



# MED Sustainable Tourism Community

Enhancing a sustainable coastal and maritime tourism  
Featured by BleuTourMed\_C3

Project co-financed by the European  
Regional Development Fund



## MED Sustainable Tourism Community

The tourism sector is amongst the highest income generators in the Mediterranean. Leisure related activities make tourism a leading economic sector in terms of gross value added and employment. Tourism contributes directly to regional economies with sectoral synergies and strong multiplying effects. Despite its economic and social importance, tourism development is exerting undue pressures on natural and built environment. These pressures may threaten the quality of life of local populations, degrade the tourism assets and, by consequence, affect negatively future tourism developments.

Exploiting the full potential of tourism requires an innovative approach and sustainable basis. Therefore, effective strategies and targeted integrated actions should be developed and implemented across the Mediterranean region. With this common objective, 17 Modular Projects (MPs) are implemented under the Interreg Med Sustainable Tourism Community. They respond to the Programme's priority axis 3 "Natural & Cultural resources - Protecting and promoting Mediterranean natural and cultural resources" and to the specific objective 3.1 "To enhance sustainable the development policies for more efficient valorization of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area". Their aim is to study, test and capitalise innovative instruments and actions towards the enhancement of tourism sustainability in the Mediterranean.

*The MED Sustainable Tourism Community is featured by BleuTourMed\_C3 Project, a three-year Horizontal Project financed by the ERDF within the Interreg MED Programme whose aim is to facilitate the knowledge sharing and the capitalisation of results of the 17 Modular Projects presented in this document.*

### Our Community of projects

**ALTER ECO** (Alternative tourist strategy to enhance the local sustainable development of tourism by promoting Mediterranean identity), **BLUEISLANDS** (Seasonal variation of waste as effect of tourism), **BLUEMED** (Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean), **CASTWATER** (Coastal areas sustainable tourism water management in the Mediterranean), **COASTING** (Coastal INtegrated Governance for Sustainable Tourism), **CO-EVOLVE** (Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism), **CONSUME-LESS** (Consume Less in Mediterranean Touristic Communities), **DestiMED** (Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas), **EMbleMatIC** (Emblematic Mediterranean Mountains as Coastal destinations of excellence), **HERIT-DATA** (Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data), **INHERIT** (Sustainable Tourism Strategies to Conserve and Valorise the Mediterranean Coastal and Maritime Natural Heritage), **MEDCYCLETOUR** (MEDiterranean Cycle route for sustainable coastal TOURism), **MEDFEST** (MED Culinary heritage experiences: how to create sustainable tourist destinations), **MITOMED+** (Models of Integrated Tourism in the MEDiterranean Plus), **ShapeTourism** (New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability), **SIROCCO** (Sustainable InterRegional cOastal & Cruise maritime tourism through Cooperation and joint planning), **TOURISMED** (Pêche Tourisme pour un développement durable dans la région méditerranéenne).

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 [bleutourmed@gmail.com](mailto:bleutourmed@gmail.com)

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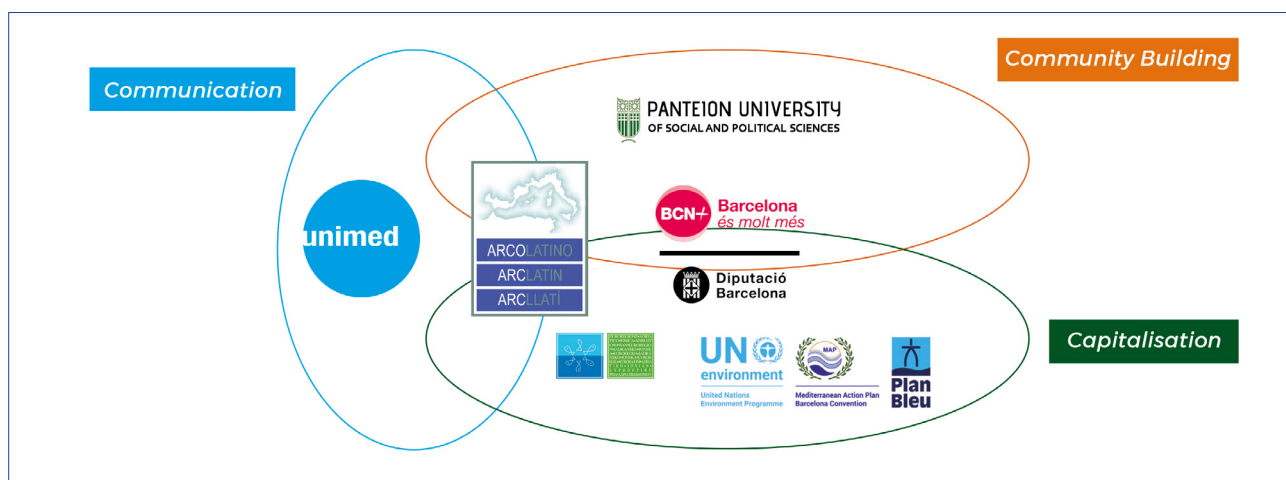
 Interreg MED Sustainable  
Tourism Community

