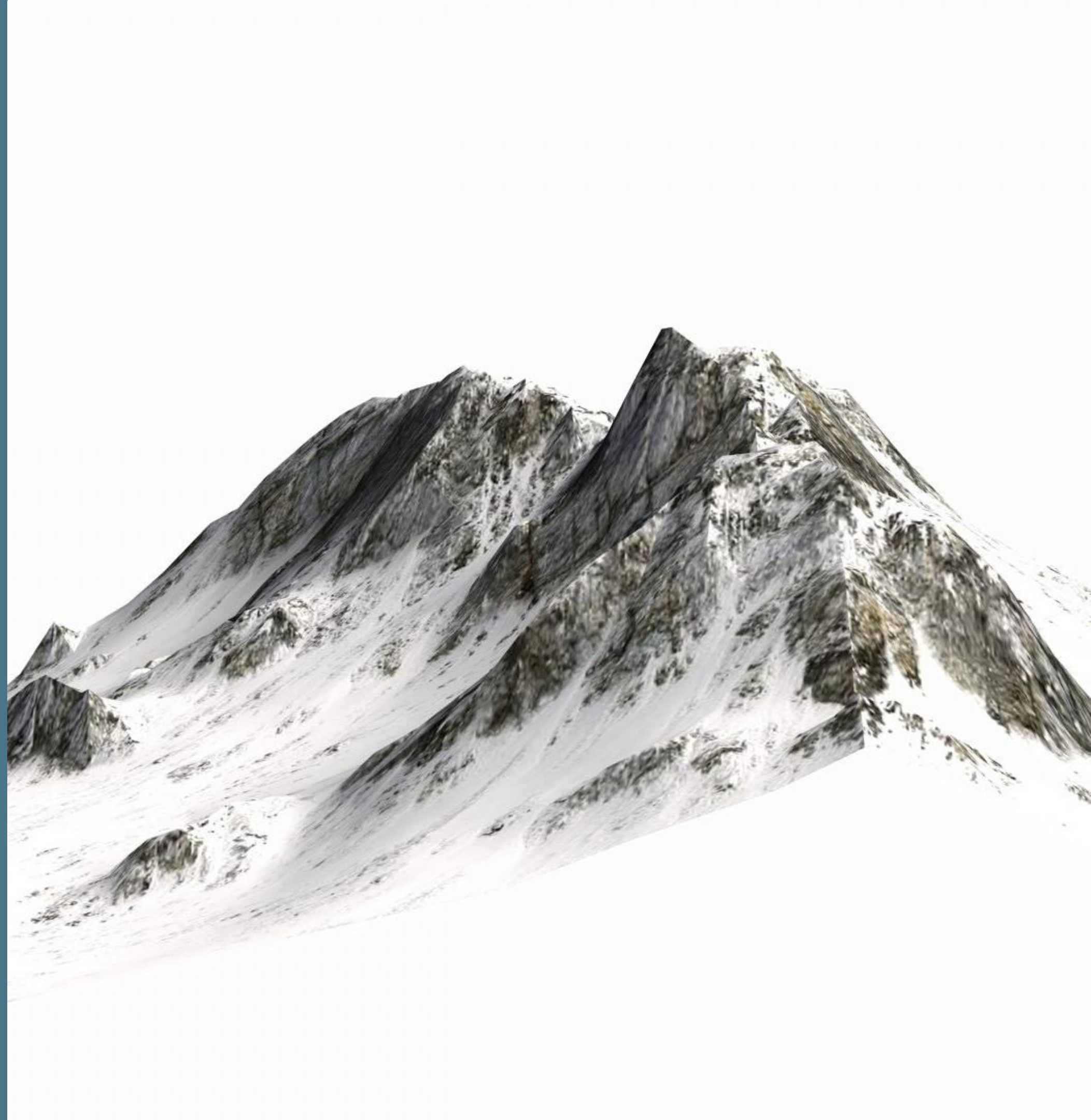




Emblematic Mediterranean Mountains network

2

... mountains are calling!





EmbleMatiC Mediterranean Mountains network and project:

A sustainable tourism practice in the Med hinterland areas

The EMM network is a constellation of Med mountainous territories.

- *Over the years, it has become a community to work on common challenges by tackling them through thematic projects*

History...

The **Emblematic Mediterranean Mountains Network** was launched in 2013 under the initiative of 3 rural areas working within the framework of LEADER programme, with the following common **challenges** applied in 5 mountains (Canigó, Olympus, Pedraforca, Sainte Victoire, Pirin):

Preserving their patrimonial values from endogenous and exogenous threats

Sharing positive experiences and good practices

Increasing their international recognition

Today **14 mountains** share the network values, and we keep growing!!!



