

NEWSLETTER

DEVELOPMENT AND PROMOTION OF MEDITERRANEAN SUSTAINABLE ADVENTURE TOURISM

FINANCIAL DATA		
€ 3.3 million TOTAL BUDGET	€ 2.9 million EU CONTRIBUTION	% 10% PROJECT CO-FINANCING

25 WINNERS - 25 ADVENTURE TOURISM PROJECTS AIMING TO OFFER NEW OR IMPROVED SUSTAINABLE TOURISM PRODUCTS BASED ON ADVENTURE TOURISM



“MEDUSA project is giving us the opportunity to move from our traditional “3S model” (sea, sun and sand) in our destinations, to a new tourism model based on adventure tourism, in which sustainability, nature, culture and a healthy and active lifestyle will be the key elements” Albert Rodriguez, project manager from the Barcelona Chamber of Commerce.

Updates on the MEDUSA Sub-grants competition

Enhancing adventure tourism products and experiences is the core value of MEDUSA project, and in this spirit, it was launched. The competition intends to provide a chance to the beneficiaries to develop new adventure tourism activities, improve and develop existing products, enhance adventure supporting services and finally develop and create adventure itineraries in less known destinations. With a total of 805.627 Euros, 25 applicants from Spain, Lebanon, Italy, Jordan and Tunisia were awarded grants to fund the costs of the development of adventure tourism products and their promotion, in addition to technical support to guide the winners during the implementation process of the sub-grant activity.

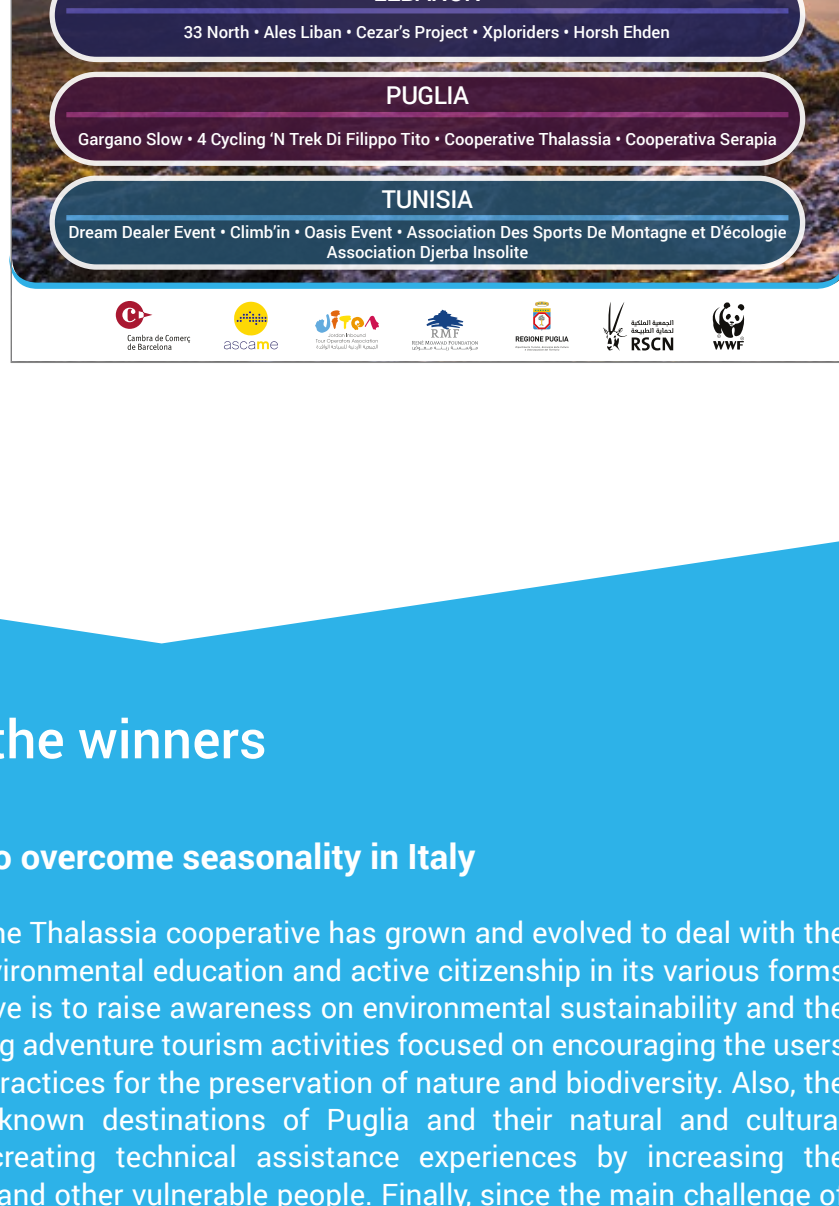
The winners from **Catalonia** are Guies d'arrel, Bikemotions, SK Kayak, Plancton, Divulgació i Serveis Marins and Pedratour.

