**MEDITERRANEAN SEA NETWORK FOR SUSTAINABLE COASTAL AND MARITIME TOURISMDEVELOPMENT IN FRANCE, ITALY, SPAIN, Portugal, Albanie, Montenegro, Croatia, Greece…**

**Reference:**

**Priority: a)** i. *sustainable coastal and maritime tourism –* to stimulate competitiveness of the respective stakeholders and industries, and the sustainable development of the sector. This ought to be achieved through enhanced coordination, prioritization and branding among the sectors and regions involved [e.g. to promote comprehensive (at sea basin or sub-sea basin) **tourism packages** **involving cruising, diving, sailing and/or to develop cultural routes, joint** **itineraries]**

**Objective**

To establish and operate a cooperative and self-supporting BS Network for sustainable *coastal and maritime tourism* comprising data and information providers, policy and decision makers and tourism industry

**Specific objectives:**

1)To improve exchange of knowledge, communication and activities on environmentally sustainable *coastal and maritime tourism* within Mediterranean sea

2)To improve cooperation between tourism information providers, consumers, policy and decision makers and the *coastal and maritime tourism* industry

3)To increase public understanding and awareness of sustainable *coastal and maritime tourism*

4) To stimulate and promote sustainable *coastal and maritime tourism* potential within the Mediterranean searegion

5)To increase exchange, availability and accessibility of *coastal and maritime tourism* data and information.

**b)** The action will establish and operate a co-operative and self-supporting Mediterranean seaSustainable *coastal and maritime tourism* Network of.... (Example: municipalities within the Mediterranean sea region, environmental and socio-economic NGO’s, environmental associations, tourism organizations in tourism development and policy etc.) The network is a cross-border partnership (..... countries involved) and will apply their combined resources for environmentally sustainable development of *coastal and maritime tourism* within the Mediterranean sea region.

In this Action, “sustainable *coastal and maritime tourism*” accords with the UN World Tourism Organisation (UNTWO) definition of: “...tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. (...) it is an ethos that underpins all tourism activities. (...) it is integral to all aspects of tourism development.”

The creation of the Mediterranean sea Sustainable *coastal and maritime tourism*  network contributes to and develops national/regional and joint *sustainable coastal and maritime tourism* activities (“tourism packages”), by realizing:

* Exchange of knowledge, communication, discussions and activities on sustainable (*coastal and maritime*, environmentally, socially and economically integrated) tourism within the Mediterranean sea region between tourism information providers and the tourism industry through national information and feedback workshops.
* Cooperation between national and regional tourism information providers and the tourism industry (Cooperation between national and regional tourism information providers and the tourism industry, public administrations involved in local, regional and integrated *sustainable coastal and maritime tourism* management, water quality and tourism development; cruise operators, ports and coastal tourism stakeholders; tourism industry (tour operators, tourist agencies, travel offices, beach operators, local enterprises, administration and stakeholders); general public.) through national information and feedback workshops.
* Public understanding and public environmental and socio-economic awareness and knowledge regarding *coastal and maritime tourism* activities within the Mediterranean sea region through end-user consultations and the interactive web portal.

Stimulating and promoting the *coastal and maritime tourism* potential within (countries of participants...) as well as Europe for national, international and Mediterranean sea regional tourism.... in order to enable coastal regions and businesses to tackle the challenges and to exploit the opportunities for growth and jobs sustainably.

To make freely available and accessible *coastal and maritime tourism* data & information, through an interactive internet-based Mediterranean sea *coastal and maritime tourism* webportal.

The **MEDITERRANEAN SEA NETWORK FOR SUSTAINABLE COASTAL AND MARITIME TOURISM****DEVELOPMENT IN FRANCE, ITALY AND SPAIN ….** partnership is powerful and it brings together:

........ (FRANCE, ITALY, SPAIN) directly involved in tourism policy development, decision making and regulation as well as tourism data and information provision of tourism along their coastal zones. Among others specialized in sustainable tourism issues, end-user and stakeholder consultations, raising public awareness, as well as web-system design......

SME from Italy supporting sustainable development and livehoods, protection of cultural heritage and nature conservation, as well as planning cross-border eco-tourism excursions./ From France can be university - experienced in environmental science and tourism policy research and development.

The **MEDITERRANEAN SEA NETWORK FOR SUSTAINABLE COASTAL AND MARITIME TOURISM****DEVELOPMENT IN FRANCE, ITALY AND SPAIN……** partnership thus represents tourism data and information providers, tourism policy and decision makers, tourism industry and environmental and socio-economic research associations among others involved in tourism topics.

The applicant.......... being the official communication channel to EASME, will appoint a Project Coordinator as well as a special financial and administrative support team.

All partners will be involved in all GAs. Each GAs will have lead partner....

(In case that you except this proposal I will describe later detailed plan for GAs and will complete the **TIMETABLE FOR EACH STAGE OF THE ACTION**)…………………………….