Origin
Diversity
Territories

Map

www.emblematic-med.eu



Criteria



**Institutional
recognition**



**Power of
inspiration**



**Sustainability and
anthropogenic
environment**



Reputation



**Mediterranean
cultural identity**



**Picturesque
landscape**



**Proud
local
people**



Legends and myths

**Particular
ecosystem**



Historic places

Background

The Emblematic Mediterranean Mountains network has created several tools for the implementation and development of sustainable tourism products in the rural hinterland of Mediterranean mountains.

These tools are being tested at different levels under several EU funded strategies, having started in 2013 with the EMbleMatiC project (Axis 4, Programme Leader 2007-2013), with the current testing process to be implemented at Lailias Mountain (Greece), under the **CLLD/Leader Programme** (EMbleMatiC 2 project). In more detail, the transfer guide and the study on the Emblematic dimension will be adapted by the new area in the effort to define sustainable tourism products (eco-itineraries) with specific predefined attributes and to test the potentiality of entering the Emblematic Mediterranean Mountains network with specific criteria.

What we do?

The Network **values**:

- To apply a global **sustainable** approach
- To **preserve** cultural and natural **heritage** and the experience associated to it
- To be an **open mountain**, gathering value through people, both visitors and locals
- To **cooperate** to transnational and interterritorial projects

EMM IN A NUTSHELL



Changing resources for tourism

The focus areas are located in the hinterland of very popular touristic coastal areas, and at the foothills of (locally, regionally and, in some cases, nationally and internationally) well-known mountains.

This means that they have been traditionally **set aside** from a critical socio-economic activity during the last century:

to offer an autonomous tourism destination.

Drivers of Change

- ❑ Trend towards **environmentally-friendly tourism** and slow tourism.
- ❑ Social **demand** for visiting places differently, far away from crowd and standardized tourism.
- ❑ Increasing **pressure** to address and to fight negative consequences of coastal tourism.
- ❑ **(Public) institutions** investing in and fostering this kind of tourism in the times of enormous challenges of ecological, social and economic nature.
- ❑ **Local actors** being conscious of the trade-offs of standard tourism and wish alternative ways to develop (quality > quantity).