In **Jordan**, Edom Adventure, Experience Jordan Adventure, Kharoub House, Discovery Circle Tours Baraka Destination, Beit Al-Beirut and Jordan Heritage which will develop new adventure products and enhance the services.

5 applicants in **Lebanon** will promote adventure tourism through creating or enhancing tourism products: 33 North, Ales Liban, Cezar's Project, Xploriders and Horsh Ehdén.

The winners in **Puglia** are Gargano Slow, 4 Cycling 'N Trek Di Filippo Tito, Giuseppe Flore and Cooperativa Serapia.

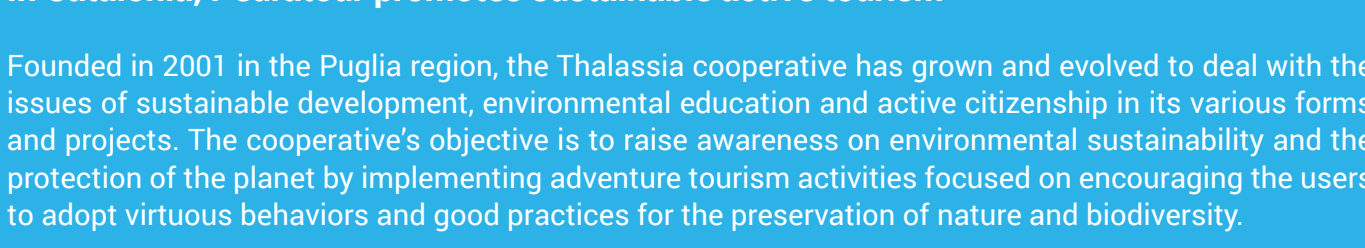
Finally, in **Tunisia**, Dream Dealer Event, Climb'in, Oasis Event, Association Des Sports De Montagne et D'écologie and Association Djerba Insolite.



Get to know some of the winners

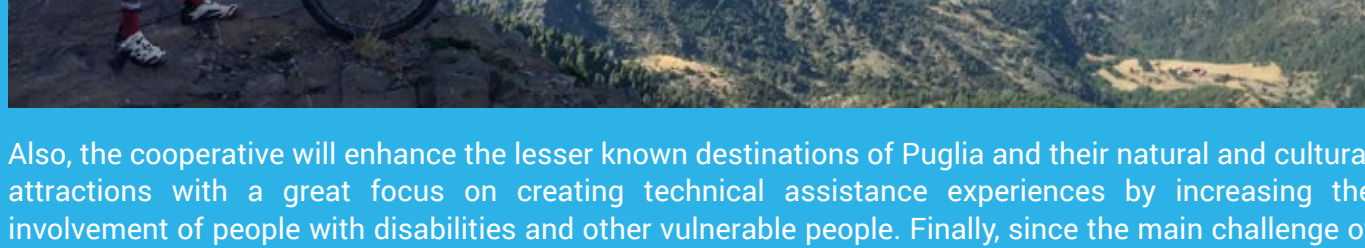
The Thalassia cooperative aims to overcome seasonality in Italy

