



Open Network for Mediterranean Sustainable Tourism 2 - ONMEST2 project

EA SEA-WAY 4th Cross Fertilization Workshop
3rd Cross Border Workshop & 4th Cross Fertilization
Corfu, 23 September 2015



ONMEST2
مرحبا



Project
funded by the
EUROPEAN UNION



ABOUT ENPI CBC MED PROGRAMME



The multilateral cross-border cooperation "Mediterranean Sea Basin Programme" is part of the new European Neighbourhood Policy and of its financing instrument (ENPI) for the 2007-2013 period: it includes the European Union and partner countries regions placed along the shores of the Mediterranean Sea.

About the project



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The project bridges 7 countries of the Mediterranean Basin, with the vision of promoting the model of sustainable tourism, identifying the particular stakeholders that could support or benefit from a common strategy towards sustainable tourism and create Local Centers of Cultures and **tourist packages** with sustainable characteristics for the interested communities.

Partners

- Municipality of Ispica, **Italy** - Lead Partner (LP)
- P1: ERFC, **Greece**
- P2: Foundation University Enterprise of the Region of Murcia, FUERM, **Spain**
- P3: Jordan Valley Center for Comprehensive Development, JVCCD, **Jordan**
- P4: Baldati.org, **Lebanon**
- P5: Rozana Association for Development of Architectural Heritage, **Palestine**
- P6: National Union for the Tunisian woman UNFT, **Tunisia**
- P7: Association for the Development of Heritage-DELARPA, **Tunisia**
- P8: Ass Cult SUD, **Italy**

Associates

- As1- Trekking, **Italy**
- As2- PLEF, **Italy**
- As3- Aregai, **Italy**
- As4- Padil, **Tunisia**
- As5- Home Food, **Italy**

Expected results

- Economic development of **minor** tourist destination areas contributed by income generated by tourism activities
- **Local communities** more aware and active about the benefits related to the valorisation and protection of **cultural heritage**
- Strengthened tourism **competitiveness** and ability of SMEs, public authorities and local actors to address national and international market demand
- Improved tourism offer and access to the target marginal areas
- Increased **employment** and business **opportunities** for **women** and **young people** in the tourism sector.



CULTURAL HERITAGE AND SUSTAINABLE TOURISM



“

Partners drafted development plans, for fostering sustainable tourism in the target municipalities, and provided training for local stakeholders.

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Project's event in Lebanon



Main activities

- **Analysis of the target territories** including identification of the most famous and less known tourist attractions, existing facilities and active stakeholders
- Drafting of development plans fostering **sustainable tourism** policy in the involved municipalities
- **Training workshops** for local communities to help them develop sustainable tourism activities and projects
- Production of **tourist itineraries** concerning the identified minor tourist destinations to be promoted during international fairs, on the internet and through social networks

Target groups

- Public and private institutions dealing with the tourism sector
- Chamber of commerce and SMEs
- Tourist and cultural associations

Final beneficiaries

- Local populations
- Women and young people
- Workers in the tourism industry

Duration

- 24 months (December 2013 - December 2015)



Itineraries in ONMEST2

- Organized by a Tour Operator with international experience.
- Inclusive of destinations well branded of sure appeal abroad + communities organized in Centres of Local Culture (CLCs).
- Offering different typologies of tourism: «Multitasking Tourism» (transported, hiking, biking, sailing, horsing, ...).
- Length must worth the travel (6-8 minimum days)
- Start and end from an international airport.

EXAMPLES



[Itinerary V.I.P. \(Visit Important Places\) in N. Peloponnese, GR](#)