ONE AMBITION

**To qualify emblematic Mediterranean mountains
as coastal destinations of excellence**

THREE STRATEGIC OBJECTIVES

**1 / To rebalance tourism flows and their returns
toward a more sustainable and responsible tourism**

**2 / To co-build and experiment a slow tourism offer
located in the hinterland coastal mountainous area**

**3 / To improve the international recognition
of our singularity**

The Ecojourneys: from the idea to the product

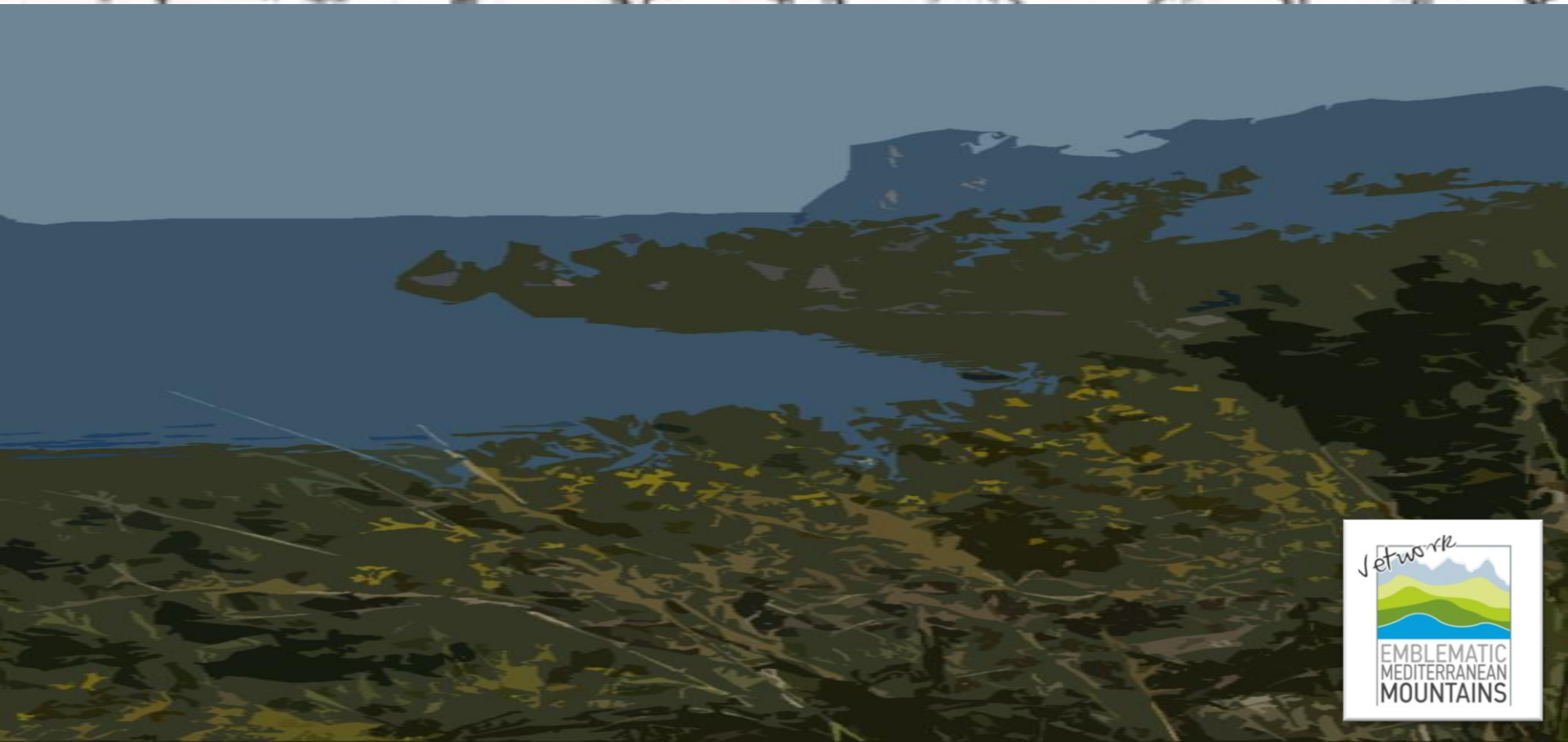
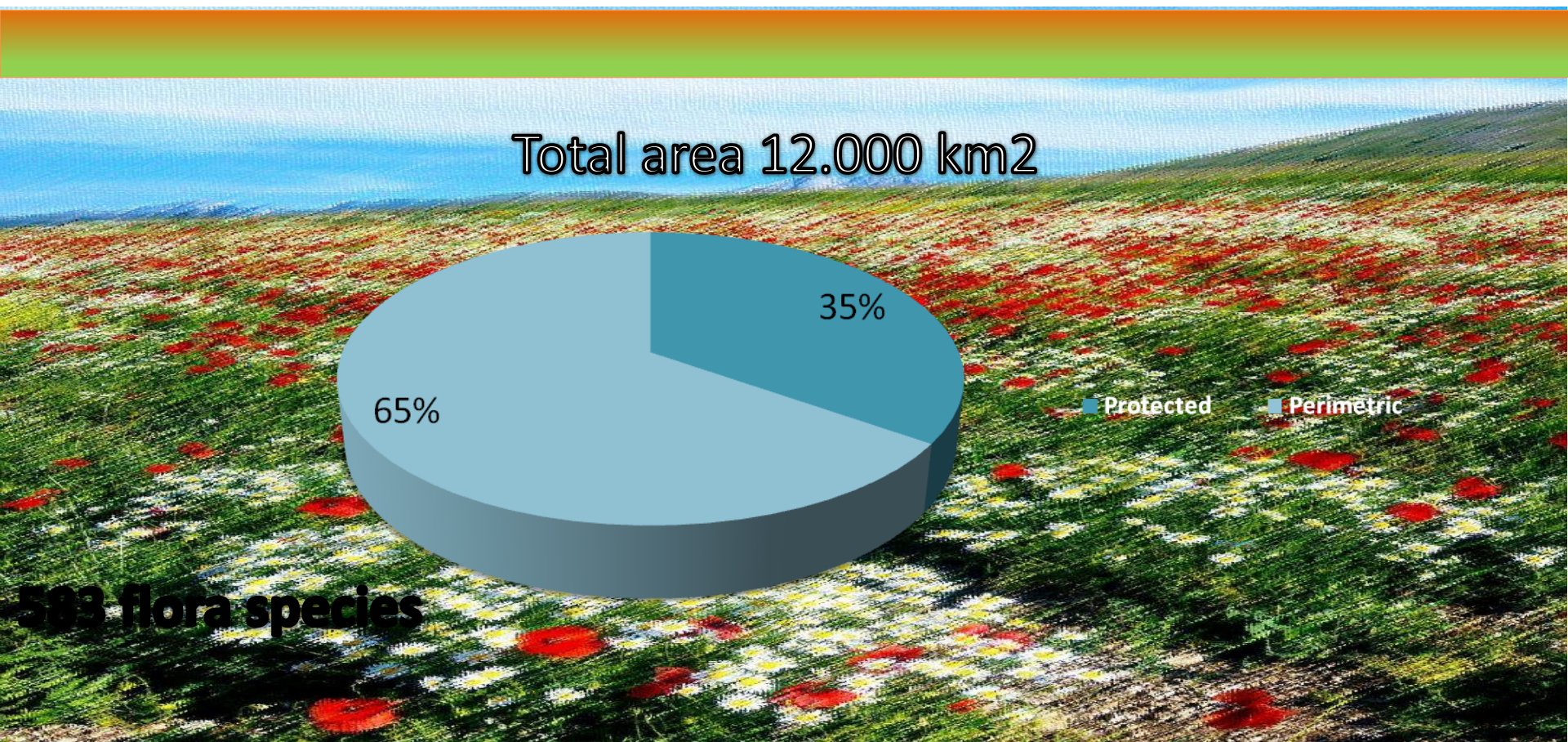
“**routes of experiential tourism** across selected places of each mountain area belonging to the Network. The routes contribute to overcome the network’s common challenges (i.e. unbalanced tourist flows between the coastline/mountain summit and the hinterland areas; marked seasonality, absence of economic benefit of the hinterland areas from the touristic activities).”



