

SIROCCO

Sustainable InterRegional cOastal & Cruise maritime tourism through
COoperation and joint planning

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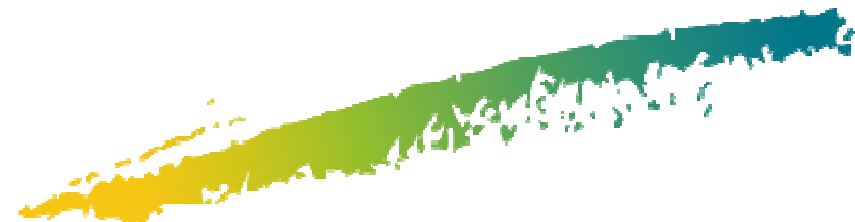
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Working cluster #1- Strengthening sustainable and responsible tourism

Working group 1.3- Alternative and innovative tourism models

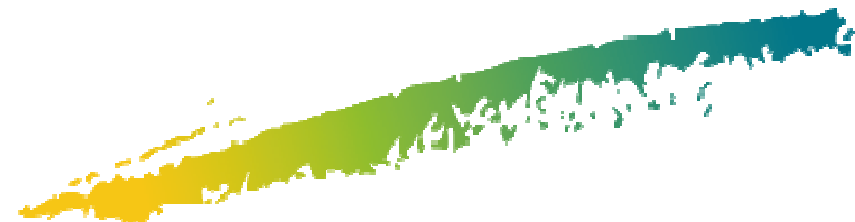


What type of tourism models are you using in your project?

1. The “cruise tourism system” is the “environment” of the project, involving all the Mediterranean area, and specifically five cruise destinations (Civitavecchia, Valencia, Split, Rhodes, Limassol).
2. **Cruise Value Chain Model** is used to understand the impact of cruise destinations: economic impact, environmental impact, social impact and impact on cultural heritage.
3. Sustainable cruise maritime/coastal tourism **certification system**, as a method to assess actions to improve the sustainability of the system.
4. **Sustainable Cruise Value Chain Action Plans**. Modelled as action plans to improve the system, assessed through the certification system and elaborated on the basis of the Value Chain analysis.

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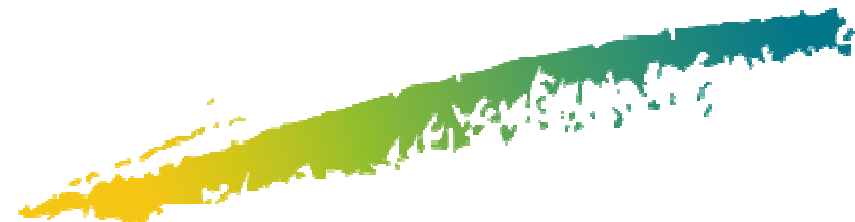


Which are the barriers and gaps you have identified in building effective models?

1. Barriers and gaps have not been yet identified.
2. Preliminary considerations on the cruise tourism value chain elaborated within SIROCCO in Civitavecchia (as an example):
 1. The economic added value is generated during ship hoteling (on-cruise) with large benefit for port agents and tourist operators, and scarce direct benefit for the infrastructure manager (Port Authority).
 2. Environmental impacts is relevant at the port and due to mobility to and from.
 3. Accessibility of port infrastructures is a major social concern
 4. Events at destinations are considered a major added value to favor the system

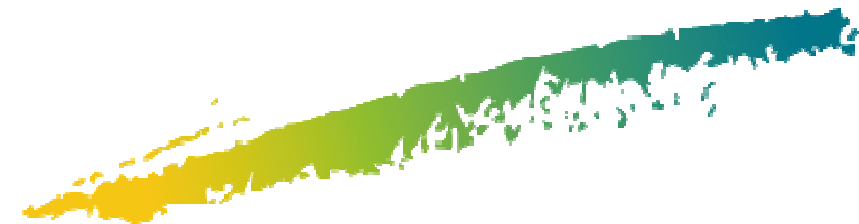
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How do you plan to implement the developed methods in your project's pilot areas?

1. Concrete involvement of stakeholders and decision makers from the beginning
2. Participatory approach to stakeholders:
 1. Interviews (face-to-face),
 2. workshops,
 3. focus group,
 4. events.
3. Direct involvement of decision makers as partners of the project.



Which outputs could be regarded as direct means for sustainable tourism development?

1. Sustainable Cruise Value Chain Action Plans
2. Sustainable Cruise Tourism Joint Action Plan.
3. Regional and interregional policy integration.

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