

The new era of tourism: pursuing the balance between economic development and sustainability

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Interreg



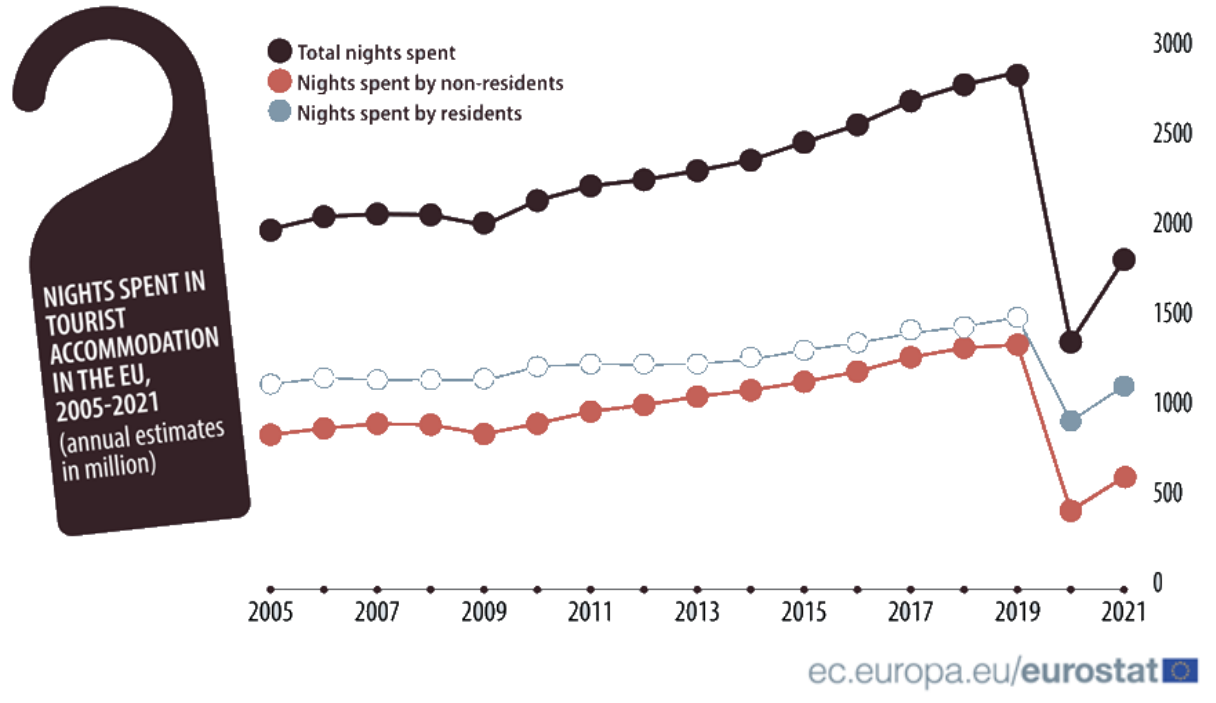
Co-funded by
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Euro-MED