 BleuTourMed Interreg MED

## A community featured by BleuTourMed\_C3

The MED Sustainable Tourism Community is featured by BleuTourMed\_C3 Project, a three-year Horizontal Project financed by the ERDF within the Interreg MED Programme whose aim is to facilitate the knowledge sharing and the capitalisation of results of the 17 Modular Projects of this MED Community.

The project is implemented under the collaboration of six partners and is based on three main structural pillars.



### Community building (CB)

Led by Panteion University, CB aims at keeping the community active, synthesizing and harmonising the results of the MPs towards Capitalisation. By acknowledging the different approaches of MPs towards Tourism Sustainability, CB's major task is to organise their outputs and extract their added value for achieving the aims of the 3.1 community. This is achieved by identifying possible common thematic objectives, synergies on methods and tools and common spatial context.

### Communication (COM)

Under the leadership of UNIMED and the Permanent Secretariat of Arco Latino, COM will accompany the community building and capitalisation activities with the aim of driving an external flow of information, outputs and results of the community on sustainable tourism to the Med Programme and other horizontal projects, the main EU and Mediterranean target groups as well as the general public.

### Capitalisation (CAP)

Capitalisation activities aim at transferring results delivered by MPs to a variety of target groups, European and Mediterranean stakeholders, in order to mainstream project results and policy messages. The project will develop two main channels of capitalisation: a) at the MED Programme level, in order to ensure synergies in terms of different axes of the Programme, and b) at EU and Mediterranean level, in order to target specific institutions and stakeholders, creating synergies with other EU programmes and initiatives.

Project co-financed by the European Regional Development Fund

## ALTER ECO

Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity

The Mediterranean is under threat due to the inappropriate practice and development associated with mass tourism. Therefore, areas of high tourist attraction in coastal cities are reaching their limit on carrying capacity, with a direct impact not only on the urban environment but also on key elements that define MED Culture. In this context, ALTER ECO enhances the local sustainable development of tourism by promoting Mediterranean Identity through the implementation of alternative tourist strategies in 6 pilots co-designed and implemented by public and private stakeholders.

**Key Words** *Mediterranean Identity, alternative tourist strategies, sustainable tourism*

- Key Deliverables**
- Pilot activities in 4 cities and 2 regions to test alternative tourism strategies to reduce and better manage the impact of tourism activities on the environment by promoting Mediterranean Identity
  - Model for implementation of innovative tourism strategies
  - International learning Portfolio backed by Good Practices Database
  - Proposals-Recommendations for application of the Model in the Med Area

**Lead Partner** Comunidad Valenciana Region: Valencian Institute Of Building Foundation (ES)

**Partnership** Aristotle University of Thessaloniki – Special Account for Research Funds (EL), City Of Dubrovnik (HR), Ca' Foscari University of Venice (IT), Larnaca-Famagusta Districts Development Agency (CY), The European City of Culture, Tourism and Development (FR), Malaga City Council (ES), Municipality of Genoa (IT), Observatory on Tourism in the European Islands (IT), South Aegean Region (EL)

**Module** Testing

**Duration** 30 months\_ September 2016 – February 2019

**Website** <https://alter-eco.interreg-med.eu/>



## BLUEISLANDS

### Seasonal variation of waste as effect of tourism

BLUEISLANDS Project brings together 14 partners from 8 countries in a systematic effort to properly identify, address and mitigate the effects of the seasonal variation of waste generation on MED islands as an effect of tourism. The quantity and composition of waste generated over a twelve-month period on nine MED islands will be measured and the correlation between the quantified waste generated and both the number of tourists and the presence of litter in the coastal environment will be examined.

