



Project
funded by the
EUROPEAN UNION



**ENPI
CBCMED**
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



FOP

in a nutshell

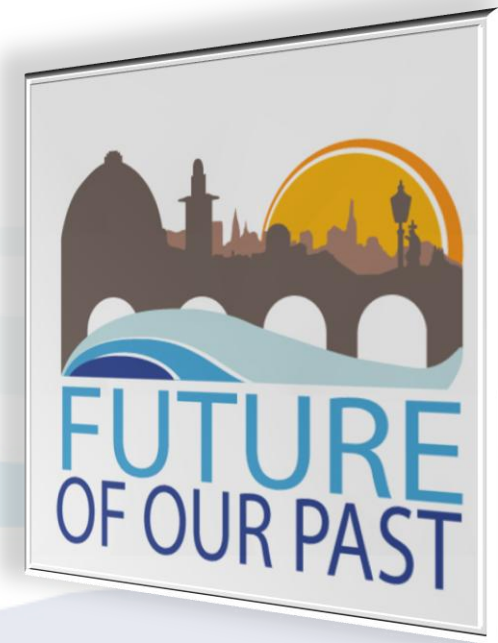


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THE MISSION

The **mission** of the project can be summarized as “making historic centers of the Mediterranean area the cornerstone of a sustainable tourism development: focused on local communities (*economic and social sustainability*), respectful of local cultural values and able to value the heritage of forms and ideas of these territories (*cultural sustainability*), by preserving the environmental qualities of the surrounding areas (*environmental sustainability*)”.





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THE OBJECTIVES

According to this mission the **main objective** of the project can be expressed in this way: “Promoting sustainable tourism development of the historical centers of the Mediterranean basin through an integrated set of actions aimed at:

- (1) *enhancing* the heritage of resources and skills of these areas making tourism become the strategic axis of an endogenous development model focused on the active involvement of local communities;
- (2) *networking* historical centers and the activities they do making them not only sharing individually implemented experiences but also developing joint initiatives for tourism and culture, as a tangible expression of an economic, social and cultural integration of the Mediterranean area.



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MAIN RESULTS OF THE PROJECT

The main **expected** results are therefore:

- strategic plans for local communities developed (one for each historical center involved in the project) to promote sustainable tourism enhancing their attractiveness;
- a Mediterranean historical centers network created for sharing a common tourism marketing strategy;
- accommodation systems implemented: 2 widespread hotels and 30 micro- accommodations (120 beds);
- number of tourists hosted in the historical centers increased (between 5-10%) ;
- number of local tour operators increased (between 15-30%);
- tourism offer diversified through the creation of new cultural and natural itineraries.





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HCs & Countries Involved

المهدية



Monastir

الإسكندرية



Alexandria



Valletta

بيت لحم



Bethlehem

جبيل



Byblos

Costiera Amalfitana



Còrdoba



Còrdoba



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Local Actions

The project involves the implementation of an integrated set of actions at local level:

- (1) **Strategic Plans** for a sustainable, community involving tourism development (e) of historic centers;
- (2) **Smart utilities** Multimedia tools for a conscious use of the cultural heritage of historic centers;
- (3) **Scattered hotels** to value the built heritage of historic centers and actively involve local community;
- (4) **Service Centers** for guiding people to a sustainable (aware) use of city centers;
- (5) **Media utilities** for the promotion of tourist supply and the local network management;
- (6) **Sustainable mobility** for tourists and residents



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Transnational Actions

The project involves the construction of an integrated set of actions at transnational level:

- (1) Mediterranean network:** creation of a network for the networking of HC and their local communities and for the strategic coordination of initiatives promoting tourism;
- (2) Dissemination events:** organizing events aimed at spreading knowledge of the network and of its cultural and tourist offer;
- (3) Supranational incoming agency:** for the integrated promotion of Mediterranean HC tourist offer through the development of specific holiday packages.



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The end !



**Thank you
for your attention**