Itinerary in Sicily, Italy

Trekking on Etna and tasting the culture in the ancient and modern Sicily

EXAMPLES



Region: Eastern Sicily

Type of travel: Trekking

Duration: 7 days, 6 nights

Price: 620€ half board

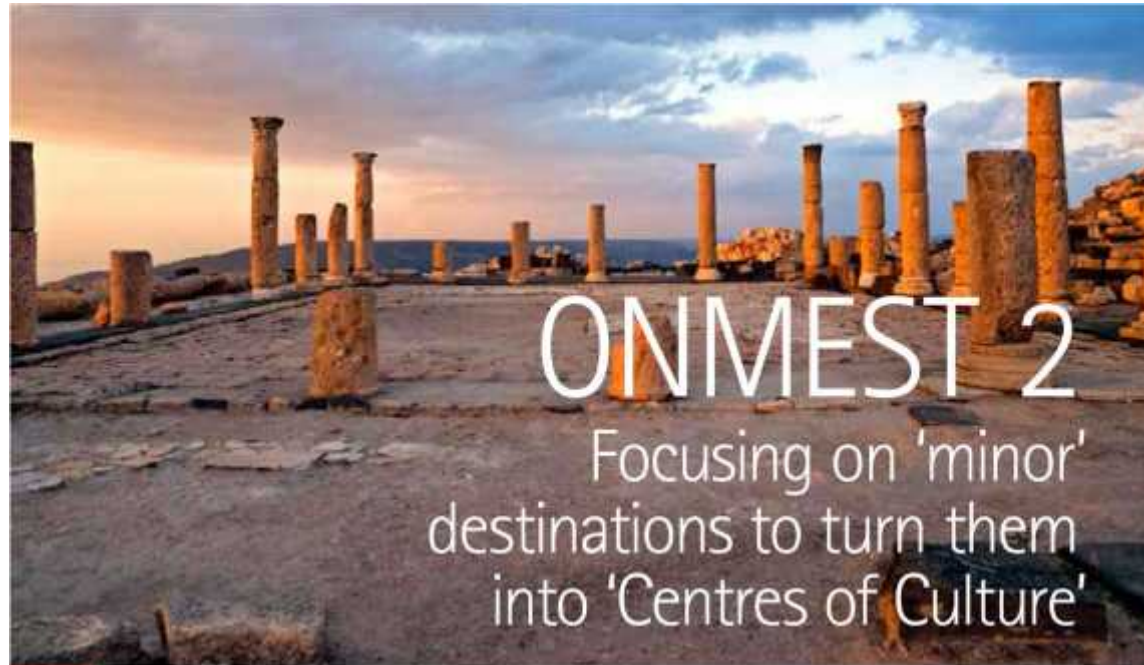
Period: All year, customized to the tourists needs

Participation: Minimum 6 participants

Treatment: Half board. Good 3 stars hotels. All with free of charge wifi

Description: A diversified trekking which merges the mystery of the volcano, the gentle slopes of the Peloritan mountains and the immersion in an ancient heritage. The unforgettable landscapes of the day's walks conclude with evenings at CLC (Centers of Local Culture). There take place the meeting with the community and can be tasted the flavour of a very old culture coking with the local masters their typical dishes, dancing their traditional dances, singing with the hosts the songs which beat the time of the seasons and of the loves, but above all discovering, through the culture, a part of the Sicilian soul.

Tour operator : Lapilli Viaggi.



**'Full immersion'
tours will see
visitors interacting
with the locals**

Centres of Local Culture (CLC)

- CLC is a site, a village, a cluster of villages, which has a historical, cultural, architectural or environmental **value**.
- These locations can be developed to **become a living “out-door” museum** allowing local and international tourists to interact with local culture and community.
- The CLCs are mainly located in **less famous destinations** and developed for the purpose of reviving the surrounding territories and communities.

