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EBSOMED
ENHANCING BUSINESS SUPPORT ORGANISATIONS

MAIN RECOMMENDATIONS



The 8th

Mediterranean
Tourism Forum -
MEDITOUR 2019



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The EBSOMED project is led by BUSINESSMED within a consortium of six partners.

BUSINESSMED
Union of Mediterranean Confederations of Enterprises



EUROCHAMBRES



ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



Deutsch-Arabische
Industrie- und Handelskammer
German-Arab
Chamber of Industry and Commerce
الغرفة الألمانية العربية للصناعة والتجارة



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The 8th Mediterranean Tourism & 2nd EBSOMED Roadshow in Southern Neighbourhood Countries

Helnan Palestine Hotel Alexandria, 13th & 14th of July 2019

Under the auspices of
H.E. Rania Al-Mashat, Minister of Tourism of Egypt

Declaration of the 8th Mediterranean Tourism Forum



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ASCAME
اتحادية غرف الصناعة والصناعة للبحر المتوسط



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Preamble

The Association of Mediterranean Chambers of Commerce & Industry ASCAME and their members of the tourism sector, representing over 500 chambers of commerce and industry with over 23 million companies, together with their EU EBSOMED programme regional partners, gathered in Alexandria (Egypt), between the 13th and 14th of July, 2019, in frame of 8th Mediterranean Tourism Forum are;

Conscious that tourism is the locomotive of socio-economic development and job creation throughout the Mediterranean supporting hundreds of other sectors through over 343 million tourists annually

Aware of that the Mediterranean is the cradle of civilizations hosting around it and under it over 70% of the world heritage and is surrounded by the most beautiful beaches and nature, hence one out of every three tourists in the world is visiting the Mediterranean inclusive 20% of the global cruise market, generating over quarter the international tourism revenue

Recognizing the active role required from the business community and its representative associations in support of governmental initiatives for economic development, in a public private partnership format;

Responding to the need to further support such an important economic sector to attract over 500 million tourists by 2030 as well as evenly distribute them on both shores of the Mediterranean;

Emphasizing the central role of tourism in promoting people to people cultural, political and social interrelations among the Mediterranean communities.

Acknowledging the importance of cooperation with key stakeholders including specialized multilateral and regional organizations, donors and DFIs, and other key actors for the achievement of such a target;

Aiming at rendering the Mediterranean as a rising destination with more rising localities and itineraries catering to ever changing needs of tourists



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الجمعية العربية للصناعة والتجارة
الإسكندرية



Deutsch-Arabische
Industrie- und Handelskammer
German-Arab
Chamber of Industry and Commerce
الغرفة الألمانية العربية للصناعة والتجارة



Deutsch-Arabisches
Industrie- und Handelskammer
German-Arab
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Accordingly all parties herein shall strive, where and when possible, to ensure the maximum collaborate on regional levels while respecting the total independence of every and each party.

Hence, all parties herein reiterate their commitment to support:

- Furthering their dialogue, cooperation in a public-private- partnership (P.P.P), for the promotion of the Mediterranean as a tourism destination and increasing and upgrading its various destinations through the promotion of investment, technological and technical cooperation in a sustainable manner, as well as educational, training and human resources development.
- Making sustainable tourism the mode of tourism development
- Ensuring total quality management concepts throughout the Mediterranean
- Preserving the sea-sun-sand tourism sites. restoring and upgrading the cultural sites, upgrading the cruise industry, while introducing newer touristic attractions, new products and destinations catering to the changing needs of global tourists such as third age and faith (religious) tourism, as well as shopping and cultural festivals
- Creating novel products and multi-country itineraries in support of the Mediterranean as a whole
- Supporting the needed infrastructure for touristic development, while observing zoning and preservation of touristic sites and promoting eco- and green tourism.
- Collaborating in tourism education and life-long learning and training through a pan-Mediterranean platform linking academia with business
- Increasing and Spreading awareness at all levels with emphasis on school children and youth to become more tourism friendly
- Supporting tourism mobility within a safe and friendly environment for all tourists
- Implementing pan Mediterranean initiatives and projects with various partners in development inclusive bilateral and multilateral donors and DFIs
- Spreading the newer modes of marketing with emphasis on digital applications
- Initiating pan Mediterranean waste management concepts and mass cleaning public campaigns and initiatives
- Seeking methods for supporting the tourism industry during periods of volatility

Dr. Alaa Ezz
Chairman
EBSOMED Steering Committee

Ahmed El Wakil
Chairman
ASCAME and Alexandria Chamber



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