



MED Sustainable Tourism Community

Featured by BleuTourMed_C3

Our mission

Tourism sector is amongst the highest income generators in the Mediterranean. Leisure related activities makes of tourism a leading economic sector in terms of Gross value added and employment. Tourism is directly contributing to regional economies with sectoral synergies and strong multiplying effects. Despite its economic and social importance, tourism development is exerting undue pressures on natural and built environment. These pressures may threaten the quality of life of local populations, degrade the tourism assets and, by consequence, affect negatively future tourism developments.

Our aim is to study, test and capitalise innovative instruments and actions towards the enhancement of tourism sustainability in the Mediterranean.

Our Community of projects

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).

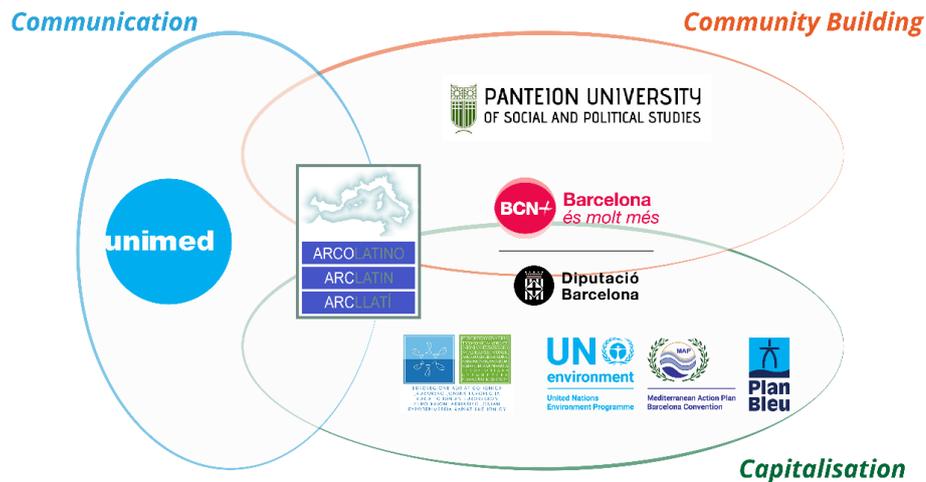
Project co-financed by the European
Regional Development Fund



A community featured by BleuTourMed_C3

The MED Sustainable Tourism Community is featured by BleuTourMed_C3 Project, a three-year Horizontal Project financed by the ERDF within the Interreg MED Programme whose aim is to facilitate the knowledge sharing and the capitalisation of results of the 14 Modular Projects of this MED Community.

The project is implemented under the collaboration of six partners and is based on three main structural pillars.



Community building (CB)

Led by Panteion University, CB aims at keeping the community active, synthesizing and harmonising the results of the MPs towards Capitalisation. By acknowledging the different approaches of MPs towards Tourism Sustainability, CB's major task is to organise their outputs and extract their added value for achieving the aims of the 3.1 community. This is achieved by identifying possible common thematic objectives, synergies on methods and tools and common spatial context.

Communication (COM)

Under the leadership of UNIMED and the Permanent Secretariat of Arco Latino, COM will accompany the community building and capitalisation activities with the aim of driving an external flow of information, outputs and results of the community on sustainable tourism to the Med Programme and other horizontal projects, the main EU and Mediterranean target groups as well as the general public.

Capitalisation (CAP)

Capitalisation activities aim at transferring results delivered by MPs to a variety of target groups, European and Mediterranean stakeholders, in order to mainstream project results and policy messages. The project will develop two main channels of capitalisation: a) at the MED Programme level, in order to ensure synergies in terms of different axes of the Programme, and b) at EU and Mediterranean level, in order to target specific institutions and stakeholders, creating synergies with other EU programmes and initiatives.

Project co-financed by the European Regional Development Fund



www.sustainable-tourism.interreg-med.eu
bleoutourmed@gmail.com
[@MEDCommunity3_1](https://twitter.com/MEDCommunity3_1)
 Interreg MED Sustainable Tourism Community
[BleuTourMed Interreg MED](#)