

MITOMED+ Models of Integrated Tourism in the MEDiterranean Plus is a Interreg MED funded project that supports involved regions in developing a responsible and sustainable maritime and coastal (M&C) tourism.



2.65 M€

Project
budget



2.25 M€

ERDF / IPA



36 Months

Project
duration

**In the Mediterranean,
the tourism sector
offers great
opportunities for
economic growth
and employment.
However, the economic
activities can have an
impact on natural and
cultural heritage, this
is why sustainable
development strategies
are required for the
sector.**





Interreg Mediterranean Programme

The Interreg MED Programme, financed by the European Regional Development Fund (ERDF), is designed to support the sharing of experiences, knowledge and the improvement of public policies between national, regional and local authorities and other territorial actors of the MED area eligible regions. Its main purpose is to contribute to the long term development of the Mediterranean area to strengthen transnational cooperation between regions and participating countries.

The overall objective of the Interreg MED programme is to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices (technologies, governance...), reasonable use of resources (energy, water, maritime resources...) and supporting social integration through integrated and territorially based cooperation approach.



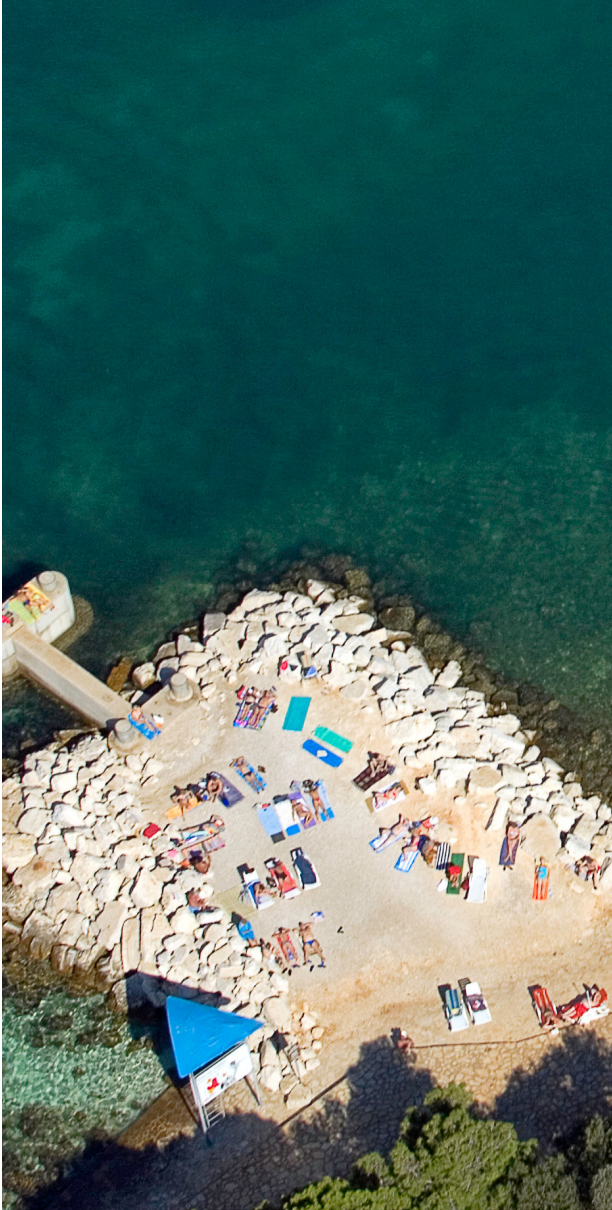
MITOMED+ is a modular project financed by the Interreg MED programme on the Priority Axis 3: “Protecting and promoting Mediterranean natural and cultural resources”, Specific Objective 3.1.: “To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area”.

The project is composed of two modules: “Testing and capitalizing”. Based on the idea that the development of a new and innovative public intervention needs three successive phases, the MED programme foresees a phase of study (in this case done by the previous project MITOMED), a phase of testing, to validate the hypothesis developed, and a phase of transferability and capitalisation of results at the transnational level.

The main objective of MITOMED+ is to enhance the sustainability and responsibility in Maritime and Coastal tourism. To achieve this objective, the project intends to:

- increase knowledge and social dialogue regarding the development of M&C tourism in each partner region for better decision-making,
- improve M&C tourism planning at destination level and its coordination for a transnational governance,
- mainstream its results into local, regional and national policies
- set up a MED M&C tourism model.

The project partnership includes regional authorities, associations of local authorities, territorial development agencies, higher educational institution and research centers, and foresees the involvement of the relevant M&C tourism stakeholders. The partnership is wide in terms of type (regions, development agencies, research community, associations) and geographical coverage. The inclusion in the project of the two European networks NECSTouR (Network of European Regions for a Sustainable and Competitive Tourism) and CRPM (Conference of Peripheral Maritime Regions of Europe) is an asset because it allows to extend activities and bring debate into a much wider arena.



WHAT WILL MITOMED+ DO FOR MEDITERRANEAN REGIONS?

- increase knowledge and social dialogue regarding the development of sustainable and responsible M&C tourism in each partner region
- improve M&C decision making and tourism planning at destination level
- mainstream its results into local, regional and national policies
- set up a Mediterranean maritime and coastal tourism management model

15 destinations, located in **4** different countries and **5** different regions (Andalusia, Catalunya, Cyprus, Istria, Tuscany) will be engaged in the testing (either of the sustainable tourism evaluation tool or of the green beach model or both)

MAIN ACTIONS

MITOMED+ focuses on the following types of action: improvement of public policies, joint planning tools; action plans and transfer of practices. Its actions will include:

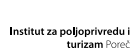
- Development of a system of indicators and of an online common open platform that will gather the data with the purpose to help local and regional policy makers monitor social and environmental impacts of maritime and coastal tourism, and benchmark with other M&C tourism destinations;
- Forster social dialogue with local and regional stakeholders through meetings and workshops aiming to sharing information and knowledge about M&C tourism management
- Creation of the 'Green Beach' model: this implies the study of existing practices, standards and regulations the approval of the rationale and criteria to be used, and then the testing of the eco-sustainable beach model in 12 public beaches located in Tuscany, Catalunya, Cyprus and Istria
- Production of practical documents to be used for the transferring (indicators system tool box, list of green beach criteria, reports, guidelines ecc)
- Organisation of 5 regional capacity building events and 3 EU wide conferences to extend the results to other tourism destinations, both inside and outside the projects partnership
- Development of an integrated MED M&C management model by capitalising on the results of the MITOMED+ project and other EU funded and MED projects

Project partners:



Regione Toscana

Tuscany Region - Lead partner - ITALY



Institute of Agriculture and Tourism Poreč

Institute of Agriculture and Tourism - CROATIA



University of Girona - SPAIN



ANCI Toscana - Association of
Tuscan Municipalities - ITALY



**CPMR
CRPM**

CPMR - Conference of Peripheral Maritime
Regions of Europe - FRANCE



Public Enterprise for the Management of Tourism
and Sport of Andalusia - SPAIN



National Research Council - Institute
of Biometeorology - ITALY



**ΑΝΑΠΤΥΞΙΑΚΗ
ΛΑΡΝΑΚΑΣ & ΑΜΜΟΧΩΣΤΟΥ**

LARNACA & FAMAGUSTA DISTRICTS DEVELOPMENT AGENCY

Larnaca and Famagusta District
Development Agency - CYPRUS



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

NECSTouR - Network of European Regions
for a Sustainable and Competitive Tourism - BELGIUM



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Project co-financed by the European Regional Development Fund