

# THE PROJECT

## MAIN OBJECTIVE

The main objective of the project is to contribute to the economic and social development in the Mediterranean, revitalizing the tourism economy after the pandemic through 4 key strategies

DIVERSIFICATION

INNOVATION

DESEASONING

LOCAL ECONOMY DEVELOPMENT

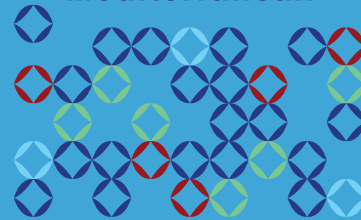
## SPECIFIC OBJECTIVES

- To provide MSMEs with knowledge and tools to address the reshaped tourism demand
- To support national and local authorities in developing tourism policies and strategies according to a whole government approach to sustainable tourism development
- To support cooperation among a community of sustainable tourism stakeholders

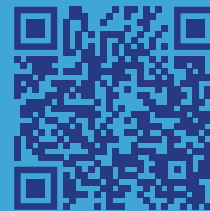


Revitalization of  
**Sustainable Tourism**  
across regions in the  
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@restart\_med



[www.enicbcmed.eu/projects/restart-med](http://www.enicbcmed.eu/projects/restart-med)

This project is co-funded by the European Union under the ENI CBC Med Programme



 **RESTART MED!**

# Revitalization of Sustainable Tourism Across Regions in the Mediterranean



Partners



## HOW?

The project compiles, promotes and adds value to the results of previous sustainable tourism projects located in the Mediterranean.

RESTART MED! approaches the sector from a broad perspective and, therefore, analyses areas such as

### ADVENTURE TOURISM SLOW TOURISM GAMES AND VIDEOGAMES GASTRONOMY CULTURAL HERITAGE...

Moving away from the pure promotion of projects and dissemination of individual results, but **transforming results into useful tools and knowledge** that can be applied by more and different tourism niche stakeholders.

Furthermore, presents the Mediterranean as a unique, integrated, and sustainable tourism destination, rather than fragmented niche markets.

## MAIN ACTIVITIES

- 1 Trainings to inspire and encourage public and private tourism destinations' stakeholders to adopt sustainable practices
- 2 Sub-granting visibility initiatives to promote the attractiveness of sustainable tourism products in the Mediterranean
- 3 Reinforcement of networks bringing together public and private sector through thematic focus groups and 2 Tourism Summits, one in Italy and one in Lebanon
- 4 Awareness and dissemination with public and private stakeholders through policy reviews and workshops

## WHERE?

IN THE MEDITERRANEAN COUNTRIES,  
STARTING FROM

### Italy, Jordan, Lebanon, Spain and Tunisia

To make the most of previous or current European projects focused on sustainability in the Mediterranean area, such as projects involving cultural heritage, gamification, slow or adventure tourism

## PROJECT IN NUMBERS

1.1€ MILLIONS OF  
TOTAL BUDGET

6 PARTNERS

5 COUNTRIES

90% EU CONTRIBUTION  
from 01 September 2021  
to 31 August 2023

## WHY?

DID YOU KNOW THAT...

**The Mediterranean region suffers seasonality, poor development, overcrowded places, and environmental unsustainability?**

The MED area is by far the largest global tourism destination, attracting almost a third of the world's international tourists, but most models of tourism in the Med area are based on mass tourism creating limited seasonal jobs and over-tourism.

**The Tourism Sector is the biggest emitting sector across the EU?**

On a global scale, carbon emissions from tourism are estimated as roughly 8% of total carbon emissions!

**The COVID crises has increased poverty, social exclusion, and inequalities in the Mediterranean region?**

According to the UNWTO, Europe was the second hardest impacted region with a 66% decline in international tourist arrivals: since the start of the pandemic, there have been 100 million jobs lost in tourism, and a gross economic loss estimated between US \$910 billion and \$1.2 trillion in exports.