Founded in 2001 in the Puglia region, the Thalassia cooperative has grown and evolved to deal with the issues of sustainable development, environmental education and active citizenship in its various forms and projects. The cooperative's objective is to raise awareness on environmental sustainability and the protection of the planet by implementing adventure tourism activities focused on encouraging the users to adopt virtuous behaviors and good practices for the preservation of nature and biodiversity. Also, the cooperative will enhance the lesser known destinations of Puglia and their natural and cultural attractions with a great focus on creating technical assistance experiences by increasing the involvement of people with disabilities and other vulnerable people. Finally, since the main challenge of adventure tourism is seasonality, Thalassia Cooperative aims to focus on activities that can be carried out throughout the year and promote campaigns highlighting the "low" season activities.



In Catalonia, Pedratour promotes sustainable active tourism

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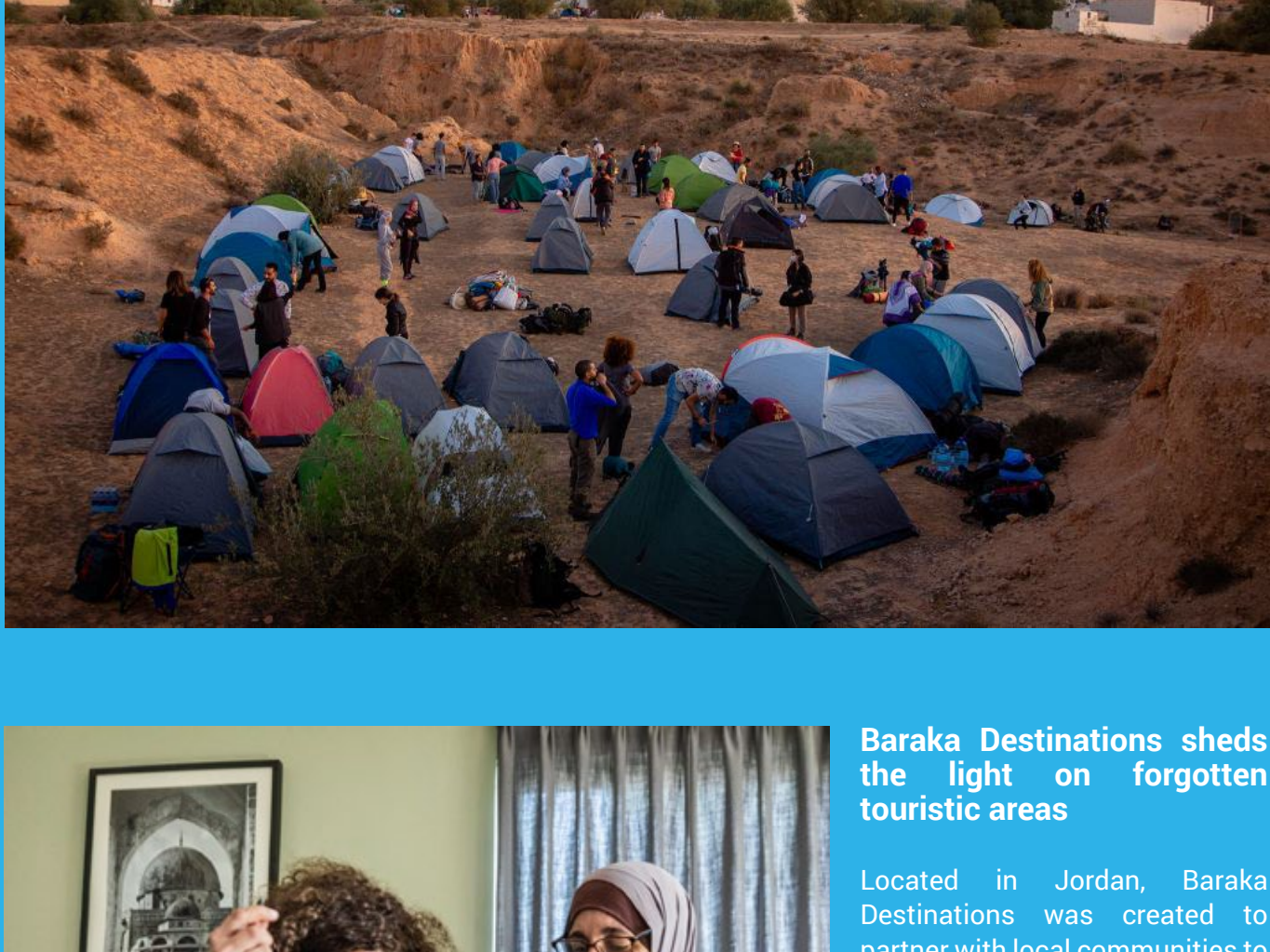
For the first time in Lebanon, Xploriders will connect two regions with a zip line

