To develop an Eco-Tourism Model for the Mediterranean area that is based on the “European Charter for Sustainable Tourism” (ECST)

€ 4,999,966.00 (90% from ENPI-CBC Med, 10% from individual co-funding)

Guidelines for Eco-tourism Planning in the Mediterranean region

An international agreement to ensure cooperation in eco-tourism development in the Mediterranean region (Mediterranean Eco-tourism Planning Scheme)

A MEET Eco-tourism catalogue, offering eco-tourism packages located in about 20 Mediterranean Protected Areas (2 Protected Areas per country)

A MEET Network gathering the involved Protected Areas, to manage the catalogue and capitalize on the project results

At least 6 clusters of local and eco-tourism related SMEs, developing eco-tourism products targeting a selected market (starting from USA, Canada, Australia and Japan)

To create a communication strategy on eco-tourism that addresses environmental awareness at the national and local level and disseminates project results at the international level

To collect Best Practices on eco-tourism at international level

To analyze the expectations of eco-tourists and Tour Operators from 4 overseas markets (USA, Canada, Australia and Japan).

To involve relevant national and international policy making institutions in the “Advisory Panel on Eco-tourism”, and to organize 3 international workshops on the project’s achievements

To select 2 Protected Areas from each of the 10 Mediterranean countries, for designing and testing Pilot eco-tourism products

To establish a Secretariat to support the MEET Network and promote the catalogue with selected Tour Operators

To initiate collaboration with other sustainable tourism-related projects