



# ALTER ECO

Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean identity  
Module 2: Testing



Project co-financed by the European Regional Development Fund

# WHY?

Areas of high tourism attraction in coastal cities are reaching their **carrying capacity** limit, with a direct impact not only on the urban environment but on key elements that define the **Mediterranean Identity**.



# WHAT?

The general project objective is to enhance a **balance** among tourist attraction, as an **economic source of growth**, and the conservation of the **classical Mediterranean City Model** as an example of sustainability.

1. To **reduce the concentration** of human activities in **hotspots** where carrying capacity is exceeded, through the diversification of the offer, considering environmental, cultural and economic impact
2. To highlight the value of MED tourist destinations by reinforcing **Mediterranean identity** and visibility and through the promotion of local tradition and common cultural heritage
3. To enhance the coordination of actions between **public and private stakeholders** towards the implementation of the raised strategies in order to create **new business opportunities**



# HOW?

ALTER ECO provides the opportunity of testing, in 6 representative MED cities/regions, used as **LIVING LAB**, **existing methodologies and tools** arisen in previous high impact projects with the aim of reaching holistic and **realistic tourist strategies** at local and regional level that promote **local sustainable development** by preserving/restoring **Mediterranean Identity**.



# HOW?

The alternative tourist strategies will respond to different dimensions depending on the problems detected:

- **land use planning** (built environment, planning methods)
- **mobility and transport**, ecological sustainability (natural environment and landscape, energy and waste management),
- **economic sustainability** (operational environment and service structure, growth and measures)
- and **social sustainability** (housing, well-being, local culture).

Thus, ALTER ECO will condense all aspects of the **sustainability of tourism** (environmental, social and economic) into its results and main outputs.



# RESULTS

1. Reduction and better manage the impact of tourism activities on the environment
2. Improvement of the social sustainability of MED tourist destinations
3. Improving cooperation, joint and integrated planning and better manage conflicting interests



# SUGGESTION OF EU CONCRETE TOURISM POLICIES FOR SUSTAINABLE TOURISM



Improve the use of technologies for monitoring the overload of tourism in critical and fragile context or territories

Define a risk map for EU destinations connecte with challenge of overtourism

Realise a handbook with suggestions of tourism politics at local level to support stakeholders to limit the overtourism effect