

# eNewsletter #4



June 2014

Issue 4

www.med-route.net

## Introduction

Welcome to the fourth 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 fourth issue you will find information about the Ex-ante evaluation of the Strategic and Operational Plans of all partners on Thematic Tourism and for the capacity building seminars implemented by the MED-ROUTE partnership.

Finally a brief summary of the topics that were discussed in the 4th project meeting (Vibo Valentia, March 2014) for the next steps to be taken in the project is included.

### Inside this

Introduction	1
Capacity Building Seminars	2
4th Project Meeting in Vibo Valentia	2
Ex-ante Evaluation of Strategic Plans	3
Mediterranean WEB-GIS Platform	3
Upcoming Events	3
Project Partners	4

# Capacity Building Seminars

In the Ministry of Tourism and Antiquities in Jordan the capacity building seminars were conducted between October 2013 and February 2014 containing 8 training courses: computer skills, communication skills for tourist police, communication skills, service culture, social media, GIS applications in archeology and tourism, event



management and project management. These capacity building seminars have been conducted in different venues according to the equipment needed and their

availability and it showed the enthusiasm and willingness of the participants to learn in order to improve and progress.

In the Region of Central Macedonia the seminar was organized at the Lazaristes Domotel Art Hotel, on the 17th of December 2013. The title of the seminar was "Tourism marketing and means for the promotion of thematic tourism - modern means and technology".

Over 20 participants attended the seminar coming from several departments of the Region of Central Macedonia and other organizations. The RCM and the RDFCM aimed at providing a more specialized training seminar on the promotion of thematic tourism, by inviting trainers with a significant experience and knowledge on the issue. Two out of three trainers were academic professors

with a long training and researching experience on the promotion of thematic



tourism activities in Greece and abroad. The third trainer came from the Greek National Tourism Organization, department of marketing, by providing information about the work and the mission of the National Tourism Organization whose main role is to promote Greece abroad as a country and to promote each region's uniqueness and beauties separately.

## 4th Project Meeting in Vibo Valentia

The 4th Project Meeting was held on 05/03/2014 in Vibo Valentia (Italy) and hosted by



the Province of Vibo Valentia with the participation of project partners. The Project Meeting was started by the Representatives from the Province of Vibo Valentia (Mr.

Vinci, Mr. Ciclosi and Mr. Sesto) welcomed project partners and ensured PVV's commitment in the project.

Afterwards the partners had the chance to discuss achievements of ongoing activities, discuss the physical and financial progress of the project and the main plans for the future development of the project.

The next steps defined are:

- Submission of Expenditures Verification Reports

(external auditors) to the LP

- Finalization of Pending Activities by all partners under WP4 and WP5 (Local Consultation of SOPs, etc.)
- Pilot Operation - User Survey / Process and Analysis of Data / Fine-tuning - Launch of the Web-GIS Platform
- Ex-ante Evaluation of Strategic and Operational Plans

# Ex-ante Evaluation of Strategic Plans

The ex-ante evaluation was performed by the MED-ROUTE partnership after the finalization of partners' Strategic and Operational Plans.

The main evaluation issue



that the ex ante evaluation report aimed was to examine the ability and provision of the policies and interventions formulated to effectively

address the problems and needs of the participating authorities in terms of developing and promoting thematic tourism.

The overall conclusion, provided by the synthesis of a separate evaluation of each Plan, was that the Strategic, Operational and Action Plans that have been formulated are Coherent to the objectives of the project MED-ROUTE, have included actions very consistent to the objectives set to the same documents and are consistent with national and EU policies.

Furthermore the partnership of MED-ROUTE project had

proven that is fully aware of the European and national guidelines and has good knowledge of the existing problems and needs in various target groups.

Therefore as main result of the Ex-ante evaluation was revealed that the structure of these Plans will allow the proper implementation of the proposed actions so as to introduce new thematic tourism products and propose ways of reducing tourism seasonality, increasing accessibility and visibility for tourism resources and attracting "high-end" tourists.

## Mediterranean WEB-GIS Platform

The MED-ROUTE partnership proudly announces the release of the online Mediterranean WEB-GIS platform to the public in the following address: [www.med-route.net/webgis](http://www.med-route.net/webgis).

The platform was launched on March 2014 while on the same time an online survey was conducted from the project partner's with main

scope to evaluate and assess the friendliness, usability and flexibility of the Platform so as to improve potential "bugs" or malfunctions. During the survey useful information, opinions, proposals and ideas on the services currently offered by the Platform as well as suggestions for its better operation were recorded

from the pilot users of the Platform. The survey results were depicted in a report, in which the results of all questionnaires of all partners were evaluated, leading to reliable conclusions that the developed WEB-GIS platform needs no further changes or corrections as it is very friendly to the users.

## Upcoming Events

When	What	Where
27 June 2014	5th Project Meeting	• Chalkida, Greece
September/ October 2014	6th Project Meeting	• Al-Balqa, Jordan
September/ October 2014	Final Conference	• 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)**



**JOIN US!!!**

Web: [www.med-route.net](http://www.med-route.net)

Facebook: [www.facebook.com/pages/MED-ROUTE](https://www.facebook.com/pages/MED-ROUTE)

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](http://www.enpicbcmcd.eu))

This publication has been produced with the financial assistance of the European Union under the ENPI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the MED-ROUTE project partners and can under no circumstances be regarded as reflecting the position of the European Union or of the Programme's management structures. The project MED-ROUTE total budget is 1.550 million Euro and it is financed, for an amount of 1.395 million Euro (90 %), by the European Union (ENPI CBC Mediterranean Sea Basin Programme) through the European Neighbourhood and Partnership Instrument.

"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".