

Transfer and Capitalization of HERIT DATA results

**Final Conference
7th of April 2022**

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Union for the Mediterranean

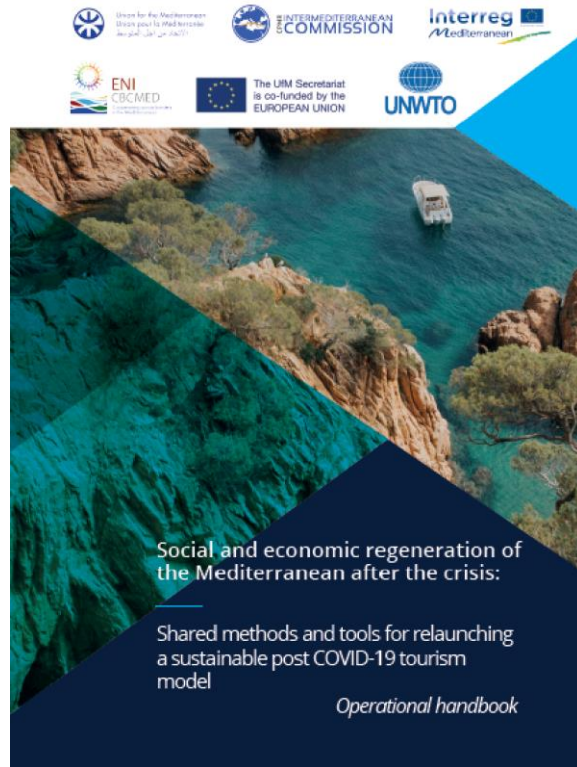


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Social and economic regeneration of the MED Area



Tourism is the primary economy sector in the Med region.

There are remarkable weaknesses such as volatility caused by climate change effects and global shocks that require structural changes towards more ecologically sustainable and socially resilient models.


The COVID-19 pandemic has increased inequalities at a socio-economic level, especially in the Med region. In particular, its effects have been unimaginable at economic and social levels: the measures taken to prevent the infection have put entire sectors and industries, such as tourism, in serious difficulty.



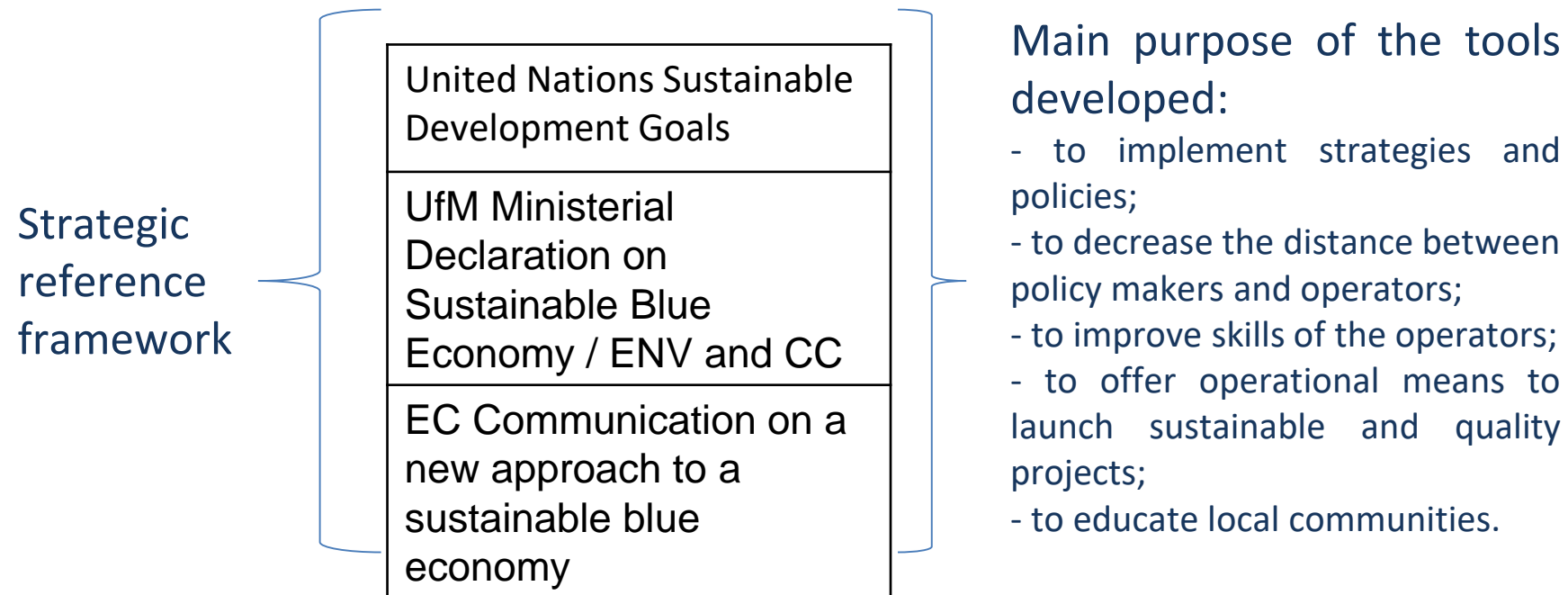
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UfM and CPMR-IMC promoted the preparation of an handbook to identify common tools and methods for relaunching tourism throughout the Mediterranean region, as a solution for dealing with the negative impacts of the pandemic crisis that has affected the entire planet. Repercussions were not only of economic nature but also social and environmental.



