

MEDUSA

Development and promotion of Mediterranean Sustainable Adventure Tourism

Lutecia Bainy
René Moawad Foundation - Lebanon

Interreg



Co-funded by
the European Union

Euro-MED

Marittimo-IT FR-Maritime

NEXT MED

The project

The main objective of the MEDUSA project was to develop a competitive form of Adventure Tourism in the Mediterranean based on environmental and economic sustainability values, in order to create more sustainable business opportunities and new jobs.



**ENI
CBCMED**
Cooperating across borders
in the Mediterranean



Project funded by the
EUROPEAN UNION



**REGIONE AUTÓNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA**



MEDUSA



Cambra de Comerç
de Barcelona



REGIONE PUGLIA
Ordinamento Turistico, Economia della Cultura
e Valorizzazione del Territorio



الجمعية الملكية
لحماية الطبيعة
RSCN



ascame



RMF
RENÉ MOAWAD FOUNDATION
مؤسسة رينه معوض



JITA
Jordan Inbound
Tour Operators Association
الجمعية الأردنية للسياحة الوافدة

The starting point: the problem/need

PROBLEM

- High unemployment rate in the Mediterranean countries
- Seasonal jobs in the tourism industry
- Mass tourism in certain touristic spots
- Unknown destinations with great potential
- Environmental impact

NEED

- To create new non-seasonal jobs and business opportunities breaking the MED 3S tourism model
- To bring tourists from massified cities and touristic spots to less-known destinations
- To mitigate the environmental impact of tourism

The results: the impact of the project

PILOT ACTIONS

145

Job were
Created and
supported

96

new or improved adventure
tourism products funded via a
subgrant scheme in 5 countries
(Spain, Italy, Lebanon, Tunisia,
and Jordan),
worth over €800,000

259

Stakeholders involved
in the Creation of
Sustainable Tourism
Stewardship Councils
and development of
Action Plans.