Marittimo-IT FR-Maritime

NEXT MED

Tourism, key role for EU's economy

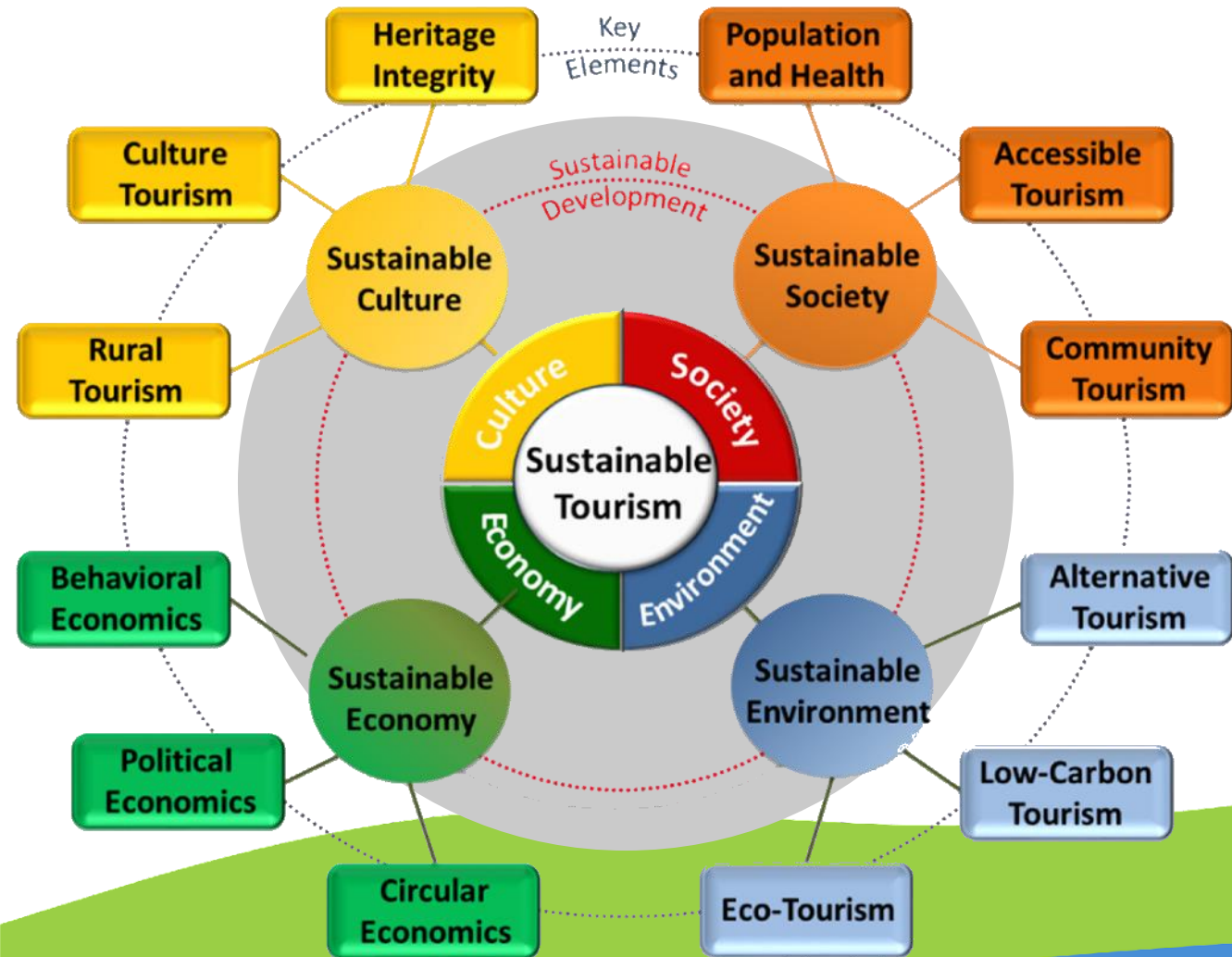


A growing industry

Challenges:

