



## MED PROGRAMME

### **PRRORITY AXIS 3 Protecting and promoting Mediterranean natural and cultural resources**

**Objective 3.1 Support the development of a sustainable and sensible coastal and maritime tourism of the MED Area.**

**Investment priority 6.c Conserving, protecting, promoting and developing natural and cultural heritage**

### **CoRe (Conserving/reviving) PROJECT SUMMARY:**

a) **Action purpose:** The action aims to build an integrated tourist offer and to develop and experiment on a common strategy to govern and implement innovative cultural services and promote initiatives based on the cultural attractiveness and heritage of the MED area. Many MED regions, particularly inland areas, have significant cultural heritage and territorial resources that could be utilised for specific sectors of the touristic market, thereby accelerating or restoring the economic growth of the MED area that responds to the demand of innovative network services

b) **Intermediate and final targets:** public institutions, land development entities, tourist operators, local tourist systems, cultural institutions, universities, NGO-s, SMEs (with heritage, catering, hotelier vocation), associations of producers of local quality products, tourists

#### **c) Main activities:**

The project aims to:

- ❖ Conduct a study on the cultural and historical resources of the MED area and its local characteristic
- ❖ Encourage actions that would regenerate the area's urban and cultural landscape, to promote methods that strengthen, diversify and qualify the tourist offer
- ❖ Enact experimental actions and pilot projects that are aiming to develop and restore the cultural and historical landscape
- ❖ Create cultural partnerships and twinnings for international promotion and development of innovative services



**Action purpose:** The project is situated in Axis 3, Measure 3.1. The action aims to build an integrated tourist offer in the Mediterranean that responds to the demand of innovative network services with the main investment focus being the protection, conservation, restoration, promotion and development of the characteristic historical and cultural landscape of the MED area.

## **GENERAL OBJECTIVE**

- ❖ Promote cultural cooperation in the Mediterranean and create a strong dialogue for the promotion of common cultural and tourist resources, integration and growth of the local tourist systems able to generate benefits to the area of intervention
- ❖ Offer improved environment and facilities inside of historic centre to take full advantage of the qualifications and diversity of the integrated tourist offer in the Mediterranean area, the improvement and standardization of the cultural and touristic entities
- ❖ Create an integrated tourist area in the Mediterranean, whose identity and common roots of its populations will bring new opportunities for the development of local economies, new jobs and new professional skills in cultural, artistic and ecological activities, tourism, renewable energy and digital technologies

Promote an integrated and sustainable concept of coastal and internal areas, geared on the quality of tourism offer, preservation of the environment and strengthening of eco-friendly eco-sustainable and tourism.

## **Specific objective**

- ❖ Improve knowledge of the areas involved, with reference to the local economy, the cultural and artistic heritage, the public institutions and private entities engaged in the development of tourist services (marinas, SMEs in the tourist sector, etc.) and their competences..
- ❖ Create a model of integrated tourist offer that involves the local heritage through a bottom-up approach, starting with its history, culture, tradition and environmental assets of each territory, establishing cultural hubs and networks to better systemise and organise actions in those fields
- ❖ Experiment and exchange knowledge, best practices and innovative models in the tourist sector for:
  - The qualifications of personnel and the creation of new professional profiles and / or re-professionalization of the existing profiles with regards to cultural workers, encouraged establishment of the entities such as cultural institutions, as well as other public and private entities that could assist in the regeneration of area

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- The creation of an innovative model for the integrated tourist offer through the enhancement of the cultural and natural landscape that promotes, on the one hand, forms of integration between Mediterranean countries and, secondly, the promotion of forms of cooperation between cultural workers as well as the development of the new aspects of the tourist offer and respond to the new tendencies in the tourist market.
- Conceptualize, design and create new forms that can stimulate conservation and restoration of the historical sites and areas. Encourage and establish outputs that promote dialogue and socialization of people with special needs and promote greater sensitivity towards a responsible tourism and other aspects of the local economy , opening up a new aspects of the tourist offer which responds to a growing demand, for the enhancement of cultural, historical, natural, physical, psychological, linguistic and religious diversities that could be utilised for the cross-cultural exchange and synergising of the participants of the MED area
- Enhance networking of the territories through the structuring and sharing of new network services, the use of the most advanced technologies for the enhancement of historical, cultural, tourist and landscape resources of the Mediterranean, as well as maximising the quality standard of services.

