



Conferenza Finale
Progetto Interreg Med

SIROCCO SUSTAINABLE INTERREGIONAL COASTAL & CRUISE MARITIME TOURISM THROUGH COOPERATION AND JOINT PLANNING

Presentazione dei risultati raggiunti e delle strategie transnazionali per rafforzare la sostenibilità ambientale, sociale ed economica del turismo crocieristico e costiero dell'Area Med

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OF SPLIT DALMATIA COUNTY



REGION OF
SOUTH AEGEAN



REGIONE
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LARNACA & FAMAGUSTA DISTRICTS
DEVELOPMENT AGENCY

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ΑΡΧΗ ΑΛΛΑΚΕΣ & ΑΜΜΟΧΩΣΤΟΥ



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TURISME
GENERALITAT VALENCIANA
CONSELLERIA DE TURISME

THE SIROCCO PARTNERSHIP

1. LP- PUBLIC INSTITUTION RERA SD FOR COORDINATION AND DEVELOPMENT OF SPLIT DALMATIA COUNTY – CROATIA
2. CENTRE FOR RESEARCH AND TECHNOLOGY HELLAS - GREECE
3. SOUTH AEGEAN REGION – GREECE
4. LARNANCA FAMAGUSTA DISTRICT DEVELOPMENT AGENCY - CYPRUS
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6. PORT SYSTEM AUTHORITY OF THE CENTRAL NORTHERN TYRRHENIAN SEA – ITALY
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- Project duration: 18 months
- Total budget: 700.000 EUR
- Focus of the project is cruise tourism
- Exploring the economic, social, environmental and cultural impact and potential of Mediterranean cruising tourism, as well as making recommendations for its sustainable development.

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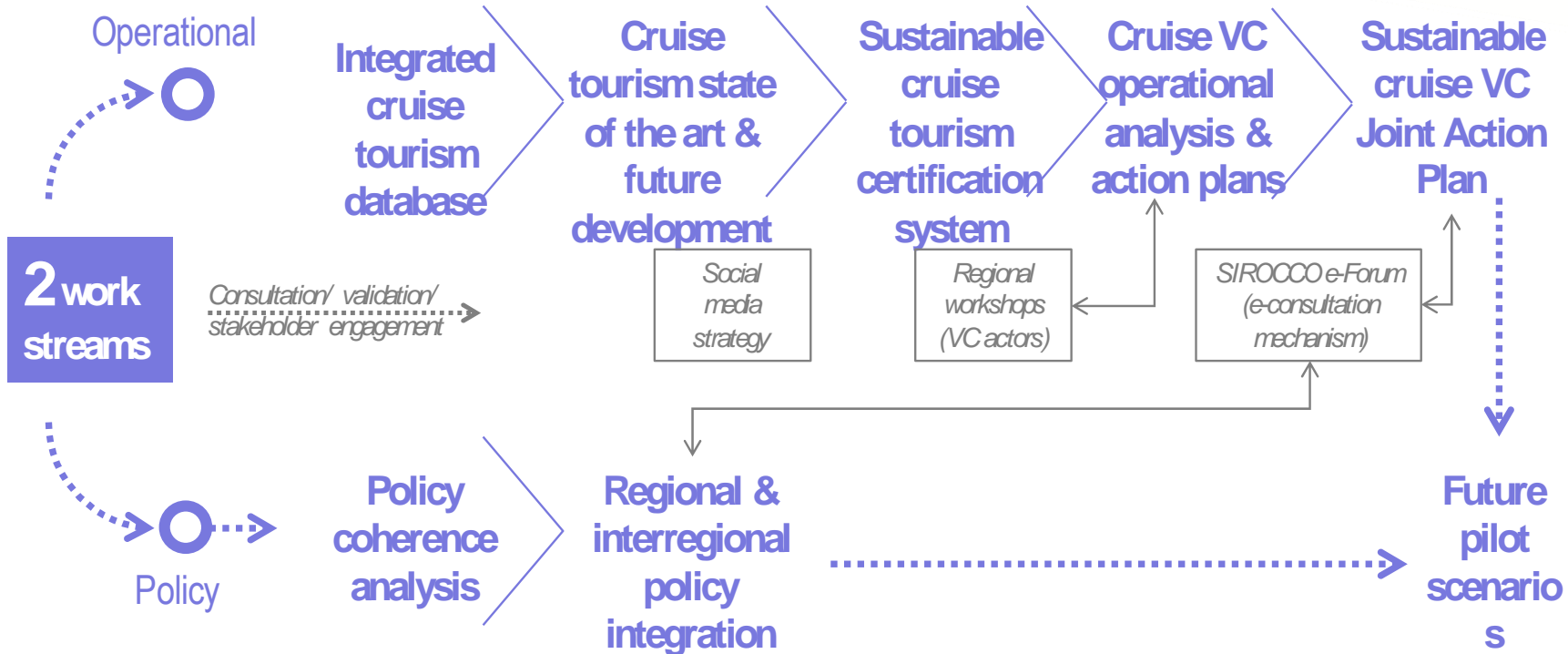


