

ABOUT US :

CulTMed is a project dedicated to promoting sustainable cultural tourism in the Mediterranean. With a consortium of 7 partners from Spain, Greece, Cyprus, Portugal, and Italy, we aim to address the challenges of mass tourism, loss of authenticity, and environmental impact. Our mission is to enhance the capacity of tourism professionals and local communities, foster innovation networks, and share best practices across the region. CulTMed supports a green transition in cultural tourism, promoting sustainability in less-visited destinations and ensuring a lasting impact on tourism practices across the EU

What is Sustainable cultural tourism ?

Sustainable cultural tourism preserves cultural heritage while minimizing environmental and social impacts. It promotes responsible travel that benefits local communities, supports economies, and protects cultural sites for future generations.



Who Benefits from CULTMED ?

CulTMed targets three key groups:



Cultural Tourism Professionals: Including galleries, archaeological sites, and local tourism authorities.



Tourism Industry Experts: Such as travel agents, tour operators, and hospitality providers.



Local Authorities & Communities: Across Mediterranean regions, impacted by tourism.

What is

CULTMED

SUSTAINABLE CULTURAL TOURISM ON THE MEDITERRANEAN



Co-funded by
the European Union

CULTMED
Sustainable Cultural Tourism
on the Mediterranean

OBJECTIVES

- ✓ **Inspire Change:**
Share innovative ideas and sustainable practices through our Digital Library.
- ✓ **Empower Professionals:**
Equip cultural tourism experts with skills for a sustainable future.
- ✓ **Build Connections:**
Foster Build Connections: Foster collaboration between communities, authorities, and tourism leaders.
- ✓ **Enrich Communities:**
Protect cultural heritage while boosting local economies and preserving authenticity.

VISIT OUR WEBSITE !

SCAN HERE



HOW WILL WE TRANSFORM CULTURAL TOURISM?



Training Modules

Focused on sustainable cultural events, archaeological sites, green cultural institutions, and community-driven cultural tourism.



Workshops & Pilots

Hands-on training for stakeholders will provide practical experience in implementing sustainable tourism practices, tailored to each country's needs.



Best Practices

The project collects sustainable tourism insights through research and focus groups, creating a digital library of best practices across the EU..



Collaboration

The project fosters collaboration among local communities, tourism stakeholders, and cultural institutions to share knowledge and implement sustainable tourism practices.