

# MEDUSA

## Development and Promotion of Mediterranean Sustainable Adventure Tourism



Tourism in the Mediterranean is a key driver for socio-economic progress and a major income source for many of its countries. Some of the sectorial challenges lie within the predominance of mass seaside tourism and the seasonality of the industry.

MEDUSA project tackles these challenges via targeted cross-border interventions to develop and promote Adventure Tourism (AT) as a sustainable niche in the tourism market that provides the opportunity to reveal less known destinations and attract tourists throughout the whole year.

MEDUSA project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation programme "Mediterranean Sea Basin" 2014-2020 (ENI CBC MED).

### Specific objectives

The overall objective of the project is to develop a competitive form of AT in the Mediterranean based on environmental, social and economic sustainability values.

Concretely, MEDUSA aims to:

- Identify and valorise territorial assets for developing AT products, especially off-season, based on a thorough understanding of market demand drivers, supply and competitiveness variables.
- Promote a multi-stakeholder engagement towards capacity building and exchange of experiences and adopt strategic alliances that will formalise roles and responsibilities for AT destination stewardships.
- Implement pilot actions rolling out improved and new AT products as well as develop and promote tourism packages through a cross-border marketing alliance to international source markets.

### Key outcomes

The ambition of the project is to increase the visibility and attractiveness of less known destinations resulting in increased international tourist arrivals in the targeted regions.

Furthermore, an equalisation of tourist streams in terms of seasonality and geographical areas results in a more balanced distribution of income and strain on the territory and population. A sustainability-oriented approach to tourism management safeguards biodiversity, wildlife, natural and cultural resources as well as rural communities.



### Countries involved

Spain  
Jordan  
Lebanon  
Tunisia  
Italy

### Barcelona Chamber role

Leader

### Duration

From September 1<sup>st</sup> 2019  
to April 31<sup>st</sup> 2023

### Budget

Global: € 3,317,314  
For Barcelona Chamber:  
€ 700,803

### Programme contribution

90%

### Tags

Adventure Tourism  
Mediterranean  
Cooperation  
Sustainable Tourism  
Itineraries creation  
Capacity Building  
Nature Preservation

Funding Programme

