

RESTART MED!

Revitalization of sustainable tourism across regions in the Mediterranean

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Tourism is a fundamental pillar in the Mediterranean economy but faces several challenges. In addition, the benefits of tourism in the Mediterranean are unevenly spread among and within countries that prevent the tourism industry from fully spreading its potential to promote socio-economic development and job opportunities. Mediterranean tourism is heavily seasonal, peaking in summer, with more than half of visitors concentrated along coastal areas despite their extensive cultural, natural and historical heritage, rural and poor areas don't benefit from the socio-economic positive effects of tourism.

RESTART MED! is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation programme “Mediterranean Sea Basin” (ENICBCMED), and it aims to stress the crucial role of the tourism sector in the Mediterranean, by developing and promoting sustainable tourism products. As a capitalization project, it builds on the results of past and ongoing sustainable tourism projects, especially from MEDUSA, MEADPEARLS, CROSSDEV, and MEDGAIMS.

Specific objectives

- To provide MSMEs with knowledge and tools to address the reshaped tourism demand: adapt and innovate business models, and offer diversified products which exploit the untapped potential of med tourism assets using environmental, socio-economic and cultural sustainability in product promotion.
- To support national and local authorities in developing tourism policies & strategies according to a whole government approach to sustainable tourism development.
- To support cooperation among a community of sustainable tourism stakeholders.

Key outcomes

RESTART MED! will compile, promote, scale-up, and add value to the results of previous sustainable tourism projects located in the Mediterranean. It will approach the sector from a broad perspective and, therefore, will analyse areas such as adventure tourism, slow tourism, games and video games, gastronomy, cultural heritage, etc.

Furthermore, it will present the Mediterranean as a unique. Integrated, sustainable tourism destination, rather than fragmented markets; will increase the visibility of destinations by supporting each other and yielding higher impact and cross-selling benefits with an online platform that will digitally promote the whole network.



Countries involved

Italy
Spain
Lebanon
Jordan
Tunisia

Barcelona Chamber role

Partner

Duration

From 1st September 2021
to 31st August 2023

Budget

€ 1,111,108.55

Programme contribution

75%

Tags

Sustainable tourism
Mediterranean
Capitalization
Cooperation
Training
Grants

Funding Programme

