



D4T Dialogue for Tourism

01. Context

The Mediterranean tourism ecosystem faces overtourism, seasonality, climate change impacts, low digitalisation, fragmented governance, and weak coordination among public authorities. These challenges require stronger institutional dialogue and multi-level cooperation to ensure greener, smarter and more resilient tourism models.

02. Mission

To address challenges such as overtourism, seasonality, and climate impacts, as well as to tackle low levels of digitalisation and fragmented governance, the D4T project aims to strengthen coordination among public authorities and achieve the following objectives:

- Foster stronger institutional dialogue and enhanced multi-level cooperation
- Promote a greener, smarter, and more resilient tourism sector



03. Consortium

Coordinator:

- El legado andalusí, Andalusian Public Foundation (Spain)

ASCAME's Associated partners:

- CCIS Chamber of Commerce, Industry and Services of the Casablanca-Settat region (Morocco)

Partners include:

- National Tourism Organisation of Montenegro
- European Public Law Organization (EPLO, Greece)
- Provence-Alpes-Côte d'Azur Region (France)
- Lazio Region (Italy)
- Institute of Agriculture and Tourism (Croatia)
- Ministry of Transport, Communication and Works (Cyprus)
- Municipality of Varna (Bulgaria)
- ASCAME (Spain)
- Greening the Islands (Italy)





04. ASCAME's Role

ASCAME contributes to:

- Mediterranean network coordination
- Stakeholder engagement across chambers and business organisations
- Communication and dissemination of sustainable tourism governance results
- Support to policy dialogue and participation in advocacy mechanisms
- ASCAME acts as a bridge between public authorities, SMEs, chambers and regional actors.



05. Budget

TOTAL amount of the **project**: **4.000.000 €**

ASCAME budget: **234.350€**

06. Timeline

START DATE:

01/01/2023



END DATE:

01/09/2029

07. Challenges

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Opportunities

- Fragmented governance and lack of coordinated policies
- Overtourism and seasonal pressure
- Climate change impacts on coastal and island destinations
- Low digitalisation and limited data integration
- Need for stronger multi-sectoral dialogue

- Strengthening policy coherence across Mediterranean countries
- Enhancing data-driven tourism governance through a network of sustainable tourism observatories
- Increasing the resilience of destinations to climate and socio-economic shocks
- Boosting cross-regional cooperation and knowledge exchange
- Positioning the Mediterranean as a leader in sustainable tourism governance

