

# FUTURE OF OUR PAST

# PROJECT PRESENTATION



SOCIETA' GEOGRAFICA ITALIANA



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## THE REASONS



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## *Sustainable Tourism “five dimensions”*

Ecological  
Sustainability

Political  
Sustainability

Economic  
Sustainability

Cultural  
Sustainability

Social  
Sustainability



# *A Sustainable Tourism for the Historic Centers*

Use of existing buildings  
Environmental certification of tourist services  
Sustainable mobility  
Raising tourists' awareness .....

Community involved planning  
Participatory governance.....

Increase in tourism employment  
Increase in tourist income  
Increase in tourist spending  
Increase in tourism activities.....

Tourism Develop. centered on local identity  
Local culture as attracting factor  
Local culture enhancement  
.....

Redistribution of the benefits from tourism  
Increase in the share % of the active population in tourist activities  
Increase in female entrepreneurship.....

## Supporting Sustainable Tourism Development in Mediterranean Region

### Threats

Coastal urbanization

Temporal concentration  
(seasonality)

Exogenous and speculative  
character of supply



### Historic Centers Tourism

Exploits building heritage of HC

Promotes a cultural tourism with  
a reduced seasonality

Promotes an accommodation  
capacity focused on local  
community

## *Local Community is ...*

User of the territory and of its attractive values

Producer of the territory and of its attractive resources

Promoter of the territory and of its attractive values

Bearer of the tangible and intangible attractive values

Keeper of the area attractive values

# FUTURE OF OUR PAST

## THE PROJECT



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*Our Future is in  
Our Past.  
Valorize it!*

**FUTURE**

**OF**

*Give a Future  
to Our Past!  
Valorize it!*

**OUR PAST**

## Mission

Making historic centers of the Mediterranean area the cornerstone of a sustainable tourism: 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*).

## Main Tasks

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.

