



# e-MTA

EURO-MEDITERRANEAN  
TOURISM AND WATER CAMPUS

## EXECUTIVE SUMMARY

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EURO-MEDITERRANEAN  
TOURISM AND WATER CAMPUS

## PRESENTATION

The **Euro-Mediterranean Tourism and Water Campus (e-MTA Campus)** project of the University of the Balearic Islands, the University of Girona, the Spanish National Research Council (CSIC) and the Catalan Institute for Water Research is an improved and enhanced version of the proposal for the project entitled “The Pyrenees-Mediterranean International Campus: Tourism Sustainability, Water and Advanced Research”, which was submitted to the International Excellence Campus 2010 call and proceeded directly to the second assessment stage for the current 2011 call.

The improvements include the inclusion of a new core member, the **Catalan Institute for Water Research (ICRA)**, the approach focused on **Tourism and Water as strategic fields**, the definition of **innovation ecosystems** as mechanisms for collaboration between players, the reinforcement of **employability** in numerous actions, new leading organisations in their sector joining the project -such as Agbar (ADN-CETaqua), the Universitat Politècnica de Catalunya. BarcelonaTech (UPC) and Microsoft-, an agreement with the Max Planck Society to set up an international institute in the field of physics of complex systems, the creation of the Agro-Environmental and Water Economy Research Institute (INAGEA), and the incorporation and development of the **PRES-PM Cross-Border Group** (designing the strategic plan, incorporation of the legal institution, determining the location for the headquarters, signing up the consortium agreement and by-laws).

## VISION

The conversion of the Balearic Islands and Girona axis into an international reference for **innovation in tourism sustainability and water management**, extended by means of the Pyrenees-Mediterranean Cross-Border Research and Higher Education Group (PRES-PM), and making it a connection hub for large-scale scientific collaboration in the pre-existing fields of excellence.

## MISSION

Tourism and Water are the **strategic fields** on which the innovating efforts of the **e-MTA Campus** are focused, whose **mission is tackling global challenges related to Tourism and Water**.

# e-MTA

EURO-MEDITERRANEAN  
TOURISM AND WATER CAMPUS

WE INNOVATE TO TACKLE  
THE GLOBAL CHALLENGES  
IN **TOURISM** AND **WATER**

## CAMPUS MODEL

**Innovation ecosystems** have naturally sprung up around these Tourism and Water related fields, where various priority topics have been pinpointed in which the campus will increase its involvement. The most outstanding ones are the following:

- **Cultural Tourism and Heritage**
- **Tourism-ICT**
- **Regeneration of Tourist Areas**
- **Environmental and Energy Technologies**
- **Continental Waters**
- **Coastal Systems**
- **Media-ICT**
- **Health-ICT**
- **Nutrition and Health**

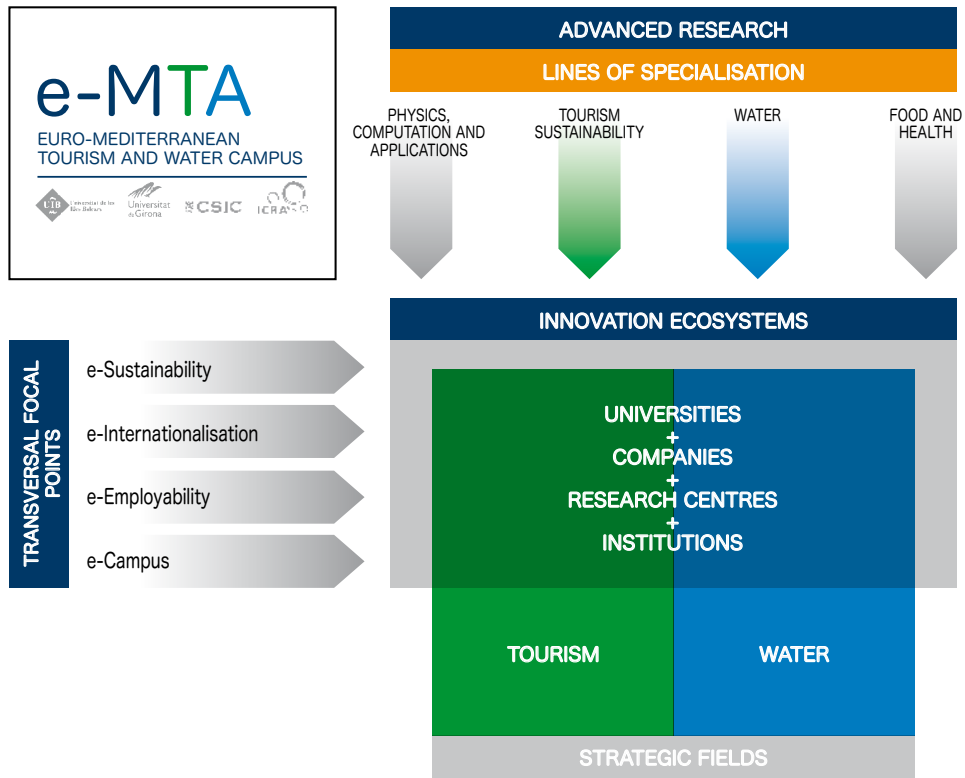
From the point of view of research of excellence, these ecosystems and topics are based on **4 lines of specialisation of the e-MTA Campus:**