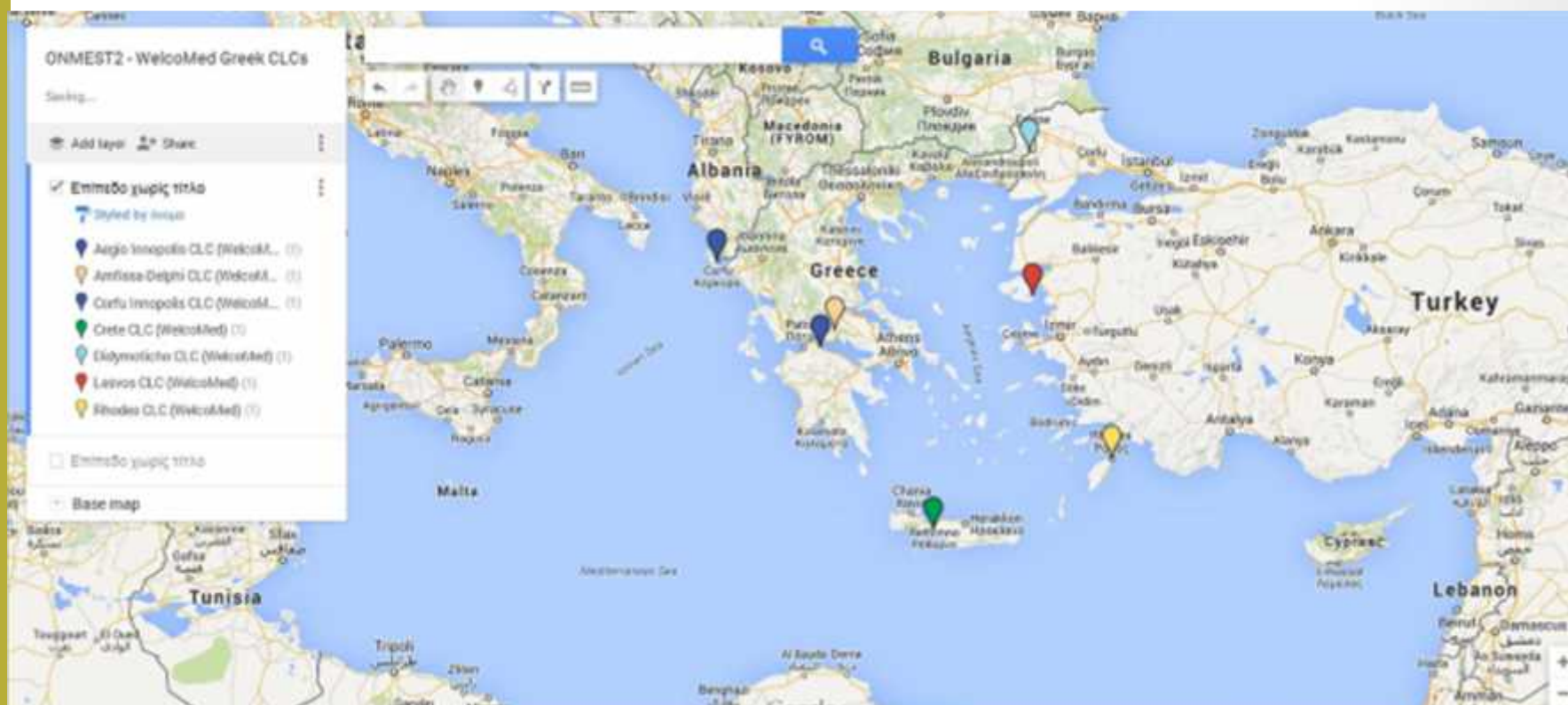
EXAMPLES

Centre of Local Culture ISPICA



Ispica is a town with 15.000 habitants, rebuilt after the earthquake of January, 11 1963 when at 13,30 the whole town, originally situated in the “Cava d’Ispica”, was totally destroyed, with the Fortilium (medieval castle of a local family Statella and numerous churches no more reconstructed. Moreover, the seism generated hunger and plague. Thanks also to the helps of the neighbouring villages, the city was re-built in a plan near the Cava and now is a clean, and pleasant tidy town. The main monuments are of late baroque, when most of the heavy Spanish decorations which characterise most of the early ‘600 churches and palaces in Sicily were mitigated. The few meters distance from the modern city and the old settlement of the inhabitants in the “Cava d’Ispica”, now a open air museum, gives a unique and fascinating feeling of the comparison between old and new: town planning, way of living, social class division, spirituality, culture, economy, tastes, (dis)integration between human and natural environment.

Centres of Local Culture in Greece



Melambes-Agia Galini/Crete:

Village in north Crete just a few kilometers north of Agia Galini on the way to Spili and Rethimnon. Melambes has about 1000 inhabitants of which a number work in the tourism industry in Agia Galini during the summer months. The surroundings of the village are beautiful and there are lovely views over the sea (the village is situated at about a 550 meter altitude).



Mytilene/Lesvos, North Aegean:

Lesvos is an island located in northeast Aegean and has managed to keep package and mass forms of tourism at bay. And while it is hardly lacking in visitors, it still remains largely untouched, offering hidden treasures to those who seek them out. to suite every budget.



Rhodes/ South Aegean:

Capital of the Dodecanese, an island in southeastern Aegean, which is ideal not only for those who want to relax but also for those looking for an action-packed holiday! With its bright green hills, rich green valleys and uninterrupted line of golden beaches, Rhodes is truly a blessed place.



Didymoticho D2020 Evros, Thrace:

Didymóticho is a town located on the eastern edge of the Evros regional unit of East Macedonia and Thrace, in northeastern Greece. It is the seat of the municipality of the same name. The town is about 20 km north of Soufli and about 90 km north of Alexandroupoli.



Delphi/Amfissa, Central Greece:

The town of Delphi is located in Central Greece, linking the town of Amfissa, the administrative capital of the region, with the towns of Itea, Galaxidi and Arachova, as well as the Mount Parnassus and its famous ski center.



**Corfu / Aegion
Innopolis, Western
Greece & Ionian:**
The Corfu Innopolis CLC
with its branch in Aegion
covers all Western Greece
and Ionian islands.



NEWS

ONMEST 2 in Expo Milan 2015, 9.9.2015 Cascina Triulza, Pavilion of the Civil Society





www.onmest.com

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