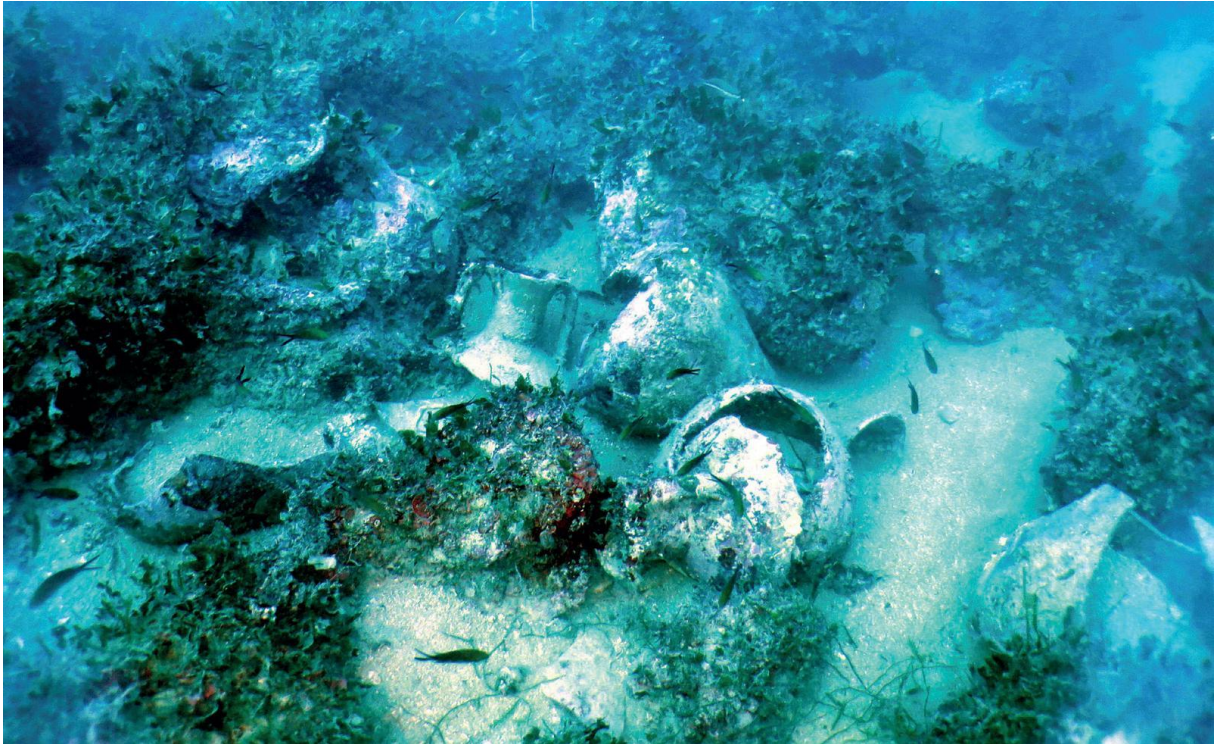

SEA NATURE SICILY (MARE NATURA SICILIA)

The goal was to place the Sicilian territory on the segment of the maritime tourism market related to the travel motivation “nature” in the specific sense of “nature and active tourism”, related to marine and undersea elements, through targeted actions of diversifying tourism demand over time and space.’

The following goals have been achieved:

- The increase of the flow of national and international visitors for travel motivations related to “nature” and sea and support the de-seasonalization;
- to develop the regional and interregional tourism offer for this target in a specialized product logic, safeguarding and enhancing the heritage of rarity and uniqueness of the environment and the land and underwater landscape;
- to create and expand the network system of the tourism offer specialized on the needs expressed by the segment and the target audience;
- to improve the quality of the tourist offer and the implementation of the production chain;
- to promote the collaboration between the public and private sectors;
- to design and implement targeted tourism proposals that can be effectively spent on the market, such as: underwater itineraries, fishing tourism, sustainable and responsible boat charter.

Digital guides produced to provide information on cultural, historical, archaeological, naturalistic heritage, as georeferenced itineraries. "Diving and nautical itineraries" include the registered dive points. Thematic itineraries comprise sea and nature, history, and archaeology.



Wreck of the Amphoras site near Noto in Sicily, Italy – one of the possible sites that can be visited, thanks to the “Mare Natura Sicila” project³¹

Information:

<http://www.marenaturasicilia.it/en/>

³¹ <http://www.marenaturasicilia.it/en/scuba.cfm?id=2747>