



## DESTIMED PLUS

**DestiMED PLUS** is an **Interreg MED** Sustainable Tourism Community project is aimed at improving the integration of tourism and conservation policies in and around Mediterranean Protected Areas.

The methodology and tools developed through the project will support Protected Area managers and local stakeholders such as, private sector tour operators, to develop ecotourism in a Protected Area destination using a collaborative approach and allows them to measure and monitor the impact this tourism is having on the destination.

Promoting these best practices for sustainable tourism development in the Mediterranean will achieve:

- **Increased nature conservation capacity and support for driving economic development through ecotourism.**
- **Increased employment opportunities and higher value placed on natural and cultural resources.**
- **Diversified flow of tourism and equity of benefits, relieving pressure on natural ecosystems.**

## ► PROJECTS

**DestiMED PLUS** Builds on the success of MEET & DestiMED Projects and supports the development of the MEET Network.





## PROTECTED AREA DESTINATIONS

**DestiMED PLUS** works in 9 Protected Area (PA) pilot sites in the Mediterranean and supports destinations across the region to develop ecotourism through the MEET Network, adding to over 30 PAs that have implemented the MEET Model to date.

### ► METHODOLOGY

Each PA Destination in **DestiMED PLUS** followed this four step process to develop an ecotourism product:



This process makes up the MEET Model and ensures the ecotourism developed is high-quality and provides benefits to conservation and local communities.

### ► TOOLS FOR ECOTOURISM DEVELOPMENT

For Protected Areas and destinations **DestiMED PLUS** has updated as well as created new tools for destination managers to implement the MEET Model for ecotourism development.



**METHODOLOGY AND MANUAL**



**ECOTOURISM STANDARD & INDICATORS**



**ONLINE MONITORING PLATFORM & ECOLOGICAL FOOTPRINT CALCULATOR**



**ONLINE TRAINING PLATFORM & E-LEARNING TOOLS**



## POLICY MAKERS

Governance mechanisms for improving the integration and coordination of conservation and tourism policy in the Mediterranean, regionally and locally.

**MEC - Mediterranean Ecotourism Consortium** established by regional project partners and associates and open to all regions at EU and Mediterranean level, which will advocate for integrated ecotourism policies in the Mediterranean basin.

### MEDITERRANEAN ECOTOURISM CONSORTIUM (MEC)



**REC - Regional Ecotourism Coordination Tables** in each pilot region bringing together tourism and conservation departments to implement a Mediterranean Ecotourism Roadmap, based on ICZM principles, promoting ecotourism and overseeing LECs.

<b>LAZIO SARDINIA (ITALY)</b>	<b>CORSICA (FRANCE)</b>	<b>ANDALUSIA CATALONIA (SPAIN)</b>	<b>CRETE SOUTH AEGEAN (GREECE)</b>	<b>CROATIA</b>	<b>ALBANIA</b>
Ponziane Archipelago Porto Conte Regional Park (Sardinia)	Bouches de Bonifacio Nature Reserve, Corse-du-Sud (Corsica)	Cabo de Gata-Nijar Natural Park Garrotxa Volcanic Zone Natural Park, Garrotxa, Catalonia	Western Asterousia Protected Area Protected Area of North Karpathos and Saria Island	Ponziane Archipelago Porto Conte Regional Park (Sardinia)	Divjakë-Karavasta National Park

**LEC - Local Ecotourism Clusters** established in all DestiMED PLUS pilot Protected Areas to ensure public-private collaboration and joint coordination, planning and promotion of ecotourism products.



**MEET Network** at the end of DestiMED PLUS project the pilot site protected areas will have the opportunity to become MEET Network Members and their ecotourism experiences will be commercialised under the MEET Network brand.



## TOOLS & RESOURCES FOR POLICY MAKERS

**DestiMED PLUS** has developed new tools for policy makers to support the integration of best practices for ecotourism development in protected areas across the Mediterranean.

