DestiMED PLUS aims at setting up the enabling conditions for integration of tourism and conservation agendas at local, regional and Med Level, by offering new solutions that capitalize outcomes from previous projects and apply them towards protected area ecotourism. The project will capitalize in particular on activities implemented in previous projects, such as MEET and DestiMED, by supporting Mediterranean regions to establish an enabling environment for ecotourism in Protected Areas that: 1) enhances cross-sectoral local and regional policies; 2) improves integrated planning strategies; and, 3) provides stakeholders with effective training and tools to manage, measure, and promote ecotourism at all levels.

DestiMED PLUS will develop in particular tools for measuring and improving the sustainability of ecotourism products, incorporating socio-economic, governance and conservation indicators, as well as for building capacity among local ecotourism stakeholders.

DestiMED PLUS will also aim at improving policy coordination between tourism and conservation departments in each project partner region, through the joint creation and promotion of ecotourism itineraries in Mediterranean protected areas.

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DestiMED PLUS works to establish a Mediterranean Ecotourism Consortium (MEC) open to all regions at EU level. This will advocate for integrated ecotourism policies, incorporating conservation, sustainability and economic perspectives, and strive for including ecosystem services approaches in tourism planning processes.

"The WestMED Initiative is important to improve the cooperation among different projects/initiatives in the area in order to achieve the common goals and address together the many challenges we face."

**DestiMED Plus**

**Supporting Sustainable Tourism in the West Mediterranean and Beyond**

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