

Med Lab Group: Innovative Practices in Coastal Tourism



13 May 2019

Grand Hotel Piazza Borsa
Via Cartari, 18, 90133 Palermo.
Palermo, Italy





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Outlines

Once a year the Southern Europe and the Mediterranean programmes meet to discuss about those topics that are of their interest. The past editions were focus mainly on the governance of the area and on the connection with the cooperation programmes to those new initiatives such as the WestMed Initiative and the governance platform Panoramed .

This meeting instead will be focus on the thematic priority of coastal tourism, dealt under the objectives of innovation and environment, being these the most common for external and internal cooperation programmes operating in Southern Europe and Mediterranean area,

“Traditionally, coastal tourism in Europe has been based so far on the so-called 3S model: sea, sand and sun. Over the decades, the need for accommodating growing number of tourists has led to the massive urbanization of portions of the Mediterranean coast, often in a rapid and uncontrolled manner. Nowadays, coastal development is a bulging phenomenon concerning long stretches of the Mediterranean coast, leading to the artificialisation of coastal and marine ecosystems, habitat fragmentation and deterioration. Thus, its success itself can threaten its own economic viability. As a blue growth sector, it has however the potential to create well-being and jobs while contributing to the good state of coastal and marine environments”. *Responseable Project*.

The day after, on the 14th of May, it will be dedicated to the WestMed Workshop in “Developing the Blue Economy”, focusing also in Tourism as one of the main topics. For registrations please go to : <http://www.westmed-initiative.eu/>

Objectives

The proposed meeting will bring together the most innovative experiences in coastal tourism tackling its main threats but also its opportunities as an attractive economic sector in the Mediterranean area.

This meeting intends, on the one side to break silos on the different funding opportunities and approaches (Interreg, ENI and H2020, others) towards a more effective and efficient coastal tourism, on the other, it will give projects a platform to capitalise on their results, allowing the possibility of exchanging know how and improve the cooperation in this field.

During the morning we will focus on discussions with the main actors, audience and EU Commission. During the afternoon there will a visit “Tourismed” project (Interreg Med) in Trabia, 30 Km from Palermo to experience Fishing Tourism.

Target Group

External and Internal EU Cooperation Programmes and projects, mainly those located in Southern Europe and Mediterranean. National, regional and local Tourism actors Member States representatives, Regional and local Authorities, EC Commission, UN

Day one **13 May 2019**

08.30 – 09.00 **Registration and Welcome coffee**

09.00 – 09.20 **Welcoming words**

- Mercedes Acitores. Interact.
- Regional Government of Sicily(tbc)
- Luca Marangoni. DG Mare

09.20 – 09.40 **Inspirational Speech.**

From a traditional S3 model to an intelligent coastal tourism

The speaker will establish the context of the conference from an academia perspective.

- Jordi Ficapal Mestres. Càtedra de Turismo Responsable y Hospitalidad de la Facultad de Turismo y Dirección Hotelera Sant Ignasi (Universitat Ramon Llull).

09.40 – 10.55 **Threats of coastal tourism.**

The round table will provide us some elements of the main threats for a sustainable coastal tourism in the Mediterranean. The projects and moderator will debate and share their experiences on how to respond to mass tourism, lack of resources and the effects of marine litter.

Moderator: Giovanni Ruggieri. Observatory on Tourism for Islands Economy_OTIE

- **Seasonality and mass tourism:** Letizia Ortega from Valencia Building Institute. Alter-eco (Interreg MED); Olga Mashkina from Acteon-Environment. ResponSeable (H2020).
- **Marine litter:** Nikos Streftaris from HCMR- Hellenic Centre for Marine Research- Institute of Oceanography . Meltemi (Interreg Balkan Med)
- **Lack of efficient resources:** Bárbara Sarnari from Svi.Med ONLUS . Consumeless (Interreg MED), Antonio Martinez from Euro-mediterranean Foundation Institute of Water. Castwater(Interreg MED)

Debate

10.55 – 11.20 **Coffee break**

11.20 – 12.30 **Opportunities of a sustainable tourism model.**

The round table will provide us some elements of the opportunities for a sustainable coastal tourism in the Mediterranean. The projects and moderator will debate and share their experiences on two main topics, first on how to improve and preserve the attractiveness of the natural and cultural heritage. Second, on Blue Growth.



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Moderator: Ivan Štrkalj . Republic of Croatia. Ministry of Regional Development and EU Funds. Panoramed Project.

