

Mediterranean Sustainable
and Responsible Tourism
Development of Underwater
Natural and Cultural Heritage

“Cruise Sector in the EUSAIR Area:
Challenges and Future Perspectives”
Olympia, 27 June 2018

**3-D UNDERWATER TOURISM FOR
CRUISE SECTOR
IN SMART CITIES AND COMMUNITIES**

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BLUEMED Objectives

Plans, tests, coordinates Underwater Museums, Diving Parks, Knowledge Centers to:

- Increase tourist attractiveness
- Support responsible coastal & maritime tourism
- Support transformation of MED coastal areas and islands:
Sustainable Tourism → Smart Tourism

The Adriatic-Ionian Sea

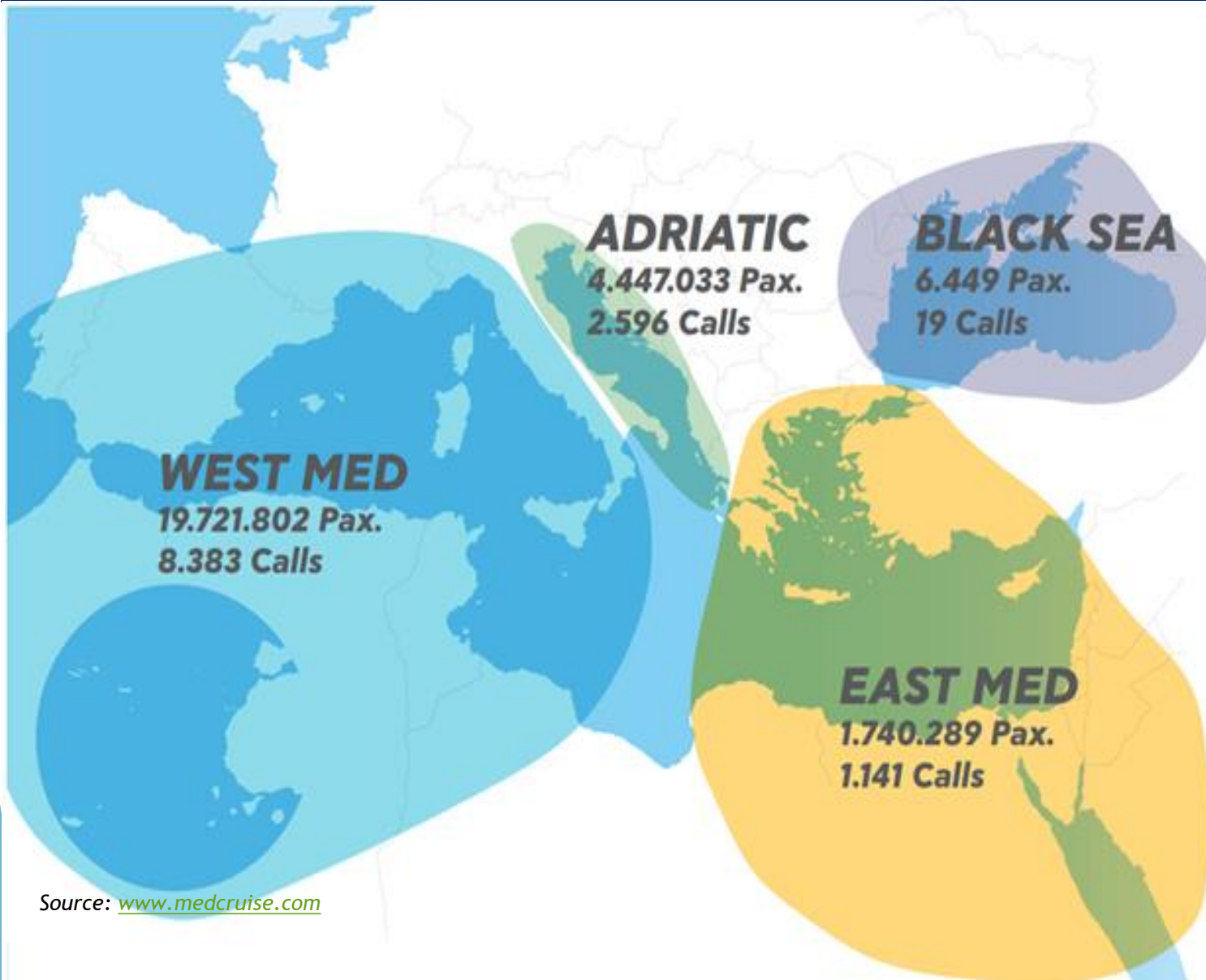


Separates Balkan states
Croatia, Slovenia, Montenegro,
Albania, Greece from Italian
peninsula.