- **Tourism Sustainability** (LST)
- **Water** (LH<sub>2</sub>O)
- **Physics, Computation and Applications** (LFCA)
- **Food and Health** (LAS)

To these lines, the following **transversal focal** points are added:

- **e-Sustainability**
- **e-Internationalisation**
- **e-Employability**
- **e-Campus**

The figure below shows the **e-MTA Campus** model:



**e-MTA**  
EURO-MEDITERRANEAN  
TOURISM AND WATER CAMPUS

WE DEVELOP ADVANCED RESEARCH  
TO MAKE **TOURISM** AND **WATER** FLOWS  
OF EXCELLENCE

## STRENGTHS

Within this International Campus of Excellence model, the UIB, the UdG, the CSIC and the ICRA, along with institutions, companies and other social and economic players, become driving forces for the development of their regions, promoting and supporting training, innovation, research and transfer of knowledge within the scope of a sustainable economic model. This structure of the **e-MTA Campus** gains solidity and credibility thanks to the excellence of the elements and players involved. As an example, we can highlight the following:

- **Teaching:** Courses offered in the lines of specialisation: 23 degrees, 32 master's degrees, 14 PhDs (10 with the Spanish quality award); 4 degrees and 7 master's degrees taught in English; coordination of the only Erasmus Mundus master's degree in the field of tourism: The "European Master in Tourism Management"; The Degree in Tourism is offered in 9 different

centres throughout the whole Campus (The Faculties of Tourism at the UdG and UIB, as well as 7 other affiliated centres in Ibiza and Barcelona); Vocational Training: The national centre of reference for Vocational Training in Tourism, and the largest vocational training centre in Catalonia, the IES of Montilivi, located on the Montilivi Campus of the UdG; The Degree in Tourism: TedQual certification by the World Tourism Organisation (UNWTO).

- **Research:** UIB and UdG are consistently among the top ten Spanish universities in different indicators featured in research rankings of a total of 51 Spanish public universities. In the Ibero-American Ranking SCIR 2011 (SCIImago Report), they come in the 2nd and 6th place, respectively, for International Collaboration, the 2nd and 10th for Scientific Quality and the 7th and 8th for the percentage of publications in the first quartile. The CSIC is the third largest European research institution and has 135 research centres, three of which take part in the e-MTA Campus. The ICRA gathers 41 researchers whose research output in 2010 was about one hundred SCI articles (70% in the first quartile). It currently has 28 projects on research, transfer and human resources, 5 of which are European projects.
- **Knowledge and Technology Transfer:** 33 spin-off companies have been set up and 59 patents granted (25 of them licensed). 11 UdG science and technology groups are TECNIO accredited by the Regional Government of Catalonia due to the capacity and quality of their transfer work. 30.5% of Spanish pharmaceuticals in the pre-clinical phase come from the Balearic Islands and 18.2% of biotech companies in the pre-clinical field have their headquarters also in the Balearic Islands.

## INTERNATIONALISATION

The **e-MTA Campus** will not only act locally and regionally. It also intends to achieve and consolidate an **international dimension** in teaching, research and knowledge transfer by setting up a network of relationships with universities, research centres and institutions in the Mediterranean region, Europe and throughout the world. We should highlight the progress made from a cross-border standpoint. Such progress is due to the Pyrenees-Mediterranean Cross-Border Research and Higher Education Group, **PRES-PM**, the alliances at a European level with the **Max-Planck** Society in Germany, the **Eurotowns** University network, and the international bridges created with Latin America through the **CINDA and Orión networks**.

## ASSOCIATES

In the section of associate members, as far as **companies are concerned**, we should highlight **Agbar** (ADN-CETAqua) in the water sector, and **Sol Meliá, Riu, Barceló, TurisTEC** and **Microsoft** in the Tourism sector. Regarding **organisations and institutions**, the **Catalan Wa-**

ter Agency, the **Costa Brava Consortium**, the **Spanish Water Technological Platform**, the **Coastal Observation System of the Balearic Islands (ICTS)**, the Centre of Research, Development and Innovation in Tourism **CIDTUR**, the **Landscape Observatory of Catalonia**, the **Agrarian and Territorial Foundation**, the **Spanish Oceanographic Institute**, the **Spanish Agrarian and Food Research and Technology Institute**, the **Centre of New Food Processes and Technologies** and the **Palma Beach Consortium**, a National pilot project, in the tourism field. **PCiT-UdG** and **ParcBit** are included in the section of **Science and Technology Parks**, which are key instruments and levers for transferring technology and knowledge to industry. The **Universitat Politècnica de Catalunya BarcelonaTech** should also be mentioned as an associate member university, contributing supplementary features to water engineering and technology, along with the universities in the **PRES-PM**: the Perpignan Via Domitia University and the Pierre et Marie Curie (Paris VI) University.

