TRANSNATIONAL YEAR-ROUND TOURISM STRATEGY FOR MEDITERRANEAN ISLAND DESTINATIONS 2021 - 2026
WINTER MED project is co-financed by the Interreg MED Programme, through the European REgional Development Fund (ERDF).

Interreg MED Programme gathers 13 European countries from the Northern shore of the Mediterranean working for sustainable growth in the region.

WINTER MED promotes the transition from the 3S (Sea-Sun-Sand) tourism of insular tourism destinations during the summer to alternative, sustainable, year-round use of these territories.

It provides tools to change and upgrade one of the key sectors of the Mediterranean area.
Transnational Year-Round Tourism Strategy for Mediterranean Island Destinations
The present document is one of the outputs of the Interreg Mediterranean WINTER MED project.
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PART I
CONTEXT
**CONTEXT**

<table>
<thead>
<tr>
<th>Mediterranean Islands Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.2% of the world's ocean volume</td>
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<tr>
<td>0.7% of the world's ocean surface</td>
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<tr>
<td>Average depth 1,500 m</td>
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<td>Maximum depth 5,267 m</td>
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<tr>
<td>21 riparian countries</td>
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<tr>
<td>190 populated islands (approx)</td>
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<tr>
<td>10,000 islets (approx)</td>
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<tr>
<td>518 Great submarine canyons</td>
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<tr>
<td>2,274 seamounts</td>
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<td>8 Great deltas</td>
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<tr>
<td>About 17,000 marine species</td>
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<tr>
<td>20% endemic species</td>
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<tr>
<td>Emblematic species</td>
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<tr>
<td>18.5 million hectares of wetlands</td>
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<tr>
<td>One of the 25 most biodiverse spots in the world (Myers et al., 2000)</td>
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<tr>
<td>Connected to the Atlantic by the Strait of Gibraltar, to the Sea of Marmara by the Strait of Dardanelles and to the Red Sea by the Suez Canal.</td>
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</tbody>
</table>

Sources: Universidad Complutense de Madrid (2019); Harris and Whiteway (2011); MedPAN & UN Environment - MAP - SPA/RAC, (2017); Piante & Ody (2015)
**CONTEXT**

**MEDITERRANEAN ISLANDS' PRESSURES**

- 1st tourism destination in the world
- Floating plastic waste and micro-plastics
- 85% of fish stocks exploited above sustainable biological limits
- 150 million people living on the coast
- 487 million live in 21 riparian countries
- 1/3 of the world's maritime traffic passes through the basin
- Oil and gas exploration contracts cover 44% of the basin
- 18% of world crude oil traffic
- More than 50% of the wastewater received is not treated
- Ghost fishing practices
- Greater acidification than in the oceans
- 70% of marine litter ends up on the seabed
- Approximate rise in sea level 4 mm / year on average
- Increasing insecurity and instability

Sources: FAO (2016); Universidad Complutense de Madrid (2019); MedPAN & UN Environment - MAP - SPA/RAC, (2017); Plante & Ody (2015)
CONTEXT

ISLANDS' OPPORTUNITIES

• High possibilities of **PROPOSING A DIVERSE TOURISM OFFER**
• High quality **FOOD PRODUCTION**
• High potential for **LOCAL SUPPLY CHAIN DEVELOPMENT**
• Strong culture for **COMMERCE AND ENTREPRENEURSHIP**
• High potential for **MARINE RENEWABLE ENERGY GENERATION**
• High potential for the **DEVELOPMENT OF BLUE GROWTH ACTIVITIES, PORT RENOVATION AND BLUE RELATED TRAINING AND EMPLOYMENT**
• High levels of **TOURISM AMENITY – COASTAL AND LANDSCAPE**
• **STRONG LOCAL COMMUNITIES** and **MUTUAL ASSISTANCE**
• High level of **ATTRACTIVENESS**
• High **BIODIVERSITY** and **ENVIRONMENTAL SERVICES**
• High level of **NATURAL PROTECTED AREA**
• **UNIQUE CULTURAL** and **HISTORICAL HERITAGE**

Sources: CPMR Islands Commission, 2021; CPMR Islands Commission, 2019; OECD, 2018
CONTEXT

ISLANDS' OPPORTUNITIES

- High potential to **IMPLEMENT INNOVATIVE SOLUTIONS AND DIGITAL TECHNOLOGY**, especially in the fields of energy transition, blue economy, urban planning, and waste management
- **LABORATORIES FOR THE GREEN TRANSITION** and circular economy practices
- High potential for **INNOVATIVE URBAN PLANNING SOLUTIONS**
- High potential for **CLEAN MOBILITY SOLUTIONS IMPLEMENTATION**

Sources: CPMR Islands Commission, 2021; CPMR Islands Commission, 2019; OECD, 2018
PART II

THE STRATEGY

- VISION - MISSION - VALUES
- OVERARCHING GOALS
- STRATEGIC AXES
- INSTRUMENTAL AXES
- CALENDAR AND PRIORITIES
THE STRATEGY

TRANSNATIONAL YEAR-ROUND TOURISM STRATEGY FOR MEDITERRANEAN ISLAND DESTINATIONS

Vision
Mission
Values
Overarching Goals
Strategic Axes
Instrumental Axes
PART II

THE STRATEGY

- VISION - MISSION - VALUES
- OVERARCHING GOALS
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- CALENDAR AND PRIORITIES
Mediterranean island destinations are serviced and managed to be internationally recognized as a preferred all year-round destination for ancient culture and folklore, fine cuisine and exciting outdoor activities by discerning responsible visitors.

Mediterranean island destinations operate in an integrated way at the regional level, with increasing resilience and ownership of tourism, so that they continue to be amazing places to live and visit for generations to come.
Leading sustainable tourism development in a collaborative integrated manner, fostering dialogue, ownership, growth, innovation, and action, helping the destination to be as livable as now for generations to come.
The tourism sector in the Mediterranean Island destination includes and respects all these values.
PART II

THE STRATEGY

- VISION - MISSION - VALUES
- OVERARCHING GOALS
- STRATEGIC AXES
- INSTRUMENTAL AXES
- CALENDAR AND PRIORITIES
WE ARE
ONE
MEDITERRANEAN
SEA
Transnational Year-Round Tourism Strategy for Mediterranean Island Destinations

**Overarching goals**

- **Joint Development of Sustainable Year-Round Tourism**
  - Current situation: disconnected destinations
  - One Mediterranean, many diverse aims

**Strategic Axes**

- **Innovation**
- **Governance**
- **Connectivity**
- **Ownership**

**Values**

- **Biodiversity & Waste mgmt.**
- **Urban Planning and Development**
- **Regional Cohesion and Integration**
- **Incentive, Competitiveness, Digital**
- **Gender Equality**
- **Sustainable**

**Instrumental Axes**

- **Funding**
- **Capacity Building**
- **Business Intelligence**
- **Product Development**
- **Communication and Marketing**

**Vision**

- Desired situation: connected destinations
  - One Mediterranean, one sustainable aim

Dr. Nagore Espinosa
## Strategic axes

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<th>Governance</th>
<th>2021</th>
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<td>Linkage with other sectors</td>
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## Instrumental axes

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## Priority level

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PART III
ALIGNMENT
ALIGNMENT WITH SDG 2030, REGULATIONS AND DIRECTIVES

UN 2030 AGENDA

EU STRATEGIES, REGULATIONS AND DIRECTIVES

17 Sustainable Development Goals

13 key documents
Transnational Year-Round Tourism Strategy for Mediterranean Island Destinations