**Key Words** *islands, waste management, sustainable tourism*

- Key Deliverables**
- Monitor the generation and assess the composition of waste,/ quantifying its seasonal variation as a direct effect of tourism
  - Deploy pilot mobile Reverse Vending Recycling Center and evaluate its usefulness
  - Develop common guidelines for local and regional strategies to support new waste management plans effectively dealing with seasonal variation in waste generation
  - Online tool for decision makers responsible for waste management and the seasonal variation of waste generation

**Lead Partner** Ministry of Agriculture, Rural Development and Environment (CY)

**Partnership** Rhodes Municipality (EL), Association of Cities and Regions for Recycling and Sustainable Resource Management (BE), Autonomous University of Barcelona (ES), Council of Mallorca Environment Department (ES), EA Eco-Entreprises (FR), Municipality of Mykonos (EL), Network of the Insular CCI of the European Union (EL), National Inter-University Consortium for Marine Sciences (IT), Primorje and Gorski Kotar County (HR), Sardinia Region - Department for Tourism, Handicraft and Commerce (IT), Region of Crete (EL), Taormina Etna Consortium (IT), Wasteserv Malta Ltd. (MT)

**Module** Studying&Testing

**Duration** 36 months\_September 2016 - August 2019

**Website** <https://blueislands.interreg-med.eu/>

## BLUEMED

Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean

The project studies and tests the combination of Underwater Museums, Diving Parks and Knowledge Awareness Centres, in 4 MED coastal regions. The project pursues cooperation with national/local authorities and societies, following principles for sustainable and responsible tourism development and blue growth. Additionally, BLUEMED promotes best practices in protecting natural and cultural resources in MED, enhancing their attractiveness as poles of economic growth for local societies.

**Key Words** *tourism (underwater museums, diving parks and knowledge awareness centers), underwater cultural heritage, blue growth in coastal areas*

- Key Deliverables**
- Consolidated instrument (i.e. reports in terms of Best Practices, Action Plans, Policy Recommendations, ) to enhance the development of sustainable and responsible tourism in BLUEMED pilot sites
  - Preparatory, deployment and testing activities in pilot sites
  - Roadmap on deploying transferable BLUEMED results and operating KACs in other MED regions
  - Plan for the restoration/conservation and protection activities required to preserve the underwater museums in the pilot sites and protect sensitive marine areas

**Lead Partner** Regional Development Fund - Region of Thessaly (EL)

**Partnership** Atlantis Consulting Sa (EL), Dubrovnik Neretva Regional Development Agency DUNEА (HR), Foundation University Enterprise of The Region of Murcia (ES), Ministry of Cultural Heritage and Activities and Tourism of Italy (IT), Ministry of Culture and Sports of Greece - Ephorate of Underwater Antiquities (EL), University of Cyprus (CY), University of Zagreb - Faculty of Electrical Engineering and Computing (HR), University of Calabria (IT), University of Patras (EL)

**Module** Studying&Testing

**Duration** 36 months\_ September 2016 – August 2019

**Website** <https://bluemed.interreg-med.eu/>

## CASTWATER

Coastal areas sustainable tourism water management in the Mediterranean

To support sustainable tourism policies & practices on water efficiency in coastal areas. The transnational challenge is to reduce the impact of tourism activities on environmental & cultural heritage and to improve management of the increased pressure on water resources.

**Key Words** *sustainable management of natural resources, tourism, water management*

- Key Deliverables**
- Water sustainability indicators & evaluation criteria to measure the tourism sector performance in water efficiency
  - Online tool for SMEs to monitor, compare and self-assess their water efficiency status and for public authorities to identify trends, patterns, and assess the overall situation of their territories
  - Learning & knowledge resources and local workshops for public authorities staff on sustainable tourism water management
  - Transferability plans for public authorities to support the policy integration of the sustainable tourism water management approach into policies and measures, and for enterprises to integrate best practices in their day to day operations

**Lead Partner** Municipality of Rethymno (EL)

**Partnership** Departmental Council of Hérault (FR), Institute of Agriculture and Tourism (HR), Euromediterranean Water Institute Foundation (ES), Emilia Romagna Region (IT), InnDEA - Foundation of the Valencian Community to promote strategic urban development and innovation (ES), Malta Regional Development and Dialogue Foundation (MT), Veneto Region (IT), Sustainable Energy and Water Conservation Unit (MT), University of Patras (EL), Water Board of Lemesos (CY)

**Module** Studying&Testing

**Duration** 36 months\_September 2016 - August 2019

**Website** <https://castwater.interreg-med.eu/>



## COASTING

### Coastal INtegrated Governance for Sustainable Tourism

COASTING is a capitalisation project based on the ICZM principles application, aiming at enhancing the effectiveness of a multilevel governance tool like Coast Contract, fully framing coastal management and tourism sustainability issues.