Experience culture across
boundaries by cruising along
destinations, e.g.

- major historical centers
- villages
- museums
- ancient ruins.

Need: Capacity expansion of cruise sector in EUSAIR



Source: www.medcruise.com

- ▶ Adriatic-Ionian Sea Med cruise market: 2nd most important after West Med.
- ▶ Venice, Dubrovnik, Corfu, top generators of cruise demand, over 50% of market.
- ▶ Cruise pax visits at MedCruise ports: **25,9M**
- ▶ **BUT: 2017 \searrow 4% from 2016.**

Cruise sector: Need for added value

Innovation



Smart City & Smart Port

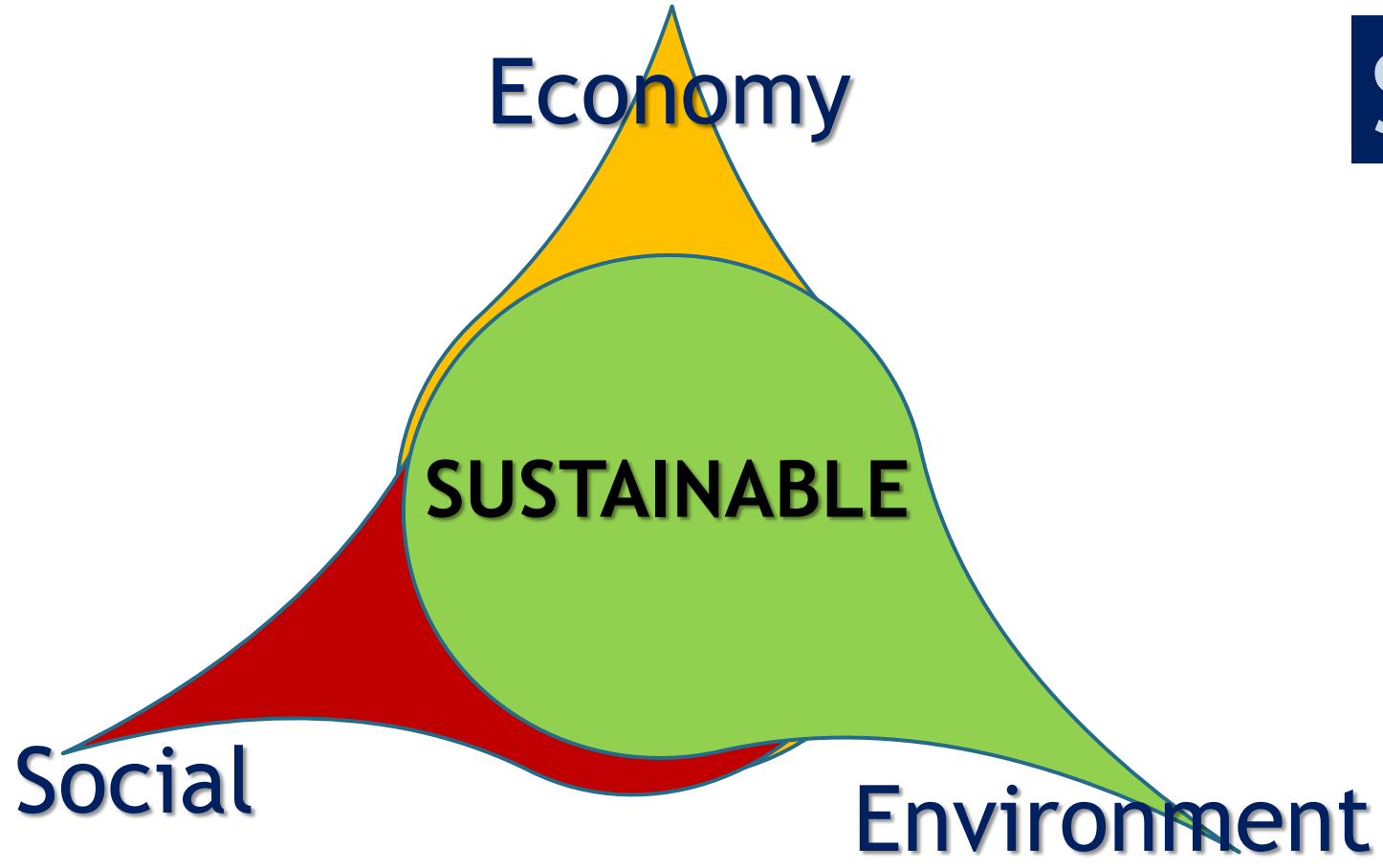


Value added Services at-site

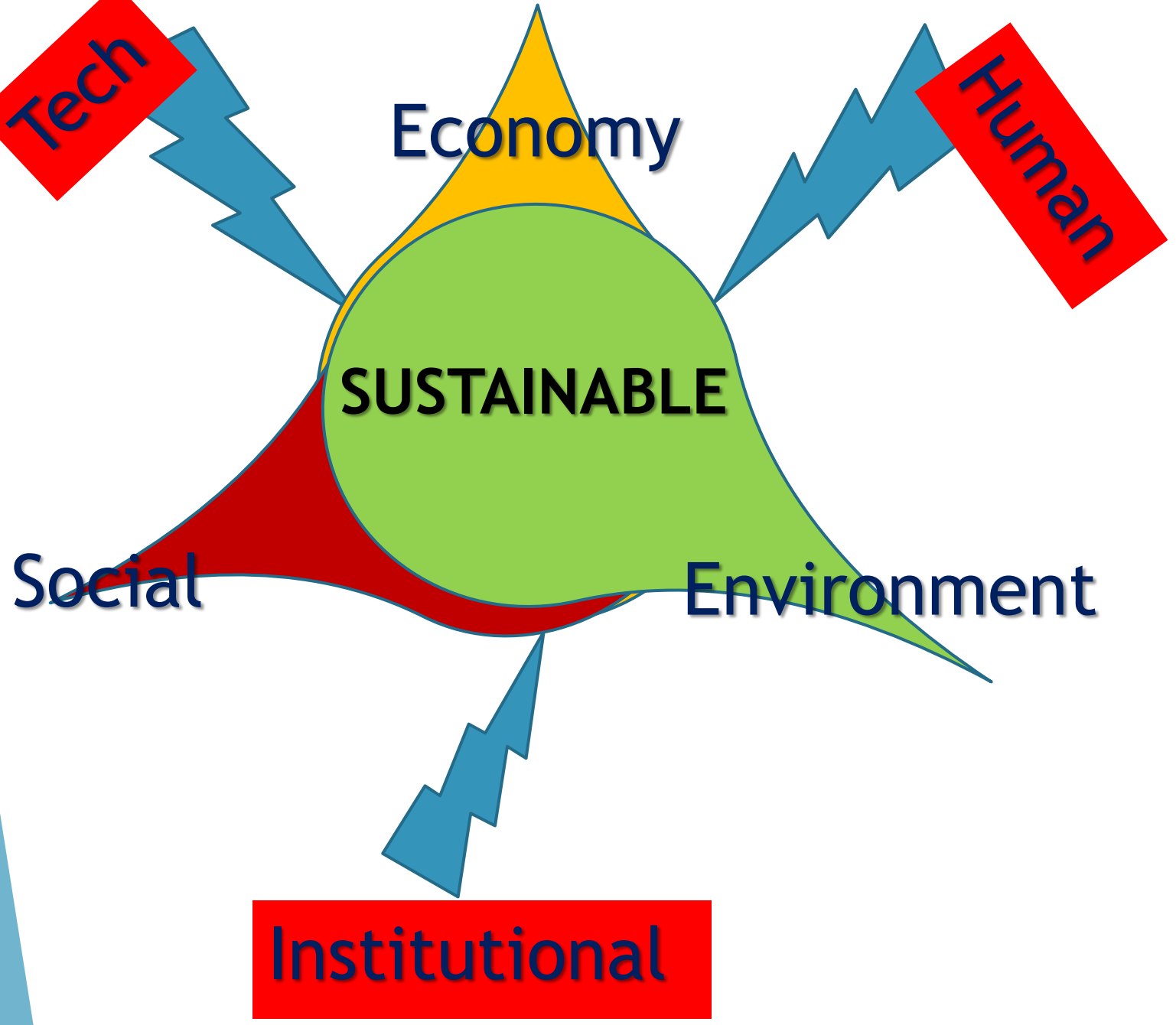


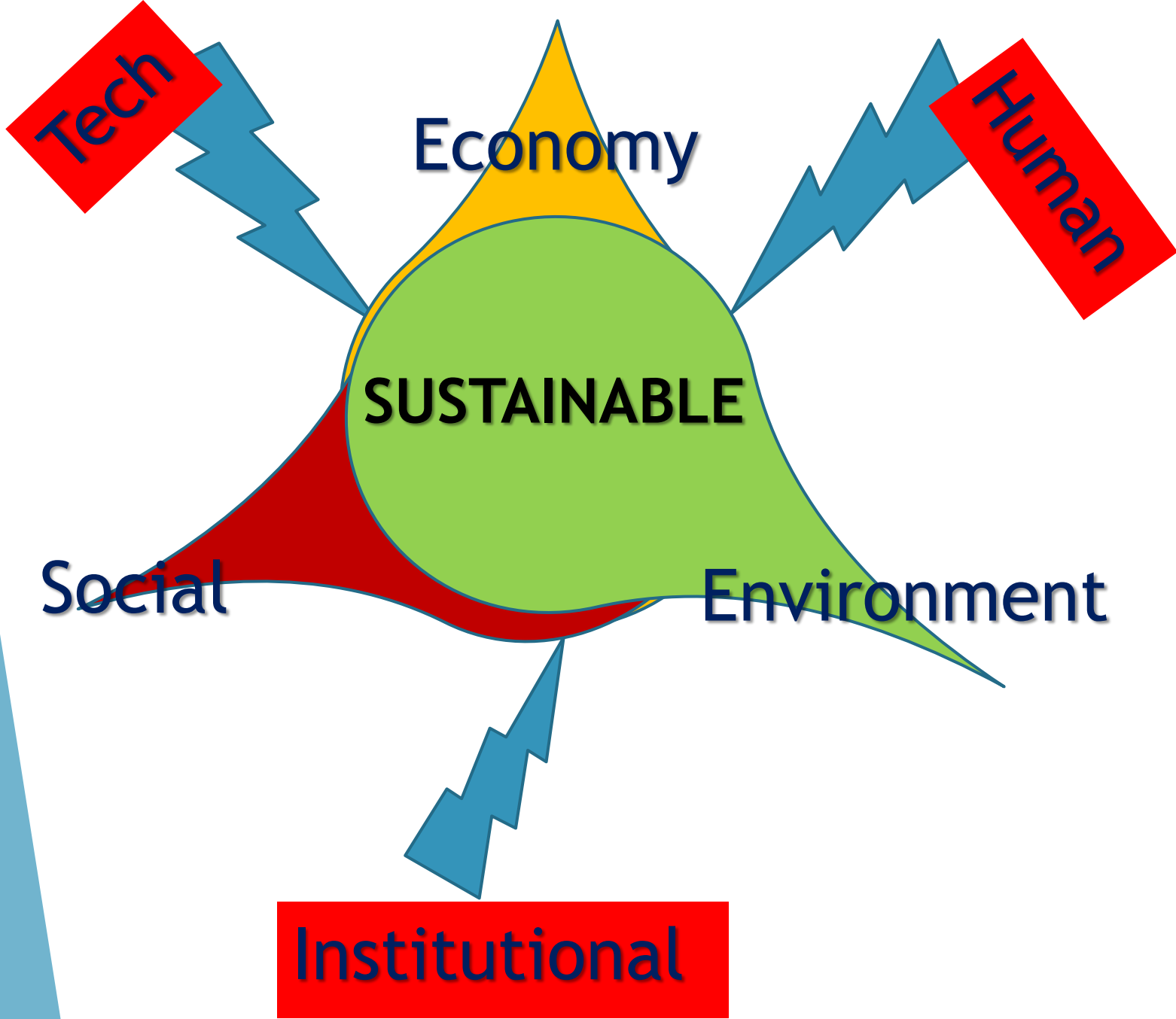
Cruise industry & logistics become
sustainable & smart