Xploriders is a leading adventure sports company operating in Lebanon and the Middle East with the aim to promote adventure sports and bring new adventure sports-related services and products to the market. In addition to rehabilitating a 7-kilometer historical pedestrian root which linked the district of Matn with the district of Keserwan, Xploriders will develop a new, one-of-its-kind, innovative activity in Lebanon, a two-way 400-meter zip line. This zip line will link Daraya to the other side of the valley and back, and is expected to attract adrenaline junkies to come to the region and discover new locations in Lebanon. Finally, amongst Xploriders' main objectives is safety thus it will conduct training sessions on safety and will always be present at the location after their meetings in Lebanon and were very pleased to see their work translated into actions and started having impact on local destinations and communities.



Dream Dealer in Tunisia involves local communities in their activities

Dream Dealer in Tunisia brings about many cultural and sportive activities along with ecofriendly catering while conserving the local resources and the ecosystem. With the MEDUSA sub-grant, Dream Dealer wishes to develop Zammour Trekking festival which gathers trekkers, trail runners, hikers and artists from many nationalities to experience four days of sports, culture and adventure and alternative tourism. The goal is to promote alternative touristic practices and enhance local social and cultural services in the village of Zammour and the surrounding area of Daher in Tunisia. Finally, Dream Dealer wants to empower the hosting and service competences of the local families and individuals.



Baraka Destinations sheds the light on forgotten touristic areas

Located in Jordan, Baraka Destinations was created to partner with local communities to design together tourism experiences in areas that are often forgotten by tourists. This gives tourists the opportunity to get to know the hidden gems that most would miss. With the MEDUSA sub-grant, Baraka Destinations aims to develop the variety of sports and cultural activities they offer. From hiking, to biking, to beekeeping, basket weaving and of course traditional gastronomy the visitors of Baraka Destinations can have a fully cultural and adventurous experience.

LIVE, PLAY, LEARN conference

Partners and stakeholders from Catalonia, Jordan, Lebanon, Puglia, Tunisia participated in a mid-term conference "LIVE, PLAY, LEARN - Sustainable tourism ideas to connect travellers and communities in the Mediterranean" jointly organized by the four sustainable tourism projects of the ENI CBC MED Programme, CROSSDEV, MED GAIMS, MED PEARLS and MEDUSA. The event aimed at sharing objectives, experiences, results, and good practices in the fields of technology, sustainable and slow tourism. A B2B session was included in the event for sustainable tourism stakeholders across the Mediterranean region to gather and network. Last but not least, the event was also the occasion for ASCAME to present its newest project: RESTART MED! – a capitalization project which is designed to enhance successful experiences as well as other crucial sustainable tourism projects of the Southern Mediterranean area.

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