



Union for the Mediterranean  
Union pour la Méditerranée  
الإتحاد من أجل المتوسط



CPMR INTERMEDITERRANEAN  
COMMISSION

# UfM Working Group on Blue Economy

## 10<sup>th</sup> Meeting

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# Social and economic regeneration of the Mediterranean after the crisis

## Why an handbook?

Tourism is the primary economy sector in the Med region.

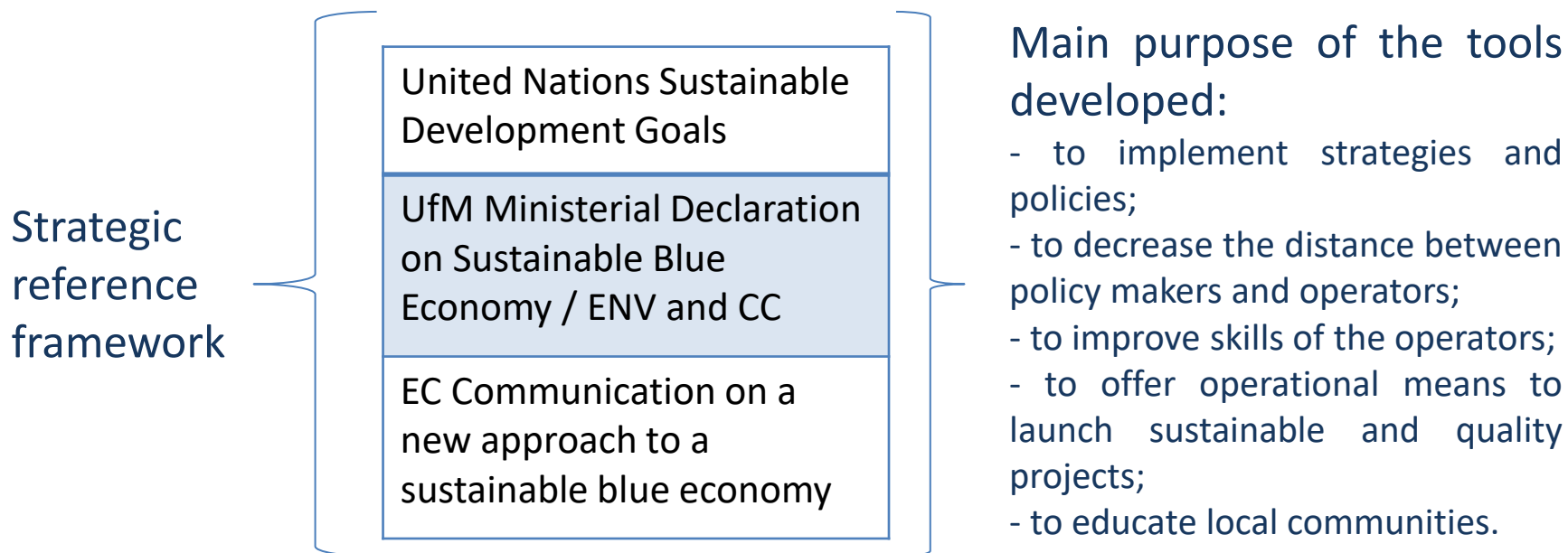
There are remarkable weaknesses such as volatility caused by climate change effects and global shocks that require structural changes towards more ecologically sustainable and socially resilient models.

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.



# Social and economic regeneration of the Mediterranean after the crisis

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.



## 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;
2. 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;
3. description of operational tools for the revitalisation of the tourism sector.

# Social and economic regeneration of the Mediterranean after the crisis



- Tourism has the potential to contribute, directly or indirectly, to all the 17 goals. In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production and the sustainable use of oceans and marine resources, respectively.



- The 2<sup>nd</sup> UfM MD on Sustainable BE reinforces the process and calls for new joint actions to speed up recovery of the blue economy sectors in the Mediterranean as well as to ensure its long-term sustainability.
- The 2<sup>nd</sup> UfM MD on ENC and CC aims at promoting fair, resilient and resource-efficient economies, reducing pollution and protecting biodiversity and ecosystems in the Mediterranean region.