The transnational partnership of the project will activate synergies and cooperation to share specific solutions for an integrated and responsible management of coastal areas, particularly invested by tourism criticalities.

**Key Words** *Coastal management and maritime issues*

**Key Deliverables**

- Good practices collection. MED Coast observatory
- Strategies for Coast Contract application
- MoU on Coastal Governance

**Lead Partner** Andalusian Federation of Towns and Provinces (ES)

**Partnership** Lazio Region - Regional Directorate for Territory, Urban Planning and Mobility (IT), Gozo Development Agency (MT), Sapienza University of Rome (IT), Aix Marseille Provence Metropolis (FR), Dubrovnik Neretva Regional Development Agency DUNEA (HR), Region of Epirus - Regional Unit of Thesprotia (EL), Municipality of Saranda (AL), Sicilian Region - Department of Cultural Heritage and of Sicilian Identity (IT)

**Module** Capitalising

**Duration** 18 months\_ February 2018 - July 2019

**Website** <https://coasting.interreg-med.eu/>

## CO-EVOLVE

Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism

CO-EVOLVE aims at analysing and promoting the co-evolution of human activities and natural systems in touristic coastal areas, allowing sustainable development of touristic activities based on the principles of ICZM/MSP. CO-EVOLVE couples a presently unavailable analysis at MED scale of threats and enabling factors for sustainable tourism with local studies on representative Pilot Areas, to demonstrate through pilot actions the feasibility and effectiveness of a ICZM/MSP-based planning process. The coherence and cross-fertilisation between the two analysis should produce wide and long-lasting results.

**Key Words** *sustainable coastal and maritime tourism, threats and enabling factors, integrated planning and management*

**Key Deliverables**

- Tourism sustainability toolkit and analysis
- Development of tourism oriented action plans and evaluation of their benefits
- Action implemented for developing sustainable tourism in the pilot areas
- Transferability plan at Mediterranean scale

**Lead Partner** Region of East Macedonia and Thrace (EL)

**Partnership** Conference of peripheral maritime regions of Europe (FR), National Research Council - Institute of Marine Sciences (IT), Department of Herault (FR), Dubrovnik Neretva Regional Development Agency DUNEA (HR), Emilia-Romagna Region (IT), Fundación Instituto Portuario de Estudios y Cooperación de la Comunidad Valenciana (ES), Iuav University of Venice (IT), Po Delta Park Veneto Region Authority (IT), Priority Actions Programme Regional Activity Centre (HR), Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (HR), University of Thessaly (EL)

**Module** Studying&Testing

**Duration** 36 months\_September 2016 - August 2019

**Website** <https://co-evolve.interreg-med.eu/>

## CONSUME-LESS

### Consume Less in Mediterranean Touristic Communities

The Consume-less project speaks to the traveller who wants to discover the beautiful Mediterranean coasts, whilst helping the locals keep them intact for the future. Consume-less specifically aims to reduce energy, water use and waste. The model can easily be replicated in other regions that want to make their territories more sustainable. The Consume-less tourism model and the ConsumelessMed branding guideline will support this process. They first need to set up a managing board for the label at local level. It's important in order to better manage the adherence, to promote and to monitor the territorial "ConsumelessMed" brand. They will then be enacting the application of the label in synergy with the economic operators of the tourism sector.

The communication and marketing strategy of the ConsumelessMed brand will thus allow to: Discover the ConsumelessMed destinations; Meet the real people living there and read their stories; Visit the map and choose the ConsumelessMed facilities and Enlarge the network.

**Key Words** *sustainable tourism, resource efficiency, "storytelling", "environmental protection", "Mediterranean", "tourism branding", "marketing strategy", "workation", "consumeless", "sustainability"*

- Key Deliverables**
- Consume-less tourism model for public actors
  - ConsumelessMed branding guideline for tourism facilities
  - ConsumelessMed platform for promoting the brand at international level
  - Communication and marketing strategy
  - Demonstrative measures for reducing the use of resources and the production of waste in the Consume-less destinations
  - Policy Paper capitalizing the Consume-less tourism model

