DestiMED PLUS and the Mediterranean Ecotourism Consortium (MEC)

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TOURISM AND CIRCULARITY
FOR SUSTAINABLE DEVELOPMENT IN THE MEDITERRANEAN
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Agenda

- Introduction on DestiMED PLUS
  - Project Partnership
  - Context & Background

- Main Project Objectives

- Our Work
  - Policy Integration Approach
  - The Mediterranean Ecotourism Consortium
Project Partnership
Context

**CHALLENGE:** The Mediterranean is the 2nd largest global biodiversity hotspot in the world. 500 million people with diverse cultures call it home. However, it is also the world’s leading mass tourism destination contributing to the degradation of ecosystems.

**OPPORTUNITY:** DestiMED PLUS builds on the successes of MEET and DestiMED projects and aims to improve levels of integration between regional tourism and conservation policies in Mediterranean protected areas through the creation of ecotourism itineraries which are developed using MEET Network’s collaborative approach.
Timeline of Events

ECOTOURISM PLANNING AND PRODUCT DEVELOPMENT

2013
FIRST IDEA OF MEET DMO

2014

2015

2016

MEET NETWORK ESTABLISHED

2017

2018

2019

NEW STRATEGY UNDER COVID19

2020

2021

2022

ESTABLISHMENT OF THE MEDITERRANEAN ECOTOURISM CONSORTIUM (MEC)

ECOTOURISM MANAGEMENT: STANDARDS AND MONITORING

ECOTOURISM POLICY AND PROMOTION

#DESTIMEDPLUS

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Project Objectives

1. INTEGRATION TOURISM AND CONSERVATION POLICY

2. DEVELOPMENT ECOTOURISM IN PROTECTED AREAS USING MEET APPROACH

3. TOOLS AND METHODOLOGY FOR MEASURING AND MONITORING IMPACTS OF TOURISM
DESTIMED PLUS: THE NEED OF A MULTI-LEVEL GOVERNANCE

NEED TO ACHIEVE A BALANCE BETWEEN THE PROTECTION & CONSERVATION OF ECOSYSTEMS AND THE DEVELOPMENT OF SUSTAINABLE TOURISM ACTIVITIES SUCH AS ECOTOURISM

From a GOVERNANCE perspective, the current conditions for ECOTOURISM development are weak, due to:

- LACK OF STRUCTURED DEDICATED POLICY FRAMEWORK AND EVIDENCE-BASED POLICY MAKING

DESTIMEDPLUS:
- FOSTERS A BALANCE BETWEEN THE CONFLICTED INTERESTS OF CONSERVATION & TOURISM SECTORS
- PROPOSES AN ALTERNATIVE SUSTAINABLE MODEL OF TOURISM
- SUPPORTS THE MEET NETWORK

It gathers Mediterranean natural parks with the objective to develop high-quality ecotourism experiences following THE MEET MODEL. It represents a unique body at the Mediterranean level for the development of ecotourism. It is mainly composed of local actors and they represent a first level of governance and collaboration for ECOTOURISM in the Mediterranean.

Based on the approach followed by the MEET Network, the DestiMED PLUS project has already established two levels of GOVERNANCE:
- LOCAL ECOTOURISM CLUSTERS (LECs)
- REGIONAL ECOTOURISM COORDINATION TABLES (RECs)
LEC, REC & MEC

The REC\s gather conservation and tourism departments in regional administrations to achieve stronger coherence with existing policies and implement Regional Action Plans.

The LEC\s are established to ensure private-public collaboration at destination level.

MEC

The highest level of governance the partnership is working to establish is the MEDITERRANEAN ECOTOURISM CONSORTIUM (MEC).

The MEC will allow regional or even national authorities to advocate for integrated ecotourism policies at Mediterranean scale and exchange best practices.

At international and Euro-Med level, there is a lack of a comprehensive body gathering regional authorities to establish multi-level and intersectoral governance to improve the collaboration between tourism and conservation policies!

The MEC can fill this gap!!
MEC: OBJECTIVES AND AXES

To support the policy and governance conditions so that the sustainable ecotourism model (MEET Model), developed in DestiMED PLUS and operated by MEET Network, will be adopted and scaled-up by each member of the MEC, and hopefully by most of the Mediterranean Regions.

The idea is to cover any ecotourism initiative implemented in the Mediterranean and promoting the MEET approach.

The MEC will act as a forum for policy exchange, learning and generating collaboration between conservation & tourism actors, within and beyond the regions, to strengthen the enabling conditions for ecotourism to thrive in the Mediterranean.

Intermediterranean Commission & NECSTouR regions targeted!

How to reach this?

3 STRATEGIC AXES identified:

1. Creation of a comprehensive governance of ecotourism / for the integration of tourism & conservation
2. Data management and monitoring: how to improve the collection, analysis and use of data and indicators related to ecotourism/tourism related environmental pressures with the aim of developing data-driven decisions
3. Support networking activities benefiting ecotourism / tourism and conservation policy integration

Interreg Mediterranean
Project co-financed by the European Regional Development Fund
Identification of short- to medium-term actions/commitments towards integrated governance of tourism and conservation:

- Signing the Memorandum of Understanding (MoU) of the DestiMED PLUS project
- Signing the Glasgow Declaration
- Signing the Granada Charter
- Inviting the European institutions to develop a European policy for tourism
- Answering the consultations published by the EC
- Participating in the tourism transition pathway, by answering the published Call for commitments and participation
Get in Touch!

Contact
Project Website: www.destimed-plus.interreg-med.eu
MEET Network Website: www.meetnetwork.org
Email: <flora.leroy@crpm.org>

Key Resources
MEET Product Catalogue:
https://www.meetnetwork.org/meet-guide

MEET Manual:

MEET Protected Area Members:
https://www.meetnetwork.org/our-members

MEET Online Training Modules:

Ecotourism Calculator:
https://www.meetnetwork.org/calculator

Social Media

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