

eNewsletter #3



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Issue 3

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Introduction

Welcome to the third 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.

In this third issue you will find information about the Central Conference held in Al-Balqa (Jordan) in February 2014 where the Strategic and Operational Plans of all partners on Thematic Tourism were presented and discussed.

Finally a brief summary of the topics that were discussed in the 3rd project meeting (Al-Balqa, February 2014) for the next steps to be taken in the project is included.

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Central Conference in Al-Balqa

The Central Conference of the MED-ROUTE project entitled "Orchestrating Strategies for the Development and Promotion of Thematic Tourism through ICT in the Mediterranean Sea Basin" was held in Al-Balqa (Jordan) on 4th of February 2014. More than 150 persons attended the Conference event emphasizing the importance of thematic tourism for socioeconomic development.

The conference was opened by His Excellency Prof. Nidal Katamine, Minister of Labour and Minister of Tourism and



Antiquities (Jordan), and by Mr. Dimitrios Vourdanos, Vice-Governor of the Region of Sterea Ellada (Greece).



Afterwards Mr. Dinos Papapolyzos, on behalf of the Development Agency of Evia (LP of the project), presented the scope, content and expected results of the MED-ROUTE project.

After the coffee break, the Strategic and Operational Plans on Thematic tourism of all participating areas and countries (Greece, Italy and Jordan) were presented and openly discussed.

During the afternoon session the General Director of MOTA, His Excellency Dr. Monther Jamhawi presented the Case study of Balqa – Al-Salt entitled "Towards a Comprehensive Management Approach to the Old City of As-Salt for a Sustainable Urban Touristic Destination". The conference was concluded with the Experts' Dialogue on Thematic tourism where the most up-to-date and significant issues on Thematic Tourism were discussed (Promotion of Thematic tourism through viral marketing techniques, creative marketing etc.).



3rd Project Meeting in Al-Balqa

The 3rd Project Meeting was held on 03/02/2013 in Al-Balqa (Jordan) and hosted by



the Ministry of Tourism and Antiquities of Jordan with the participation of all project partners.

In the morning all partners

along with their stakeholders participated in the study visit organized by MOTA in the Salt Heritage Trail in Jordan.

Afterwards the 3rd PM took place, where partners discussed achievements of ongoing activities, physical and financial progress of the project and the schedule for the future development of the project. The major activities for the upcoming period concern the following:

- Finalization of Existing

Situation Analyses and Strategic & Operational Plans on thematic tourism

- Uploading of tourism and culture resources on the Web-GIS platform & pilot operation via field research among end users and administrators.



Ex-ante Evaluation of Strategic Plans

The ex-ante evaluation will be performed by an external assessor on behalf of the LP of MED-ROUTE after the finalization of all partners' Strategic and Operational Plans (SOPs) on the Development and Promotion of Thematic Tourism.

It is an interactive process providing judgment and recommendations by experts, separately from the planners, on policy issues.

The objective of this evaluation is to improve and strengthen the quality of the SOPs under evaluation.

The main scope of the Ex-Ante Evaluation in MED-ROUTE is threefold:

1. To measure the consistency and relevance of the suggested policies and actions to MED-ROUTE initially set objectives.
2. To measure the effectiveness of the suggested policies and actions in terms of how they address the problems and opportunities of the regions concerned.
3. To offer guidelines on whether the suggested policies should be adopted / implemented and whether changes are required to ensure their successful implementation.

Key components in the MED-ROUTE ex-ante evaluation are:

- The previous relevant experience of partners
- The socio-economic context of the interventions
- The strategic choices and the actions / priorities selected and their internal and external consistency
- The quantification of objectives
- The estimation of the expected socioeconomic impact and the allocation of resources
- The implementation system of SOPs.



Upcoming Events

When	What	Where
February 2014	Local Capacity Building Seminars	<ul style="list-style-type: none"> • Vibo Valentia, Italy
February 2014	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 • Al-Balqa, Jordan • Vibo Valentia, Italy
05/03/2014	4th Project Meeting	<ul style="list-style-type: none"> • Vibo Valentia, Italy
June 2014	Final Conference	<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.enpicbcm.ed.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".