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Main content of the handbook

1. review of the main studies and analysis focused on the effect of the pandemic. Some suggestions are reported for initiatives to be adopted as well as a “check list” as a useful exercise and contribution to the capacity building process that will involve all the main players involved;
1. analysis of some cooperation projects and initiatives related to the coastal and maritime tourism. Some recommendations for the identification of specific recovery measures and a “check list” as further useful exercise and contribution to the above mentioned capacity building, specifically focused on projects;
1. description of operational tools for the revitalisation of the tourism sector.



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Suggestions

International level

- to strengthen the cooperation and exchange of information among international and supranational organizations and institutions

National, regional and local level

- to strengthen participation in multilateral and collaborative frameworks at international level;
- to promote initiatives to improve governance and to strengthen the decision making process in a multilateral cooperation context.

Technical level

- local communities should be involved systematically in order to improve the awareness concerning the importance of an active involvement of the civil society in every relaunch process



Toolkit to develop capacity building at Mediterranean level

Target group	Main responsibilities	Goal/s	Tools
<ul style="list-style-type: none">• Responsible organisations for the implementation of cooperation programmes and projects (Mediterranean level)	<ul style="list-style-type: none">• setting relevant priorities in the programming and implementation of programmes and projects• ensure the continuous and active involvement of key institutions/partners participating in programmes and projects	<ul style="list-style-type: none">• strengthening cooperation in the region• provide tools for the implementation of development and cooperation initiatives through the promotion of quality projects	<ul style="list-style-type: none">• Development of networks of operators and practitioners• promotion of and exchange of practices and experiences• promotion of joint initiatives• support for the definition of marketing strategies to develop local assets and respect fair cooperation and competition across destinations



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Target group	Main responsibilities	Goal/s	Tools
<ul style="list-style-type: none">• Private sector	<ul style="list-style-type: none">• promoting investments also to ensure sustainability of the initiatives undertaken	<ul style="list-style-type: none">• contribute to the creation of a favourable economic and social environment to attract investment• improving the supply of tourist services, also through the strengthening the skills of workers and operators in the sector	<ul style="list-style-type: none">• Better understanding of the market evolution and potential niches to be addressed to develop sustainable offers• Development of green and 'circular' models (products and services) to strengthen local offers• implementation of initiatives to improve new skills (digital skills) for practitioners



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Toolkit to develop capacity building at national level