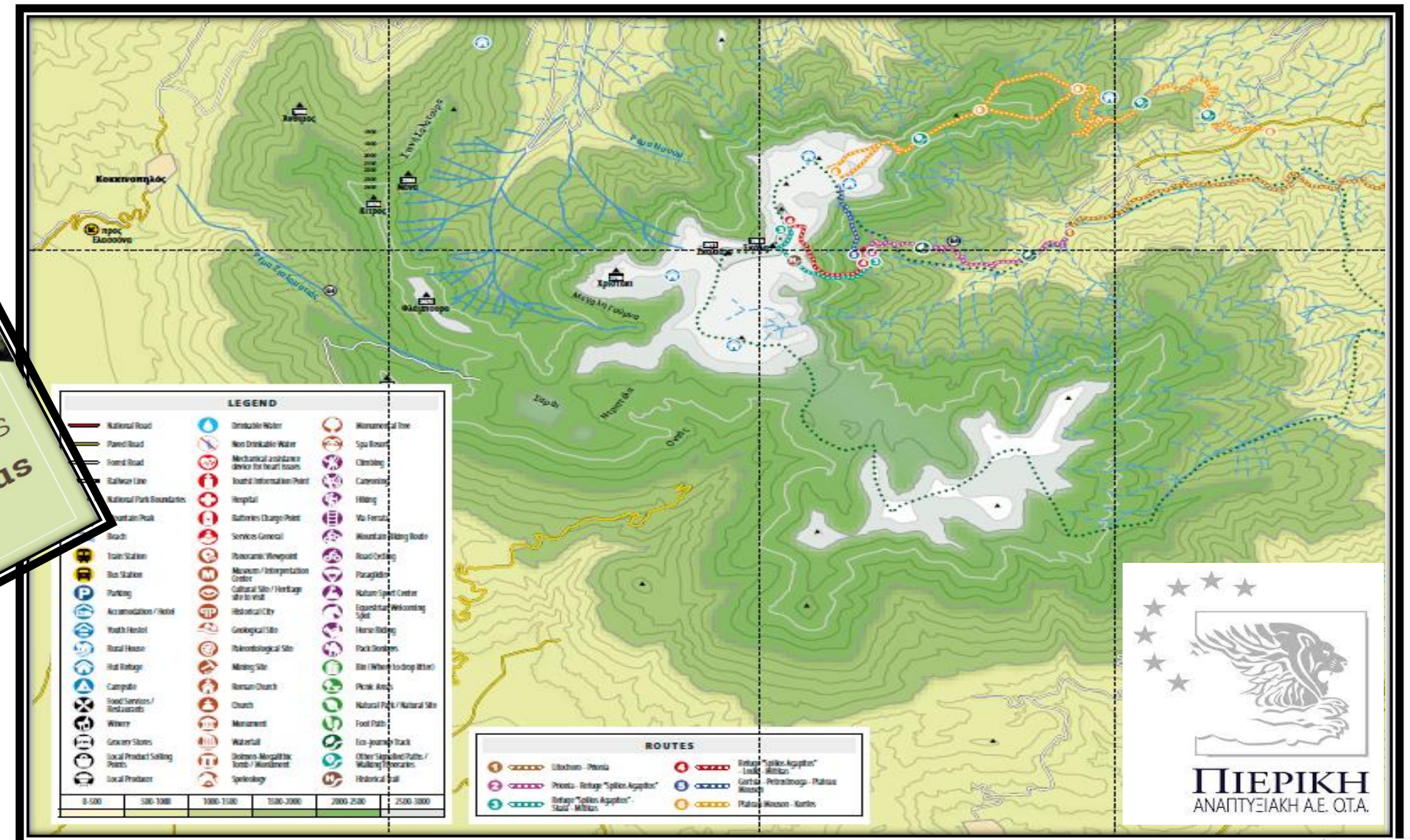
30 hours of local workshops with
180 participants from 86
different organisations