Target Groups



**Local  
Community**  
(HC inhabitants)

**Public Local  
Authorities**

**Local  
Universities &  
Research Inst.**

**Tourist  
Operators**

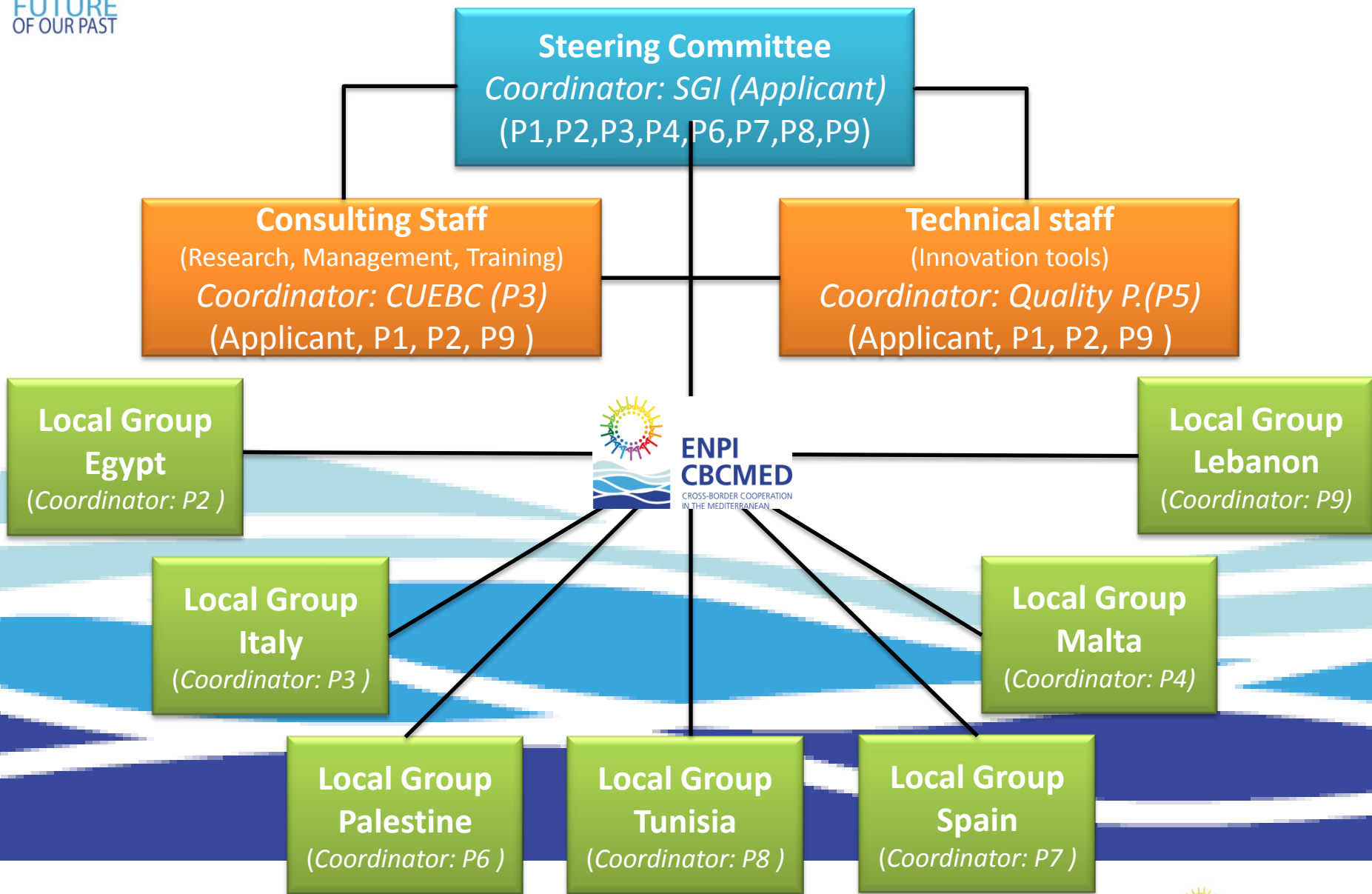
**HC Economic  
Operators**

**Tourists**



## Partners Profile

1. Società Geografica Italiana (Roma, Italy) - Applicant
2. Centro Universitario Europeo per i Beni Culturali (Ravello, Italy)
3. Consorcio provincial de desarrollo economico (Cordoba, Spain)
4. Fondazzjoni Temi Zammit (FTZ) (Malta)
5. Quality Program (Matera, Italy)
6. Dar Al-Kalima College (Betlemme, Territori Palestinesi)
7. Unimed (Unione delle Università del Mediterraneo) (Transnational)
8. IEREK (Alexandria, Egypt)
9. Mahadia Municipality (Tunisia)
10. Lebanese University (Lebanon)



