countries of the Mediterranean region – Ministry of Finance and Public Administration (Spain) – Lead partner
- The Ministry of Regional Development and EU Funds (Croatia) – Leader of WP5; Tuscany Region (Italy) - Co-leader of WP5

For further information

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