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Applied Research Institute - Jerusalem (ARIJ)  
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Lebanese University  
Faculty of Tourism & Hospitality Management  
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Shouf Biosphere Reserve  
[www.shoufcedar.org](http://www.shoufcedar.org)



Jordan University of Science and Technology  
Faculty of Architecture - Department of Urban Planning  
[www.just.edu.jo](http://www.just.edu.jo)



The Royal Marine Conservation Society of Jordan  
(JREDS)  
[www.jreds.org](http://www.jreds.org)



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University of Malta

The promotion of socio-economic development and the enhancement of territories through sustainable heritage tourism and landscape protection in the Mediterranean basin.

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## PROJECT DESCRIPTION

In order to regain competitiveness, Mediterranean countries need to modernise the management of their touristic assets, invest in new technologies and bridge the gap between research, industry and policy makers.



The HELAND Project aims to develop and disseminate common diagnoses, procedures and multi-disciplinary advanced IT systems for the sustainable management of landscape and cultural heritage touristic assets in the Mediterranean Basin. The Project commenced in September 2012 and is due to be concluded in December 2015. Led by the University of Malta - Institute for Tourism, Travel and Culture, the Project consortium brings together 10 partners, coming from Malta, Spain, Cyprus, Lebanon, Jordan and the Palestinian Authority.

The Heland project is funded by European Neighbourhood and Partnership Instrument (ENPI). The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the ENPI. The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic,

social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority



(JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French.

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The EU is committed to sharing its achievements and its values with countries and peoples beyond its borders.

## EXPECTED RESULTS

- Employment, modernisation and growth in the tourism sector promoted
  - The adoption of sustainable tourism policies for the heritage and landscape sites linked to the project supported
- Sustainable tourism promoted through the adoption of innovative management techniques for the enhancement of heritage and landscape site
- Common procedures and standards for use by managing bodies of heritage and landscape tourist site and assets designed
  - A network of institutions and organisations to monitor and update instruments, regulations and technologies aimed towards long term impact created.



## ACTIONS

- Analysis of current Mediterranean policies and procedures for sustainable tourism; review of the diffusion of innovation and technology with regard to heritage and landscape sites within the partners' territories; publication of data from sustainability indicators.
- Application of durable ITC solutions to heritage and landscape tourism pilot areas in partner countries; development of innovative guidelines and tools for different media for the promotion of the concerned tourist sites; application of 3D technology for the virtual presentation of protected tourist sites; development of a WebGIS service for tourism-related purposes.
- Development and implementation of procedures for the sustainable management of heritage and landscape tourism sites; drawing up of criteria for the evaluation of the Project's impact in the areas of intervention and publication of results.
- Implementation of publicity and dissemination activities for public and private stakeholders in the tourism sector and for the general audience.

## PILOT AREAS

The Heland Project focuses on 9 pilot areas, distributed among all the partner countries. The pilot areas include both cultural and landscape heritage touristic destinations. The objective is to promote both established and new heritage touristic destinations, providing innovative tools that allow tourism operators to manage them in a sustainable way.



The case studies are:

1. City of Mdina (Malta)
2. Town of Xagħra (Gozo, Malta)
3. Castellon Coastal Watchtowers Defensive System (Spain)
4. Larnaca Mountainous Area (Cyprus)
5. Valley of Al Badhan (Palestine)
6. Bkassine Pine Forest and The Holy Valley of Qadisha (Lebanon)
7. Al-Shouf Cedar Reserve (Lebanon)
8. The Old City of As-Salt (Jordan)
9. The Historical Core of Madaba City (Jordan)
10. "Cedar Pride" diving site - Aqaba Marine Park, Gulf of Aqaba (Jordan)