HCs & Countries Involved

المهدية



Monastir

الإسكندرية



Alexandria



Valletta



Costiera Amalfitana

بيت لحم



Bethlehem

جبيل

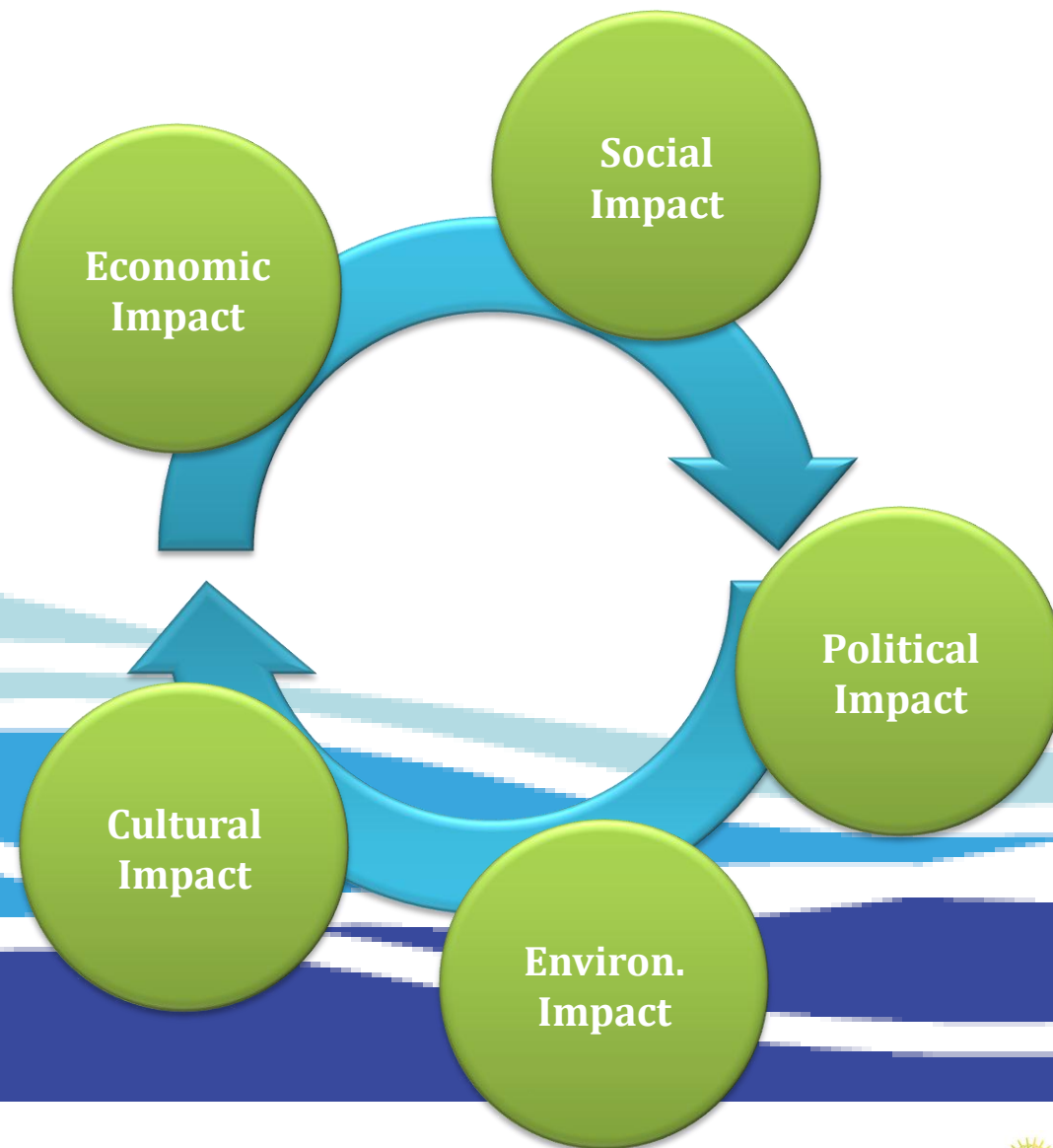


Córdoba



Byblos

Project Impacts



# MAIN PROJECT ACTIONS *OUTLINES*



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From .../.../...

To .../.../...

WP  
4.1

Action  
Strategic Analysis

Ap

Objective of this action is to analyze the territorial and environmental context to give a punctual and strategically oriented description of attractive factors and potentialities of tourist development of historical centers and their surrounding area, finding possible environmental, cultural and social criticalities. This analysis is fundamental to promote a model of sustainable development focused on RBV (Resource Based View) principles, giving strategic priority to the valorization of endogenous potential and to the respect of binds posed by the specificity of the context. The output of the phase will be constituted, for every historical centers involved in the project, by a **Territorial Report** formed by a descriptive section, for the analysis of the local context, and a prescriptive section where, on the contrary, will be given strategic indications for the elaboration of a project of tourist development

Ap

P1

P2

P3

P4

P5

P6

P7

P8

P9

From .../.../...

To .../.../...

