



**CENTER for
MEDITERRANEAN
INTEGRATION**

Région



Provence-Alpes-Côte d'Azur

PRESS INVITATION

Tourism in the Mediterranean: Driving Integrated and Sustainable Development, Enhancing Heritage and Cultural Exchanges

Policy makers, funding institutions, local authorities, as well as experts and actors from civil society on both sides of the Mediterranean are to meet in Marseille to exchange on the added value of public policies focusing on the development of tourism in a region undergoing transformation.

Michel Vauzelle

President, Provence-Alpes-Côte d'Azur Region

Mourad Ezzine

Director, Center for Mediterranean Integration

Have to pleasure to invite you to the event

Tourism in the Mediterranean: Driving Integrated and Sustainable Development, Enhancing Heritage and Cultural Exchanges

Friday November 7 2014 9:00-18:00 - Villa Méditerranée (Esplanade du J4) – Marseille – France

Tourism constitutes a vital source of economic growth and essential for job creation across the Mediterranean. In 2011, the tourism sector generated \$107.30million, accounting for 4.5% of GDP for the Middle East and North Africa Region (MENA). Equally, the sector accounts for 4.5million jobs reflecting 6.75% of all jobs in the region.

The tourism sector is currently enjoying strong levels of growth. Between 2000 and 2010, the number of arrivals from abroad has doubled (from 34 million to 79 million) in the MENA region thereby making it the tourist destination with the strongest growth in the world. The flows of tourists into the euro-med area continue to increase but the market may diminish as a result of the changing dynamic of global demand, notably from emerging world economies.

In the light of such trends, what are the economic, environmental, social and cultural issues relating to tourism in the Mediterranean region? Which new perspectives and solutions address the management of tourist fluxes, as well as issues relating to sustainability, economic diversification and job creation, and the preservation of cultural and natural heritage? Which lessons can we draw from the implementation of public policies in tourism development?

Ministers, as well as local, regional and national elected representatives, civil society and funding institutions from 9 countries on both sides of the Mediterranean, will meet in Marseille in order to address these questions. A high-level workshop has been co-organized by the Center for Mediterranean Integration (CMI) and the Provence-Alpes-Côte d'Azur (PACA) Region as part of the Semaine Economique de la Méditerranée.

Registration required. Press Contacts:

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The Center for Mediterranean Integration (CMI) is a multi-partner platform for dialogue and knowledge sharing, serving to support the process of reform and promote greater integration in the Mediterranean region. Founding members of the CMI include Egypt, France, Jordan, Lebanon, Morocco, Tunisia, European Investment Bank and the World Bank. For more information, please visit www.cmimarseille.org
