

SUSTAINABLE TOURISM

INTENSE : Sustainable tourism & soft mobility

OP Interreg Maritimo 2014-2020

Thematic Objective 6 "Preserving and protecting the environment and encouraging a rational use of resources"

Objectives

The main goal of this project is to increase the number and presence of tourists throughout the year, through a joint management plan of the sustainable tourism itinerary with the cross-border partners. In order to achieve this goal, the activities developed respond to the following objectives:

- Diversification of the tourist presence;
- Integration between tourism and intermodal supply;
- Greater involvement of SMEs in the tourism sector;
- Increased collaboration between Public Administration and SMEs;
- Implementation of networks linking companies and cross-border territorial actors for the management of service;
- Greater involvement and interaction between the local population and tourists.



Sustainable development goals

- 11 Sustainable cities and communities
- 13 Climate action

Partners Involved

The Corsica Tourism Development Agency (CTA) is in charge of the coordination between the Corsican partners of the project. The ATC is also responsible for the update of the experimental activities developed in Ile Rousse. The City of Ajaccio and the Tourism Office of Bastia are in charge of the implementation and the promotion of the activities.

Project description

The INTENSE project aims to integrate sustainable tourism with soft mobility and inter-modality. In order to achieve that, the project will identify and enhance an integrated management of sustainable tourist routes. By the promotion of cycle tourism and hiking, in the areas of Ajaccio, Bastia and Ile Rousse the project will attract various tourists. In Corsica, this project will promote the natural and cultural heritage of the microregions of Ajaccio, Bastia and Ile Rousse through the implementation of new tourist routes and by enhancing the crossborder connections with the other regions of the Interreg program such as Sardinia, Tuscany, Liguria and Provence-Alpes Côte d'Azur.

Intense



Expected Results

- Improvement of physical accessibility and public safety;
- Restoration and improvement of already existing cycling and hiking routes;
- An analysis regarding the use of ITC technologies;
- Definition of a guidelines and a joint action plan for the coordinated and shared use of information systems to improve access to natural and cultural heritage;
- Implementation of a Participatory GeoPortal in which INTENSE files will be managed;
- 3 applications will also be created (for IOS and Android).

Timeline

2017

2018

2019

2020

2021

2022

2023

2024

2025

Funding

€ 934.925,00 Total funding
€ 794.686,25 EU funding

Contact

Agence du Tourisme de la Corse (ATC)
17, boulevard du Roi Jérôme - BP 19
20180 Ajaccio cedex 1
+33.4.95.51.77.77