WP  
4.2

Action  
Training activities

Ap

Training activity will be focused on different actors: Territorial Promoters, tourist operators, actors of the cross-border network of tourist destinations. In each area of intervention will be realised training courses for Territorial Promoter: professional figures involved in the tourist valorisation of “Historical Centres” through specific intervention (i.e.: realisation of entrepreneurial initiatives, consultancy support to tourist operators, etc.) or networking actions. Tourist operators will be trained to make them able to cooperate and be protagonists of the joint Euro-Mediterranean tourist supply. At the end of the training sessions, there will be a local workshop for the establishment of a local network. They will get all the know-how that might be necessary to promote and develop a new managerial plan for the sustainability of their tourist and economic activities. The activity will be implemented through distance learning phase to train local trainers, an online training for tourist operators and traditional lessons with a joint group of trainers with a higher percentage of local trainers and the expertise of professionals selected by CUEBC

Ap

P1

P2

P3

P4

P5

P6

P7

P8

P9

From .../.../...

To .../.../...

WP  
4.2

Action

Tourism Development Plan

Ap

At the end of training session, Territorial Reports outputs of the strategic analysis, will be presented and submitted to participants (phase of consultation) that will be invited to contribute to the elaboration of the tourist development plan, participating to the definition of objectives and to the individuation of actions of intervention. The involvement of local community and stakeholders has to be considered as an inescapable condition to promote a model of sustainable tourism at local level. At the end of this phase of consultation, the actors will move to the elaboration, for each of the historical centres taken into exam, of a plan of tourist development able to individuate: objectives, strategies and policies of intervention to promote and sustain the development of a tourist attractiveness compatible with local resources and respectful of identifying values of the place. The plans, that will constitute phase outputs, will allow to guide the action of local actors making it more effective and coherent in respect to the objective of the valorization of the local context, and will furnish precious information for the contextualization of subsequent actions.

Ap

P1

P2

P3

P4

P5

P6

P7

P8

P9

WP  
4

Action  
Strategic Analysis and Training

Ap

## WP4 Outputs

Methodologies and tools for the strategic analysis and the marketing plan

Ap -

Mapping of attractive resources and punctual description of attractors

P2 - P3 - P4 -  
P6 - P7- P8 -  
P9

Strategic Analysis of “Historical Centres”: Tourist Profile and development trend and opportunities.

P2 - P3 - P4 -  
P6 - P7- P8 -  
P9

Local Workshop to involve local community and local tourist operators

P2 - P3 - P4 -  
P6 - P7- P8 -  
P9

Local Training Activity (Target at least 30 tourist operators)

P2 - P3 - P4 -  
P6 - P7- P8 -  
P9

Tourism Marketing Plan

P2 - P3 - P4 -  
P6 - P7- P8 -  
P9

From .../.../...

To .../.../...

WP  
5.1

Action  
Web Portal

P5

Conception and development of the Portal of Mediterranean Historical Centres with territorial directories. Based on the materials collected during the phase of Analysis in the WP4 and with the collaboration of trained promoters, it will be planned and realised a website aiming at enhancing the knowledge of Historical Centres, and to promote their tourist use through a User Interface that will allow tourists to plan their journey and to book accommodation services. Each area will have its own area that will be constantly updated and integrated according to the exigencies of local actors. The portal promote destinations towards potential tourists interested in visiting several Mediterranean countries highlighting their commonalities and their cross influences. Moreover, the portal will represent the organizational and technological infrastructure to establish a network of information among the partners countries. The portal will be multilingual [...] each partner will remain responsible for its own section of the website.

Ap

P1

P2

P3

P4

P5

P6

P7

P8

P9



Informations, translations for the website contents

From .../.../... To .../.../...

WP 5.2  
**Action**  
*Tourist guides*  
 P5

**Realisation of Tourist Guide based on augmented reality and mobile devices.** Attractors files elaborated during the WP4 will be translate in the main international languages and insert in the memory of tourist “collaborative” guide based on augmented reality (AR) and mobile devices, that will be make available on the Android Market Place and Apple store, or alternatively (for whoever does not have own a Smart-phone or tablet) there will be available at tourist reception centres (25 per area) individuated by local partners. The tourist guide are able to furnish detailed information on an ensemble of elements – specifically: monuments, squares, panoramic points, environmental issues, etc. – with attractive value and characterized by a QR code (Quick Response Code) and the features offered by AR technologies. The use of AR technologies will make the visit a distinctive experience thanks to multi-media contents and the different “layers” that the system can visualised.

