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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.



DURATION

Start Date: 07/01/2026

End Date: 06/01/2029

PROJECT PARTNERS