Target group	Main responsibilities	Goal/s	Tools
<ul style="list-style-type: none">Public Institutions (national level)	<ul style="list-style-type: none">Definition of policy linesidentification and implementation of annual/multiannual financing programmes	<ul style="list-style-type: none">Recovery of tourism sectorstructural strengthening of the sector addressing vulnerability factorstechnical and financial sustainability of the initiatives undertakenstrengthening inter-institutional relations at regional, national and international levelinvolvement of local communities to strengthen the impacts of the initiatives undertakenpolicy improvement	<ul style="list-style-type: none">Setting up and maintaining sustainable tourism monitoring mechanisms (e.g. observatories) to assess performance through time and to collect information on supply and demandsupport for initiatives to develop public-private partnerships to improve related servicesencouraging initiatives for the green conversion of public and private buildings and infrastructurestrengthen the participation in international governance and consultation forums



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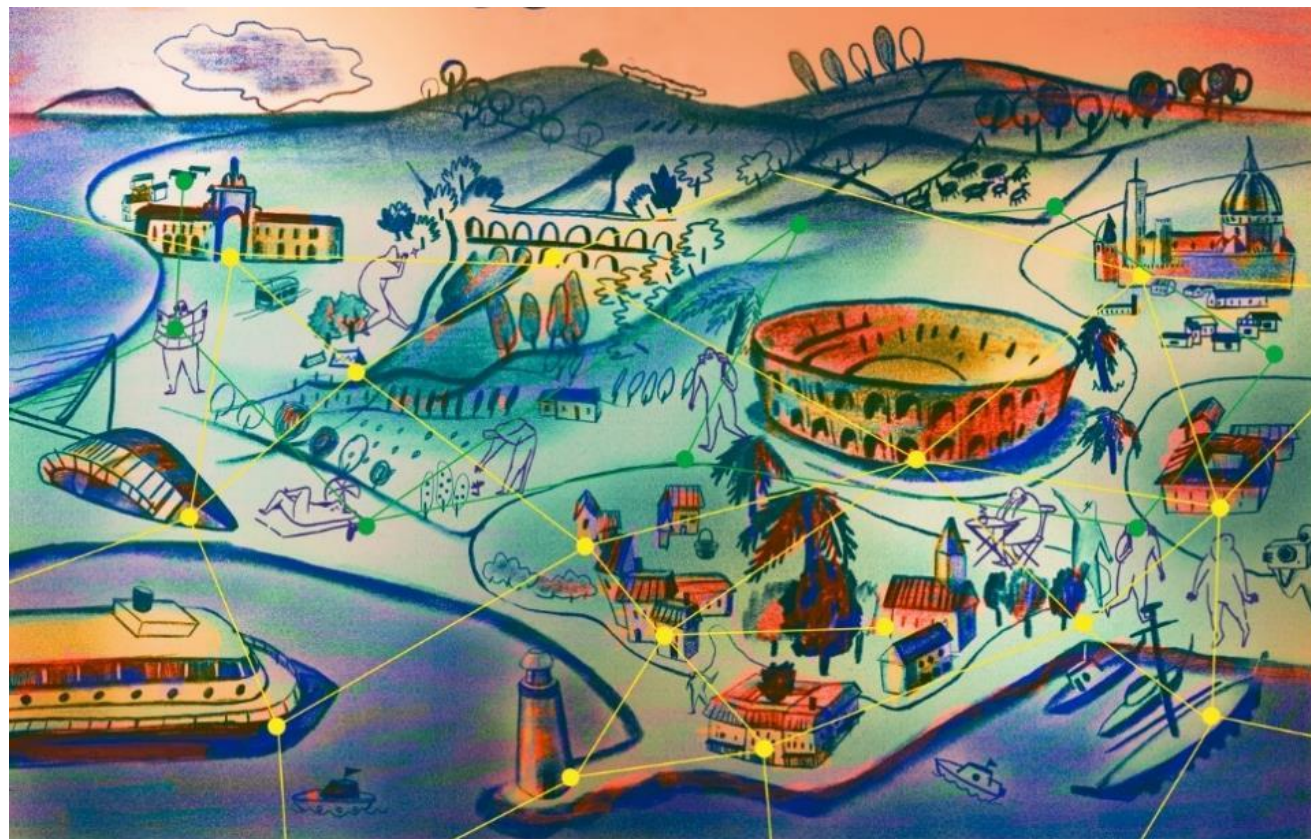


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