## **WORK PACKAGES – Work plan**

### **WP1 –Mapping of services, institutional operators and private entities (associations, organizations, SMEs, etc) involved in cultural, environmental and touristic activities and local development agencies, for the utilisation of shared historical, cultural, environmental and tourist resources between the partner countries.**

The activities of this *WP* will identify guidelines for the development of innovative segments of the tourist market, both in terms of expansion of the offer and in response to demand segments not yet present in the current status (development of thematic networks in tourism such as cultural and museum tourism, ecotourism, food and wine tourism, ecotourism, adventurous tourism, health tourism and their integration with the added value of the sensitivity for the resources and environment.

**WP2 – Study and drawing up** Identification of needs and constraints and of cultural poles and services, identification of best practices for integrated tourism, development and opening of new tourist market segments, comparative analysis, identification of needs and constraints and of cultural poles and



services and further development of IQM (Information, Quality, Management) principles for cultural service provision to local stakeholders

WP2 aims to establish a laboratory for the study and the development to establish the functioning integrative proposal that durable and eligible and providing the stability to the potential network of the local development entities and stimulating experimental initiatives.

### **WP3 - Creation and / or extension and strengthening of the services**

WP 3 aims to create and/or strengthen the town networks and the establishment a Mediterranean understanding with a creation of software support system developed as open source, to be distributed for free (free software), oriented to the provision of information and services to visitors with the addition of info-desks and downloadable applications for smartphones that provide guidance, various assistance and local knowledge.

### **WP4 – Construction of a homogeneous area.**

WP4 aims to:

- ❖ promote and strengthen the network between public and private entities located in the area of the project, especially those that have a
- ❖ extend it to other subjects
- ❖ extend the network nodes
- ❖ ensure that mechanisms to plan activities and proposals are participatory and shared
- ❖ experiment the planned and designed services as part of the design of the Mediterranean Infodesks (Virtual Service Centers located on the touristic walking trails in the city centre), by extending the services offered by the towns and providing support to the operators
- ❖ Organize and offer proposals for integrated tourism through cooperation between entities in order to test the eligibility of the new strategy
- ❖ the accurate connection between the infodesks
- ❖ the promotion of integrated offer initiatives through the project network and through the activities of tour operators

**WP5 - Testing of interventions and innovative experiences** WP5 aims to promote awareness-raising and publicity initiatives intended to encourage the growth and the affirmation of the promotional activities such as: organising exhibitions, courses to promote sensitivity and consciousness about the necessity to protect and respect shared heritage, walking tours within the town centres, cultural fairs, initiatives of tourism accessible to all, stimulations to utilise concepts like recyclability and energy renewability of energy to protect the environment, the promotion of mutual cultural forums

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### **WP6 - Communication and dissemination of results, system mainstreaming.**

A communication strategy for the initiatives promoted by the project will be identified under the shared integrative plan:

All partners should participate in this activity in order to develop a unified image of the project.

The organization of events will relate to:

- ❖ Kick-off meeting
- ❖ Mid-term event
- ❖ Closing event of the project for the communication and dissemination of the developed experiences and practices
- ❖ The establishment of a protocol of exchange and communication between institutional and private entities to promote the transfer of skills and experience to the partners, with the focus on the future projects, leading to the regulated information flow and mutual understanding related to the cultural and natural landscape.

### **WP7 - Coordination and management of the project**

The project flow should be controlled by the lead partner in the following modes:

- ❖ Mapping the characteristic needs and capabilities of each entity that participates as a partner and the distribution of the operative roles depending of the mapped capabilities and expertise
- ❖ Establishment of the digital platform for the report and material deliveries and coordinating mutual actions and methodologies
- ❖ Creation of the general guidelines manual
- ❖ Setting up conferences for all partners to participate