- Ap
- P1
- P2 ●
- P3 ●
- P4 ●
- P5 ▲
- P6 ●
- P7 ●
- P8 ●
- P9 ●

● Informations, translations for the website contents

WP  
5

Action  
Web Portal & Tourist Guides

P5

## WP5 Outputs

Geographic database based on attractive resources with detailed files for each issue

P2 - P3 - P4 -  
P6 - P7- P8 -  
P9 (by WP4)

2 (*at least*) territorial audio-video guide apps (android and apple) with detailed information on principal cultural issues of historical centres and their neighborhoods

P5

70.000 (*at least*) informative brochures, advertising, awareness raising seminars and presentation workshop.

P5

Audioguides for tourists: 50 devices (25 for each accommodation centre) with tourist informations.

P5

From .../.../...

To .../.../...

WP  
6

Action  
Pilot Action

P7

The pilot action consists in creating two *scattered hotel*: one in the historic centre of Alexandria and another one in the historic centre of Bethlehem, involving local community (first of all the owners of the houses of the historic centres). Each scattered hotel will be created by selecting (by public call) 15 local owners that have at least two rooms to insert in the hotel offer, and by helping them to renovate it. In the same action to implement the hotels it will plan and realize an *accommodation centre* in each site, and it will be organized a training activity for tourist operators directly or indirectly involved in the pilot action. The online booking system to commercialize hotel offer will be created and implemented by Quality Program. The main sub-action are:

- 6.1) Elaboration and publication of the public call;
- 6.2) Evaluation of applications.;
- 6.3) Signing of agreements and membership of selected participants to the local network.
- 6.4) Functional adjustment of selected houses;
- 6.5) Tourist operator training.;
- 6.6) Creation of a centre of accommodation .

Ap

P1

P2

P3

P4

P5

P6

P7

P8

P9

WP  
6

## WP6 Outputs

2 Scattered hotel with accommodations for an initial overall capacity of 120 total beds (60 for each)

P7 - P2- P6

An online booking system involved the two scattered hotels

P5

An agreement between al the persons involved (room owners and other tourist operators (local network) .

P7 - P2- P6

One training course for each site addressed to grants beneficiaries for the activation of the accommodation service and to other persons involved in the pilot action.

P7 - P2 - P6

Action

Pilot Action

P7

From .../.../...

To .../.../...

WP  
7

## Action Marketing Plan

P4

The projects partners will realise, in collaboration with local actors, a Tourism Marketing Plan to promote the development of a sustainable attractiveness, able to preserve the authenticity of each site, to preserve their environmental, natural and cultural balance, and favoring in the meantime the participation and involvement of local community through the development of a endogenous entrepreneurship and the adoption of a model of enlarged governance for all local actors. This Plan will be also the result of the single Tourism Marketing Plans developed in WP4 for each HC involved and it will contain general guidelines for a sustainable destination management of Euro-mediterranean historical centres and some specific case studies (previous local Tourist Marketing Plans elaborated in WP4). In Tourism Marketing Plan we have to gather the experiences of the various areas of intervention and elaborate some general policy guidelines for developing a sustainable tourism for historic centres.

Ap

P1

P2

P3

P4

P5

P6

P7

P8

P9

From .../.../...

To .../.../...

WP  
7

Action

Cross Border Euro-Med Network

P4

The aim of this action is to create a network between all the historic centers involved and to support its market projection with a Marketing Plan. A Plan created on the basis of the previous analysis with the involvement of all the partners.

Ap

P1

P2

P3

P4

P5

P6

P7

P8

P9

## WP7 Outputs

1 Marketing Plan with the involvement of the partners who have created a local network

P2 - P3 - P4 -  
P6 - P7 - P8 -  
P9

Agreement between the local networks create by the project

P2 - P3 - P4 -  
P6 - P7 - P8 -  
P9

Action

WP  
7

Cross Border Euro-Med Network

P4

Project Template

