MED Sustainable Tourism Community

Forum TurisTIC

Caixaforum - Barcelona, 13 Octubre 2020

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Gerència de Serveis de Turisme - Diputació de Barcelona
Interreg MED Programme

**Axis – Sustainable Tourism**

- 50 million ERDF
- 24 projects
- 207 project partners
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<tr>
<th>Country</th>
<th>Regional public authority</th>
<th>Higher education and research</th>
<th>Interest groups including NGOs</th>
<th>Local public authority</th>
<th>Sector Agency</th>
<th>National public authority</th>
<th>Business support organisation</th>
<th>SMEs</th>
<th>Infrastructure and (public) service provider</th>
<th>Education / Training centre and school</th>
<th>European Grouping for Territorial Cooperation (EGTC)</th>
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plus more than 170 Associated Partners
MED Community – Projects and calendar
Strengthening planning and management practices towards sustainable tourism

Enhancing attractiveness and tourism offer in the Mediterranean region

Addressing tourism pressures in the Mediterranean region

Alternatives to mass tourism (sun and beach) taking advantage of local/regional resources in thematics like **underwater heritage, culinary heritage, ecotourism in protected areas, mountains, fishing tourism or cycling tourism**

Reducing the impact of tourism activities (water consumption, waste generation, management of tourists flows, carrying capacity)

Measuring the sustainability. Development of **indicators and tools for planning.** Integrated planning
Knowledge and systematization of projects results

- 6 Thematic papers & 6 thematic factsheets
- Catalogue of outputs and results (work in progress, so far 41 outputs from 14 projects)
- Search the MED data base
- Scientific publications

Instruments towards advocacy

- Athens Political Declaration
- 4 Policy factsheets
- Policy recommendations

Communication tools

- Website, newsletter, videos, social networks...
- Shared calendar
MED Community – Tourism and technologies

- **CASTWATER** - Online tool to monitor, compare and grade performance in sustainable tourism water management
- **MITOMED+** - Open Platform for Data Collection and Sharing Indicators
- **SHAPETOURISM** - Smart Integrated Tourism Data System (SITDS) / Carrying Capacity Scenarios
- **MEDCYCLETour** - EuroVelo8 Use Monitoring Tools
- **BLUEMED** – Interactive multimedia platform/tools for the access to Underwater Heritage
- **HERIT DATA** - Tourist Flow management platform
- **ALTERECO** - Decision Support Software to calculate the Tourism Carrying Capacity
- **DESTIMED** - Monitoring System and Environmental Footprint Calculator
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BleuTourMed Interreg MED