



Sustainable Tourism & Implementation of Destination Management model Organization (DMO) in AQABA

Case study

“Sustainability and Tourism in the Mediterranean” Project

by

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Regional Conference

Investing In Tourism For An Inclusive Future: Challenges and Opportunities

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Sustainability and Tourism in the Mediterranean (S&T MED) is a strategic project, focusing on the integrated valorisation of environmental assets, traditions and cultural heritage through sustainable tourism

Overall budget of 5 million Euro => by the European Union through the ENPI CBC Mediterranean Sea Basin Programme 2007-2013



9 Partners in 3 Countries:

- Governments
- Local Authorities
- Scientific Institutions

3 target areas

- *ASEZA/Aqaba Marine Park*
- *Al-Balqa' Applied University*



S&T MED PROJECT: STRATEGY

RESPECT

Respect the environment, local culture and traditions

VALORISE

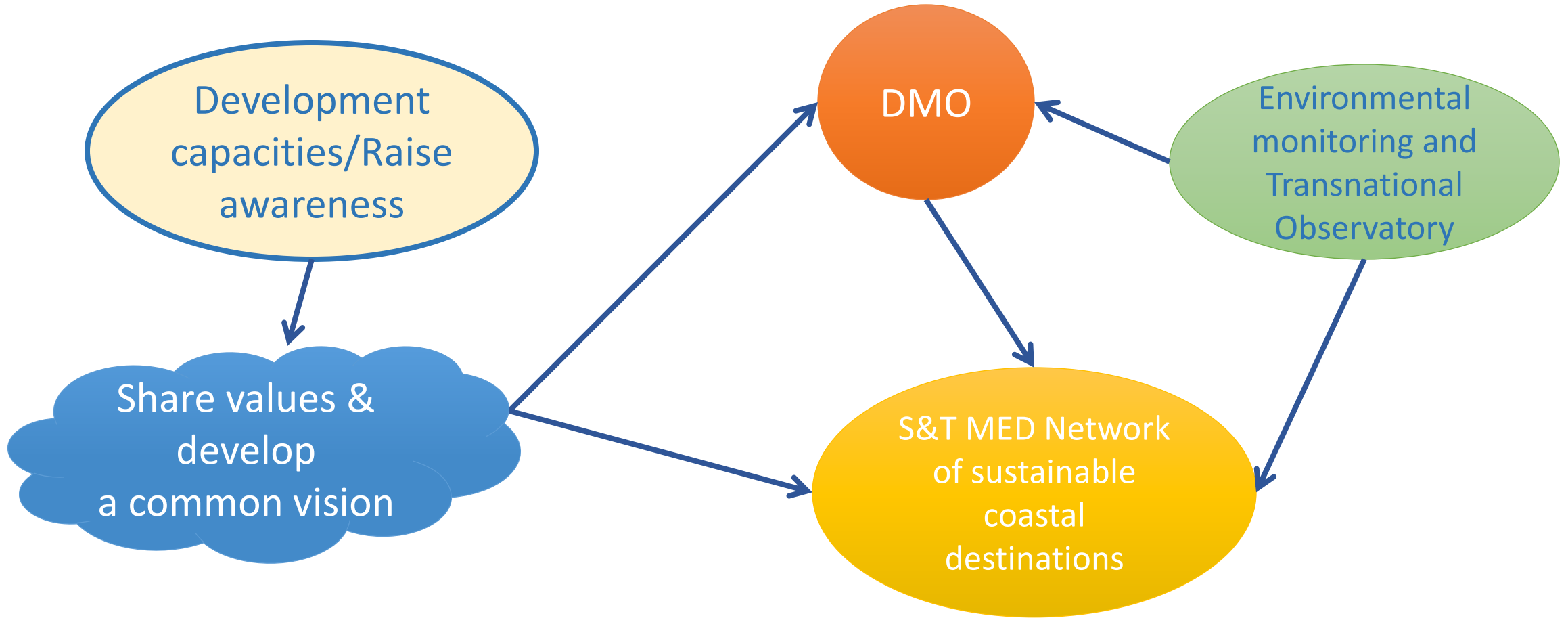
Valorise cultural and natural heritage and raise benefits from tourism to local communities

MANAGE

Manage systemically a significant heritage in a sustainable manner and based on a participatory approach



S&T MED: RESULTS' SCHEME



Scope of Aqaba DMO

Development of a local **DMO (Destination Management Organization)**, made of all-related stakeholders and led by ASEZA, named “**Destination Aqaba**” to achieve:

- Product development
- Marketing, destination branding, Sales
- Building capacity and training
- Sustainable tourism certification
- Destination management plan
- Test and market new community based tourism products

THE NEED FOR SUSTAINABLE TOURISM DMO IN AQABA

- ❑ To support a successful and sustainable visitor economy in Aqaba
- ❑ To boost integrated, long-term and clear focused management of all tourism related components
- ❑ To facilitate Public-private partnership to enhance the value chain
- ❑ To protect Aqaba's unique environmental and cultural resources
- ❑ To re-position Aqaba from traditional tourism set-up into more internationally demanded sustainable tourism approach
- ❑ To give a formal framework to the implementation of a sustainable tourism management strategy in Aqaba
- ❑ To participate in the United Nations (UN) General Assembly **adoption of 2017 as the International Year of Sustainable Tourism for Development** and the international community embracement of the new **Agenda 2030 and the Sustainable Development Goals (SDGs)**, approved by the UN General Assembly

PILOT ACTIONS OF AQABA DMO

- Develop new community based tourism itinerary on “fishing tourism “
- Be an active partner in the International Year of Sustainable Tourism for Development 2017
- Make an info-point at Aqaba Marine Park for tourists
- To facilitate businesses alliances for new products and services
- To define a brand strategy to market Aqaba as sustainable tourism destination
- To increase the number of sustainable tourism certifications
- To organize a DMO forum with all the stakeholders

HOW TO CONNECT WITH US

- Participation in Aqaba Conference on Sustainable Tourism on Coastal Destinations in Mediterranean (5th and 6th December 2016)
- Join the network for sustainable tourism of Coastal destinations
- Partner with us for future sustainable tourism initiatives

www.stmedproject.eu



THANK YOU



شكراً جزيلاً لاستماعكم