Sustainable Cruising



Smart Cruising and Smart Cities





Smart Cities Innovations

- ▶ Environment-Energy
- ▶ ICT Infrastructure
- ▶ Mobility & Transport
- ▶ Health & Education
- ▶ Culture
- ▶ Citizens Networking

BLUEMED potential added value (1/2)

Designs-implements innovative tourism products to expand Med capacity → expand capacity of cruise sector

Protects-valorises-promotes Med underwater natural resources & cultural heritage:

Sustainable Tourism → Smart Tourism

Project methods:

Human

-- Communities, citizens orgnsns, netwrks

Institutional

-- Archaeologists, underwater societies

Technological

-- 3-d virtual design, pilots



*Thanks to the Ephorate of Underwater Antiquities,
Ministry of Culture and Sports & BLUEMED partner*

Special Cultural Heritage Project

Provides unique experience & knowledge of underwater Med cultural heritage to

→ divers/people familiar with diving tourism;

→ non-divers, young, elderly, disabled

by

- ▶ 3D immersive techniques digitising sites
- ▶ Knowledge Awareness Centers (KACs) & Underwater Museums.



Κάμερες οπτικής & ακουστικής πληροφορίας

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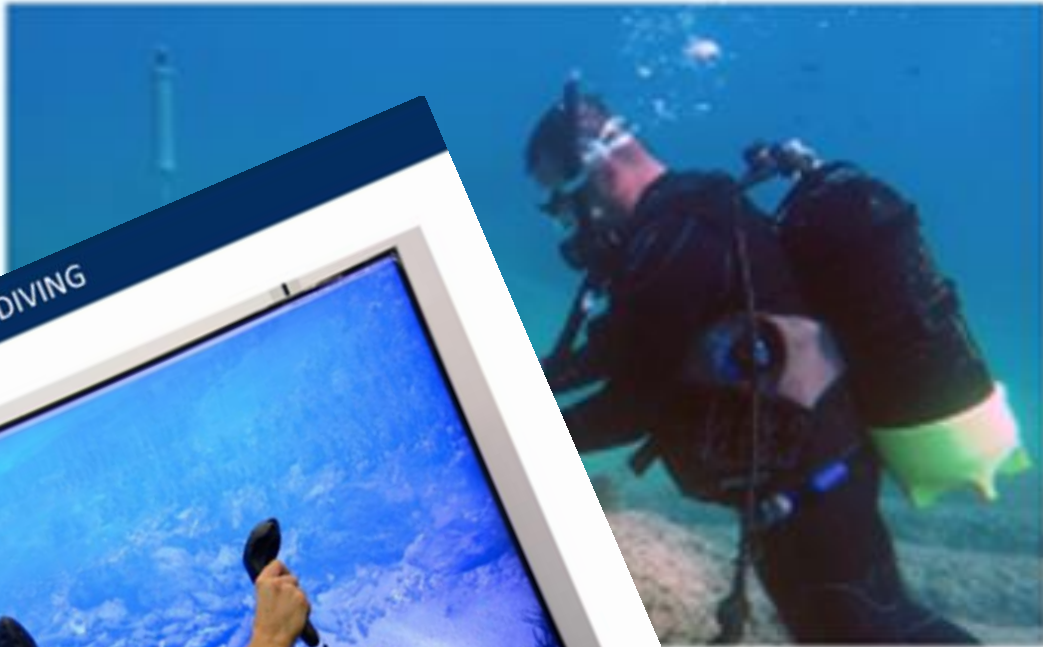
Θέση Εικονικής Περιήγησης

Δεδομένα Θέσης, Κίνησης και Πλοήγησης από την Συσσκευή Απεικόνισης

Thanks to Atlantis, S.A.