1000 kilometres
and 100 hours
of site visits





Creation of a tourism product: the Ecojourneys



Our “labs”

- Interreg MED: Emblematic and Emblematic PLUS projects

- To create and test a new and radically different tourism offer based on the assets of the hinterland areas of the selected mountains that will be able to offer a sustainable and responsible tourism alternative to both sun & beach tourism and to the mountain summits.



To test our transfer guide for the implementation of eco-itinerary for Emblematic Mediterranean Mountains as coastal destinations of excellence.

- ERASMUS+: Y4EMM project

- To raise awareness of young people to make them aware of the natural and cultural diversity of their environment;
- To help young people to become drivers of change to better protect their environment and territory nowadays and in the future;



- CLLD/LEADER: EMM2 project

- To test the criteria of becoming a member of the network, creating a formal network



The actions

1 Coordination actions

- A.1.1 – Project Local Coordination/Management
- A.1.2 – Project Meetings

2 Creation of rural hinterland sustainable tourism handbook

- A.2.1 – Rural Hinterland Sustainable Tourism handbook

3 Implementation of Emblematic rural lab

- A.3.1 – Organisation of project/European labs
- A.3.2 – Organisation of local labs
- A.3.3 – Implementation of local actions

4 Testing the emblematic tools

- A.4.1 – Implementing the EMbleMatiC tools to the new mountain

5 Extroversion and innovative approach activities

- A.5.1 – Recording the existing trail/itineraries certifications
- A.5.2 – (Memorandum of Understanding) Emblematic Mediterranean Mountains (EMM) Network.
- A.5.3 – International Conference
- A.5.4 – Expertise: Strategic Interventions for Mountain Growth

6 Communication actions

- A.6.1 – Promo material
- A.6.2 – External events

Conclusions

- The tourism model promoted by EMbleMatiC projects (to visit hinterland areas between busy coastal areas and crowded mountain peaks) provides an alternative tourism product in non-saturated areas (confronting the health crisis) of affordable but quality elements (confronting the economic crisis).
- For the creation of this model the involvement of all stakeholders is a prerequisite; following a both side model, businesses-destination authorities-residents from supply side and visitors from the demand side.

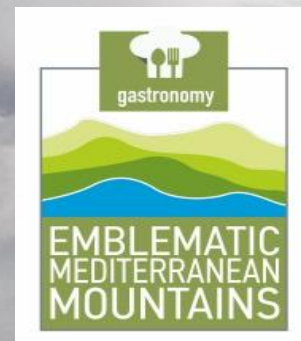
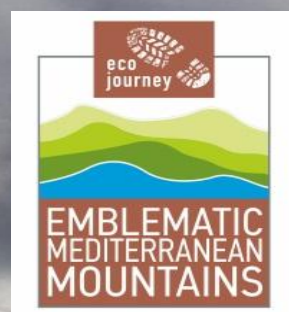
Conclusions

What are the key messages/policy recommendations?

- Planning and organisation of a more responsible and sustainable tourism development model, based on:
 - *geographical rebalancing of visitors flows,*
 - *extended seasonality,*
 - *reduced environmental impact,*
 - *increased local returns,*
 - *prioritization of local resources,*
 - *educating and responsabilising*



Origin
Diversity
Territories



www.emblematic-med.eu



info@emblematic-med.eu



@EMbleMatiC.MED

@EMbleMatiC_MED



@emblematic_med



@EMbleMatiC



Supported by:

The framework of Measure 19 "Support for local development in the framework of LEADER (CLLD-local development under the leadership of the Community)", Sub-measure 19.3. "Preparation and implementation of cooperation LAG", Cooperation Project: "Emblematic Mediterranean Mountains network ② (EMbleMatic ②)". With the co-financing of Greece and of the European Union.

24