



# Future of Our Past

## WP7: Tourism Marketing Plan

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Ravello, Italy

3 February, 2015



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# WP 7 – Tourism Marketing Plan

The activities of this WP consist of:

- 7.1: Elaboration of a Tourism Marketing Plan for the areas of intervention
- 7.2: Cross-border Euro-Mediterranean network

Costs foreseen: internal and external human resources (Coordinator, local coordinator, local consultant) and those related to the publication and dissemination of the Tourism Marketing Plan.



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# Partners involved

- WP7 Coordinator: Fondazzjoni Temi Zammit – FTZ (P4)
- All other WP7 partners will contribute to final plan through their experience, know-how and knowledge of the territory:
  - Società Geografica Italiana – SGI (LP)
  - Alexandria University (P2)
  - European University Centre for Cultural Heritage (P3)
  - Dar Al-Kalima College (P6)
  - Consorcio provincial de desarrollo economico (P7)
  - Objectif Service Reservation (or new Tunisian partner, P8)
  - Lebanese University (P9)



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# 7.1 Elaboration of a Tourism Marketing Plan for the areas of intervention

- The project partners will realise, in collaboration with local actors, a Tourism Marketing Plan to promote the development of a sustainable attractiveness, able to preserve the authenticity of each site, to preserve their environmental, natural and cultural balance, and favouring in the meantime the participation and involvement of local community through the development of an endogenous entrepreneurship and the adoption of a model of enlarged governance for all local actors. This Plan will build on the result of the single Tourism Marketing Plans developed in WP4 for each HC and it will contain general guidelines for a sustainable destination management of Euro-Mediterranean historical centres and some specific case studies (previous local Tourist Marketing Plans elaborated in WP4). The Plan will elaborate some general policy guidelines for developing sustainable tourism for HCs.

(See UMAYYAD and MED ROUTE Projects)



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## 7.2 Cross-border Euro-Mediterranean network

- There will be the elaboration of a strategy of development for the cross-border network in which transactions are achieved in a context of reciprocity and in relationships of interdependency, without sacrificing each partner's accountability, competence, and legitimacy. The cross-border tourism network can develop a trademark of transnational *Euro-Mediterranean* tourism.

It foresees the creation of networks among project partners and wider groups of stakeholders focusing on the exchange of experience, know-how and information (for the transmission of good practices in cultural tourism and cross-sector activities).

(See MED ROUTE and MEET projects)



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# Outputs

Tourism Marketing Plan that will:

- gather the experiences of the various areas of intervention and
- elaborate some general policy guidelines for developing a sustainable tourism for historic centres applicable to similar contexts in the Mediterranean Sea basin.



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# Timeframe

- 7.1 – first semester of 2015
- 7.2 – second semester of 2015

Each partner produces a tourism marketing plan for its HC / areas of intervention

Then FTZ will put all plans together in a single plan for all areas of intervention, which may be used as a model for other Med HCs



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# Proposed action – 7.1

- FTZ to circulate, after consultation with LP, common points to tackle in the plan: a typical table of contents for such plans will be drawn up
- This will include list of possible marketing channels – online (websites, social media), print, broadcast media, via tourism operators, networks...
- Audiences: to target both B2B (tour operators, tourism service providers, travel companies) and B2C (appealing directly to tourists planning their own trips)
- To take into account: (a) HCs as destinations; (b) services offered by local communities; (c) scattered hotels; (d) FOP web portal developed; (e) selection of individual experiences promoted through the portal
- FTZ to collect marketing plans from each partner
- FTZ to produce single integrated marketing plan, send out first draft to partners for review, get feedback and revise text in final version



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## Proposed action – 7.2

- Develop a FOP brand/quality label for (possibly):
  - 1.Scattered hotels
  - 2.Experiences
- Create a Euro-Med network around the communities that provide such experiences – associated partners



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# Expected results

- Creation of an instrument of planning for the cross-border network that will provide methodological indications to the production of different tourist packages in relation to the reference targets and oriented to sustainable tourism.

The Tourism Marketing Plan will build on the outputs of previous WPs.



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# Impact and sustainability

## Political impact:

This impact can be measured by:

- (1) the achievement of Tourism Marketing Plans,
- (2) the number of involved actors (subscribers of Plan and involved in its implementation),
- (3) the creation of a supporting local network.



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# Tangible impact on Med region

- **Tourism network:** development of a tourism network capable of promoting a jointly and integrated tourism supply of all the towns involved in the project and those who want to follow the example by developing similar supply configurations;
- **Politico-cultural network:** development of a research network to monitor the tourist development of Mediterranean towns and to support public and private actors involved in tourist policy-making in these local contexts.



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# Risks and mitigation measures

- Risk: difficulties to realize the network  
Mitigation: legal & marketing assistance to local actors
- Risk: obstacles to promote network on tourism market  
Mitigation: special agreement with tour organizers;  
agreement with specialized magazine for publication  
of articles about the network experience



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# Thank you!



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