

MITOMED - **M**odels of **I**ntegrated **T**ourism in the **M**EDiterranean, is a transnational project co-financed by the European Regional Development Fund within the MED Programme 2007-2013 for Territorial Cooperation.

MITOMED formally started in July 2014 and will run until the end of June 2015. The total budget amounts to 570,000 Euros, with an ERDF contribution of 443,500 Euros.

OBJECTIVES

MITOMED promotes an **integrated management model for maritime and coastal (M&C) tourism in the Mediterranean** by improving the quantity and quality of relative data, information, products, services and policies.

Specifically **MITOMED** aims to:

- identify gaps in available data, information, products, services and policies related to M&C tourism in the Mediterranean through an assessed **system of sustainable tourism indicators**, taking into account the EU's Integrated Maritime Policy and the Agenda for a sustainable and competitive European tourism in Mediterranean regions;
- improve knowledge about M&C tourism, with the purpose to contribute to informed decision-making and transnational governance, and explore the development potential of M&C tourism as a competitive and sustainable driver of Blue Growth in the Mediterranean;
- provide input to enhance coordination of M&C tourism strategies and to identify specific future transnational actions and projects in the MED area.

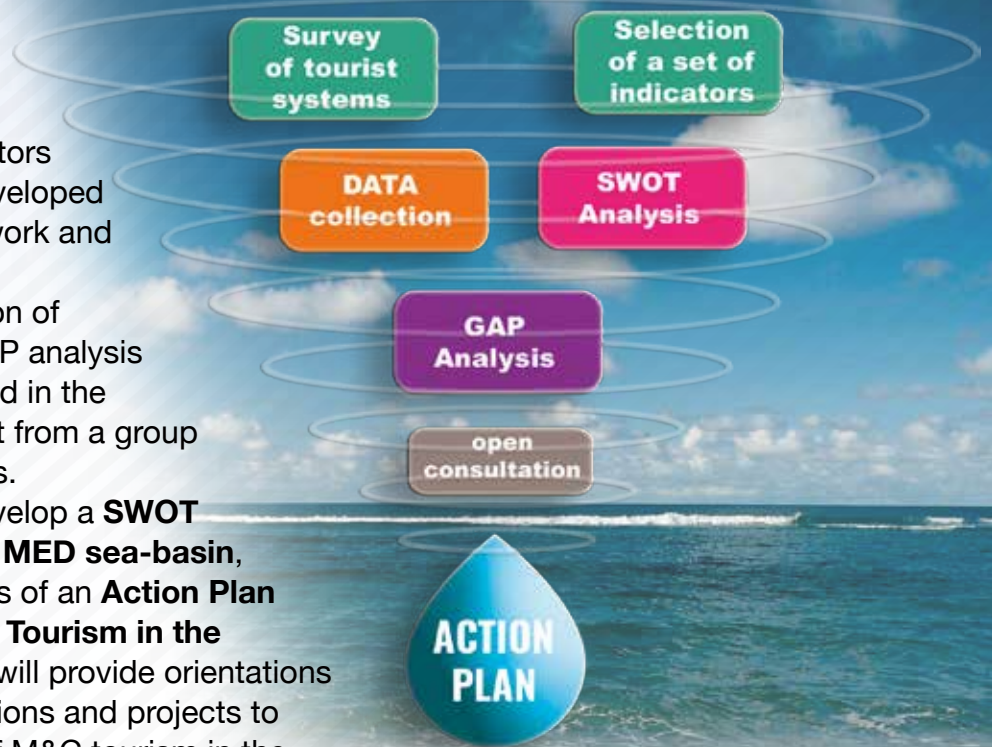


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ACTIVITIES

MITOMED is based on an assessed system of indicators for sustainable tourism developed within the NECSTouR network and covering 10 priority issues. The partners use a selection of indicators to perform a GAP analysis in the 4 regions represented in the consortium, also with input from a group of NECSTouR MED regions.

The results are used to develop a **SWOT and GAP analysis for the MED sea-basin**, which will provide the basis of an **Action Plan for Maritime and Coastal Tourism in the Mediterranean**. The Plan will provide orientations for future transnational actions and projects to improve the governance of M&C tourism in the MED area. The Plan will be validated through an **open consultation** with tourism stakeholders, carried out with the involvement of the NECSTouR and CPMR (Conference of Peripheral Maritime Regions of Europe) networks.



PARTNERS



Tuscany Region, Sector for the development of tourist destinations policies (Italy) - *Lead Partner*



CNR-IBiMet - National Research Council Institute of Biometeorology (Italy)



Girona University (Spain)



IPTPO - Institute of Agriculture and Tourism (Croatia)



ANATEL - Larnaca District Development Agency (Cyprus)



NECSTouR - Network of European Regions for Sustainable and Competitive Tourism (Belgium)



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