

eNewsletter #2



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ENPI CBCMED



PROMOTING THEMATIC TOURISM AND MOBILITY IN THE MEDITERRANEAN

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Issue 2

www.med-route.net

Introduction

Welcome to the second issue of the MED-ROUTE eNewsletter.

The purpose of this eNewsletter is to provide information and updates for the MED-ROUTE Project.

The MED-ROUTE project is co-financed by the ENPI CBC MED Programme under Priority 1 and Measure 1.2

MED-ROUTE aims to promote cultural and other alternative forms of tourism in both parts of the Mediterranean Sea basin through multimodal transport systems.

The ultimate goal is to increase mobility in the participating regions for thematic tourism purposes, while at the

same time promoting accessibility from one region / country to the other. This goal will be achieved - inter alia - through the development of a Mediterranean Web-GIS platform that will bridge cultures and transport systems of the participating regions.

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2nd Project Meeting in Thessaloniki

The 2nd Project Meeting was held on 8-9/07/2013 in Thessaloniki (Greece) and hosted by the Region of Central Macedonia - Regional

Partners had the chance to discuss preliminary



During the 2nd day of the meeting an online demonstration of the Web-GIS platform developed was made by the LP. Training to the platform's administrators took also place in the same day.



Development Fund of Central Macedonia with the participation of all project partners.

achievements of ongoing activities, including the formulation of strategic and operational plans on the development and promotion of thematic tourism and also administrative and financial aspects of the project.

Training Seminars in Evia

On 25th of June 2013 a Capacity Building Seminar on Thematic Tourism Development and Promotion was organized in Chalkida (Greece) by the Region of Sterea Ellada and the Development Agency of Evia SA in their own premises. The seminar was addressed to the



RSE/DAE staff as well as to the staff of other entities



involved in the development and promotion of thematic tourism. During the seminar presentations regarding ICT tools were made. More specifically the thematic

areas analyzed were the following:

- Social Media as marketing tool in the tourism sector
- GIS
- Basic ICT skills (Word, Excel, Powerpoint)



Strategic and Operational Plans for Development and Promotion of Thematic Tourism (SOPs)

The Strategic and Operational Plans (SOPs) on the Development and Promotion of Thematic Tourism refer to the formulation of local/regional strategies and actions aiming at creating new thematic tourism products and ways of reducing tourism seasonality,



increasing accessibility and visibility for tourism



resources and attracting "high-end" tourists. This significant activity includes:

- Development of SOPs concerning the development and promotion of thematic tourism for each participating region.
- Consultation of first drafts with local/regional/national stakeholders in each participating region.



- Review second drafts and feedback from project partners.
- Finalization of SOPs - Synthesis.



Public Consultations of SOPs: Evia's Event

The Strategic and Operational Plans for developing and promoting thematic tourism will be presented at local/regional conferences in all MED-ROUTE participating areas.



In these conferences stakeholders will be invited with main purpose to stimulate dialogue on thematic tourism, get their feedback on SOPs drafted, ensure their political / financial / technical commitment in specific actions proposed in the SOPs that fall within their areas of jurisdiction, and involve

them in evaluating the project results and outputs up to that point.

The regional conference in Region of Sterea Ellada was held on 25th of June 2013 in the premises of the Regional Unit of Evia in Chalkida. The MED-ROUTE project and the SOP for Evia were presented by RSE and DAE representatives.



Mr. Kapeleris, President of DAE and Vice-Governor of the Region of Sterea Ellada responsible for the Regional Unit of Evia, and Ms. Papatoma, Vice-Governor of RSE responsible for Tourism-

related issues, made an introduction to the objectives of the project and its main outputs.



Afterwards Mr. Peppas, Head of the Directorate of Development of the R.U. Evia presented the Strategic and Operational Plan for the Regional Unit and its specific activities.

At the end of these presentations a fruitful discussion was initiated among the participants where specific proposals on thematic tourism activities for the R.U. Evia were suggested.

Upcoming Events

| When | What | Where |
|---------------------|--|--|
| July–September 2013 | Local Capacity Building Seminars | <ul style="list-style-type: none"> Thessaloniki, Greece Vibo Valentia, Italy Al-Balqa, Jordan |
| July–September 2013 | Local/Regional Conferences for the Public Consultation of SOPs for the Development and Promotion of Thematic Tourism | <ul style="list-style-type: none"> Thessaloniki, Greece Vibo Valentia, Italy Al-Balqa, Jordan |
| 1-2/10/2013 | 1st Central Conference for the Presentation of SOPs | <ul style="list-style-type: none"> Al-Balqa, Jordan |
| 3/10/2013 | 3rd Project Meeting | <ul style="list-style-type: none"> Al-Balqa, Jordan |

Project Partners

The project involves a competitive consortium covering three EU Member Countries and Mediterranean Partner Countries.

The partnership lies on the cooperation among regions with different development, experience and capacity levels, providing thus the grounds for effective transfer of experiences, know-how and good practices from more advanced - in terms of tourism promotion - regions to the weaker ones.

Region of Sterea Ellada / Development Agency of Evia SA (Greece) - Lead Partner



Region of Central Macedonia / Regional Development Fund (Greece)



Ministry of Tourism and Antiquities (Jordan)



Province of Vibo Valentia (Italy)



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The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French (www.enpicbcmcd.eu)

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"The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".