



## TOUR

TOURists friends of the environment

GREEN

TOUR - TOURists friends of the environment is a project funded by the European Union under the Interreg IPA South Adriatic Programme 2021-2027.



### Duration

start date - end date

01.02.2024 – 31.01.2025

## Main Goal

TOUR project focuses on empowering regional stakeholders and tourism operators to implement eco-tourism strategies in the South Adriatic area.

Ecotourism and sustainable tourism have gained popularity in the industry but there are still many areas where improvements need to be done. If the number of tourists in a given area is greater than the capacity of the local environment or supporting infrastructure (which is the case of many popular destinations on the local areas of the project), negative impacts quickly arise and can become overwhelming for the system.



### Total budget

184.937,42 €

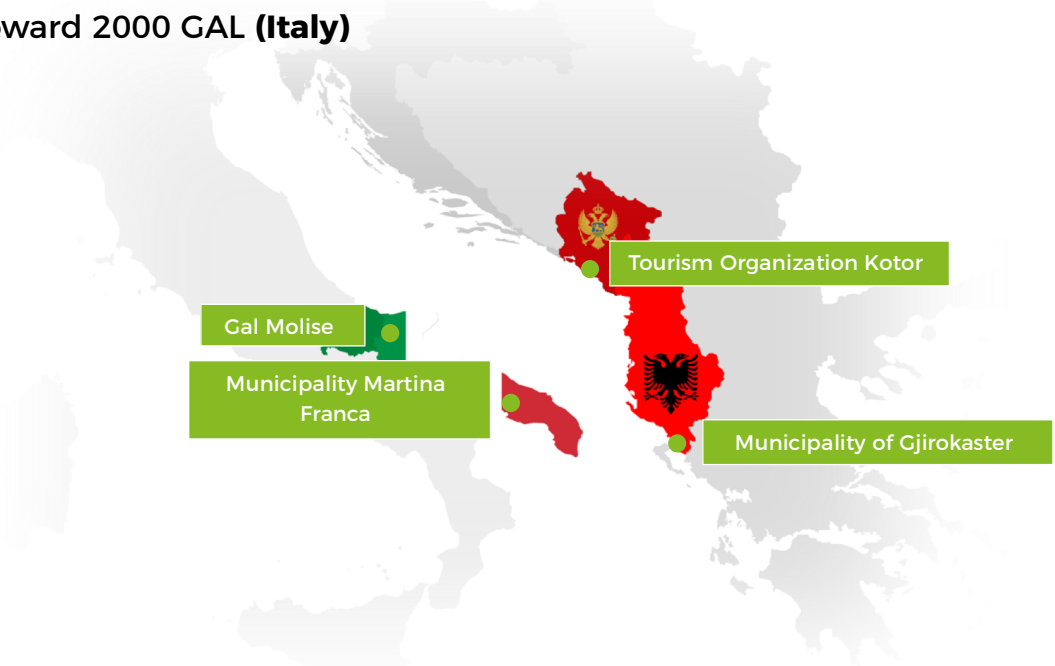


### EU funding

153.062,18 €

## Project Partners

- **Lead Partner** - Municipality of Martina Franca (**Italy**)
- **Partner** - Municipality of Gjirokaster (**Albania**)
- **Partner** - Tourism Organization of Kotor Municipality (**Montenegro**)
- **Partner** - Molise toward 2000 GAL (**Italy**)



## Project main activities -Expected output/results

Through a comprehensive awareness program, including workshops, conferences, and BtoB meetings with local economic operators, the project aims to raise awareness about the impact of tourism on natural landscapes and promote sustainable tourism practices. TOUR will develop a Joint strategy containing guidance and procedures for sustainable tourism practices on how to help the Local Public Authorities towards the implementation of concrete initiatives to foster eco and slow tourism.

## Contacts

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