- **Attractiveness:** Emiliano Carnieri from Regione Toscana. Intense (Interreg Italy France Marittimo), Ivan Delamarre from Arco Latino. Bluetourmed (Interreg MED), Giuseppe Avenia from Sicilian Region. Culturas (ENI Italy Tunisia), Antonio Cocco from University of Cagliari. Stratus (Interreg Italy France Marittimo)
- **Blue Growth:** Elodie Nunes from CPMR-CIM: MedCoast4BG (UfM), Co-evolve4BG (ENI CBC MED), Carla Danelutti from IUCN. MEET (ENPI CBC MED), Gabriele Benucci from Toscana Region. SMARTIC (Interreg Italy France Marittimo)

12.30 – 12.45 **Different approaches + Different Funds = Effective Coastal Tourism.**
The speaker will explain how the European Commission through its direct management programmes (LIFE, Maritime and Fisheries Fund, Cosme) are investing in Coastal Tourism.

Speaker: Anja Detant (EASME)

12.45 – 13.45 **What are the options of the future of Coastal Tourism in the Mediterranean.**
The round table will discuss among the speakers and audience about the near future of coastal tourism in their programmes and suggest some actions to take together in order to make sustainable coastal tourism a reality in the Mediterranean.

Moderator: Mercedes Acitores. Interact

- Round Table with Paulo Emerenciano (Interreg Med), Jasmine Andreus (Interreg Italy France Marittimo), Chiara Dibella (Interreg Italy Malta), Diana Gracin Petrović (Interreg Italy Croatia), Mislav Kovač (Interreg Adrion), Martin Heibel. (ENI CBC Med), Rosario Sapienza. ENI CBC Italy Tunisia, Marco Nobile. DG Mare

13.45 – 14.00 **Conclusions and closure of the morning session**

14.00 – 15.00 Lunch

15.00 – 19.00 **Tourismed (Interreg Med) project visit** in the location of Trabia. The visitors will have the experience of fishing as a touristic activity. No special clothes are need, only comfortable shoes. (See schedule in next page)



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15:30	<i>Institutional welcome</i> <ul style="list-style-type: none">• Brief presentation of the International Delegation and of TOURISMED project• Press Conference• Ceremony for the creation of the Fishing• Tourism Local Consortium	<i>Trabia City Hall</i> <i>Address: Via Spalla 26 -</i> <i>Trabia</i>
16.30	<i>Fishing Tourism Trips</i>	<i>Harbor of San Nicola</i> <i>l'Arena Via Scalo</i> <i>Marittimo, 21, San</i> <i>Nicola L'Arena -</i> <i>Trabia</i>
18:00	<i>"Fishingtourism Aperitivo"</i> at San Nicola L'Arena	<i>Harbor of San Nicola</i> <i>l'Arena Via Scalo</i> <i>Marittimo, 21, San</i> <i>Nicola L'Arena - Trabia</i>
19:00	End of the Study Visit	



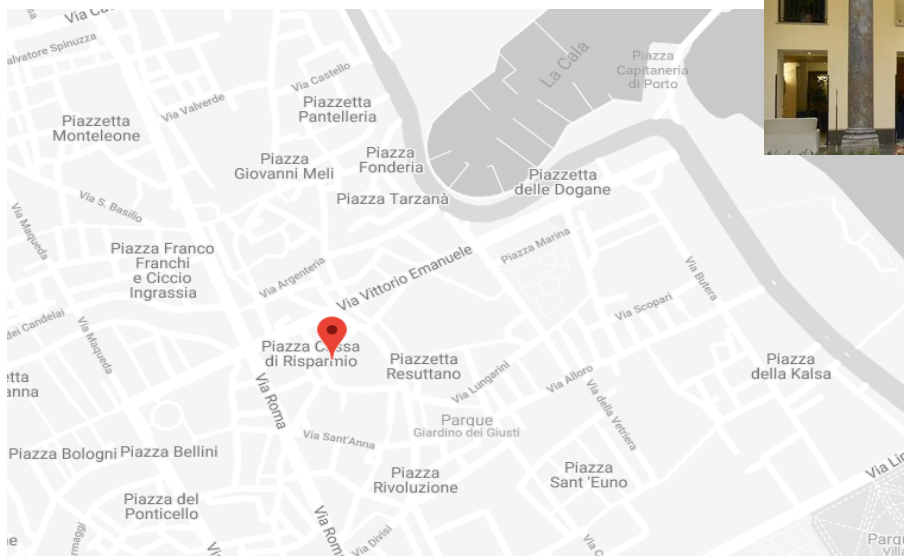
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Practicalities

Venue

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Accommodation

The organisation has not fix a special offer at any hotel for the meeting.

Grand Hotel Wagner: grandhotelwagner.it
+39 091 336572

Artemisia Palace: artemisiapalacehotel.it
+39 091 779 0874

Hotel Garibaldi: ghshotels.it
+39 091 601 7111

Mercure Palermo Centro: accorhotels.com
+39 091 324911

Hotel Politeama: hotelpoliteama.it
+39 091 322777

The organisation has not fix a special offer for the meeting.

To register

For the Conference: <http://www.interact-eu.net/#o=events/med-lab-group-innovative-practices-coastal-tourism>