## STRATEGIC OBJECTIVES AND ACTIONS

The strategic goals that the **e-MTA Campus** wants to achieve from a transversal standpoint are as follows:

- **e-Sustainability**

To respond to local and global **challenges** in **tourism development and sustainability** and **water management** and ensure that, in the future, both sectors will continue to be drivers for growth, generation and spreading of wealth, bringing about new opportunities.

- **e-Internationalisation**

To consolidate the Campus' **international scope** in teaching, research and knowledge transfer in its four Lines of Specialisation.

- **e-Employability**

To increase possibilities for creating **jobs** in the economic sectors related to services and to the new technologies of tourism and water.

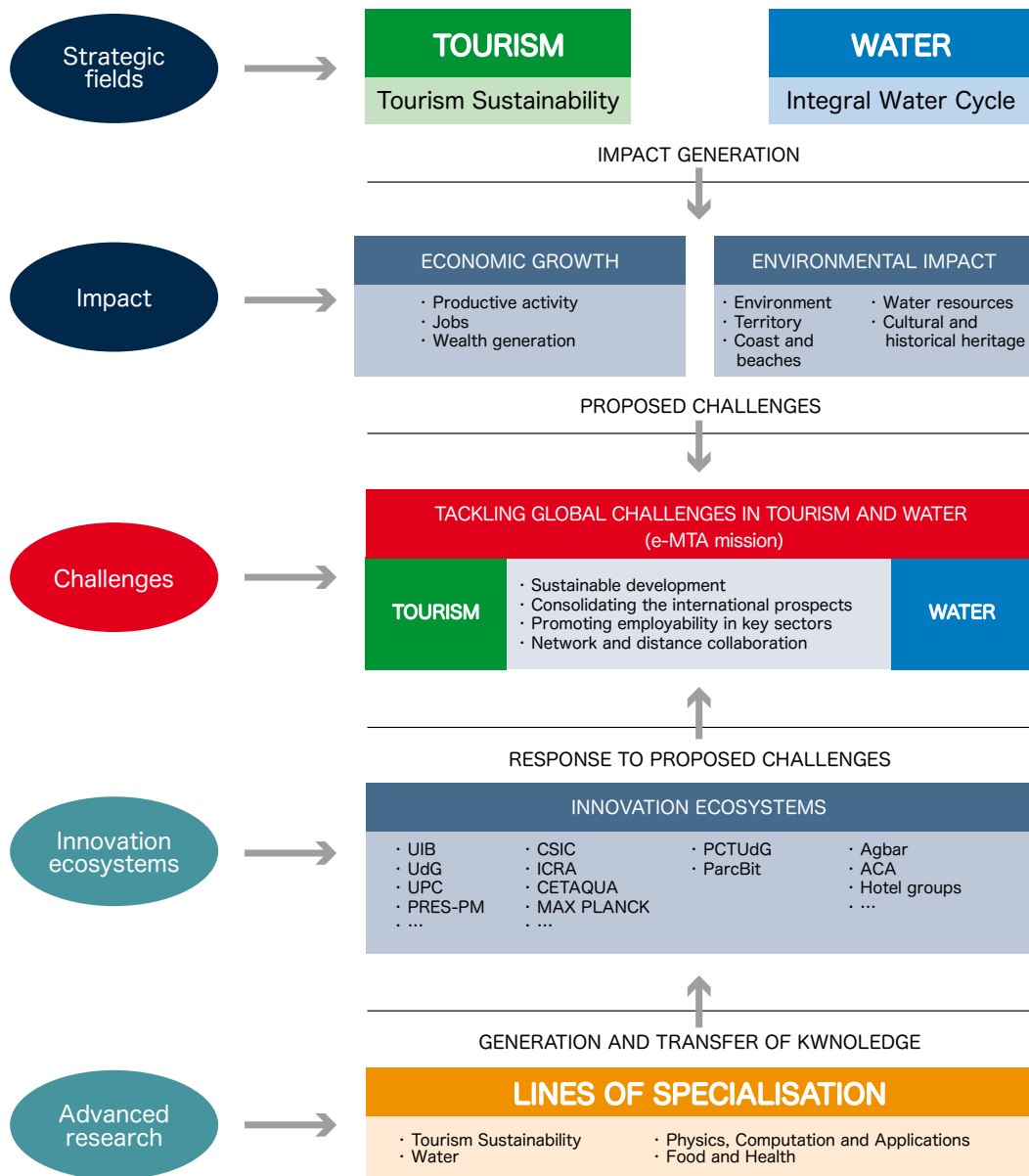
- **e-Campus**

To enable **networking** among those players in the region that are to respond to the challenges posed.

In order to achieve these goals and the resulting excellence of the **e-MTA Campus**, an action plan has been designed consisting of the **35 actions** explained in the report.

# SUMMARY

The figure below briefly summarises the foregoing, showing the main aspects that justify and define the **e-MTA Campus project**:



Project web:  
<http://www.e-mta.eu>