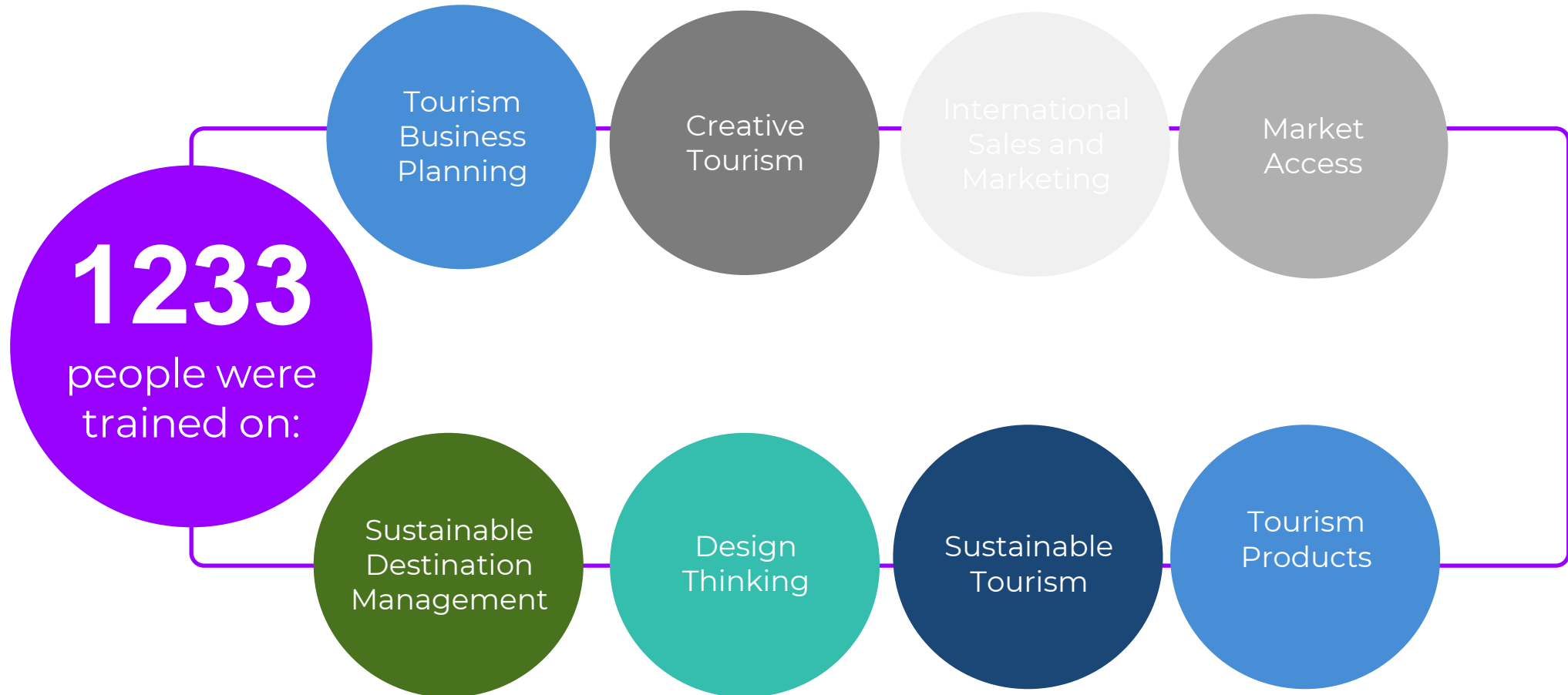
114 SMEs
supported

WE ARE
HIRING

MORE DETAILS BELOW



The results: the impact of the project



The results: the impact of the project

32

Tour operators and Media participated in 5 Familiarization Trips to promote the diverse adventure tourism offerings

64

Regional stakeholders participated in the Cross-border Co-creation Conference

272

Stakeholders involved in Product co-creation networking workshops

24

Service Providers & Tourism Operators participated in Cross-border adventure tourism routes, itineraries & day trips.

The results: the impact of the project

In the 5 destinations

BENCHMARKING STUDY

Identification and
Analysis of Sustainable
Innovative Practices in
Adventure Tourism

COUNTRIES RESEARCHES

Destination Review
from Socio-
economic Political
and Environmental
Perspective

CONCEPTUALIZATION REPORT

Conceptualization
of Sustainable
Tourism Products for
the Adventure
Tourism Sector

MARKET RESEARCH

Research and
Study of market
Demand and
Supply
Competitiveness

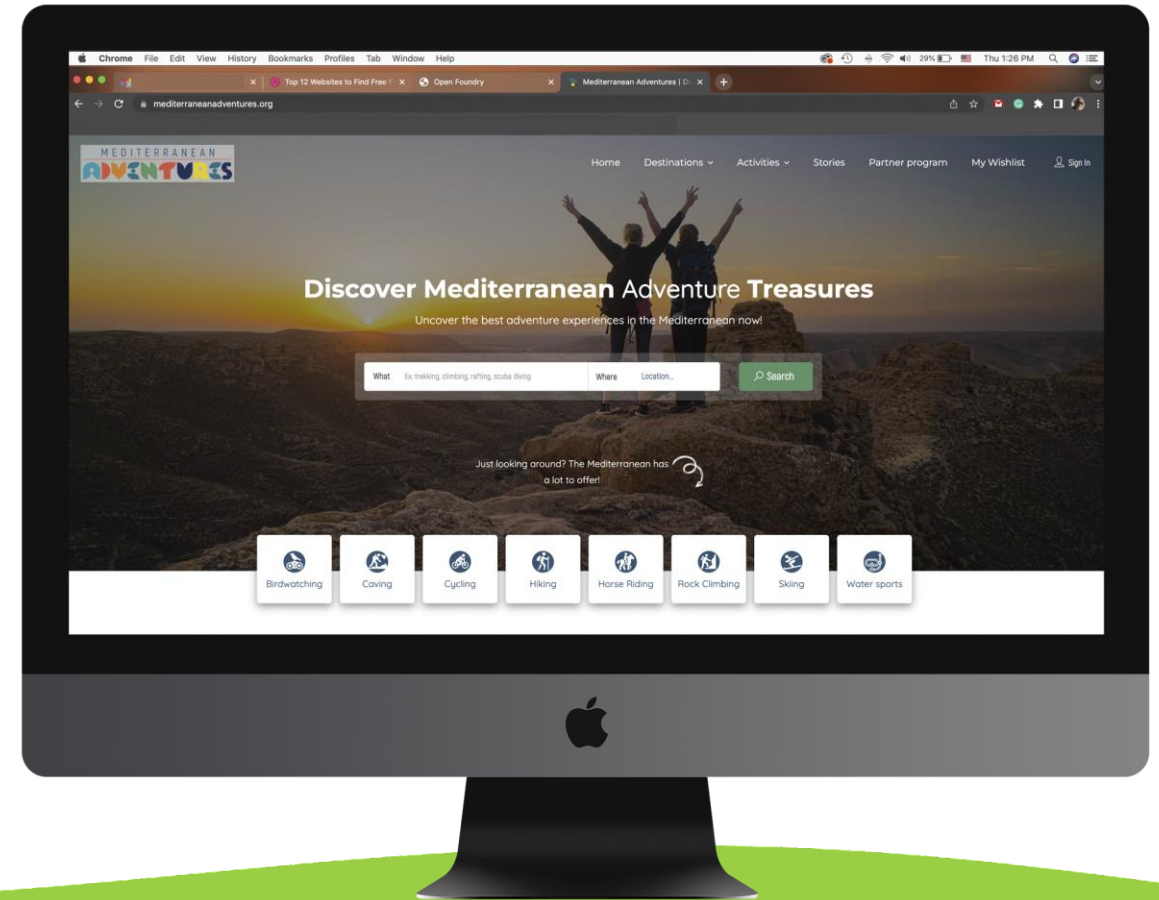
COUNTRIES INVENTORY

Inventory of Tourism
Assets,
Infrastructures,
services, and Human
Institutional Capacity



