



Mediterrània
Xàbia
FORUM
DESTINS SOSTENIBLES

Xàbia Mediterranean Forum
For Sustainable Destinations



Dear Friends,

For over half a century, tourism has defined not only our relation with the environment, but also to a large degree, our economic model and our way of relating with each other.

In this time period, tourism has provided many benefits, but it also represents a series of challenges and threats that we must face. We can no longer continue to pass the problem from generation to generation by thinking that something will happen when the time comes. The time is now and we have a shared responsibility with the public authorities, companies, universities, the mass media, the sectors of culture, civil society and evidently, consumers.



Accordingly in Xàbia, we have prepared a **meeting of sustainable Mediterranean destinations** in which we will meet agents from diverse places however with shared strengths, interests and problems. It will be a forum to debate actions for the present and the future, to share information and deliver a clear message: **the success and validity of our model are only guaranteed if we preserve the environmental, cultural and economic values that have brought us here.**

On the other hand, the **Xàbia Mediterranean Forum** has not been planned as an isolated action in time, but as a meeting which should inspire a series of **principles and commitments which shall guide our tourism planning**. Hence, It would be a pleasure if you could join us in October and sign the **Xàbia Letter for Sustainable Mediterranean Tourism** together.

Welcome!

José F. Chulvi Español
Mayor of Xàbia





Xàbia

We are a tourist municipality on the Valencian coast, which over the last 60 years, has based its sustained success on a series of strengths: **the wealth and variety of the landscape and environment, cultural and gastronomic heritage, traditional architectural heritage, activities linked to the natural environment, spaces on a human scale, etc.**, namely all the virtues which have shaped the international prestige of the Mediterranean lifestyle.



In recent years, we have observed with concern that the **lack of regulation**, combined with **over-visiting** during several months of the year and a **questionable urban development inheritance** have endangered the balance of this model.

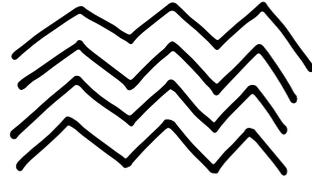
Several residents in Xàbia increasingly perceive tourism as a disturbance and a threat to the natural environment and the cultural heritage. However at the same time, they are the campaigns with the most visitors which facilitate the positive development of the local economy based on the present approach.

Thus, **ensuring the compatibility of the economy, tourism, quality of life, our own culture, coexistence and the conservation of the natural environment are the key to the challenges which we must face in the coming years.**