**Lead Partner** The Energy and Water Agency (MT)

**Partnership** Ambiente Italia srl (IT), Malaga County Council Urban Waste Consortium (ES), EuroMediterranean Center for the sustainable development (IT), Provincial Government of Malaga (ES), EGTC Efxini Poli - SolidarCity Network (EL), Ministry for Gozo (MT), Municipality of Naxos and Small Cyclades Islands (EL), Saranda Municipality (AL), Sicilian Region (IT)

**Module** Testing&Capitalising

**Duration** 36 months\_November 2016 - October 2019

**Website** <https://consume-less.interreg-med.eu/>

## DestiMED

Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas

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DestiMED provides a governance system for ecotourism in protected areas, e.g. constituted through a destination management organisation (DMO). Such DMO could harmonize quality standards and tools to monitor compliance, propose attractive ecotourism offers promoted through a lasting brand. Firstly, it will further develop and test standards, offers and monitoring tools - forming the quality scheme of a future DMO. The offers and tools developed will subsequently be tested in pilot actions involving local actors as well as the local community.

**Key Words** *sustainability, ecotourism, monitoring*

- Key Deliverables**
- Mediterranean ecotourism destinations standards
  - Monitoring system to assess the level of sustainability of tourism offer at Park level
  - DestiMED Ecotourism products
  - Guidelines for the design of ecotourism management plans for Mediterranean PAs

**Lead Partner** Regione Lazio (IT)

**Partnership** Association for Protection and Preservation of Natural Environment in Albania (AL), The Italian Federation of Parks and Nature Reserves (IT), Global Footprint Network Europe (BE), International Union for Conservation of Nature (ES), Mediterranean Protected Areas Network (FR), WWF Adria - Association for the protection of nature and conservation of biological diversity (HR), WWF European Policy Programme - Branch Office (IT)

**Module** Testing

**Duration** 30 months \_September 2016 - February 2019

**Website** <https://destimed.interreg-med.eu/>

## EMbleMatic

### Emblematic Mediterranean Mountains as Coastal destinations of excellence

The objective of the EMbleMatic project is to create and test a new and radically different tourism offer based on the features of nine mediterranean mountains and to create an alternative to the traditional holiday on the beach model. This project will contribute to re-balancing tourist influx between the sea and the mountain (especially piedmont), to extend the season and to improve economic returns for the territories. Several experiments will lead the territories toward the definition of an umbrella brand based on a sustainable and responsible tourism approach. Should the evaluation prove positive, more mountains could join the network to evolve their tourism policies.

**Key Words** *EMbleMatic characterisation, Re-balancing tourist influx, slow tourism eco-itineraries*

- Key Deliverables**
- Common methodological framework for the emblematic characterization and for the participative approach
  - Definition of a brief marketing for slow tourism in the coastal med mountains
  - Nine emblematic slow tourism eco-itineraries developing the emblematic dimension specific to each partner territory
  - Transfer guide for the implementation of eco-itinerary for Emblematic Mediterranean Mountains as coastal destinations of excellence

**Lead Partner** Syndicat Mixte Canigó Grand Site (FR)

**Partnership** Himara Municipality (AL), Development Agency of Berguedà (ES), Gal Gran Sasso Velino Soc. Cons. Ar.I. (IT), Pieriki Anaptixiaki S.A.-O.L.A. (EL), Gal Terre dell'Etna e dell'Alcantara S.C.C.A.R.L (IT), Consell de Mallorca - Environment department (ES), Akomm-Psiloritis S.A Development Agency of Local Government (EL), Estudis d'hoteleria i turisme CETT, SA (ES), Métropole d'Aix Marseille Provence (FR)

**Module** Studying&Testing

**Duration** 36 months\_November 2016 - October 2019

**Website** <https://emblematic.interreg-med.eu/>

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 [bleutourmed@gmail.com](mailto:bleutourmed@gmail.com)

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## HERIT-DATA

Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data

The project aims to reduce the impact of human activities (tourism-related ones) on cultural heritage, with a special focus on two kinds of cultural destinations that can benefit from and be affected by mass tourism. In that framework, HERIT-DATA plans to develop of a sustainable and responsible tourism management towards cultural heritage MED regions, in particular by taking advantage of technology and innovation in management tools (Smart Cities), as well as other policy and social measures. The project will develop, test and transfer a series of knowledge and solutions in line with the current sectoral changes and characteristics of smart destinations, able to collect, generate, integrate and analyse information and transform it into behaviour changes, according to ICZM recommendations. The results will also contribute to decision-making processes from a holistic perspective and for all stakeholders: planners, visitors, local stakeholders and host citizens.

