



New technologies and regional
developement : which tools ?

General presentation

Global climatic change, energy, water supply and migration of rural populations into coastal megalopoles are important issues specially in the Mediterranean rim.

Space and regional development make problem. Hinterland desertification and megalopole ghettos are catastrophic (costly and antisocial).

Up to now, sun and sand destinations of the tourism industry participate to this ecological catastrophe.

Tourism as a tool for regional sustainable development ?

That's is why creating **new tourist destinations** is a necessity.

This means developing new infrastructure and specifically **fiber optics, broad band internet facilities.**

Nowadays, all the tourists use Internet which provokes a dramatic change of business model for the whole chain of touristic activities.

This is a new opportunity for host regions.

Key figures of tourism

- * First economic activity for southern countries after petroleum industry,
- * 10% of the planet economic activity,
- * 1,6 billions international tourists in 2020,
- * Near 300 millions of tourists are concerned in 2010,
- * Most people are not aware that tourism is grows to the status of a modern industry in close connexion with Hi-Tech.

A feasibility study results...

2010, the french national research agency (ANR) called for papers for the feasibility study in the field of research strategy in the **future of a new type of sustainable tourism**.

A **consortium** has been in charge to reply : RIE, FSA, French Institute of tourism (IFT), META, MONDECA and Amadeus.

As the result « Project FUTOURAUMED », with three groups of recommendations :

- Observe
- Stimule and organize
- Train, experiment and act

Observe

Collect and structure good practises,

Observe the evolution of touristic demand,

Explore legislation and reglementation in different countries and their adaptability and acceptability,

Consider the innovations and economic opportunities for the host countries offered by existing technologies.

Stimule and organize

Develop research and innovation in the field of valorisation of cultural and ecological patrimony,

Organize research on specific ecosystems, environmental and human and sociologic characteristics for new regions of destination

Introduce geopolitical research concerning risk and security of travellers in Mediteranean countries.

Train, experiment and act

Create a network of training centers. Ensure the cooperation between knowledge competences between the members of the network,

Experiment new practices and technical knowledge, and new uses of TIC, including Augmented Reality in the field of archeologic patrimony,

Create a tourism cluster specially oriented in the field of research, observation, experimentation in different countries of Mediterranean countries. This cluster should be in connection with any European and mediteranean clusters in the same field.



Thank you for your attention...