

MED GAIMS

*Everything
is real, except
for the pirate!*



PROJECT TITLE

MED GAIMS - GAmification for Memorable tourist experiences

IMPLEMENTATION PERIOD

01.09.2019 – 31.12.2022

ORGANISATIONS INVOLVED

American University of Beirut (LB); i2CAT Private Foundation, Internet and Digital Innovation in Catalonia (SP); Directorate General of Antiquities (LB); Alghero Foundation Museums Events Tourism (IT); The Hashemite Kingdom of Jordan Ministry of Tourism & Antiquities – Department of Antiquities (JO); Jordan University of Science and Technology (JO); Local Business Public Entity Neàpolis (SP)

PROGRAMME

Mediterranean Sea Basin
ENI CBC 2014-2020

TOTAL BUDGET

2.381.238,04 €



Do you want to travel to Alghero to discover the secret of the Black Eye Pirate? Or to find out who killed the Lebanese governor in the Mseilha Castle? Or to make an ancient watermill work with your phone? The MED GAIMS project creates new experiences for tourists through over 40 games in physical and virtual format, covering 12 tourism sites from 8 different destinations. This gives a necessary competitive edge to the attractiveness of less-known sites and helps to increase tourism flows, covering all niches and segments like off-season travelers. It also creates jobs opportunities and start-ups for game entrepreneurs.



OPEN INNOVATION



Project co-funded by
the European Union

ECONOMIC DEVELOPMENT