

MIRTO Minimizing forest fire risks for tourists

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for Environment

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The team

Coordinating beneficiary

Ambiente Italia, Milano (I)

Associated beneficiaries

CEREN, Valabre (F)

University of Thessalia, Volos (GR)

National Park Arcipelago Toscano (I)

Magnesia Prefecture (GR)

Institute for tourism, Zagreb (HR)

The team

- 4 countries
- 1 private company
- 2 research institutions
- 2 public authorities
- 1 protected area
- 1 national research and consulting institute

The budget

- Totale eligible costs: € 408 750
- EU Co-financement 75%
- Duration: 18 months

Background information

- Mediterranean islands are fire prone areas - High fire risk/danger during summer months
- Tourists may be considered both involuntary causes and victims of fire events
- Tourists are particularly vulnerable and unprepared
- The number of victims among tourists is increasing
- Tourist fluxes to the Mediterranean islands are increasing
- The effectiveness of information campaigns is questioned

The objectives

- Improve tourist preparedness
- Increase public awareness
- Involvement of tourist operators (summer camp managers, ferry companies, municipalities, etc)
- Cooperation between countries with similar problems
- Implement joint communication methodologies

The tasks

- Information need assessment
- Production of video (Film academy/student contest)
- Handbooks
- Implementation of information campaign
- Monitoring and evaluation
- Development of joint methodology

Deliverables

- Video to be broadcasted on ferries connecting Mediterranean islands
- Information material
- Handbooks for summer camp visitors
- Handbooks for holiday house owners
- Website
- Newsletter

Major events

- KOM 17 December 2009 Livorno
- 18 December 2009 Workshop in Livorno:
" Summer tourism – raising public awareness on fire risks"
- 3 Workshops
- Final conference

Thank you