

# CALYPSO: WHAT FUTURE?

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**“What measures could be undertaken to ensure  
a sustainable future for Calypso?”**

Reflexions and contributions to the debate

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Mara Manente, director

(TSG Member - WG “C”)



Università  
Ca' Foscari  
Venezia

“Sustainable future”:

To guarantee in the long run “added value” to the whole system and to each stakeholder involved

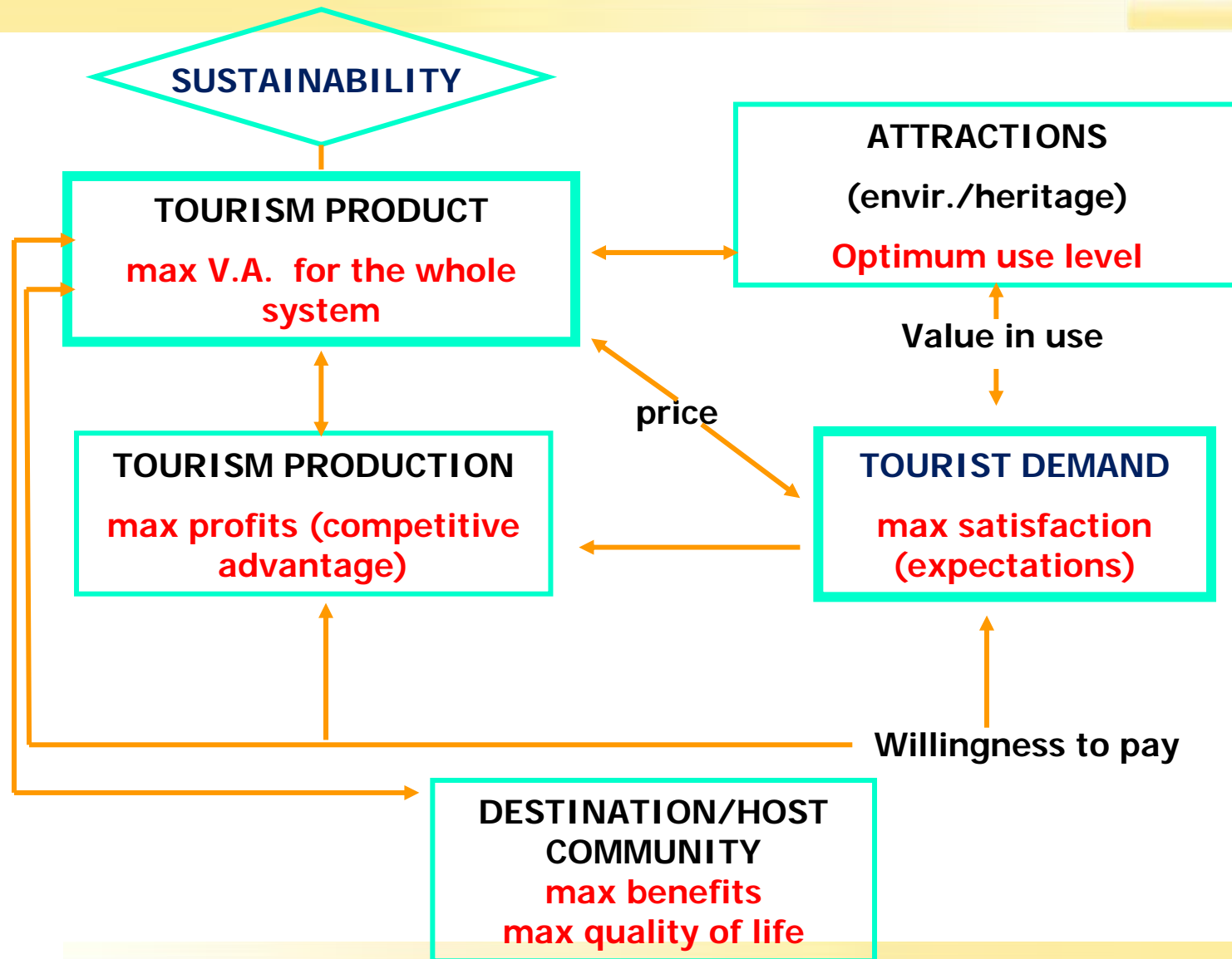


Common objective as for any other initiative !



