



Build a network of local advisors to put small tourism providers in watercourse regions on a more sustainable path

Press release

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Sustainable tourism in watercourse regions

European project will support small local tourism providers acquiring sustainability competences

The BLUE TOURISM, is an Erasmus+ project, aiming at building a network of local advisors to put small tourism providers in watercourse regions on a more sustainable path. In this context, Water, as renewable resource is the common link between the six countries – Portugal, Cyprus, Spain, Slovenia, Romania and Ireland – that integrate the project consortium.

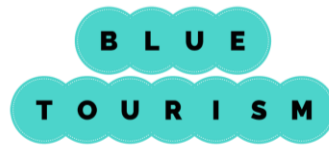


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Coordinated by [Comunidade Intermunicipal da Beira Baixa](#) (Portugal), this two-year project, intends to create and empower a network of future local advisors with the necessary skills and competences so they can support and advice small tourism providers in watercourse regions to be more sustainable and competitive, with a strategic focus on 1. Sustainable Tourism and SDGs; 2 Ethics and Social Responsibility; 3. Natural and Cultural Heritage; 4. Competitiveness and Sustainable Local Business Development; 5. Innovation and Digital Transformation; 6. Networking and Local Partnerships. 7. Branding and Digital Marketing; 8. Internationalisation Strategy.

The BLUE TOURISM consortium believes that there is now a huge opportunity to rethink tourism as a whole, by shifting more decisively from over tourism models to existing sustainable tourism models. In this context, “Blue Tourism” refers to all tourism activities developed around any watercourse (rivers, lakes, seas).

The focus in the BLUE TOURISM is to look at waterways as a drive for sustainable tourism development. Almost all European cities were built along waterways and there are many small rivers and streams shaping European’s landscapes. These waterways connect cities, peoples, communities, cultures, habits, traditions, itineraries, natural and cultural heritage, all key elements in touristic attractions.

For more information about the BLUE TOURISM project:

Website | www.bluetourism.eu/

Facebook | <https://www.facebook.com/blue.tourism.EU>