



SUSTAINABLE TOURISM

## ENHANCING A SUSTAINABLE COASTAL AND MARITIME TOURISM



The Sustainable Tourism community of projects is featured by the Horizontal **BleuTourMed\_C3**

### **We are the Community**

The Thematic Community of Sustainable Tourism is the Interreg MED community for “Protecting and promoting Mediterranean natural and cultural resources”, and its main aim is to enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area.

Boosted by the **Horizontal Project BleuTourMed\_C3** the community embraces **14 Modular Projects** working on:

1. *Enhancing attractiveness and tourism offer;*
2. *Addressing tourism pressures;*
3. *Strengthening planning and management practices towards sustainable tourism in the Mediterranean region.*

### **The Horizontal Project**

BleuTourMed\_C3 is led by Arco Latino (Spain) and counts on a transnational partnership composed by: Plan Bleu (France), University of Panteion (Greece), UNIMED (Italy), Adriatic and Ionian Euro Region (Croatia), the Provincial Council of Barcelona (Spain). The project objective **is to enhance jointly solutions for the protection and promotion of natural and cultural resources in the Mediterranean area** through a coherent strategy of Community Building, Communication and Capitalisation.

As Horizontal Project, its main aim **is to build the community of projects supporting and helping them** to synthesis and integrate data, methods and outputs in order to better communicate as well as to capitalise their results at Mediterranean level. Community building activities focus on stimulating the sharing and co-ownership of data and results among the 14 projects. Capitalisation processes and disseminates these results for the implementation of the policy framework regarding Coastal and Maritime sustainable tourism: e.g. MSP, ICZM, UNEP/MAP MSSD, Blue Growth Strategy, Blue Med initiative and Integrated Regional Development policies on sustainable tourism.

**We want to build a community of commitment and trust in the Mediterranean.** We want to foster dialogue, exchange and synergies among projects in a win to win process.



Project co-financed by the European Regional Development Fund



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## The 14 Modular Projects of our Community

The Modular Projects within this Thematic Community are: **ALTER ECO** (Alternative tourist strategies 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), **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), **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).

1.411.697,35 €

Project budget

1.199.942,75 €

ERDF

36 Months

Project duration

## Project partners



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