





# SMARTMED PARTNERSHIP

13 partners | 9 countries | +8 associates

## 4 National Public Authorities

-  REPUBLIC OF CROATIA  
Ministry of Tourism and Sport
-  ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
MINISTRY OF TOURISM
-  Montenegro  
Ministry of Economic Development
-  TURISMO DE PORTUGAL

## 1 Sectoral Agency

-  ATOUR FRANCE  
Agence de développement touristique de la France

## 1 International Network

-  EMIR INTERMEDITERRANEAN COMMISSION

## 5 Regional & Local Public Authorities

-  Région Autonome Vallée d'Aoste / Regione Autonoma Valle d'Aosta
-  REGIONE PUGLIA
-  Occitanie
-  AMB Àrea Metropolitana de Barcelona
-  Turistička Zajednica HNK-HNŽ  
Hercegovina-Neretva Canton Tourist Board  
[www.hercegovina.ba](http://www.hercegovina.ba)

## 1 Higher Education & Research

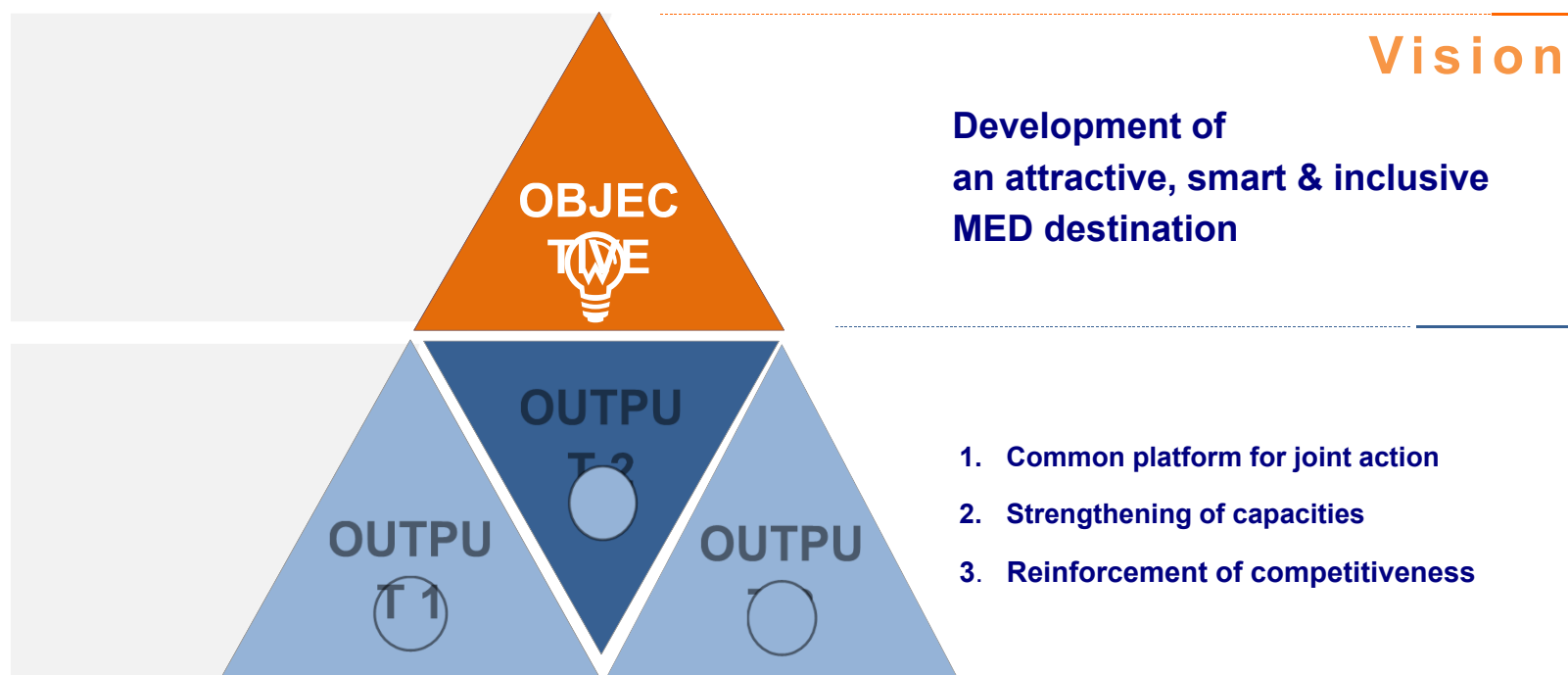
-  UNIVERZA NA PRIMORSKI  
 TURISTICA  
FACULTETA ZA PUBLIČNOSTIČARSTVO

## 1 Business Support Organisation

-  H G K  
CROATIAN CHAMBER OF ECONOMY



# SMARTMED Objectives & outputs





# SMARTMED Key results





# SMARTMED Key results

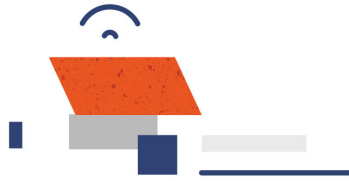


## The Smart Tourism Business Model 03 | Reinforcement of competitiveness

ent of competitiveness



- 8 pilot initiatives →
- Transferable SMART BUSINESS TOURISM MODEL
  - Transferable model for MED region SMART Tourism initiatives



## SMARTMED Key results

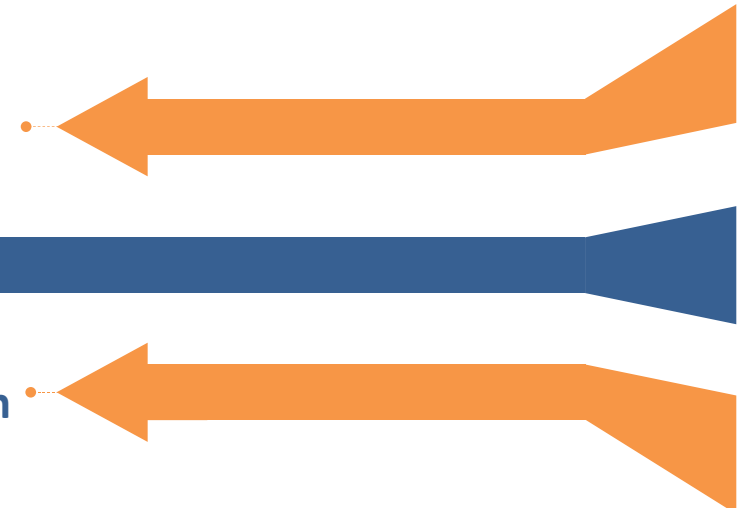


### E-learning Platform

02 |

Strengthening of capacities

1. Educational material designed & produced during testing phase
2. Information related to pilot applications implementation and innovative actions
3. Consultation forum, to strengthen open innovation





# SMARTMED Key results



## Innovation hubs

01 | Common

platform for joint action

Facilitate  
the  
exchange  
of  
experiences



Encourage  
collaboratio  
n

Joint work



## Innovative aspects



Innovative policy solutions promoted and tested through the pilot initiatives



Development and application of innovative technologies in tourism is encouraged and directed by the model

Analysis





# Replicability & capitalisation of results

**Designed to be transferred**

SMART Tourism Business Model

Pilot initiatives

Report and Recommendations for post 2020 INTERREG projects

**Linking with key priorities**

EU Tourism Transition Pathway:

- Collaborative destination management models
- Collaboration platform for info, knowledge & experience sharing



## ReACH US



**Twitter** @SmartMedProject



**Website** <https://smartmed.interreg-med.eu/>

Thank  
you!

