



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 Takes Centre Stage: Blue Tourism Project support small tourism providers in adopting sustainable practices

Watercourse regions, characterized by their rivers, lakes, and other bodies of water, have long been sought-after destinations for travellers seeking tranquillity and natural beauty. However, the increasing popularity of these areas has led to challenges in maintaining their ecological balance and safeguarding the well-being of local communities. The Blue Tourism Project aims to promote sustainability in watercourse regions and revolutionize the way tourism operates in these areas. Recognizing the vital importance of preserving our natural resources and supporting local communities, the project continues working to develop innovative tools boosting sustainable tourism practices.



[Dock of the Canal of Castile in Medina de Rioseco \(Valladolid province, Spain\)](#)

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During the second year of project development, partners completed the **advisor profile and resources package**: a blended learning training curriculum, mainly addressed at small tourism providers, on sustainable tourism and local development, oriented to promote the sustainable and efficient use of natural, cultural, and economic resources in watercourse regions.

During the last phase of the project the advisor profile will be validated and translated into the partners' languages. That will serve as the basis for piloting and testing with real users the training materials developed.

Project meeting in Spain

On the 17th of January, the BLUE TOURISM consortium met in Medina de Rioseco, Spain, to hold its third partner meeting, which was very productive and of high interest, with the participation of all project partners. Main tasks were discussed, and deadlines agreed, so project development could be completed in time. After the meeting, that took place in the coworking space owned by the City Council, the partners held a meeting with Mr. David Esteban, Mayor of the city, who was interested in the development of the project and accompanied the group of partners in the afternoon to visit the dock of the Canal of Castile, located in the town. The group of partners had the opportunity to learn about one of the most important hydraulic engineering works carried out between the mid-18th century and the first third of the 19th century in Spain, which has become an important tourist attraction in the Castilla y León region.

For more information about the BLUE TOURISM project:

Website | www.bluetourism.eu/

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