

MEDUSA

Development and Promotion of Mediterranean Sustainable Adventure Tourism



MEDUSA

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 1st 2019
to August 31st 2022

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

