

“Challenges and perspectives for Coastal and Maritime Tourism in Europe”

Italy, May 2015



The Chairman of The Cyprus Sustainable Tourism Initiative (CSTI), Philippos Drousiotis was invited to present the organization and its projects at the MITOMED final conference *“Challenges and perspectives for Coastal and Maritime Tourism in Europe”* which took place in Florence, Italy, on Tuesday the 12th of May, 2015.

MITOMED—Models of Integrated Tourism in the Mediterranean, is a transnational project co-financed by the European Regional Development Fund within the MED Programme 2007-2013 for Territorial Cooperation.

MITOMED formally started in July 2014 and will run

until the end of June 2015. The partners of the project are Tuscany Region- Sector for the development of tourist destinations policies (Italy) Lead partner, CNR-IBiMet – National Research Council Institute of Biometeorology (Italy), Girona University (Spain), IPTPO Institute of Agriculture and Tourism (Croatia), ANETEL Larnaca District Development Agency (Cyprus), NECSTour Network of European Regions for Sustainable and Competitive Tourism (Belgium).

During the presentation of CSTI work in sustainable

tourism in Cyprus the organizers and participants were impressed and especially for the Greening Cyprus Beaches project. The MITOMED partners are interested in promoting the Greening Cyprus Beaches project by including it to the Action Plan of the project for sustainable management of maritime and coastal tourism. It will be presented as a good example for the Regeneration of the Sun & Sea product in the MED area by having quality beaches.

