



Mediterranean Route for Tourism and Culture

MED-ROUTE

Priority 1 Promotion of socio-economic development and enhancement of territories

Measure 1.2 Strengthening economic clusters creating synergies among potentials of the Mediterranean Sea Basin countries

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Programme
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REGIONE AUTONOMA DELLA SARDEGNA

Project in brief

MED-ROUTE focuses on the potential of tourism in terms of economic development. Through the use of information and communication technologies, the project intends to reinforce an integrated approach for preservation and promotion of cultural, natural and other resources, with the overall objectives of diversifying the tourism product, increasing the quality of tourism product and minimising tourism seasonality.

Beneficiary

Region of Sterea Ellada (Greece, Sterea Ellada)

Partnership

1. Region of Central Macedonia (Greece, Kentriki Makedonia)
2. Ministry of Tourism and Antiquities (Jordan, Amman)
3. Province of Vibo Valentia (Italy, Calabria)

Specific objectives

- Enhance the capacity of Mediterranean authorities in promoting their local identities and alternative forms of tourism
- Develop new trans-Mediterranean tourism products, i.e. “routes” on cultural and thematic tourism in the Mediterranean basin
- Create networks among project partners and wider groups of stakeholders focusing on the exchange of experience, know-how and information
- Coordinate the formulation of policies regarding the promotion of thematic tourism through the use of new technologies
- Improve the visibility of cultural assets and natural wealth

Expected results

- Raised stakeholders awareness thanks to the project's dissemination activities and their active involvement in critical project phases (e.g. consultations during the formulation of strategic and operational plans, etc.)
- Raised public awareness based on promotion activities and the publication of a Green Paper on thematic tourism in the Mediterranean Basin
- Improved accessibility to and visibility of the tourism product of the participating regions
- Higher number of thematic tourism forms promoted by national, regional and local stakeholders

Target groups

- Local/regional authorities involved in the project
- Local/regional/national stakeholders of all participating areas
- SMEs and other entities/associations active in tourism/culture industry

Final beneficiaries

- Organisations operating in the field of the promotion of cultural and natural heritage
- Tourists
- Local populations

Duration

24 months

Budget

- Total budget: € 1.550.000
- Programme contribution: € 1.395.000 (90%)
- Project co-financing: € 155.000 (10%)

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