# TG_AIR

## Green mapping for Adriatic-Ionian Region – Supporting Development and Market Access for Responsible and Sustainable Tourism Destination and Micro/SME Operation in the EUSAIR Region

**EUSAIR countries**
**Italy, Slovenia, Croatia, Bosnia and Herzegovina, Albania, Montenegro, Greece, San Marino, Serbia, North Macedonia**

More than **2300** NATURA 2000 protected areas

**109.334** square kilometers of totally protected areas



## GENERAL OBJECTIVE

To support the development and promotion of quality –assessed green travel providers and destinations in the Adriatic –Ionian region by creating sustainable and responsible tourism measuring, mapping and managing ICT system.

## SPECIFIC OBJECTIVES

1. To establish regional Sustainable and Responsible Tourism Knowledge Alliance and to define and map Green travel offer in the Region

2. To develop and promote Green mapping platform and ICT application

3. To build a Green travel brand and promote Green travel offer in the Region