**Key Words** *cultural heritage, managing natural and man-made threats, risk management, Tourism, carrying capacity, monitoring, UNESCO world heritage, cruise, smart destination, decision support system and big data*

**Key Deliverables**

- Benchmarking of mass tourism experiences
- Measurement of carrying capacity indicators for each selected destination
- App for tourists & visitors
- Med Strategy for Sustainable Cruise destination towards cultural heritage
- Model for mass tourism management
- HERIT-DATA Memorandum of Understanding

**Lead Partner** Regione Toscana - Department of Infrastructure & Technology (IT)

**Partnership** Foundation for Research and Innovation (IT), Santa Maria Real Foundation of Historical Heritage (ES), City of Dubrovnik development agency (HR), Agency for Sustainable Mediterranean Cities and Territories (FR), Faculty of Science and Technology - New University of Lisbon (PT), Valenciaport Foundation for Research, Promotion and Commercial Studies of the Valencian region (ES), Region Occitanie(FR), Conference of Peripheral Maritime Regions of Europe (FR), Agència Valenciana del Turisme - Generalitat Valenciana (ES), Region of Western Greece (EL), Centre for Spatial Research (BH)

**Module** Integrated project

**Duration** 48 months\_February 2018 - January 2022

**Website** <https://herit-data.interreg-med.eu/>



## INHERIT

### Sustainable Tourism Strategies to conserve and valorise the Mediterranean Coastal and Maritime Natural Heritage

INHERIT is an integrated project with 15 partners from 10 MED countries aiming to conserve and valorise natural heritage in MED coastal and maritime tourist destinations. The project will test and deploy a new approach adapted to MED specificities protecting natural heritage from the adverse effects of intensive tourism. It will promote sustainable tourism alleviating seasonality and tackling the surpassing of the hosting capacity, by designing and implementing a bottom-up protection approach relying on self-regulation and monitoring by local society and tourism stakeholders.

**Key Words** *Coastal management and maritime issues, Sustainable management of natural resources, Tourism*

**Key Deliverables**

- Best practice guide for monitoring methods of tourism impacts on MED natural heritage
- Elaborating measures to relieve mass tourism pressures via complementary sustainable tourism
- Study on MED multi-destinational natural heritage tourism itineraries
- Examining the integration of the INHERIT approach in tourism labelling schemes
- Adapting the INHERIT protection approach to the needs of MED remote islands

**Lead Partner** Region of Peloponnese (EL)

**Partnership** Ministry of Tourism - Republic of Croatia (HR), Emilia Romagna Region (IT), Region of Murcia - General Directorate of Natural Environment, Tourism, Culture and Environmental Council (ES), Puglia Region - Department of Tourism, Economy of Culture, Territory (IT), Departmental Council of Herault (FR), Public agency for promotion of entrepreneurship and developing projects of Municipality of Izola (SL), Larnaca and Famagusta Districts Development Agency (ANETEL) (CY), Malta Regional Development and Dialogue Foundation (MT), International Association for Mediterranean Forests (FR), Seneca Foundation - Science and Technology Agency for the Region of Murcia (ES), University of Patras (EL), Institute of Agriculture and Tourism (HR), Parks Dinarides - network of Protected Areas of Dinarides (ME), Association for Preservation of the Heritage of Mertola (PT)

**Module** Integrated project

**Duration** 48 months\_February 2018 - January 2022

**Website** <https://inherit.interreg-med.eu/>

## MEDCYCLETOUR

MEDiterranean CYcle route for sustainable coastal TOURism

Sparkling emerald seas, kilometres of golden sand, wonderful food and ancient cities... it's not hard to find reasons to go cycling along the Mediterranean! Unfortunately, in the 8 countries covered by this project, the potential of cycling tourism has not yet been realised even though it prolongs the tourism season, reduces the environmental impact of travelling and can bring tourists to less visited areas. EuroVelo 8 - Mediterranean Route is a long-distance cycle route that connects the whole Mediterranean from Cyprus to Cádiz. The overall objective of the project is to use this route as a tool to influence regional and national policies in favour of sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean.

