

Med Lab Group: Innovative Practices in Coastal Tourism



13 May 2019
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 will be dedicated to the WestMed Initiative.

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 to exchange and break silos on the different funding opportunities (Interreg, ENI and H2020, others) looking for a more effective and efficient results in sustainable coastal tourism. During the morning we will focus on discussions with the main actors, audience and EU Commission. During the afternoon there will a project visit (to be confirmed).

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



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Day one	13 May 2019
08.30 – 09.00	Registration and Welcome coffee
09.00 – 09.20	Welcome by a representative of the Regional Government of Sicily(tbc) and DG Mare. <ul style="list-style-type: none">• Luca Marangoni. DG Mare (tbc)
09.20 – 09.40	Introduction Speech: From a traditional S3 model to an intelligent coastal tourism. The speaker will establish the context of the conference from an academia perspective. <ul style="list-style-type: none">• Jordi Ficapal Mestres. Centre for Responsible Tourism. (Universitat Ramon Llull)
09.40 – 10.45	Threats of sustainable tourism model. Moderator: Panoramized representative in Coastal Tourism (WP5 leader - Ivan Štrkalj (Tbc) <ul style="list-style-type: none">• Seasonality and mass tourism: Sirocco, Alter-Eco. Interreg Med and Responseable Horizon 2020 (tbc)• Lack of efficient resources: Tourest . Adrion, Castwater (tbc)
10.45 – 11.00	Debate
11.00 – 11.30	Coffee break
11.30 – 12.30	Opportunities of a sustainable tourism model. Moderator: Alejandro Iglesias Campos..IOC_UNESCO (tbc) <ul style="list-style-type: none">• Attractiveness: TourMedSea, INHERIT, Med Gain,other Cooperation Programmes, (tbc)• Blue Growth: CREST_Responsible Tourism, programmes, COSME (tbc).
12.30 – 12.45	Project Demonstration.
12.45 – 13.30	What are the options of the future of Coastal Tourism in the Mediterranean. Moderator: Interact <ul style="list-style-type: none">• Round Table with DG Mare, DG Regio, Interreg Italy Tunisia, Italy France Maritime, University of Valencia (tbc)
13.30 – 13.45	Debate
13.45 – 14.00	Conclusions and closure of the morning session
14.00 – 15.00	Lunch
15.00 – 19.00	Project Visit (to be defined)
20.30	Social Activity/Dinner.



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Practicalities

Venue



Palermo. The point of meeting is yet under decision.

Accomodation

Is yet to be decided