Mediterrània
Xàbia
FORUM
DESTINS SOSTENIBLES



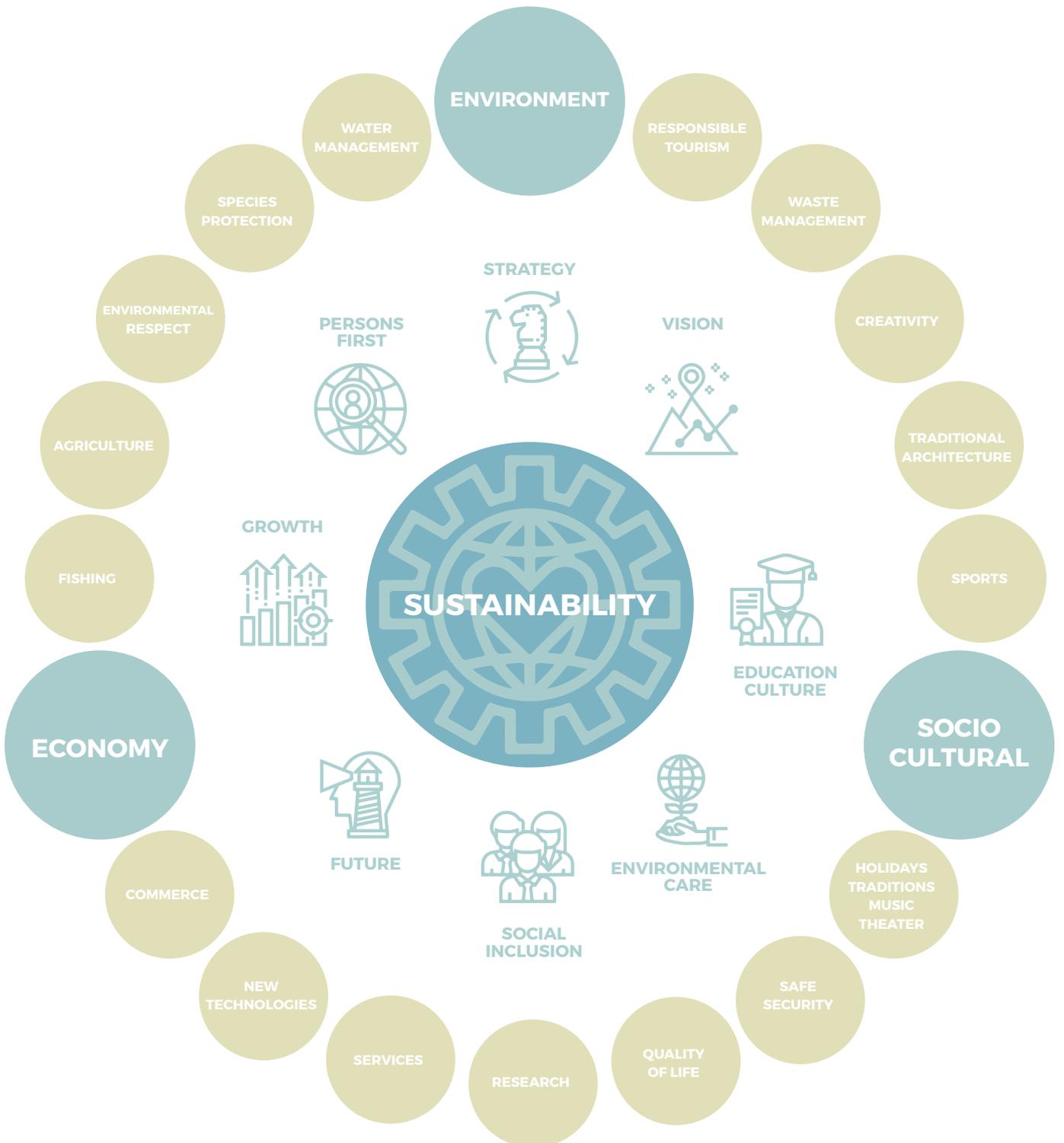


Concept

The Town Council of Xàbia has organized the event: **Xàbia Mediterranean Forum for Sustainable Destinations**. The aim of this initiative is to collaborate and exchange ideas with other Mediterranean destinations and share our common values, which also include the threats which we face in the matters of sustainability (management and conservation of high value natural spaces, cultural impact, over-visiting, economic inequality, coexistence conflicts).

We would like for Xàbia Forum to help us to design and implement our strategies and actions which will **make tourism compatible with safety/security, comfort and sustainability (environmental, sociocultural and economic)**.

