

DESTINATIONS

Development of Strategies for Sustainable Tourism in the Mediterranean Nations

BACKGROUND

Mediterranean coastal zones host around 220 million tourists annually, a figure projected to increase to 350 million in 20 years. This projected raise may lead to an uncontrolled development of the entire Mediterranean basin, deteriorating the unique natural and cultural heritage of the region, especially in Algeria, Morocco and Tunisia – countries with great tourism potential.

Tourism has been identified as one of the vectors of development, but the risk of environmental degradation in the case of an unsustainable tourism development calls for immediate action. Managers of a tourist destination should be aware of the pressures that degrade the landscape and of the means to control those pressures.

The DESTINATIONS project stimulates policy-makers and tourism promoters to use tools of sustainable tourism management. It particularly refers to the Tourism Carrying Capacity Assessment (TCCA), which has been recognised as the most efficient tool for the evaluation of environmental impacts of tourism activities. This is an essential phase for the development of a sustainable local economy since it proposes a strategic economic, environmental and social planning process for a given destination.

OBJECTIVES

The key objective of the project is to promote a continuous planning and management process for sustainable tourism development in southern Mediterranean countries through:

- Introduction of decision-making tools for an effective management of tourism destinations in three pilot zones in Algeria, Morocco and Tunisia
- Production of guidelines for tourism investors that will assess the sustainability of their investments in coastal zones in terms of environmental risks and added value for the local communities
- Strengthening of the capacity of investors, decision-makers and other target groups for the use of tools for environmental management of tourism activities
- Raising the awareness of sustainable tourism



The project focuses on ensuring sustainable tourism development through protecting the unique environmental features of selected sites in Tunisia (Cap Bon), Algeria (Djebel Chénoua - Cap Djinet) and Morocco (Coastal zone of the Central Rif)



ACTIVITIES

The main activities of the project DESTINATIONS are:

- Analysis of the project areas and assessment of their carrying capacity for tourism (TCCA)
- Definition of an integrated strategy for sustainable tourism development in the project areas
- Definition of guidelines for sustainable tourism investments in the project areas
- Implementation of the demonstration projects focused on the application of environmental management tools such as EMAS, ISO 14001, EU Eco-label, etc.
- Involvement of local stakeholders through workshops and capacity building programmes
- Communication and dissemination of project results



Traditional architecture is an important criteria for ecolabelling

PARTNERS

- Priority Actions Programme/Regional Activity Center (PAP/RAC) of the UNEP's Mediterranean Action Plan (MAP) - beneficiary
- Information and Communication/Regional Activity Center (INFO/RAC) of the UNEP's Mediterranean Action Plan (MAP)
- WWF Mediterranean Programme Office (WWF MedPO)
- Ministère de l'Aménagement du Territoire, de l'Environnement et du Tourisme (MATET) - Algeria
- Secrétariat d'Etat auprès du Ministère de l'Energie, des Mines, de l'Eau et de l'Environnement, chargé de l'Eau et l'Environnement - Morocco
- Agence de Protection et d'Aménagement du Littoral (APAL) - Tunisia
- The project has been developed as part of the EU LIFE-Third Countries Programme

FURTHER INFORMATION

- Priority Actions Programme/Regional Activity Center (PAP/RAC) of the UNEP's Mediterranean Action Plan (MAP)
www.pap-thecoastcentre.org
- DESTINATIONS Project website
www.life-destinations.org

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