Thanks to the Ephorate of Underwater Antiquities, Ministry of Culture and Sports & BLUEMED partner



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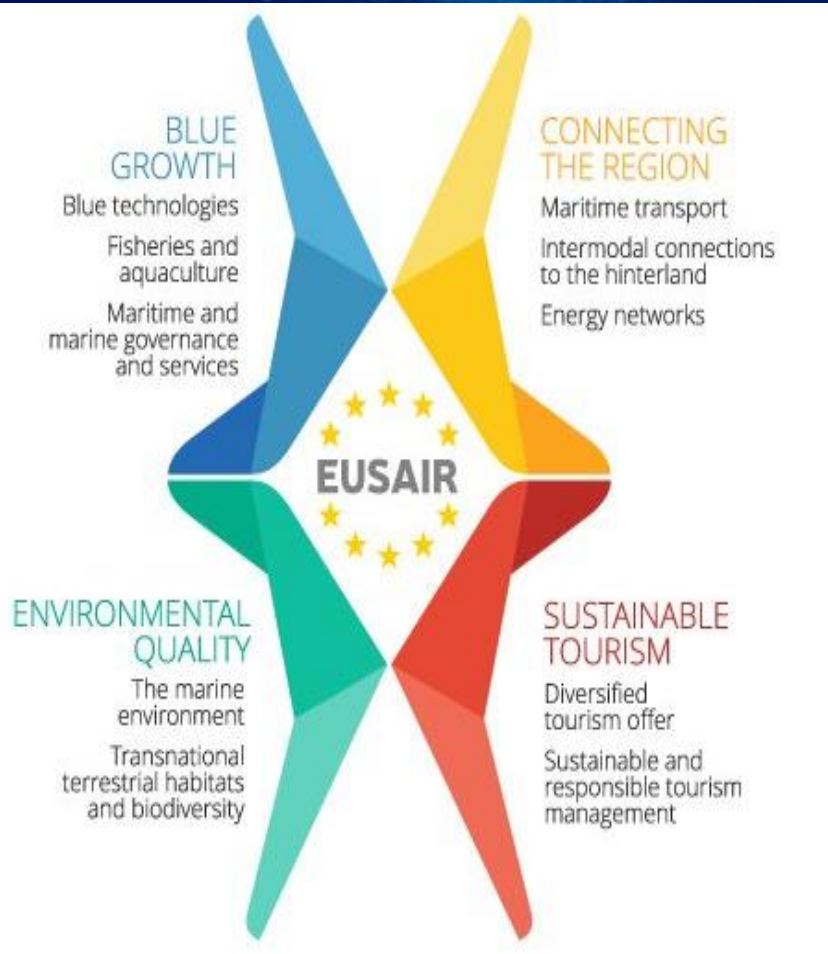
Innovative technologies for Knowledge Awareness Centers (KACs), Diving Parks & Underwater Museums in

- ❖ Capo Rizutto & Baia Bay (Italy)
- ❖ W. Pagassitikos Bay & Sporades Isls (Greece)
- ❖ Cavtat sites (Croatia).

PILOT SITES



Impact on EUSAIR



- ▶ **BLUEMED complies with EUSAIR pillars & Blue Growth focus areas**
- ▶ **Diversifies cruise sector & enhances yachting**
Defines new business model & links cruise supply to local people, products/sustainable & smart plans
- ▶ **Smart thematic tourist routes**
Develops & brands new macro-regional tourist routes by mapping/promoting underwater opportunities
- ▶ **Exploits full potential of smart cruise**
- ▶ **Effects lasting economic benefits**

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ΠΑΝΕΠΙΣΤΗΜΙΟ
ΠΑΤΡΩΝ
UNIVERSITY OF PATRAS



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Regional Development Fund

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE



Writing sample on sea shell 5500 B.C.
Yura, N.Sporades
https://www.youtube.com/watch?v=_SLQuKJZ8J0&feature=youtu.be



Thank you for your attention!

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Thanks to the Ephorate of Underwater Antiquities, Ministry of Culture and Sports & BLUEMED partner & Atlantis, S.A.

Partner Institutions

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REGIONALNA RAZVOJNA AGENCIJA
DUBROVAČKO-NERETVANSKE ŽUPANIJE

HELLENIC REPUBLIC
MINISTRY OF CULTURE AND SPORTS
GENERAL DIRECTORATE OF ANTIQUITIES AND CULTURE HERITAGE
EPHORATE OF UNDERWATER ANTIQUITIES

Associated Partners

ARQVA
Museo Nazionale di Archeologia Subacquea

Soprintendenza Archeologia, Belle Arti e Paesaggio per l'area metropolitana di NAPOLI

ARCA MARITIMA PROMETA
CAPO RIZZUTO



Interreg
Mediterranean



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