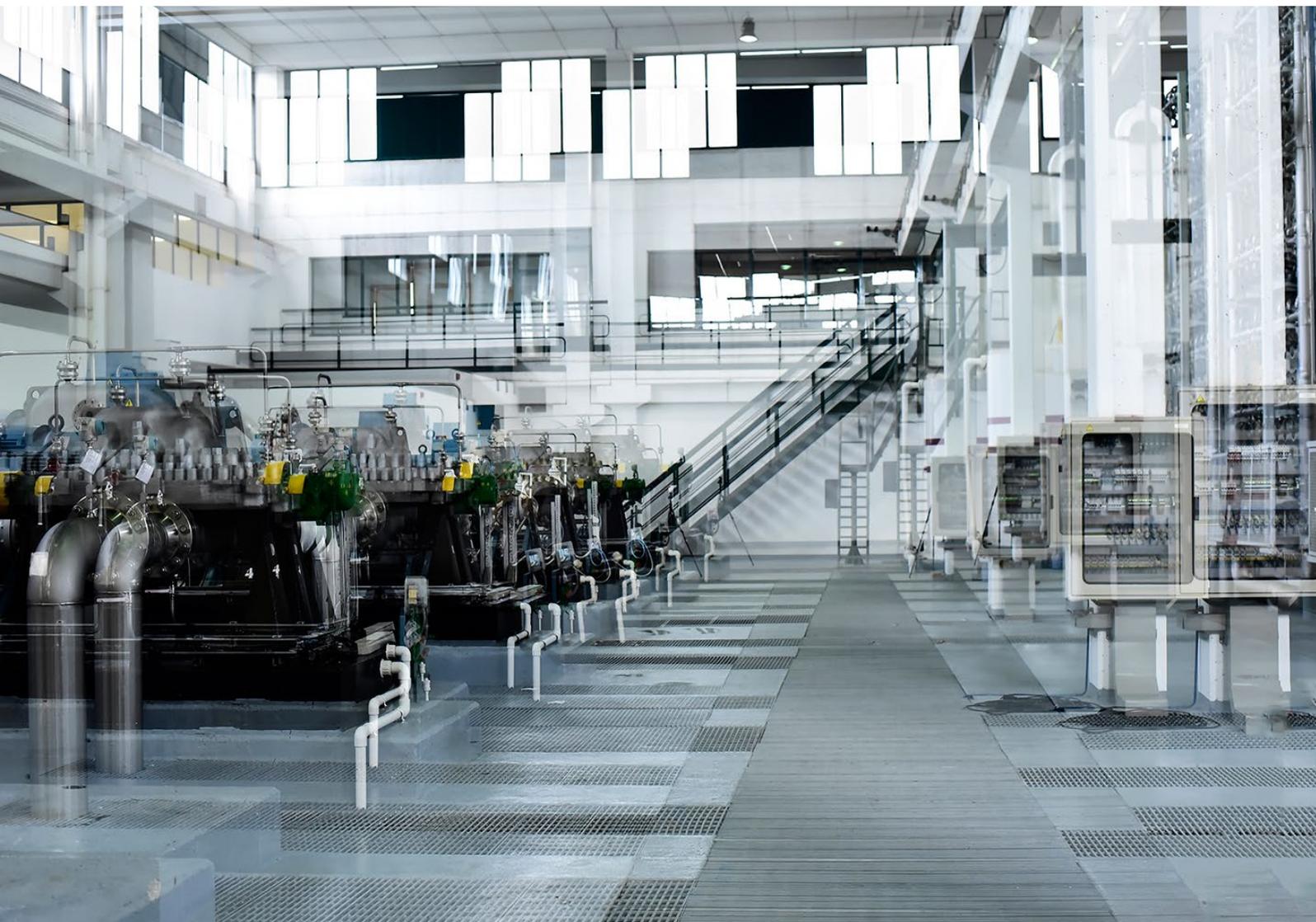




Xàbia Mediterranean Forum has not been planned as an isolated initiative but as a shared activity with continuity in time and the consolidation of the relations between the different agents, as well as their alliance in common strategies which are its main value.

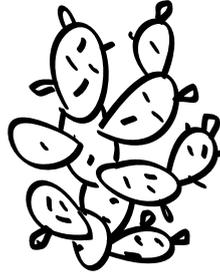
The conclusions of the Xàbia Mediterranean Forum should not exclusively be applied in our municipality, because **the vocation of this meeting is global.** This initiative only makes sense if it is useful for all the participants. If it generates real improvements for the Mediterranean region.

The profiles selected for this first edition are politicians, technicians, cultural, business, academic and association representatives from our territory.



An underwater photograph showing several divers in a blue, clear sea. Bubbles rise from the divers, creating a dynamic pattern against the blue background. On the left, a rocky reef is covered in green algae and white shells. The overall scene is serene and captures the beauty of marine life.

