

NEWSLETTER

DEVELOPMENT AND PROMOTION OF MEDITERRANEAN SUSTAINABLE ADVENTURE TOURISM

FINANCIAL DATA		
€	€	%
3.3 million	2.9 million	10%
TOTAL BUDGET	EU CONTRIBUTION	PROJECT CO-FINANCING

ABOUT THE PROJECT

The Mediterranean region (MED) is one of the world's leading tourist destinations. Facing growing competition, along with political and security deterioration, the destination has been facing slowdown, and these factors, coupled with the negative impact of COVID-19, have made recovery of the tourism sector of the MED region an economic priority.

Like many countries, Spain, Jordan, Lebanon, Italy and Tunisia are still experiencing, a stagnation of international tourism, hence, MEDUSA Project will tackle these joint challenges via targeted and inter-related capacity building and cross-border interventions to develop and promote adventure tourism in the region, a niche which grew by 195% between 2010 and 2014.

Moreover, the project has the potential to reveal lesser-known destinations, and to attract tourists throughout the year. This project aims to promote adventure tourism in Spain, Jordan, Lebanon, Italy and Tunisia. This increasing visibility of hidden and exciting destinations, along with the focus on local sustainability of these tourism projects, will result in job opportunities and income generation to sustain communities on a long-term, including women and youth. Also taking into account the ongoing COVID-19 pandemic, MEDUSA will also strive to provide the sector with recovery plans and opportunities that are realistic, safe, attractive, and sustainable, with the aim to help re-gain touristic flow and volume.



WHAT IS ADVENTURE TOURISM?

Within the tourism industry, several different forms of tourism have emerged that try to contain the negative and strengthen the positive impacts as best as possible. Adventure tourism (AT), along with slow tourism, ecotourism, off-peak or domestic traveling, are method of travel tourism that offer conscious travelers the ability to travel, while mitigating its harmful effects on the environment.

Adventure tourism holds multiple definitions, the most common one is described by the Adventure Travel Trade Association (an associated partner of our project MEDUSA), which defines it as a type of tourism containing at least two out of the following three components: "1) physical activity, 2) a connection to nature and the environment and 3) an immersive cultural experience".



<http://www.enicbcmcd.eu/medusa-whats-adventure-tourism-and-why-it-more-sustainable>

OPENING CEREMONY

Launching of the "Development and Promotion of the Mediterranean Sustainable Adventure Tourism" project (MEDUSA)



Cartage, November 1, 2019 - the launch of the MEDUSA project, Development and Promotion of Mediterranean Sustainable Adventure Tourism, was celebrated on November, 1st in Tunisia. It aimed to address challenges commonly faced in the tourism industry. This was done through cross-border interventions targeted at the region to develop and promote adventure tourism as a sustainable niche in the tourist market.

MEDUSA PROMOTING HIDDEN TERRITORIES

ITALY > Termiti Islands

The Tremiti Islands are in the Adriatic Sea, only 12 miles from the Gargano shores. Puglia's only archipelago is made up of five islands: (1) San Domino, the most populated and sought out destination; (2) the small isle of San Nicola, also known as the uninhabited Capraia; (3-4) The islets of Cretaccio and La Vecchia; and, (5) the island of Pianosa which is located further from the rest.

<http://www.enicbcmcd.eu/get-know-medusas-territories-tremiti-islands>



JORDAN > Wadi Mujib

Characterized by its mesmerizing water springs, waterfalls, ponds, and wildlife of birds and plants, Hidan Valley is a unique ecological place and part of the Mujib Biosphere Reserve.

Located along a long stream to the Rift Valley – which stretches from the Horn of Africa to the mountains of Lebanon and covers the Red Sea, Wadi Araba, the Dead Sea and the Jordan River all the way to Tiberias – the Hidan Valley has exceptionally unique diversity in rock formation, and striking contrasting colors of black basalt, limestone, sandstone, and clay. This allows for a stimulating, entertaining, and a knowledge-enriching experience for hikers.



<http://www.enicbcmcd.eu/get-know-medusas-territories-wadi-mujib>

LEBANON > Kfarselwan

Kfarselwan is one of many villages known for their outstanding nature. In this very location, varieties of wild tree species and fruit pines exist. Its crops are fruitful trees, vines, and vegetables. Its soil is fertile, including areas where minerals are available, while, in the past, there were mines of coal. The region is also rich in springs, and has a cave containing emulsions. Ain el Tine's natural cave is another impressive landmark of Kfarselwan, one of the deepest caves in the nation. A must visit attraction!



