

Press release
For immediate release

S&T MED to participate in the WTM, the leading global event on tourism

Networking and exchanges of experiences with destinations sharing sustainability values and aspirations, promoting sustainable integrated itineraries in Jordan, Italy and Tunisia, fostering business opportunities related to sustainable tourism products...all this and much more will be the focus of S&T MED's participation in the World Travel Market (WTM) in London, Nov. 2-5 2015.

S&T MED will represent the ENPI CBC MED Programme at WTM together with MEET, Mediterranean Experiences of Eco-Tourism, co-sharing a dedicated stand.

WTM is a unique opportunity to showcase our extraordinary local resources in terms of nature and environment, food and culture, history and archeology, say representatives from the Municipalities of Cabras (Italy), Mahdia (Tunisia) and the Marine Park of Aqaba (Jordan), partners of this strategic project co-financed by the European Union through the ENPI CBC Mediterranean Sea Basin Programme 2007-2013.

During the event, an extensive range of debates and seminars on how responsible tourism is taken up in different areas of the World will take place. The events will culminate in the WTM Responsible Tourism Day (WTRD) on 4th November supported by the United Nations World Travel Organizations (UNWTO) and in collaboration with one of most influential experts on responsible tourism, Prof. Harold Goodwin.

Acknowledging its efforts to support sustainable tourism development, S&T MED has been invited to participate to WTRD events and awards and has been granted the World Travel Market "Responsible Tourism logo".

"This is a unique opportunity to stress in a global event the commitment of MIBACT towards sustainability and responsibility in tourism, as witnessed also by the *États généraux* on Sustainable Tourism organised by the Ministry and that gathered key sector players (academics, media, public and private operators) to jointly identify strategies and actions for sustainable tourism" says Maria Grazia Bellisario, coordinator of S&T MED and executive officer at the Ministry of Cultural Heritage and Tourism (MIBACT), lead partner of the Project.

For further information on S&T MED activities please contact:

Ms. GIULIANI, Tiziana

Ph. (+39) 338 2747584

Mail communication.stmedproject@beniculturali.it

Disclaimer

This press release has been produced with the financial assistance of the European Union under the ENPI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the Italian Ministry of Cultural Heritage and Tourism (MIBACT) and S&T MED project partners and can under no circumstances be regarded as reflecting the position of the European Union or of the Programme's management structures.

The total budget of S&T MED project is 5 million Euro and it is financed for an amount of 4,4 million Euro by European Union through the ENPI CBC Mediterranean Sea Basin Programme" (www.enpicbmed.eu)

Statement about the Programme

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighborhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French (www.enpicbmed.eu).

General statement on the European Union

European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".
