

## Project Partner

### PARALLELI – ISTITUTO MEDITERRANEO DEL NORD-OVEST

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| <p><b>Experience of similar actions, in relation to the role in the implementation of the proposed action</b></p> | <p>From its foundation, one of the Paralleli’s main activities is focused on sustainable tourism. For this purpose has been created a specific working group within the Institute. This group has promoted the creation of TReS (Turismo Responsabile e Sociale) a network whose main aim is to promote national activities and sensitization campaigns at national level in Italy. Within TReS Paralleli participated in a regional project focused on sustainable tourism development in the Mediterranean area. In this framework Paralleli implemented a research on new and alternatives forms of tourism. The project has been financed by the Italian Ministry of Foreign Affairs/MAE.</p> <p>TReS further developed into the EARTH network – European Alliance for Responsible Tourism and Hospitality.</p> <p>Furthermore the Institute is one of the promoters of the initiative “Water&amp;Culture in dialoge” a project that foresees sensitization actions on water issues, cultural tourism and environmental sustainability. Paralleli is one of the founders of RIM network (Réseau des Institutes de la Méditerranée), which includes the Institut de la Méditerranée of Marseille, IEMED of Barcelona, Las Tres Culturas of Sevilla, Istituto Universitario Europeo of Fiesole (Florence) and CESPI of Rome.</p> |
| <p><b>Role and involvement in preparing the proposed action</b></p>                                               | <p>Paralleli has been involved directly from the beginning in preparing the present project. Particularly Paralleli acted to collect information on Phoenicians sites in the Mediterranean area in order to provide the historical background for the elaboration of the initial Concept Note. Furthermore Paralleli co-operated closely with the University of Florence and the Project Coordinator to shape the cities’ network.</p> <p>It helped particularly to shape and write the sections of the Project Proposal dealing with sustainable tourism and the field empowerment: how the audience can feel more connected with the message of the awareness-raising campaign and understand the significance of that message in relation to their life and work.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <p><b>Role and involvement in implementing the proposed action</b></p>                                            | <p>Paralleli is one of the four Partners of MARE NOSTRUM. Due to their specific experience in the field of sustainable tourism and awareness-raising activities, they will be in charge of WP2; therefore they will have a central role in the List and Network the relevant stakeholder in the action’s countries to be contacted and in the Field survey on the Mediterranean port-cities along the Phoenician routes.</p> <p>In addition, they will participate to the Set-up of the action Interdisciplinary Project Team (IPT), to the definition of criteria/elements of research to be undertaken, in cooperation with</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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|                         | <p>USJ/MAJAL, DIRES-University of Florence, to the Data collection, to address the action's key-actors, to train the trainers: the guides and tour operators and to organize the international competitions for students, and will play an active role in the final dissemination of results of MARE NOSTRUM Project (WP7).</p> <p>Paralleli will be anyway involved in the project in several fields. First of all, will organize intercultural activities will collect useful data necessary for the awareness campaigns on heritage-environmental-related issues. Secondly Paralleli will be involved in the research actions. Particularly Paralleli will realize two micro-researches in the field of cultural tourism in the cities of Tyre and Rhodes through in-deep interviews. The research's aim is to understand the actual situation in the sector in order to create a micro-pilot project that will be a good practise for other projects.</p> <p>They will also introduce the different approach of the: "Participated Planning" which has not yet been often used in the southern Mediterranean context: in this way it could stand for a kind of "<i>vademecum</i>" to this kind of approach in the area targeted by MARE NOSTRUM Project.</p> |
| <b>Country</b>          | ITALY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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