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... ..

- Tourist demand (specify targets) not “discrimination”
- Tailor-made products not “ghettoes”
- Portfolio diversification not “substitution”



# MEASURES: THE MAIN AREAS

## DEFINE ELIGIBILITY CRITERIA

- DEMAND
- DESTINATION
- SUPPLY

## REMOVE BARRIERS

## DEVELOP THE PRODUCTS

- by typology of destination
- by target group
- by length of stay (incl. short breaks)

**FACILITATE  
AWARENESS  
INFORMATION/  
COMMUNICATION**  
(also through existing  
networks e.g. NECSTOUR..)

**CONNECTING SUPPLY AND  
DEMAND - FACILITATE  
RESERVATION**  
(WEB PORTAL)



- Clear identification of roles and responsibilities
- Monitoring the process – Quality control

## ... Define eligibility criteria ...

### DEMAND:

-Include all the four groups (enabling more people to go on holiday, increase economic benefits and improve social cohesion)

Income

Different threshold according to socio-economic situation in each member state (national poverty threshold, net income, other social benefits, etc.)

Age limits

According to national age limits usually used in member states

-Identify conditions: what are the off-season periods  
-Check motivations / expectations



## ... Define eligibility criteria ...

### DESTINATION

#### -Coherence with targets/motivations/expectations

##### Sustainability

-In principle to privilege non-traditional destinations and those complying with sustainable development (EDEN network, labelled protected areas ..) ... BUT ...  
-... flexible approach ... and priority given to:

##### Accessibility

- Mobility conditions/services (according to the targets): from inter-modality systems to family cards for local public transports ...

##### Infrastructure/ Services/ programmes

(according to the targets)  
-Medical services  
-Sport facilities  
-Cultural and entertainment facilities  
-Activities for children  
-Off-season programmes and events  
-Etc.

-Identify conditions: what are the off-season periods?

# ... Define eligibility criteria ...

## TOURIST SUPPLY

### -Coherence with targets /motivations/expectations and destination perspective

Intermediaries (TO; TA,...)	<p>-In principle to privilege those who are trying to implement sustainable tourism criteria, or have a sustainable reporting system, or some CSR/responsible tourism activity (Kate, ATES, ATR, AITR...) ( WG “C” proposal) ... <b>BUT</b> ...</p> <p>- importance given to packages with specific programmes suitable for the different target groups and to programmes based on labelled service providers</p>
Transport (EU requirements for passengers as prerequisite)	<p>-In principle to privilege sustainable means of transport (flying over 800 km or islands) such as bus or train .... <b>BUT</b> ...</p> <p>-Need to include car since it remains relevant (improvement on eco-compatibility)</p>
Accommodation & catering	<p>-In principle to privilege eco-label or EMAS certification ... <b>BUT</b> ...</p> <p>-Favour SMEs participation: privilege those acting in specific networks/consortia paying attention to local products, fair trade products ...tailor-made services</p>
Entertainment activities	<p>-To privilege local cultural, sport or other off-season programmes /events</p>
Other components of the tourist product	<p>- Improvement of info services</p>

## ... Remove barriers ...

### .. Facilitating holiday participation

#### Income

- Measures to ensure financial means to access to tourism (incentives) – at national level

#### Participation conditions such as

-Socio-cultural obstacles (lack of education, of travel experience, of information, etc)

- Education and Promotion campaigns  
-Improve information at destination level  
- ...

#### Accessibility

-to/from and within the destination  
-to tourism accommodation  
-To tourism facilities, sights and socio-cultural events

-Improve inter-modality  
-Integration of public transport fares and services  
-Improve road/tourist signs  
-...

