

Acronym

DIVINA

(Destination Initiative for Value's Increase of
Niche Assets)



Project
funded by the
EUROPEAN UNION



EBSOMED
ENHANCING BUSINESS SUPPORT ORGANISATIONS

ENI CBC MED

Overarching Objective – Thematic Objective - Priority

T.O. BUSINESS AND SME DEVELOPMENT

PRIORITY A.1.3: Encourage sustainable tourism initiatives and actions aimed at diversifying into new segments and niches

Impact (Overall objective)

The overall objective is to

Encourage sustainable tourism initiatives and actions aimed at diversifying into new segments and niches.

Relevance/situation analysis

- *Tourism is not enough developed in several Mediterranean areas with a huge potential
- *In Mediterranean Countries tourism is often seasonal and concentrated in specific areas
- ***Local community is not actively involved in the creation of tourism offers**

NEEDS:

- TO INVOLVE SMES AND COMMUNITY (BOTTOM-UP APPROACH);
- TO CREATE A DIVERSIFIED TOURISM OFFER (CULTURAL TOURISM, with involvement of cultural and creative industry)

Outcomes (Specific objective)

To create a sustainable, attractive and diversified tourism offer in less known Mediterranean areas through the active involvement of local communities, SMEs and cultural and creative industry .

Outputs (expected results)

- 1- Expected result: Increased knowledge about local community and SME's needs***
- 2 – Expected result: Strategy to involve actively local community in the creation of a sustainable and diversified tourism offer defined***
- 3 Expected results: Knowledge of local community increased and Active involvement and cooperation of local community***
- 4. Expected Result: Increased visibility of less-developed touristic areas***

Activities

WP1 Project Management

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WP2 Communication

...

Activities

1- Expected result: Increased knowledge about local community and SME's needs

WP 3 Research and identification of needs

3.1 State of Art

3.2 Focus group

3.3 Preparation and submission of survey

3.4 Assessment of data

3.5 Writing reports

Deliverables: 7 Reports, 1 survey's template, 1 database...

Indicators: number of people answering survey, number of focus group..

Activities

2 – Expected Result: Strategy to involve actively local community in the creation of a sustainable and diversified tourism offer defined

WP 4 Definition of Strategy

4.1 Sharing of results with highest stakeholders in order to receive feedback

4.2 Definition of a strategy to involve actively local community in the creation of a sustainable and diversified tourism offer

Deliverables: 1 Joint strategy and 1 action plan per Country

Indicators: Number of stakeholder involved, number of action plans...

Activities

3 Expected results:

Knowledge of local community increased

Active involvement and cooperation of local community

WP 5 Capacity building

5.1 Training of target group

5.2 Local workshops

5.3 International workshops

5.4 Study visits (sharing best practices)

Deliverables: 1 Educational programme, 1 educational Manual, videos, etc

Indicators: number of trained people , number of study visit, etc

Activities

4. Expected Result: Increased visibility of less-developed touristic areas

WP 5 Pilot Projects

A 5.1 Public contest and selection of best ideas

A5.2 Design of a project in each area (with the active involvement of people trained in the WP4)

A5.3 Implementation of pilot projects

A5.4 Evaluation of pilot project

Deliverables: 7 pilot projects, etc.

Indicators: Number of ideas collected, Number of visibility initiatives to attract tourists in the targeted areas, etc

Potential partners

Lead partner: Lebanese American University (Lebanon)

P1: Chamber of Commerce of Achaia (Greece)

P2: Amman Chamber of Commerce (Jordan)

P3: CESIE NGO (Italy)

P4: ASCAME (Spain)

P5: Chamber of Commerce of Alessandria (Egypt)

P6: Chamber of Commerce of Capbon (Tunisia)

Associated Partners:

Municipalities and Ministry of Tourism

Relevant stakeholders

Chamber of commerces

Policy Makers

Business Associations

CSO

Tour Operators

Target groups

-SMES OPERATING IN THE TOURSIM SECTOR, CREATIVE INDUSTRY, AGROFOOD ETC.

-CIVIL SOCIETY

-UNIVERSITY STUDENTS

Final beneficiaries

- TOUR OPERATORS
- TOURISTS
- LOCAL COMMUNITY
- ALL SMEs
- PUBLIC BODIES

Provisional budget

6.000.000 of euros (50% in EC and 50% in MPCs)