

## EMbleMatiC – An INTERREG MED Project

Emblematic Mediterranean Mountains  
as Coastal destinations of excellence

### International conference

“EMbleMatiC ecojourneys : developing alternative sustainable tourism in  
Mediterranean hinterland areas”

1<sup>st</sup> and 2<sup>nd</sup> October 2019

Anogia- Crete - Greece

#### A network of Emblematic Mediterranean mountains

##### **Once upon a time...**

In 2012, several Mediterranean mountains facing common challenges in the field of tourism and environmental protection decided to develop common actions to test new solutions and to become more innovative in their policies. Thus, they created a network of Emblematic Mediterranean Mountains (EMM).

In 2015, they applied to an INTERREG MED Call for Projects on the topic of sustainable and responsible tourism and they succeeded! The project called EMbleMatiC consists in the creation of 9 touristic eco-itineraries in each partner mountain area, based on the same values, criteria and sustainable items.

After 3 years of intensive work between the 10 partners representing 9 Mediterranean mountains from 5 countries (Albania, France, Greece, Italy, Spain), it's now time to promote and disseminate the results among others mountains areas, local authorities involved in sustainable tourism issues, others networks of mountains or linked to Mediterranean areas. That's why EMbleMatiC partners organise this international conference.

##### **Our 10 partners**

- Himara Municipality (ALB): Cikà mountain
- Syndicat mixte du Canigò Grand Site (FR): Canigó mountain
- Aix Marseille métropole (FR): Saint-Victoire mountain
- AKOMM- Psiloritis (GR): Psiloritis/idi mountain
- Pieriki Anaptixiaki (GR): Olympus mountain
- GAL Gran Sasso Velino (IT): Gran Sasso mountain
- GAL Terre dell'Etna e dell' Alcantara (IT): Etna mountain
- Development agency of Berguedà (ES): Pedraforca mountain

- Consell de Mallorca (ES): Sierra de Tramuntana mountain
- Estudis d'hoteleria i turisme CETT (ES): academic partner

### 7 good reasons to participate in this international conference

#### **Why should you come?**

- to discover concrete results and tools from our project to support you in the development of a sustainable tourism offer
- to understand how you – as stakeholders facing similar challenges- can re-use our deliverables and adapt your sustainable tourism policy
- to learn about our lessons/experiences linked to the concrete implementation of our project
- to enrich the experience and enlarge the vision on tourism development for your decisions-makers
- to benefit from an external view from tourism experts and from peers
- to discover good practices in the sustainable tourism field
- to exchange and share knowledge among a new community of hinterland mountainous Mediterranean areas
- to actively participate in a study trip enhancing a concrete example of sustainable tourism product

### 100 expected participants!

#### **Who can participate?**

All the stakeholders participating in the definition and the implementation of sustainable tourism policies/projects including:

- local authorities (technical staff) involved in sustainable tourism projects or strategies local or regional levels
- elected representatives/decision-makers from local authorities
- managers from tourism NGO/organisations: tourism office...
- national or European network of mountains, of Mediterranean areas....
- sustainable tourism experts
- European representatives: European commission, Member of the European Parliament

# PROVISIONAL AGENDA

## Monday, 30th September

Arrival of partners and transfer from airports to hotels

## Tuesday 1<sup>st</sup> October 2019 – “Learning expedition”

**9.15** Starting time Introduction of Study visits

Let's discover on the ground the EMbleMatiC eco-itinerary of Psiloritis mountain

*You will receive the necessary tools to actively collect information about your experience so you can participate in the activities to be held the following day, giving your critical feedback.*

**Conference dinner** (optional activity on previous booking only)

## Wednesday 2<sup>nd</sup> October 2019 – Conference: debate and workshops

### 9.30 – Opening session: introduction

Our EMbleMatiC project into images

Welcoming speeches

### 10.00 – Plenary session: Let's put sustainable tourism into perspective!

What are the current challenges in terms of sustainable tourism for Mediterranean hinterland areas?

What are the main mistakes to avoid and the main keys to success? Focus on good and bad practices.

=> Experts:

- *Guillaume CROMER, Chairman of the NGO “Sustainable tourism actors” and expert in marketing in sustainable tourism (France)*

- *Georgios Michailidis, Aristotle University of Thessaloniki, School of Spatial Planning and Development (Greece)*

### 10.45 - Our EMbleMatiC project, step by step

Video clip

From 2012 to 2019... our history step by step

Our main results and tools developed

### 11h15 - Our EMbleMatiC project seen through your sustainable glasses!

Interactive session with participants: what is your feedback on our project and on the Psiloritis study-trip?

### 11.45- Panel discussion & Peer review

**How can Mediterranean hinterland areas improve the sustainability dimension of their tourism policy?**

*How can we find a balance between tourism development and preservation of environment?*

*What are the specificities of hinterland in Mediterranean areas?*

What are the levers for action?

How to encourage the stakeholders on this field?

**13.00 -14.30 – Lunch & local products & show case of projects**

**14.30-15.45 – Methodological and thematic workshops - Round 1**

<b>Workshop 1: What methodological tools can we use to improve the sustainability of tourism?</b>	<b>Workshop 2: How can we improve the ecological footprint of private tourism providers (restaurants, hotels...)?</b>	<b>Workshop 3: How can we create a touristic brand /touristic identity?</b>
<p>How can we improve the sustainability of our tourism development? How can we build sustainable tourism packages?</p> <p>=&gt; <i>Speakers: good practices representatives</i></p>	<p>How can we improve the ecological footprint of private tourism service providers (restaurants, hotels...)?</p> <p>=&gt; <i>Speakers: good practices representatives</i></p>	<p>What method can we use to build a touristic identity? On what criteria?</p> <p>=&gt; <i>Speakers: good practices representatives</i></p>

**16.00 – 17.15 - Methodological and thematic workshops - Round 2**

<b>Workshop 1: From a tourism product to the change of local tourism policy</b>	<b>Workshop 2: How can we use digital tools in the tourism sector?/</b>	<b>Workshop 3: How can we commercialize a new tourism offer?</b>
<p>What are the conditions to transform the way to achieve tourism issues? How can we apply our project learnings to others municipalities, stakeholders?</p> <p>How can we involve local stakeholders to implement this type of policies?</p> <p>=&gt; <i>Speakers: good practices representatives</i></p>	<p>Which type of tools can be used? What are the conditions to develop e-tourism? What can be the added-value?</p> <p>=&gt; <i>Speakers: good practices representatives</i></p>	<p>What are the conditions to sell new tourism packages? How to identify and inform potential targets of this tourism offer? How can private stakeholders participate in the commercialization of new tourism packages?</p> <p>=&gt; <i>Speakers: good practices representatives</i></p>



Project co-financed by the European  
Regional Development Fund



### **17h15-17.45 – Round table & interactive session: Moving toward the creation of a community of Mediterranean mountains**

How mountains and Mediterranean areas are taken into account in the future European discussions and regulations post 2020?

What are the specific challenges of Mediterranean areas and notably Mediterranean mountains?

What could the role of this EMbleMatiC community be to address the specific challenges of Mediterranean mountains? What are the possible links to other European networks?

### **17h45- Conclusions**

**18h00 End of conference** (transfer bus to reach Heraklion airport for 19H30 and Heraklion hotel afterwards for those leaving the next day)