- The 17<sup>th</sup> of May 2021, the European Commission launched a new sustainability approach for the Blue Economy in the productive and industrial sectors linked to the seas, oceans and coastal areas. A more sustainable Blue Economy is essential to achieve the goals of the European Green Deal and ensure a green and inclusive recovery from the pandemic

# Suggestions for concrete initiatives to relaunch sustainable tourism in the Mediterranean

## 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

# Check list for the capacity building process

Topic	Answer	Follow up	Final comments
Are there information available on the impact of the pandemic on tourism in your Country?	YES	What are the main results collected?	Please describe
	NO	Importance of the availability of data to identify the most appropriate relaunch policies	
Are there information available on the main strengths and weaknesses of the tourism sector in your Country?	YES	what is the context that emerges from this information?	Please describe
	NO	The identification of tools to improve knowledge of the sector is also relevant for monitoring the effectiveness of the policies implemented-	
Has your country already adopted measures to relaunch the tourism sector?	YES	What are the measure adopted?	
	NO		
Which of the UNSDGs can be achieved through effective policies to relaunch tourism?	(Use UN SDGs table for reference)		
How is the achievement of the UNSDGs monitored in your Country?			
According to your experience, what initiatives should be taken within multilateral cooperation frameworks?			

# Specific recommendations

1. to support the recognition of the specificity of the island dimension in the context of initiatives to revitalise tourism, strengthening cooperation between these territories and promoting specific proposals for the development of the islands;
2. to put in place specific initiatives to capitalize the main results achieved in the implementation of cooperation projects, as specific responsibility of the ETC Programmes;
3. to strengthened the cooperation among cooperation Programmes.

# Check list for the capacity building process

Topic	Answer	Follow up	Final comments
According to your specific experience, what characteristics must a project have in order to be effectively responsive to the need to relaunch the tourism sector?			
What are the priorities to be pursued in the context of policies to revitalise the tourism sector?			
Can you suggest an initiative or project worthy of replication for its capacity to improve the tourism sector?			

# Emerging operational tools, methods and technologies for the revitalisation of the tourism sector

## Tools

- **Destination management** tools and practices are commonly used to support Destination Management Organizations (DMOs) in their complex tasks of assessing the trends in local tourism, foreseeing potential challenges and adapting the existing services, products, infrastructures and policies to ensure sustainable tourism at the local levels;
- Data-management and **measurement of tourism performance** is an essential component of such tool-boxes, with the increasing role of local sustainable tourism observatories emerging as enabling factors for sectoral stakeholders to set clear visions and monitor advancements;
- **Innovation platforms and knowledge sharing** tools have also emerged through time across the Mediterranean enabling practitioners to access virtuous practices internationally;
- **Business ecosystem accelerators** and incubators of innovative products and services are also common tools and practices in the sector to foster sustainable innovation.

# Emerging operational tools, methods and technologies for the revitalisation of the tourism sector

## Opportunities

- **Sustainable tourism operators are growing but remain jeopardized** across the region, with a lack of strong networking across the basin and limited visibility of the existing offers;
- **Small-scale cruising models have not scaled-up** yet at the sea basin level and their potential effects remain limited to some areas and operators;
- **Educational role of tourism**, i.e. the link of sustainable offers and schooling, remains an exception rather than the norm, with huge unexpressed potentials across the Mediterranean.

# Emerging operational tools, methods and technologies for the revitalisation of the tourism sector

## Focus on digitalisation

- **Disintermediation** of destination and visitors from international operators has certainly shown already massive impacts, but the extent to which 5G and big data can reshape tourism experience is still far from being fully discover – and certainly not implemented enough;
- **Augmented reality** and its impact on remote experiencing of local tourism assets is certainly at its infancy, which represents strong potentials for a whole range of new services/products;
- **Drones (submarine, aerial, terrestrial)** and their full application to the tourism sector is still largely unexplored, with wide room for innovation as well as challenges to be screened;
- **Artificial intelligence** and its impact in revolutionizing tourism planning across the board is another field to be fully explored, which will certainly explode commercially in the future.

# Toolkit to develop the capacity building

## Mediterranean level

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

# Toolkit to develop the capacity building

## Mediterranean level

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

# Toolkit to develop the capacity building

## National level

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

# Toolkit to develop the capacity building

## National level

Target group	Main responsibilities	Goal/s	Tools
<ul style="list-style-type: none"><li>• Local communities/civil society</li></ul>	<ul style="list-style-type: none"><li>• contribute to the implementation of the initiatives</li></ul>	<ul style="list-style-type: none"><li>• strengthen their awareness of the potential of territories</li><li>• improve their active involvement in the implementation of the initiatives undertaken</li><li>• ensure their participation in improving the dynamics of social development</li></ul>	<ul style="list-style-type: none"><li>• Creation and development of synergies at local level with the business environment</li><li>• creation of aggregation entities for the promotion of initiatives at territorial level</li><li>• creation and development of networks with similar organisations in other countries/regions</li></ul>





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