

MITOMED+

Models of Integrated Tourism in the MEDiterranean Plus

Press release on MITOMED+'s 4th Project meeting in Girona - 10/11 October 2017

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By the IMC-CPMR

MITOMED+ partners discuss pilot actions and future synergies on sustainable M&C tourism

[MITOMED+'s](#) partners met in Girona, Spain on 10-11 October 2017 in the frame of the 4th project meeting to discuss the project's progress and upcoming steps.

This fourth project meeting (3rd face-to-face meeting), hosted by the “[Institut de Recerca en Turisme](#)” (INSETUR) of the University of Girona and led by Tuscany, followed the Interreg Med Horizontal Project [BleuTourMed](#) 2Nd Community Building in Athens, focused on Sustainable Tourism.

The aim of this internal meeting gathering all partners was to discuss the outcomes of the project, especially the testing activities based on the **Pilot 1 and Pilot 2 implementation**. It was also the occasion to start preparing for the transferring phase, due to begin in April 2018, and discuss communication issues as well as synergies with other relevant projects and Euro-Mediterranean initiatives.

During the event, the partners involved within the **Pilot Action 1**, namely the Tuscany Region, the Institute of Agriculture and Tourism (IPTPO) from Croatia, the Larnaca and Famagusta Districts Development Agency (ANETEL) from Cyprus, the University of Girona and Turismo Andaluz from Malaga, presented the progress of their activities. Among others, they discussed the foreseen **data collection and comparison of indicators** for sustainable tourism planning and gave their **feedback to the development of the works**, based on a previous gap analysis.

This led to the presentation by Andalusia of the forthcoming MITOMED+ online platform, which will allow data collection for the building up of a set of sustainable tourism indicators that will help the local and regional policy makers and will be widely shared with stakeholders. In this sense, the platform will constitute an **important tool for observation and monitoring of the sustainability of tourism activities and their economic, social and environmental outcomes and impacts** on the ground.

ANATEL (Larnaca and Famagusta District Development Agency), presented the updated version of the **Pilot Action 2 – the “Green Beach model”**, which involved the same partners as those from the **Pilot Action 1**. ANATEL briefly presented the Green beach model deliverable including partners' comments before validating the document.

In this context, the IMC-CPMR and NECSTouR, involved in the transferring and capitalising phases, took the opportunity to evaluate and discuss with partners their joint strategies to foster the future involvement of their members in the transferring and capitalisation phase of these pilots. The next steps agreed with the partnership consist in finding the added value that can be highlighted to engage external Regions and municipalities with the help of the partners concerned by the Pilot actions.

During the second day, an update was also made by ANCI, the lead partner of communication activities, on the last and forthcoming activities related to communication. It was the occasion to launch [MITOMED+'s website](#) and talk about the new online functions and tools that will be developed in the forthcoming months. Among the other information that has been transmitted, ANCI announced the contracting of an external company to help maintain the website and other communication activities. The partners have been notified that they could be solicited by this agency.

Dissemination and lobbying activities related to the project have been brought to light by the CPMR who pushed – through its network of contacts and its own members - for the integration of specific messages highlighting the importance of M&C Sustainable Tourism during meetings and through its participation and contribution to other initiatives. These include [PANORAMED axis 4 project](#) and other European initiatives such as [West MED](#), the works of the [Union for the Mediterranean on Blue Economy](#). This gave a complete overview of the possible interactions and positive impact that MITOMED+ could have at a wider Mediterranean scale.

Concerning the **synergies with other modular projects from the Interreg MED “Sustainable Tourism Community”**, MITOMED+'s partners, who attended the [“BleuTourMed” event in Athens](#) some days before, shared with their colleagues the ongoing collaboration initiated with [CO-EVOLVE](#), [ALTER ECO](#), [DestiMED](#) and [ShapeTourim](#), among others.

This meeting was finally the opportunity to agree on the activity plan and deliverables of the period. The next project meeting will be held online in November 2017 (timeline tbc).