



Interreg



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NEXT MED

CReSInMed



Competitiveness and Internationalisation of Rural Tourism SMEs in the Mediterranean



Tourism SMEs in rural Mediterranean areas face limited access to training, markets, and digital tools, making it hard for them to grow and compete globally. CReSInMed addresses this shared regional challenge by equipping 50 rural tourism (M)SMEs across Italy, Greece, Türkiye, Jordan, Tunisia, Spain, and Palestine with the skills, networks, and tools they need to succeed internationally. The project aims to boost their competitiveness through tailored training, digital platforms, and transnational collaboration, helping transform rural tourism into a resilient, inclusive driver of local development.

2.5 M€

Project Budget

89%

EU Contribution

7

Countries

7

Partners

4

Associates

DURATION: Start Date 07/01/2026 - End Date 06/01/2029

PROJECT PARTNERS