**Key Words** *EuroVelo 8, cycling tourism, seasonality, coastal tourism, touristic routes*

- Key Deliverables**
- Transnational, national and regional action plans for the development of EuroVelo 8 - Mediterranean Route
  - Policy recommendations to improve conditions for cycling tourism along the Mediterranean region
  - Promotional applications for portable devices providing geographical information, general tourist information and related offers
  - Pilot projects implemented along the route

**Lead Partner** Regional Government of Andalusia (ES)

**Partnership** European Cyclists' Federation (BE), Cyprus Tourism Organisation (CY), Conseil départemental des Alpes- Maritimes (FR), Region Friuli Venezia Giulia (IT), Consorzio Oltrepò Mantovano(IT), Regional development centre Koper (SL), Croatian National Tourist Board (HR), Directorate General for Tourism of the Generalitat of Catalonia (ES), Region Of Western Greece (EL), Cluster for Eco-Social Innovation and Development CEDRA (HR)

**Module** Testing&Capitalising

**Duration** 36 months\_February 2017 - January 2020

**Website** <https://medcycletour.interreg-med.eu/>

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 [bleutourmed@gmail.com](mailto:bleutourmed@gmail.com)

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## MEDFEST

### MED Culinary heritage experiences: how to create sustainable tourist destinations

MEDFEST is tackling the challenge of diversifying traditional 'sun & sea' tourist destinations, with new and sustainable products based on rich and renowned culinary heritage of the Mediterranean. Project's objective is to create tools and instruments for designing new sustainable culinary experiences, which will be offered to visitors to: 1) diversify the tourism sector in terms of products and its seasonality; 2) bring tourism development to the coastal hinterland; 3) safeguard culinary heritage for future generations

**Key Words** *Mediterranean culinary heritage, sustainable tourism, participatory action research*

- Key Deliverables**
- Online map of sustainable culinary experiences in MED
  - Action plans of designing sustainable culinary experiences in 8 MED territories
  - Strategy of planning and managing sustainable culinary tourism

**Lead Partner** Research Centre of the Slovenian Academy of Sciences and Arts (SL)

**Partnership** Troodos Network Thematic Centers (CY), AZRRI - Agency for Rural Development of Istria Ltd. Pazin (HR), Rural Development Association (IT), Purpan Engineering School (FR), In Loco Association (PT), Technical Institute of Heraklion Chamber of Commerce and Industry (EL), University of Barcelona (ES)

**Module** Studying&Testing

**Duration** 36 months\_ September 2016 - August 2019

**Website** <https://medfest.interreg-med.eu/>

## MITOMED+

### Models of Integrated Tourism in the MEDiterranean Plus

MITOMED+ is a follow up of the previous MITOMED project (MED Maritime), which has been working to promote the integrated management of Maritime and Coastal tourism by improving the knowledge of data, products, services through a set of indicators based on the NECSTouR model. MITOMED+ takes farther these results aiming to improve the coordination of strategies between territories at transnational level regarding the development of the M&C tourism through cooperation and joint planning between regions.

**Key Words** *governance, strategic planning, green beaches, maritime and coastal tourism*

**Key Deliverables**

- Open platform for Maritime & Coastal tourism data collection and share
- Test of the “Green Beaches” model
- Plan of Transferability of Results
- MED M&C tourism management model into local, regional and national policies

**Lead Partner** Regione Toscana (IT)

**Partnership** Larnaca-Famagusta District Development Agency (CY), Association of Tuscan Municipalities (IT), Conference of peripheral maritime regions of Europe (FR), National Research Council Institute of Biometeorology (IT), Public Enterprise for the Management of Tourism and Sport of Andalusia (ES), Girona University (ES), Institute of Agriculture and Tourism (HR), Network of European Regions for a Sustainable and Competitive Tourism (BE)

**Module** Testing&Capitalising

**Duration** 36 months\_February 2017 - January 2020

**Website** <https://mitomed-plus.interreg-med.eu/>

## ShapeTourism

New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability

ShapeTourism improves the tourism knowledge framework, providing analysis and operational tools to pinpoint an integrated methodology to shape and drive tourism sustainable growth, particularly for Cultural Destinations. It supports policymakers and private operators to achieve attractiveness, growth and sustainability, taking into account the major challenges of global competition.