Mediterrània
Xàbia
FORUM
DESTINS SOSTENIBLES



Development

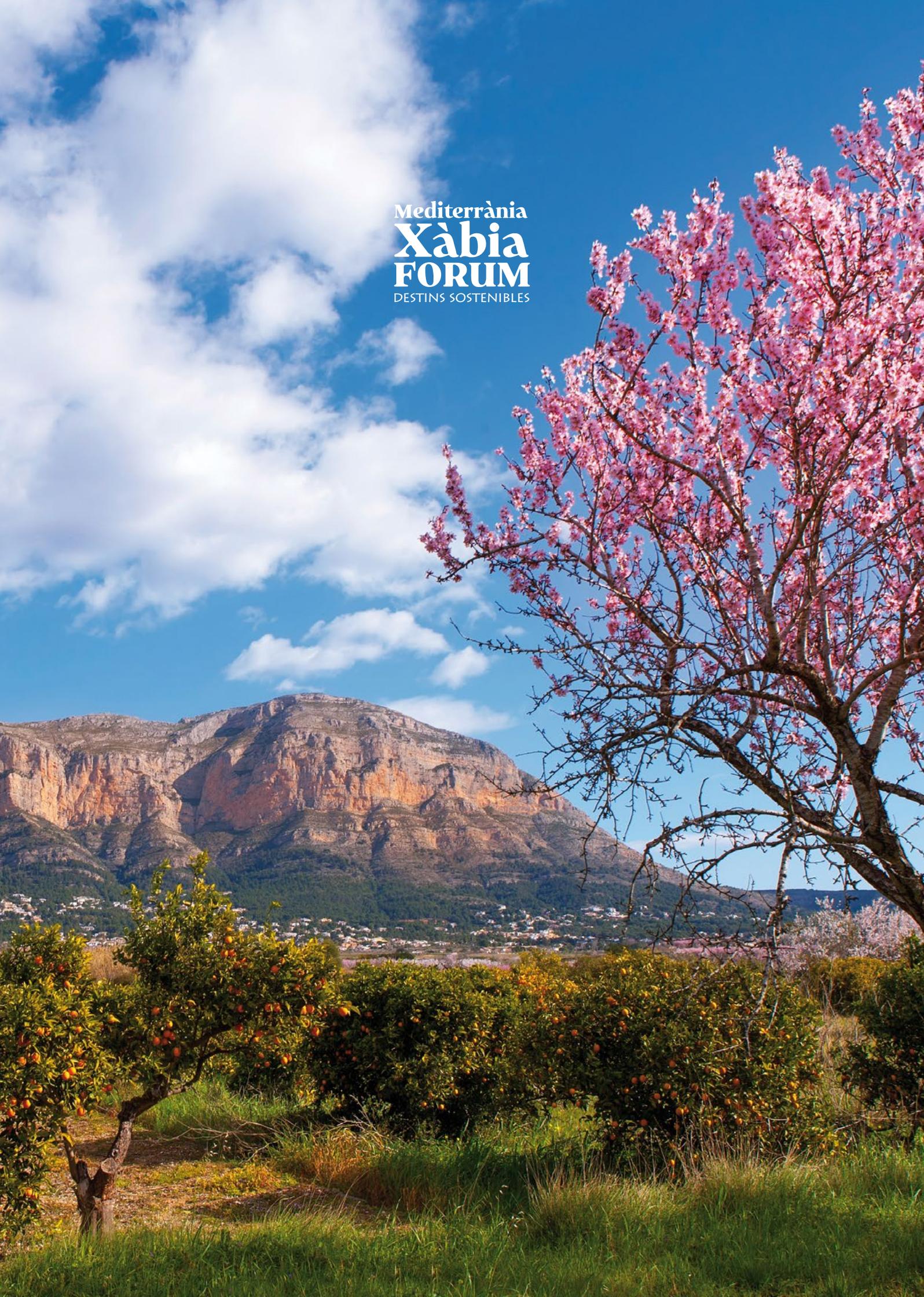
The workdays have been arranged into lectures and round tables open to all the participants.

The workdays shall be combined with volunteer activities to discover the environment as part of the tourism offer related to the values of the Xàbia Mediterranean Forum.

The conclusions of the round table meetings will be available to all the participants. They can also be queried in Internet at the web page: **www.mediterranioxabiaforum.es**. In this web page, all the actions and campaigns shall be previously communicated which we have carried out in the matter of sustainable tourism management as well as the related documentation, thematic issues and confirmed speakers.

At www.mediterranioxabiaforum.es, a citizen participation space will be enabled and another space to share the news and actions of our members.

Mediterrània
Xàbia
FORUM
DESTINS SOSTENIBLES



Dates

It shall be celebrated on the 26th and 27th of October 2017.

Location

National Tourism Parador Hotel of Xàbia.

Contact

alcaldia@ajxabia.org - Mayor's Office
96 579 05 00 // Extension 3119 and 3118

xabia_gestion@gva.es - Tourism
96 579 05 00 // Extension 2203

Organized by

Town Council of Xàbia and Valencian Regional Government



Collaborators





Mediterrània
Xàbia
FORUM
DESTINS SOSTENIBLES

