



Photo: EU Neighbors by Khaled Taleb

MEDUSA

Inspiring destinations for adventurous travellers

PROJECT TITLE	MEDUSA – Development and promotion of Mediterranean Sustainable Adventure Tourism
IMPLEMENTATION PERIOD	01.09.2019 – 31.08.2022
ORGANISATIONS INVOLVED	Barcelona Official Chamber of Commerce, Industry, Services and Navigation (ES); Association of the Mediterranean Chambers of Commerce and Industry (ES); Jordan Inbound Tour Operators Association (JO); Rene Moawad Foundation (LB); Puglia Region – Department of tourism, economy of culture and valorisation of territory (IT); The Royal Society for the Conservation of Nature (JO); WWF Mediterranean North Africa (TN)
PROGRAMME	Mediterranean Sea Basin ENI CBC 2014-2020
TOTAL BUDGET	3.317.314,45 €



The Mediterranean region is one of the world’s leading tourist destinations. However, in the light of the current challenges, it demonstrates the symptoms of a slowdown, which makes the recovery of the sector an economic priority. The MEDUSA project addresses tourism challenges in the area by promoting adventure tourism as a fast-growing and sustainable niche in the tourist market. The project offers the opportunity to reveal less-known destinations and to attract adventurous tourists to Spain, Italy, Lebanon, Jordan and Tunisia throughout the year, creating jobs and securing higher income for local communities in the medium and long term.

BUSINESS



Project co-funded by the European Union

ECONOMIC DEVELOPMENT

The information provided is subject to changes during the project's lifetime. Please refer to the project's website for the latest updates.