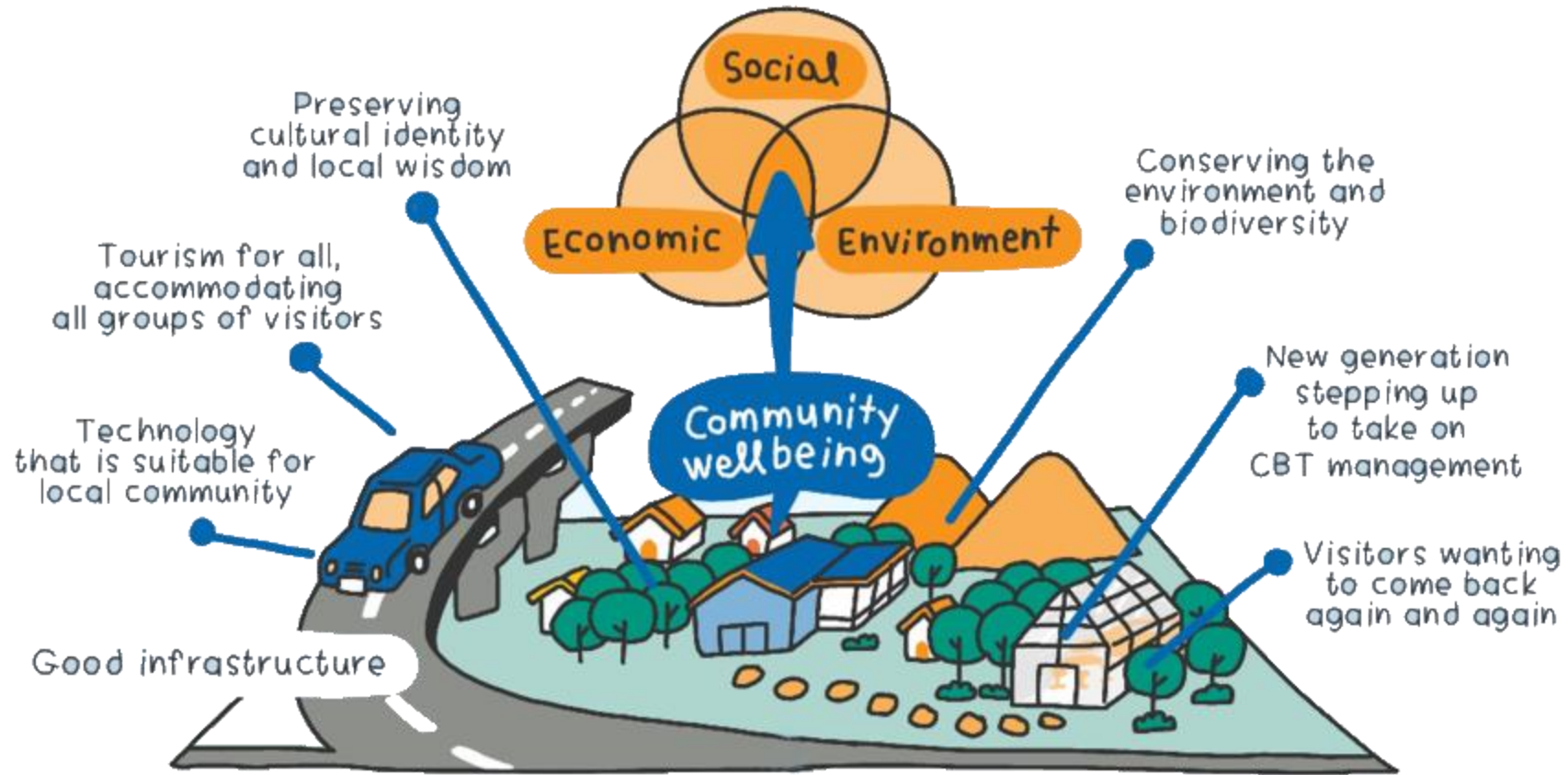
“complexity of the tourism policy development due to its cross-cutting multi-level, and fragmented nature, and competing policy priorities and budgetary constraints” (OECD, 2018).

Four pillars for sustainable tourism



The UNEP and UNWTO (2005) conceptually defined sustainable tourism as “*development of tourism activities with a suitable balance between these the dimensions of environmental, economic, and socio-cultural aspects to guarantee its long-term sustainability.*”

The future we want...



Key actions in 9 sectors

EPICAH
Interreg Europe



**FOR A NEW EU INTEGRATED
TOURISM POLICY:
EUROPE – 27 COUNTRIES, ONE DESTINATION**



EU Tourism policy

Implement EU strategy

Sustainability

*Investments,
Management of the impacts,
Long-term employment*

Promotion

*Quality brand,
Joint promotion,
Universal promotional messages*

Accessibility and inclusiveness

*Investments,
Experiences diversification,
Universal language*

Governance

*Policies for tax uses,
Standards for:*

- *Tourism services,*
- *Quality*
- *Reporting statistics*

Regular actions:

- *impact assessments,*
- *networking between stakeholders*

Recognition at EU level:

- *Tourism professions,*
- *Qualification,*
- *Public awareness*

Connectivity, innovation and use of new technologies

*Digitalization,
Smart tourism,
Innovation*

Competitiveness

*Joint tax policies,
Fair competition,
Good practices*

Mobility & logistics

*Infrastructures,
Better accessibility,
Transport coordination*

Cross-border tourism

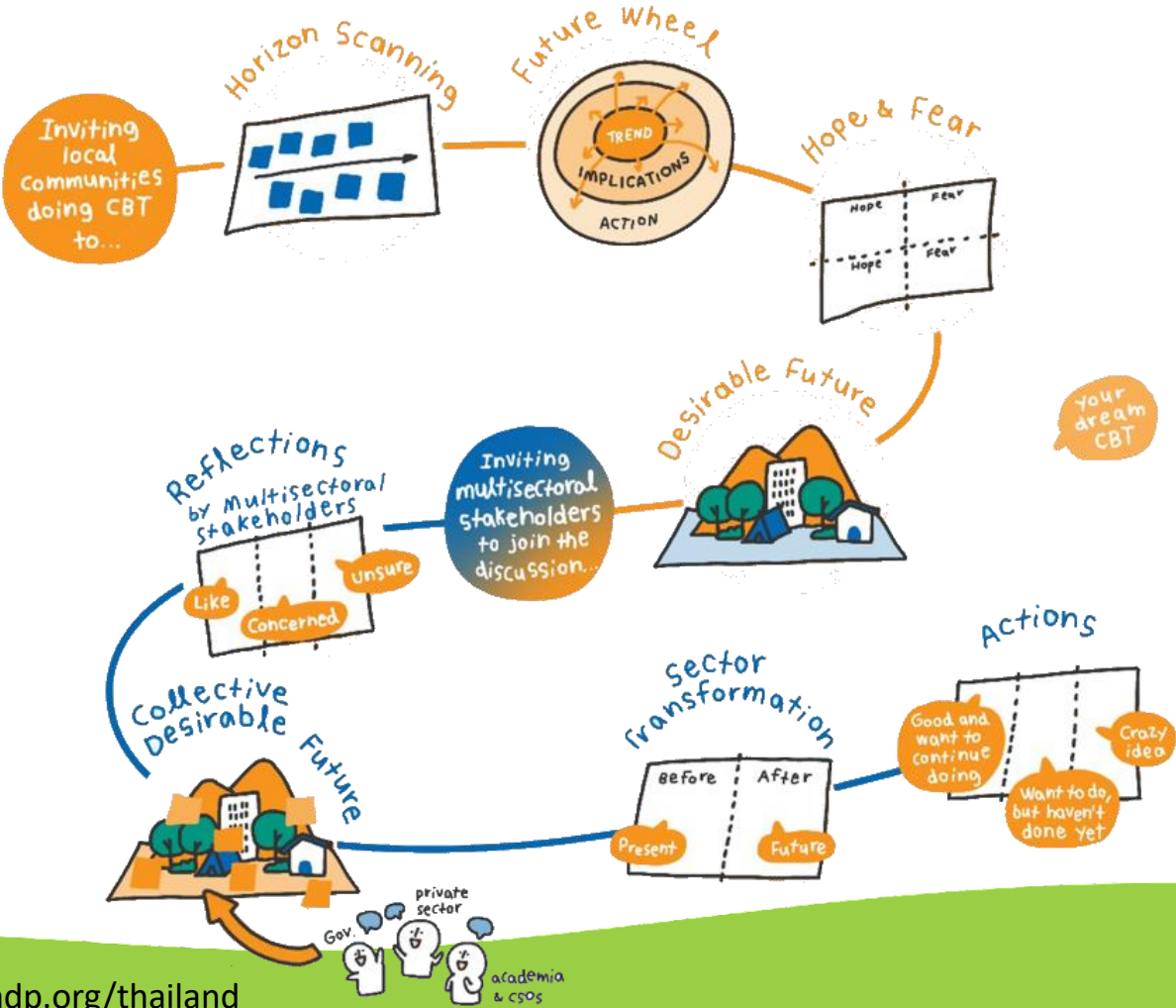
*Joint strategies,
Joint actions*

Community - Based Tourism

CBT is a tourism management model that put local communities at the centre of the process.



