



TOURMEDASSETS

Project	Enhancing the growth potential of coastal tourism concentration through an innovative, green and inclusive mobilisation of Med area local assets		
Acronym	TOURMEDASSETS		
Length	10 months		
Start	March 3 rd , 2014	End	December 31 st , 2014
Funding	Interreg MED		
Principal Investigator	Jan van der Borg		
Scientific Area	APPLIED ECONOMICS [SECS-P/06]		
Abstract	<p>The project aims at providing all the stakeholders involved in tourism development in delicate coastal areas in the MED area with a DSS that helps: -to identify the assets on which policy maker should take steps to stimulate the growth of tourism -to identify the challenges that global changes pose to the development of these assets -to design innovative policies that render these areas competitive on the global tourism market, yet satisfying the criteria that determine tourism's sustainability</p>		
Project budget			
UNIVE budget			