**Key Words** *sustainable tourism growth, decision support system and big data, coastal planning tools*

**Key Deliverables**

- Tourism Observatory - Smart Integrated Tourism Data System (SITDS) to arrange recommendations and scenarios, improve attractiveness of territorial assets
- Planning Solutions to tackle territorial assets sustainable exploitation, while balancing conflicts between landscape conservation and tourism growth pressures and tailoring responses to destinations life cycle
- ShapeTourism Protocol based on a Participative Decisional Support System able to create effective synergies and cooperation mechanism for a responsible coastal and maritime integrated management

**Lead Partner** Ca' Foscari University of Venice - Department of Economics (IT)

**Partnership** Italian Association of the Council of European Municipalities and Regions - Veneta Federation (IT), University of Algarve (PT), University of Split, Faculty of Economics (HR), Cyprus Center for European and International Affairs (CY), Research Centre of the Slovenian Academy of Sciences and Arts (SL), University of Malaga - Department of Economics and Management (ES)

**Module** Studying

**Duration** 18 months\_May 2016 - February 2018

**Website** <https://shapetourism.interreg-med.eu/>

## SIROCCO

Sustainable InterRegional cOastal & Cruise maritime tourism through Cooperation and joint planning

As cruise tourism grows, the challenge for the Mediterranean is to exploit its full potential in a (environmentally, socially & economically) sustainable way. Addressing this challenge is hindered by three factors: 1) existing knowledge is insufficient & data gaps still exist; 2) coastal regions struggle to fully capture benefits generated by cruise tourism; 3) coordination of strategies and policies at regional & transnational level is limited. SIROCCO has the ambition of tackling those problems by providing: 1. An integrated view of the current state of Mediterranean cruise tourism (as a whole and per segment) and its impacts (environmental, economic, societal) 2. A foresight of Mediterranean cruise tourism for the following decades 3. Evidence-based, transferable recommendations on developing sustainable & responsible Cruise Value Chains in the MED 4. Coordinated strategies & policies at regional and transnational level regarding the development of a sustainable and responsible cruise maritime/ coastal tourism.

**Key Words** *cruise, sustainability, tourism*

**Key Deliverables**

- Current state assessment & future foresight of the Mediterranean cruise tourism
- Sustainable cruise maritime/coastal tourism certification system
- Sustainable Cruise Tourism Joint Action Plan, proposing solutions for enhancing cruise tourism's environmental, social & economic sustainability in the MED
- Interregional strategy coordination recommendations, identifying opportunities, potential benefits & actions required for coordinating regional strategies on cruise tourism

**Lead Partner** Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (HR)

**Partnership** Port Authority of Civitavecchia (IT), Larnaca-Famagusta District Development Agency (CY), Centre for Research and Technology Hellas (EL), Regione Lazio - Direzione Turm (IT), South Aegean Region (EL), Commission for Regional Development and Coordination of Lisbon and Tagus Valley (PT)

**Module** Studying

**Duration** 18 months\_ September 2016\_ February 2018

**Website** <https://sirocco.interreg-med.eu/>

Project co-financed by the European  
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 <https://sustainable-tourism.interreg-med.eu>

 [bleutourmed@gmail.com](mailto:bleutourmed@gmail.com)

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Tourism Community

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## TOURISMED

Pêche Tourisme pour un développement durable dans la région méditerranéenne

TOURISMED is a project aimed at testing and transferring a fishing tourism business model in the coastal territories of Italy, Cyprus, Greece, Albania, France and Spain as a way to promote a sustainable approach to tourism, while fostering the preservation of the marine ecosystem and traditional fishing culture of the MED region. Expected changes concern an improved use of resources by artisanal fishers, a diversification of income in the sector and a better valorization of coastal traditional heritage and local seafood.

**Key Words** *fishing tourism business model, sustainable maritime tourism, coastal traditional heritage and seafood, traditional fishing*

- Key Deliverables**
- Fishing tourism business Model
  - EuroMed Map of Mediterranean fishing tourism itineraries
  - TOURISMED fishing tourism web portal
  - Six Fishing tourism consortia

**Lead Partner** Municipality of Trabia (IT)

**Partnership** Cyprus University of Technology (CY), Italian Chamber of Commerce for France in Marseille (FR), Petra Patrimonia Corsica (FR), Delfi Partners & Co (CY), Durres Municipality (AL), Haliéus (IT), Port Institute for Studies and Co-operation of the Valencian (ES), Promimpresa srl (IT), International Promotion Sicily-World - PRISM (IT), ShipCon Limassol Ltd (CY), University of Piraeus/Research Centre (EL)

**Module** Testing

**Duration** 30 months \_September 2016 - February 2019

**Website** <https://tourismed.interreg-med.eu/>



[www.sustainable-tourism.interreg-med.eu](http://www.sustainable-tourism.interreg-med.eu)



[bleutourmed@gmail.com](mailto:bleutourmed@gmail.com)



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# Interreg Mediterranean



EUROPEAN UNION



## SUSTAINABLE TOURISM

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