



TOURISMO

Interreg
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ENHANCING SUSTAINABLE TOURISM



TOURISMO

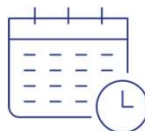
TOURism Innovative and Sustainable Management of fLOws

OUR PROJECT

Persistent challenges, like **overtourism**, continue to affect destinations and communities across the Mediterranean region. **TOURISMO** addresses these challenges by harnessing **innovative technologies, data and stakeholder engagement** to support more sustainable and informed management of tourist flows. Building on the solutions tested across **8 MED pilot sites**, the project has now entered its **Transfer Phase**, focusing on the transfer and adaptation of the **"Toolkit for informed decisions & actions for the management of tourism flows in destinations"**. Through needs analysis, capacity building and technical adaptation, the TOURISMO approach will be transferred to **3 new receiving territories in Bosnia and Herzegovina, France and Portugal**, strengthening the uptake and long-term sustainability of **smart, data-driven tourism management solutions across the Euro-MED area**.



Total budget
€ 3.780.379



Project duration
51 months



Interreg Funds
€ 3.024.303,20

PROJECT PARTNERS

Development Agency of South Aegean Region-READ S.A. (EL) • University of Florence (IT) • Foundation for Research and Innovation (IT) • Valenciaport Foundation for research, promotion and commercial studies of the Valencian Region (ES) • Development Agency of Lemesos LTD (CY) • Varna Economic Development Agency (BG) • Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (HR) • Malta Regional Development and Dialogue Foundation (MT) • KiNNO Innovation Intermediaries LTD (EL) • Santa Maria la Real Foundation of Historical Heritage (ES) • City Development Agency Banja Luka (BA) • Tourist Office Aspres Thuir (FR) • Conference of Peripheral Maritime Regions of Europe (FR) • Municipality of Vila Franca de Xira (PT)



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