

## TOURINMED PROJECT

### DEVELOPMENT OF A SUSTAINABLE TOURISM IN THE MEDITERRANEAN BASED ON THE LOCAL HERITAGE

#### **A Project on a Mediterranean Scale**

The Mediterranean basin is the world's top tourist destination (300 million tourists a year). Some worrying phenomena are characteristic of this area:

- ❖ a concentration of clientele on the coast (90% of tourists) with the hinterland marginalized
- ❖ a dominant model of mass tourism (marked seasonality etc.)
- ❖ economic repercussions that essentially favour the North

Moreover, the combined effects of climate change and the over-concentration of tourists on the coast mean that there are serious threats hanging over the balance between areas, with much at stake in terms of the attractiveness of the hinterland.

Finally, the evolution of forms of tourist "consumption" is leading the Mediterranean areas to adapt their attractions, making use of the tremendous resources of their cultural and natural heritage.

In the face of this major challenge, the Arc Latin wishes to organize joint action through the TOURINMED project, which is intended to reinforce and diversify the range of tourist attractions in the hinterland by highlighting heritage and using innovative ways of promoting sites and areas in the Mediterranean

This project lies entirely within the framework of the Euro-Mediterranean partnership as well as the objectives of the European neighbourhood policy via the ENPI CBC MED financial mechanism.

**André VIOLA**  
President of the Arc Latin

#### **You are :**

**In the NORTH:** a province or deputation (NUTS III)  
**In the SOUTH:** a municipality, an administration, a public establishment, an university, a research centre, a development agency, an organization representing socio-economic interests

**join the Tourinmed project !**

*This is about promoting a sustainable form of Tourism in the Mediterranean with respect for the place of the treasures of culture and heritage, a fair distribution of visitors between the coast and the hinterland, and the development of an innovative promotion of tourism.*

#### **The Objectives of TOURINMED**

1. To position culture and heritage (historical monuments, natural sites, expertise) in a sustainable Mediterranean economy in relation to tourism
2. To support innovative moves permitting the development of tourist sites that are emblematic of the hinterland within the local tourist network
3. To rely on technological innovations to bring the heritage (back) to life in a contemporary setting (virtual reality immersions, geolocations etc)

Leader: AUDE CONSEIL GENERAL (France)  
Partner: Arc Latin  
(network chaired by the Aude Conseil Général)



Start of Project: End of 2012    End: Summer 2014  
Budget : 2 million € of which 90% is financed by the ENPI CBC MED programme.

#### **Contacts**

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