



# Università Ca'Foscari Venezia

**PROJECT ACRONYM AND TITLE:** ALTER ECO - Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity

**FUNDING PROGRAMME:** INTERREG MED 2014-2020

**CALL:** First call for modular projects

**SCIENTIFIC FIELD:** To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area

**HOST DEPARTMENT/CENTRE:** Department of Economics

**SCIENTIFIC RESPONSIBLE:** Prof. Jan van der Borg

**REFERENCE NUMBER:** Axis 3 – Obj. 1 – Ref. 624

## FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€ 2.293.630,00	€ 354,381.25

## ABSTRACT:

The Mediterranean is under threat due to the inappropriate practice and development associated with mass tourism. As a consequence areas of high tourist attraction in coastal cities are reaching their limit on carrying capacity, with a direct impact not only on the urban environment but on key elements that define MED Culture. In this context, ALTER ECO enhances the local sustainable development of tourism by promoting Mediterranean Identity through the implementation of alternative tourist strategies in 6 pilots co-designed and implemented by public and private stakeholders. The project provides the opportunity of testing, in representative MED cities, used as LIVING LAB, existing methodologies and tools arisen in previous high impact projects in the field of sustainable tourism or proposed by key stakeholders, with the aim of reaching holistic and realistic tourist strategies at local and regional level that allow transferability in the MED territory. Project results will support policy makers to make more informed and integrated decisions for the governance and management of tourism in the Mediterranean and at the same time will enhance the coordination of actions between public and private stakeholderstowards the implementation of the raised strategies in order to create new business opportunities. ALTER ECO will contribute to improve knowledge and decision making capacities, including a better use of observation, monitoring and planning in the field of sustainable tourism.

Planned Start date	Planned End date
01 September 2016	28 February 2019

**PARTNERSHIP:**

<b>1</b>	VALENCIA INSITUTE OF BUILDING	Spain	<b>Lead partner</b>
<b>2</b>	MALAGA CITY COUNCIL	Spain	<b>Partner</b>
<b>3</b>	ARISTOTLE UNIVERSITY OF THESSALONIKI – SPECIAL ACCCOUNT FOR RESEARCH AND INNOVATION	Greece	<b>Partner</b>
<b>4</b>	MUNICIPALITY OF GENOA	Italy	<b>Partner</b>
<b>5</b>	UNIVERSITÀ CA' FOSCARI VENEZIA	Italy	<b>Partner</b>
<b>6</b>	CITY OF DUBROVNIK	Croatia	<b>Partner</b>
<b>7</b>	LARNACA-FAMAGUSTA DISTRICTS DEVELOPMENT AGENCY	Cyprus	<b>Partner</b>
<b>8</b>	ARISTOTLE UNIVERSITY OF THESSALONIKI – SPECIAL ACCCOUNT FOR RESEARCH FUNDS	Greece	<b>Partner</b>
<b>9</b>	SOUTH AEGEAN REGION	Greece	<b>Partner</b>
<b>10</b>	THE EUROPEAN CITY OF CULTURE, TOURISM AND DEVELOPMENT	France	<b>Partner</b>
<b>11</b>	OBSERVATORY ON TOURISM IN THE EUROPEAN ISLANDS	Italy	<b>Partner</b>

**WEBSITE:** available after the starting date.