Towards Sustainable Tourism Development Models in the Euro Mediterranean region: A case study of Malta and Sardinia

From 2013-04-01 to 2015-03-31, closed project

Objective

The proposed research project deals with sustainable tourism development models in the Euro Mediterranean region. According to the European Union policy framework, such as the Lisbon Strategy, addressed to the implementation of sustainability and competitiveness in the European Union countries, the research is aimed to give an original contribution among innovative tourism strategies and practices for enhancing the tourist attractiveness of European destinations. Particularly emphasis is given to the Euro Mediterranean coastal areas such as Malta and Sardinia, in which tourism industry plays a significant role in terms of tourism arrivals, revenue, employment, skills, etc. The research questions are addressed to identify strengths and weaknesses in Malta and Sardinia tourism performances, in order to give recommendations to public and private stakeholders for improving the sustainability and competitiveness of tourism, and to the identification of innovative tourism good practices. The methodological framework is based on a qualitative approach, which adopts qualitative and quantitative methods (mixed methods), such as interviews with key informants and stakeholders, and survey. The proposed research project is expected to renew the knowledge about the topic of sustainable tourism, identify the strength and weaknesses of the tourism system in Malta and Sardinia, provide recommendations for improving sustainable tourism policy and practices in the two chosen areas, share the results among tourism stakeholders, both private and public organisations. Moreover, it is expected to identify innovative tourism good practices in the EU areas related, giving particular attention to socio cultural economic offers, for improving the competitiveness and sustainability of the EU tourism industry, to contribute at the European Research Area, and to disseminate the results through public meetings and/or conferences with regional/European stakeholders and scholars.

Related information

Result In Brief
New models for sustainable tourism

Report Summaries
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Subjects
Scientific Research

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