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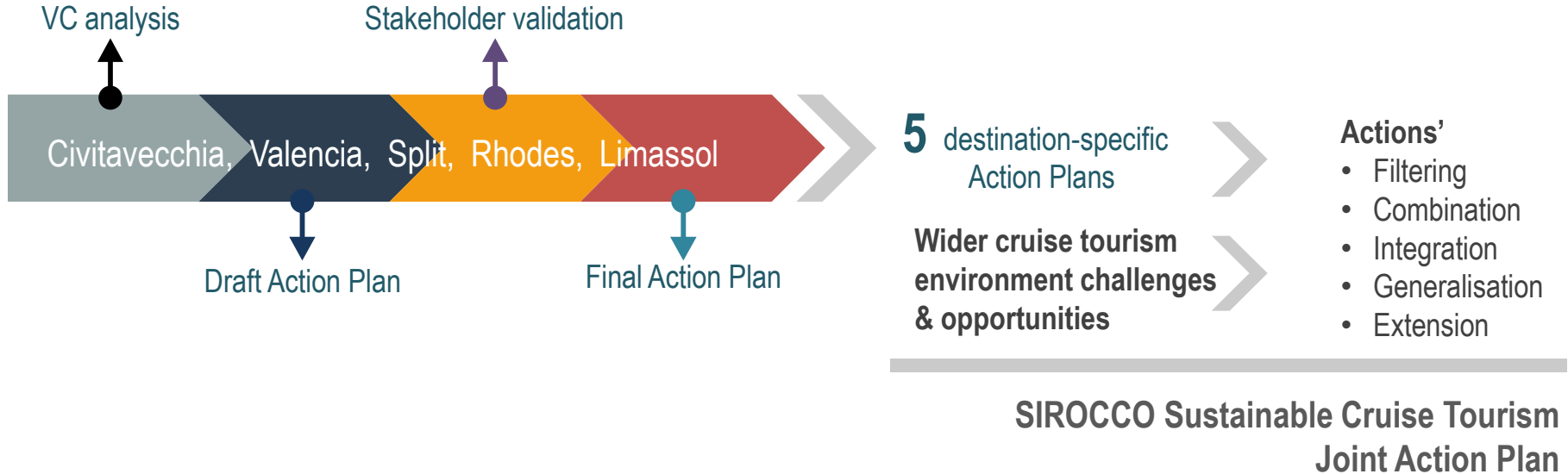
Why a joint action plan?

- to serve as **guidance** for the MED ports and destinations that aim at a more sustainable cruise tourism sector in economic, environmental and social terms
- to **federate stakeholders** in the MED around a **common set of high-importance priorities**
- to provide **valid ideas for pilot project areas** to be included in future EC **funding opportunities**
- to further **promote transnational cooperation** among private and public cruise tourism actors in the MED

Action plan attributes

- **reflects areas in most need of action** in achieving a more sustainable & responsible cruise tourism in the MED
- **adopts a value chain perspective**, placing emphasis not only to the cruise line - port interface, but rather to the cruise tourism – destination interaction
- **adopts a global perspective**, incorporating **input** not only from the five SIROCCO destinations, but also **from the wider sustainable & responsible tourism environment**

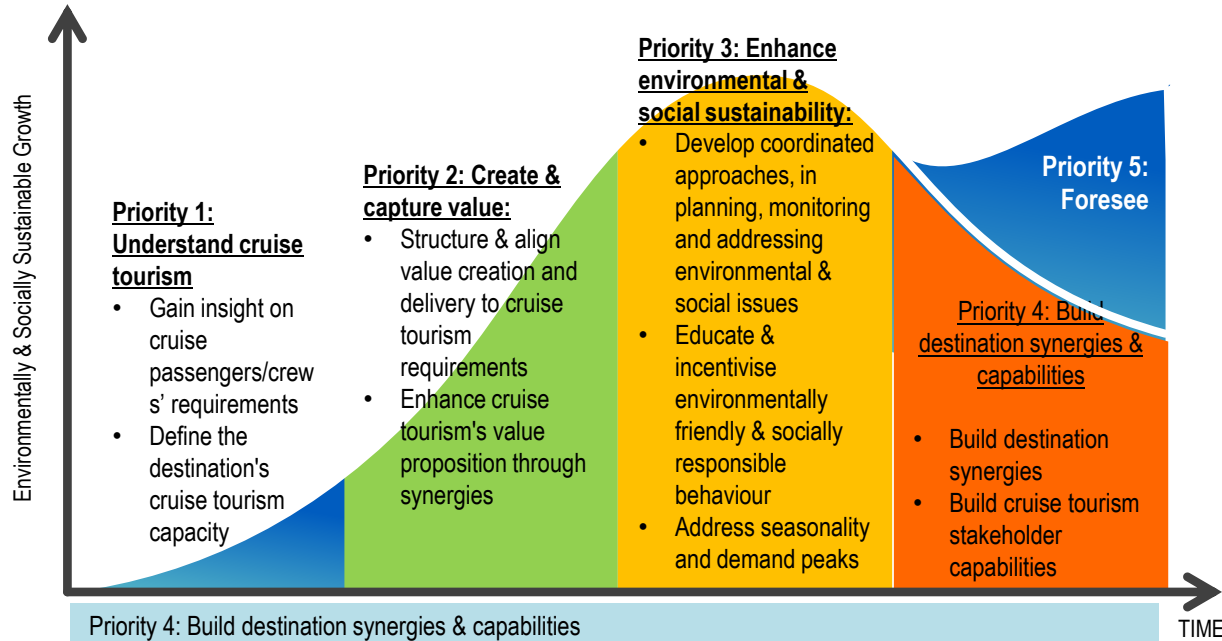
How did we formulate it?



Action plan priorities



A life-cycle dimension of the Joint Action Plan



e-Consultation aim

Any Action Plan is as good as the process through which it has been validated

- **To gather input & assess the Joint Action Plan** against two criteria:
 - a. **relevance**: do the priorities & objectives of the Action Plan reflect the areas in which there is the most need for action in achieving a more sustainable and responsible cruise tourism in the MED?
 - b. **effectiveness**: to what extent can the Action Plan contribute to its objectives?
- **To seek views on the issues that may need to be revised**

Thank you!

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Project coordinator

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