

## DJERBA DECLARATION

The Conference on "The Future of Tourism in the Mediterranean",  
convened on 16 and 17 April 2012 in Djerba, Tunisia,

Considering the high level of the presentations of the experts and of the debates of the Conference,

Considering the success of the participation of the Conference, which gathered together more than 400 participants from 32 different countries, 17 official delegations and numerous representatives of the operators of the sector,

Considering the commitment expressed on the floor with regard to tourism development in the Mediterranean by the Head of Government of the host country and the ministers present or represented,

Is gratified by the interest elicited by the future of tourism in the Mediterranean;

Takes note of the concerns expressed regarding the challenges facing Mediterranean tourism, ranging from changes in tourism flows to the sustainability of tourism practices;

Takes note of the insights, recommendations and good practices expressed regarding:

- The diversification of products and tourism accommodations,
- The quality of tourism accommodations,
- The long-term planning of tourism policies,
- The accessibility, especially by air, of tourism destinations,
- The financing of investments,
- Studying the behaviour of tourists,
- Policies and techniques for branding, marketing, promotion and sales in an increasingly competitive environment,
- The complexity of the value chain and the economic models that shape the tourism economy,
- The preservation of the environment, particularly with regard to the urban development of coastal areas and the quality of the waters,

- Travel facilitation policies, through a suitable strategy in the area of visas;

Considers that although the 29 national destinations on the Mediterranean are partly in a situation of competition, cooperation among them would have the effect of maintaining and developing the market share of the Mediterranean at the world level;

Considers that the development of Mediterranean tourism would generate income, create jobs, reduce poverty and contribute to ensuring peace around the Mediterranean;

Expresses the wish that the Conference on Mediterranean Tourism be held at regular intervals;

Calls upon the public authorities, private operators as well as research and training centres to cooperate in order to develop Mediterranean tourism, especially in the following areas:

- Training in tourism occupations, at both the vocational and university levels,
- The establishment of standards or labels, particularly:
  - ✓ In the area of the quality of tourism services and especially of accommodations,
  - ✓ In the area of sustainability, particularly with regard to the urban development on the coastline
- The development of cruise activity,
- Exchanging good practices, especially in the areas of attracting investments, techniques for the financing of infrastructure and visa issuance,
- Conducting studies on market trends;