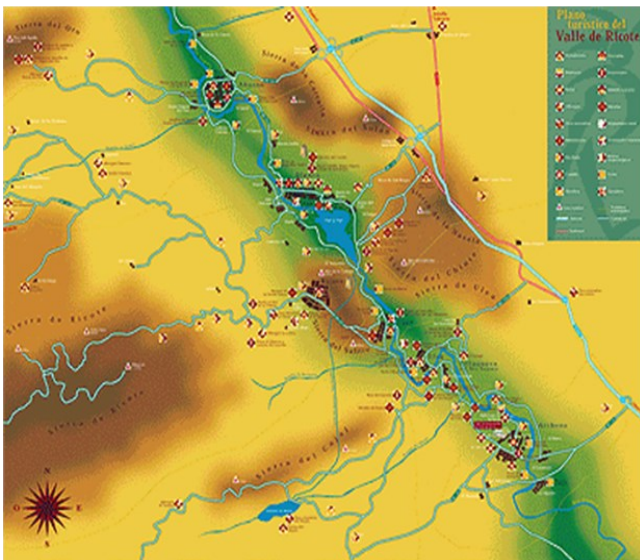




ONMEST2 PROJECT

OPEN NETWORK FOR MEDITERRANEAN SUSTAINABLE TOURISM



Funded by the ENPI CBC MED Programme (Cross-Border Cooperation within the European Neighbourhood and Partnership Instrument (ENPI) - Mediterranean Sea Basin Joint Operational Programme)

The Region of Murcia, through the Foundation University Enterprise of the Region of Murcia (FUERM) participates in this European project, together with other regions from Italy, Greece, Spain, Tunisia, Jordan, Lebanon and Palestine.

The participation of FUERM is supported by the Institute of Tourism of the Region of Murcia and the seven Councils of Ricote Valley (Abarán, Murcia, Blanca, Ojós, Ricote, Ulea and Villanueva del Segura).



MAIN OBJECTIVE OF THE PROJECT

To contribute to the economic development of the participating regions, thanks to a Sustainable Tourism project in areas with special tourist potential. In the Region of Murcia, the action is being implemented in the Ricote Valley.

The project activities are intended to strengthen and increase the commercialisation of tourism products and itineraries in Ricote Valley, with the joint participation of municipalities, tour operators, companies and business associations, including small businesses, restaurants, artisans, etc.

Cultural women and youth associations have special participation.



ACTIVITIES

To achieve these objectives, within the project has scored four main lines of action:

Delivering flexible touristic packages for different types of tourism (religious, gastronomic, sports, seniors, etc.).

The touristic itineraries and packages will incorporate the services of SMEs that have more knowledge of the area, with the possibility to offer visitors a tailored service at a reasonable price.

Distribution and sale of tourist packages via internet and direct connections with organizations and associations interested in sustainable tourism.

Launching on-line training programs, course creation, raise awareness in schools, etc.

TRANSNATIONAL MEETINGS

FUERM has participated, so far, in two transnational meetings with all project partners, one in Lebanon and another one in Palestine.

The first meeting was focused on action planning, developing a dissemination plan and a corporate image of the project and deciding tools for training of project beneficiaries and for the sustainability diagnosis of businesses established in the project area.

The meeting in Palestine was held to coincide with the Week of Cultural Heritage of Birzeit, where FUERM was able to display information on tourism in the Region of Murcia, and more specifically in Ricote Valley. At this meeting, it was also agreed how to present tourism products of each, tourist-cultural routes and resources of each region. Finally, partnership also worked on the approach of the training programme within the project, with examples demonstrating some courses, namely the example of the training "gastronomy as a tourist attraction" was exposed, following an experience that is being carried out in Italy.

At this meeting the project blog, which can be accessed in this address, was presented: <http://onmest2.blogspot.com.es>

Participation in the blog is open and if you are interested, you could send your articles to be published to the e-mail: onmest2_murcia@fuem.es



FIRST ENCOUNTER IN THE RICOTE VALLEY



FUERM held on September 29, 2014 the first meeting, at regional level, in the town of Blanca with mayors and representatives of municipalities of Abarán, Murcia, Blanca, Ojós, Ricote, Ulea and Villanueva del Segura, and different entrepreneurs whose businesses are closely related to sustainable tourism in the area: rural inns, sports activities companies, travel agencies, catering and rural tourism.

During the first meeting, it was to analyse the situation of employers, their demands or needs, interests for improvement and above all, their commitment to the project. After this meeting, the aim is to set up a work plan to focus the efforts into four major blocks:

Analysis of the proposal of tourism initiatives in the Ricote Valley.

Development of new or improved tools and cultural and tourism products.

Detection of potential client and distribution of pre-defined national and international cultural tourism products.

Training target audience and public awareness.

If you are interested in participating in this project, please send us an email at the address: onmest2_murcia@fuem.es.



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