



Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
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Union for the Mediterranean  
Union pour la Méditerranée  
الاتحاد من أجل المتوسط



# SMITour



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## SMart Industrial Tourism in the Mediterranean

### MAIN GOAL

The project explores the potential of Smart Industrial Tourism (SMIT), as a sustainable economic activity that can benefit the tourism ecosystem in the MED region.

### PROJECT OUTPUTS

1. Common Strategy for the development of Smart Industrial Tourism in the Mediterranean
2. Action Plan for developing Smart Industrial Tourism in the Mediterranean
3. MOU for developing Smart Industrial Tourism in the Mediterranean

### SPECIFIC OBJECTIVE

1.1 Developing and enhancing research and innovation capacities and the uptake of advanced technologies.



### Project Partners

1. Municipality of Prato, IT
2. University Institute of Lisbon, PT
3. Industrial Tourism Network of Catalonia - XATIC, ES
4. Prato Textile Museum Foundation, IT
5. Hellenic Clothing Industry Association, EL
6. E-institute, SI
7. Faculty of Economics and Business Rijeka, HR