	<b>GUIDELINES FOR TOURISM BOARDS TO PROMOTE ECOTOURISM</b>
	<b>ECOTOURISM GOOD PRACTICES DATABASE</b>
	<b>PROJECT POLICY ANIMATION</b>
	<b>POLICY ROADMAP FOR MEDITERRANEAN REGIONS</b>





# TOURISM INDUSTRY & TRAVELERS

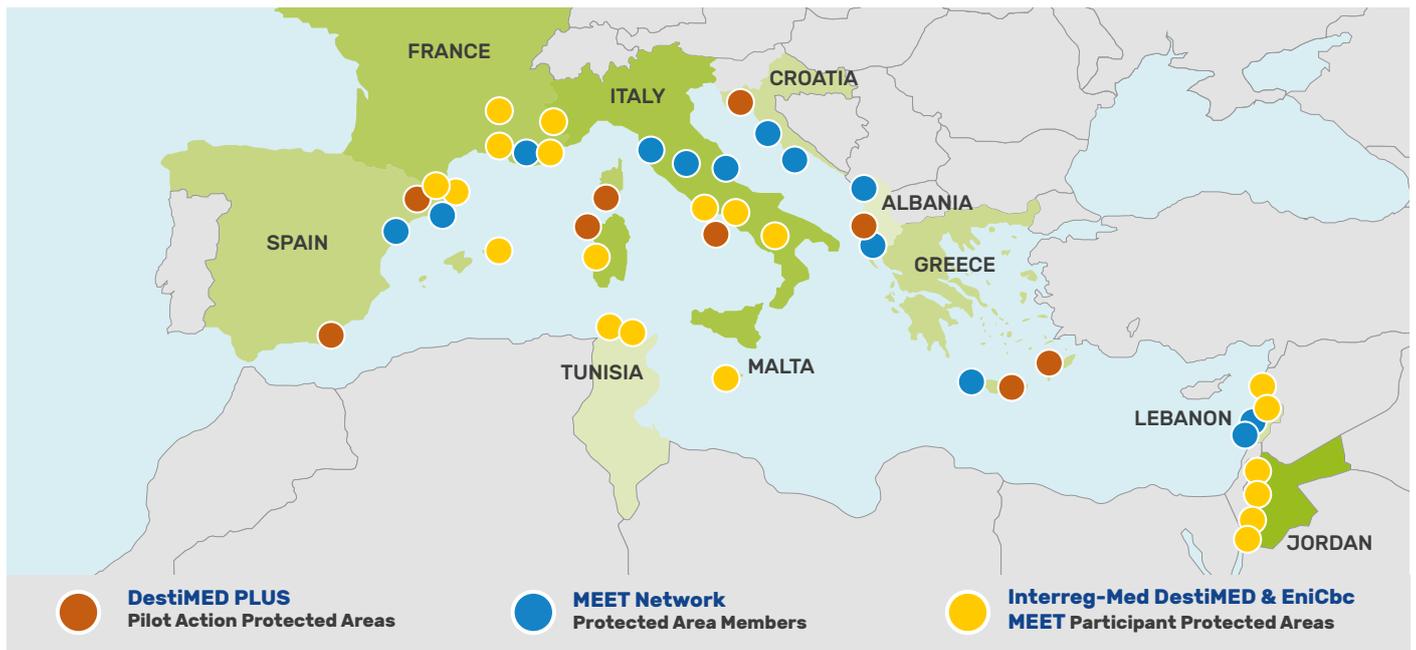
High-Quality immersive ecotourism experiences, focused on highlighting the Mediterranean's unique nature and culture.

**DestiMED PLUS** aims to develop locally crafted, park-led ecotourism experiences which immerse the traveler in the protected area destination and everything it has to offer. The project is collaborating with the MEET Network for the commercialisation of these ecotourism experiences under the MEET Network brand, thus ensuring the maintenance of project assets and the long-term sustainability of results. At the end of the project many of these ecotourism experiences will be included in the **MEET Experiences Catalogue**.

Each experience is developed based on MEET 4C Values:



## ► WHERE ARE WE?



Protected area destinations

## project partners



DestiMED PLUS collaborates with:



Want to learn more?

E-mail: [secretariat@meetnetwork.org](mailto:secretariat@meetnetwork.org)  
Website: [destimed-plus.interreg-med.eu](http://destimed-plus.interreg-med.eu)

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3.07 Project Budget (M€)