<http://www.enicbcmcd.eu/get-know-medusa-territories-kfarselouan-lebanon>

SPAIN > Alt Empordà



Have you ever been stuck on what type of vacation you would like to take? It can be overwhelming to choose what activities, scenery, and cuisines to go for when the options are endless. Lucky for you, visiting Alt Empordà will never make you choose, because this area of Catalonia has it all!

The options are limitless so take your pick! The beauty of Alt Empordà lies within the diversity of its landscapes. You can visit the beach, eat seafood on the coast, picnic in the mountains, and take a hike – all in the same day!

Such diversity in activities and landscape is due to the contrast of the Pyrenees to the north, and the Mediterranean Sea to the South-East with its famous Costa Brava to the south.

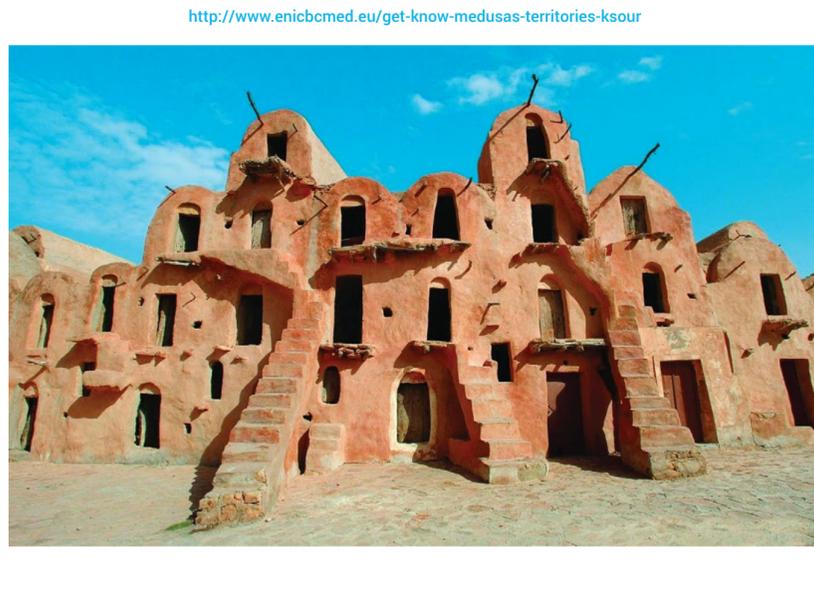
<http://www.enicbcmcd.eu/get-know-medusas-territories-alt-emporda-catalonia>

TUNISIA > Ksaour

Ksour is one of Tunisia's hidden gems. The history, residents, practices, and culture alive in the town of Ksour emits an aura of self- and world discovery. In Ksour, it is all about discovering practices, means of life, and building relationships with people and your natural surroundings.

The practice of humble living by residents of the area reminds practices that the beauty of life is found within its simplicity. Activities like pressing olives, growing vegetables, and pastoral work are available and encouraged. A personalized visit is promised through living locally, eating delicious traditional dishes (like tamazight or Arabic), and conversing with Ksour residents about the towns rich history and their lives.

<http://www.enicbcmcd.eu/get-know-medusas-territories-ksour>



WWF TUNISIA RADIO INTERVIEW



Ms. Essia Guezzi, Project Officer at WWF Tunisia's Landscape and adaptation program, during her interview at the Tunisian National Radio on a program called Tunisia, which aims to promote ecotourism, natural and culture heritage, and the potentials of Tunisia.

Guezzi's talk shed light on the lack of capacities and knowledge regarding ecotourism marketing and development in Tunisia. She presented the MEDUSA project as an opportunity to promote new tourism destinations through initiatives like diversifying touristic offers.

MEET MEDUSA'S SISTER PROJECT MEDGAIMS - GAMIFICATION FOR MEMORABLE TOURIST EXPERIENCES

Gamification for Memorable Tourist Experiences is a project implemented in Lebanon, Spain, Italy, and Jordan with a total budget of 2.3 million Euros. This project is funded by the European Union (EU) under the 2014-2020 ENI CBC Mediterranean Sea Basin Programme, and targets businesses and SME development in these partnering countries.

MED GAIMS relies heavily on local communities to conceptualize and implement games, and through self-employment or startups, for both high-skilled (technological) and low-skilled (manual, organizational) individuals. New employment and business opportunities will be created for young people, women, and local SMEs.



<http://www.enicbcmcd.eu/medgaims>

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www.enicbcmcd.eu/projects/medusa

ITALY • JORDAN • LEBANON • SPAIN • TUNISIA