

Economy of tourism in the Mediterranean, culture and heritage

General context

- . The Mediterranean is the world's first tourism destination
- . This tourism is unequally distributed in the Mediterranean whether in space or time
- . The Mediterranean tourism offer is old fashioned
- . Tourism can have a negative impact on the environment

Impact of the free-trade area

- . Increase of the North South competition
- . Increased competitive pressure on the Mediterranean destinations compared to other major world destinations
- . Increase of intra-regional tourism
- . Increased professionalism of players in the tourism industry

Stakes and co-operation axis

Stake 1 - Re-launch the MEDA-tourism part

Stake 2 - Co-operation among the riparian States for the re-launch of tourism in the Mediterranean

Stake 3 - Diversify the tourism offer

- Axis 3.1 : Create a programme of Mediterranean itineraries and roads
- Axis 3.2 : Develop cultural tourism
- Axis 3.3 : Valorise the environment resources to the benefit of tourism

Stake 4 - Improve the quality of tourism services

- Axis 4.1 : Set up a quality label or common codes of conduct
- Axis 4.2 : Train professionals in the field of tourism

Stake 5 - Contribute to the organisation of players in the tourism industry

- Axis 5.1 : Organise the private/public dialog on tourism in the Mediterranean
- Axis 5.2 : Create a tourism information system for the Mediterranean
- Axis 5.3 : Develop the support to Mediterranean local authorities

Stake 6 - Develop local benefits of tourism

- Axis 6.1 : Develop studies and exchanges of experience on the functioning of tourism districts
- Axis 6.2 : Evaluate the impact of tourism on local development