



Project
funded by the
EUROPEAN UNION



**ENPI
CBCMED**
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



WP4: Strategic Analysis and Training

WP Coordinator: SGI

WP4: Activities



- * 4.1 Strategic analysis of local contexts and evaluation of attractors*
- * 4.2 Training of “Territorial Promoters”, tourist operators and actors*
- * 4.3 Sustainable Tourism Development Plan*

WP4: outputs



- 1) **Territorial Reports;**
- 2) **1 training activity** in each involved HC addressed to 30 tourist operators for a total amount of 210 local tourist actors been trained;
- 3) **Local workshop** for the constitution of the local network;
- 4) **7 local networks** with at least 30 local actors (1 for each historic centre);
- 5) **Sustainable Tourism Development Plan** (for each historical centre) that will be collected into the general Tourism Marketing Plan to promote a sustainable tourism development (elaborated in WP7).

4.1 Strategic analysis of local contexts and evaluation of cultural attractions



- * 4.1.a) **Definition of research methodology** - In this phase a common methodology for the elaboration of the analysis will be define by SGI and provided to other partners
- * 4.1.b) **Analysis of the areas of intervention** - The objective of this action is to analyse the territorial and environmental context of each area involved in the project in order to provide a punctual and strategically oriented description of attractive factors and potentialities of tourist development of historical

4.2 Training of “Territorial Promoters”

Responsible for the activity: CUEBC



Training courses will be addressed to “Territorial Promoters”:

- Tourist operators
- Professionals in the field of tourism
- Actors of the cross-border network of tourist destinations
- Hotel keepers interested in this new kind of hospitality
- Residents

Residents and hotel-keepers which showed interest in the project during the local workshop of presentation of the project (WP2) will be trained on the main aspects of this sustainable hospitality system.

4.2 Training of “Territorial Promoters” Local networks



Public and private actors will be trained to meet specific requirements and guided to the creation of a local network (further joining the international one).

At the end of training sessions: **local workshop** for the establishment of the **local network**. Participants will get the know-how for developing a new managerial plan for the sustainability of their tourist activity.

At least **30 local actors** (hotel keepers, shops, restaurants, car rental, tourist facilities, etc).

4.3 Sustainable Tourism Development Plan



- * At the end of the phase of consultation, partners will elaborate a plan of tourist development for each historical centre: objectives, strategies and policies of intervention to promote a sustainable development of their tourist area.
- * The plans, which are this phase outputs, will allow to guide the action of local actors making it more effective and coherent with the objective of the enhancement of place.

4.1 Strategic analysis



- * Scheduled deadline: June 2014
- * Re-scheduled deadline: September 2014
- * **DID:** PP2; PP3; PP4 (still not finalized version: **WHEN?**); PP6; PP7; PP9
- * **DIDN'T:** PP8 (Tunisian partner)

4.2 Training of Territorial Promoters



- * Scheduled deadline: September 2014
- * Re-scheduled deadline: November 2014
- * **Final deadline: 20th February**
- * **DID:** PP3; PP6
- * **DIDN'T:** PP2; PP4; PP7; PP8; PP9

4.3 Sustainable Tourism Development Plan



- * Scheduled deadline: February 2015 for the finalized version, November 2014 for the preliminary version (to be presented during the International Forum)
- * Re-scheduled deadline: December 2014 for the preliminary version
- * **Final deadline: 28th February**
- * **DID:** PP3; PP6
- * **DIDN'T:** PP2; PP4; PP7; PP8; PP9

What still has to be done:



- * **Scheduling of training sessions:**
 - * PP2:
 - * PP4:
 - * PP7:
 - * PP8:
 - * PP9:
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- * **State of the art and question time on STDP**