

Preliminary study gathering information about the main cultural tourism resources and destinations in three southern Mediterranean countries. It will also have a directory of companies from the targeted sector. This guide will be an essential tool for companies, investors and tourism authorities working on this field of activity.

| <b>SUMMARY OF THE CULTURAL TOURISM OFFER OF MED COUNTRIES</b> |   |
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| <b>DATE</b>   | The presentation of the study will take place during "Euro-Mediterranean Tourism Invest Forum", 23rd September – Estimated time 16:00 – 18:00 h   |
| <b>TYPE OF INSTRUMENT</b>                                     | Study   |
| <b>OBJECTIVES</b>   | To Know the main destinations, resources and cultural tourism businesses that have significant potential for development. Providing companies with the industry and the tourism authorities the location of destinations and businesses to develop new cultural tourism projects and investment opportunities.  |
| <b>DESCRIPTION</b>  | Preliminary study that counted the main resources of cultural tourism in the countries MED partners, which is complemented by a yearbook companies and complementary to it. This study not only serves to select the participants of the meeting of business in this sector under the framework of the initiative, but also serve as a guide for businesses, investors and the tourism authorities of the Mediterranean region. |
| <b>TARGET GROUPS (Participants)</b>                           | Companies operating in the tourism, tourism authorities from the MED countries and local populations of the major destinations of cultural tourism resources  |