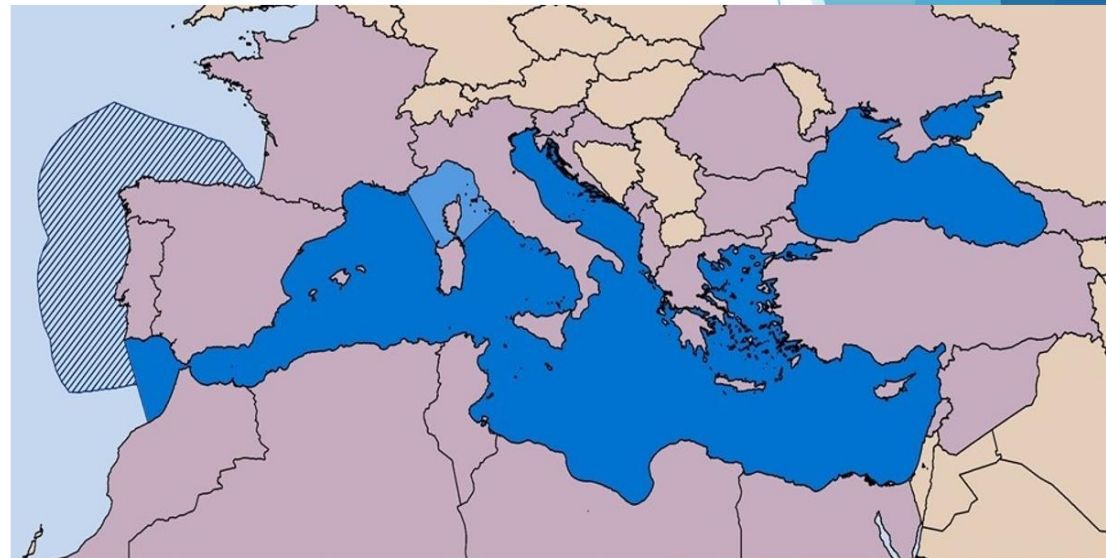
Bottom-up process



<https://www.undp.org/thailand>

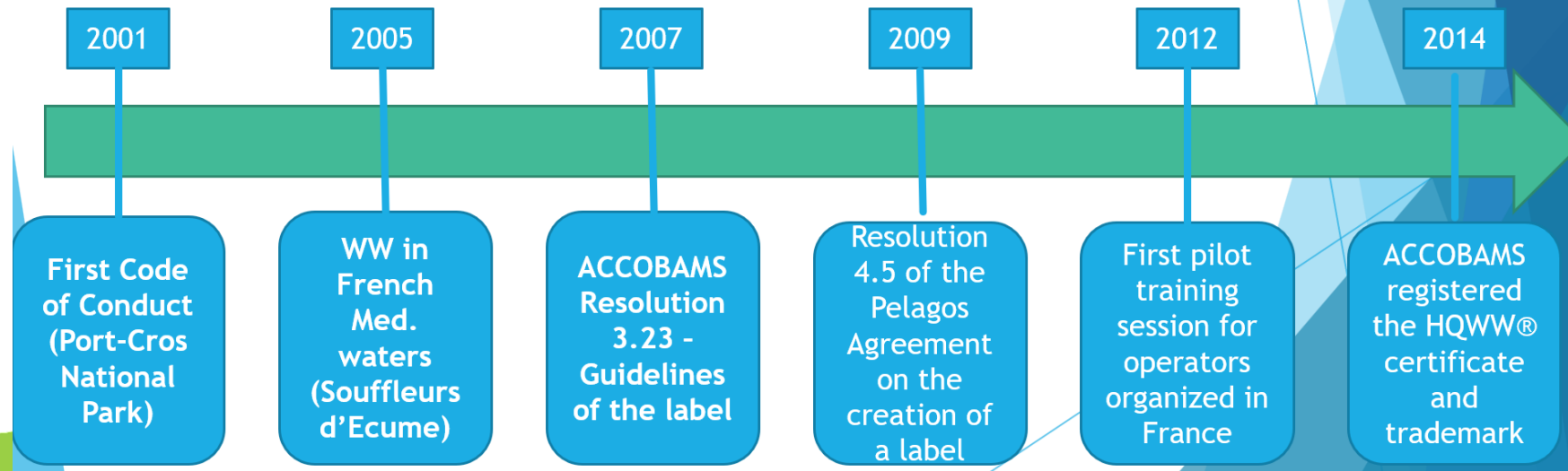
What is ACCOBAMS?

- Adopted in 1996 and entered into force in 2001
- Established under the UNEP/CMS Convention on Migratory Species
- Its purpose is to reduce threats to cetaceans, in particular by improving our knowledge of these animals
- 24 Contracting Parties
- Secretariat hosted by the Principality of Monaco



High Quality Whale Watching Certificate

Result of collaboration between operators, scientists, NGO, managers and international organizations



High Quality Whale Watching Certificate

- ❑ Mandatory participation in a **training course** that includes information on marine ecology and conservation
- ❑ Compliance with the joint Pelagos/ACCOBAMS **Code of Good Conduct** - which covers approach techniques, speed and duration of interactions with cetaceans
- ❑ Offer **excursions focusing on marine biodiversity** (avifauna, fish, turtles, etc.), rather than excursions focusing solely on cetaceans, and to include an **educational/awareness-raising** component in the tours,
- ❑ Participate **in research and conservation activities**, compiling and sharing observation data
- ❑ Offer participants the opportunity to complete **satisfaction evaluation forms** and to host follow-up/monitoring visits by members of the HQWW® brand training team



- France 2014
French NGO "[MIRACETI](#)"

- The **Principality of Monaco** 2015
[Monegasque Association for the Protection of Nature](#)

- Italy 2019
[CIMA Research Foundation](#)

in the framework of the EcoSTRIM project, thanks to the funds of the INTERREG Italy-France Maritime Program 2014-2020 of the EU.

