



Università Ca'Foscari Venezia

PROJECT ACRONYM AND TITLE: TOURMEDASSETS - Enhancing the growth potential of coastal tourism concentration through an innovative, green and inclusive mobilisation of Med area local assets

FUNDING PROGRAMME: MED Programme

CALL: Maritime Call for proposal 2013

SCIENTIFIC FIELD: Science and Technologies enhancing sustainable development and governance

HOST DEPARTMENT/CENTRE: Department of Economics

SCIENTIFIC RESPONSIBLE: Prof. Jan Van Der Borg

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€260.000,00	€95.000,00

ABSTRACT:

Tourmedassets is based on two fundamental pillars: 1) the lack of quantitative and qualitative knowledge of the MED area territories' local assets, determinin the competitiveness of the local tourism industry in a global competitive arena; 2) the lack of knowledge, by public bodies and private operators, of specific projects and strategies to implement in order to address, in an efficient, sustainable and innovative way, the global demographic, economic, environmental and social changes that are affecting the MED area territories. The project aims to provide to stakeholders involved in tourism development in delicate coastal MED areas with a prototype of a Decision Support System (DSS) helping to: Identify the essential assets for sustainable tourism further development; Identify the challenges raised by global changes for the touristic use of these assets; Design innovative policies to make these areas competitive on the global tourism market, yet satisfying sustainable tourism criteria

Planned Start date	Planned End date
March 3rd, 2014	31/12/2014

PARTNERSHIP:

1	Ca' Foscari University of Venice	Italy	Lead Partner/Coordinator
2	University of Malaga	Spain	Partner
3	University Split	Croatia	Partner
4	University of the Algarve	Portugal	Partner

WEBSITE: <http://www.medmaritimeprojects.eu/section/tourmedassets>