The tool: Mediterranean Adventure Brand

- Mediterranean Adventures Platform (<https://mediterraneanadventures.org/>) featuring more than 40 Experiences
- 13 Activities in Sport Adventure were so far published on the website
- 112 tour operators registered
- Marketing strategy to promote the brand



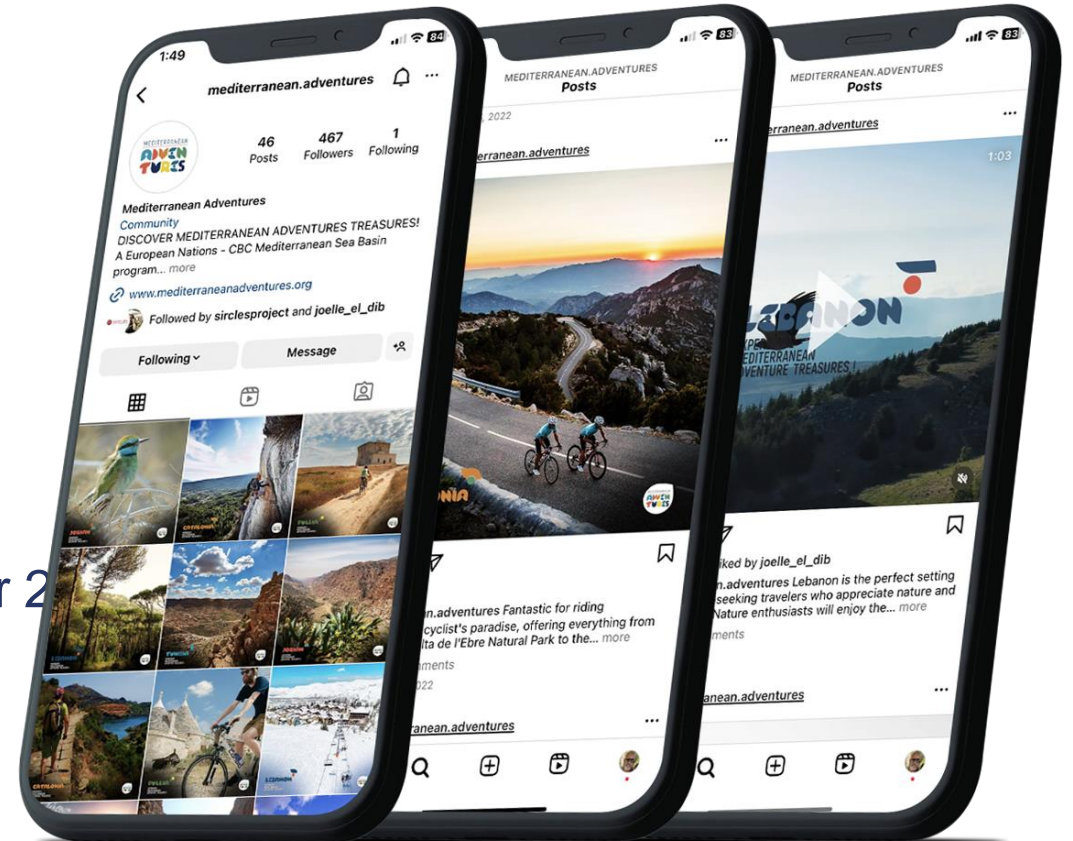
The tool: Mediteranean Adventure Brand

- 5 Destination Flyers and translation to 4 languages
- 5 positioning concepts
- 1 Hiking Guides featuring the 5 destinations



The tool: Mediteranean Adventure Brand

- 3 Social Media Channels
- 12 Destination Videos
- 150+ new destination photos
- 57 participants in the Adventure Travel World Summit 2022 Lugano, Switzerland 3-6 October 2022
- 5 FAM trips 32 Media & Tour Operators participated



The tool: useful for... / added value

Target markets
(USA,
Germany, UK,
France,
Norway)

Tour Operators
and Service
Providers
worldwide

Tourists

For further information

A person wearing a blue jacket and a backpack is riding a bicycle on a paved road that winds through a vast, green, hilly landscape. The sky is filled with dramatic, colorful clouds, suggesting a sunset or sunrise. The terrain is rolling and covered in grass, with some rocky outcrops visible. In the distance, there are a few small buildings and a river or stream winding through the valley.

<https://www.enicbcmed.eu/projects/medusa>

Lutecia Bainty | lbeainy@rmf.org.lb | rmf@rmf.org.lb

Follow Us



MEDUSA_Tourism



Medusa Project



Medusa tourism



medusatourism