A case study: Replication and transposition of french activities with the HQWW



Eco-Sustainable Tourism Investments to stimulate and promote the competitiveness and innovation of the Marine cross-border cooperation activities

EcoSTRIM : key words



EcoSTRIM answers:

- Networking to improve quality
- New sustainable offers
- Improve access for all with sustainable approach



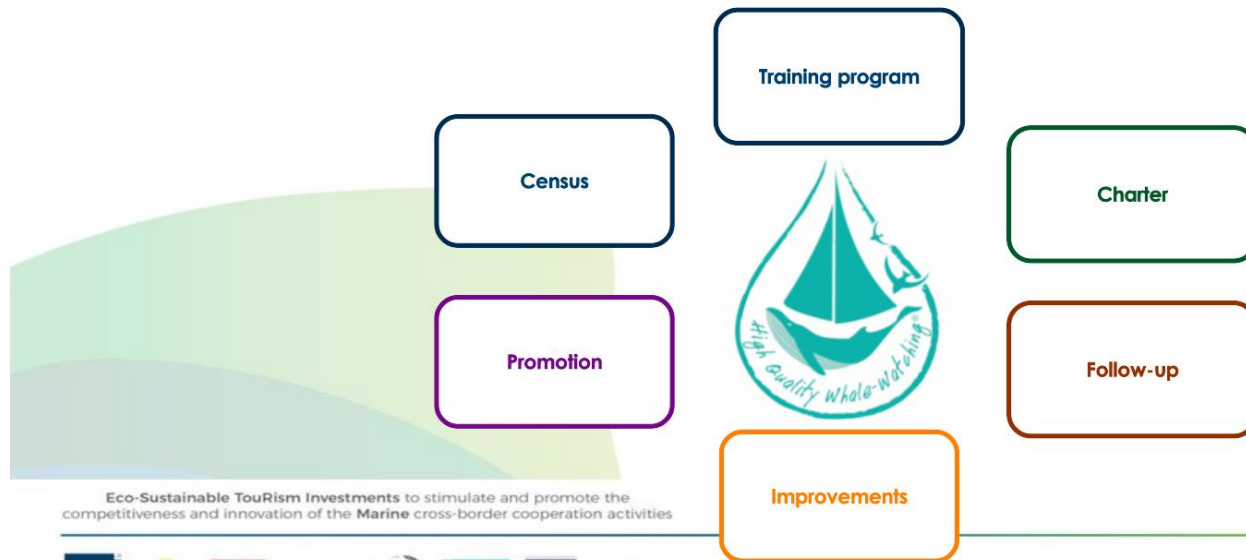
La cooperazione al cuore del Mediterraneo
La coopération au coeur de la Méditerranée

A case study: Replication and transposition of french activities



Eco-Sustainable TourRism Investments to stimulate and promote the competitiveness and innovation of the Marine cross-border cooperation activities

First activities for the HQWW



La cooperazione al cuore del Mediterraneo
La coopération au coeur de la Méditerranée

A case study: EcoSTRIM activities



CAPITALIZZAZIONE - IDENTIFICAZIONE DELLE BUONE PRATICHE CATALOGO RELATIVO AL POLO TEMATICO

Buone pratiche 1 - Crescita professionale con marchi ecologici di qualità e guide ambientali specializzate



3 certificazioni



60 operatori
certificati



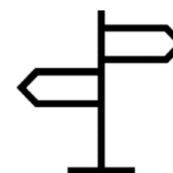
11 corsi



1 figura
professionale



2 App



30 Comuni



2 Siti



4 video

Buone pratiche 3 - Piccoli investimenti per potenziare l'offerta turistica costiera per persone con disabilità



5 Investimenti



2 Tour virtuali



3 Nuove offerte

Take home message...



Increase of tourism



Suitable balance



Desirable futures



Integrate Community Based
Tourism in joint plan actions

Many thanks

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