



SMART

ASCEND

Boosting Adventure Tourism SMEs
Competitiveness and Economic
Development

ASCEND – Boosting Adventure Tourism SMEs Competitiveness and Economic Development – is a project founded by the European Union under the Interreg IPA South Adriatic Programme 2021-2027.



Duration

start date - end date

01.07.2025 - 31.12.2027

Main Goal

ASCEND aims at enhancing the competitiveness of Adventure Tourism SMEs in Italy, Albania, and Montenegro by providing targeted training, a dedicated sub-grant scheme, and coordinated joint actions aimed at developing sustainable and innovative nature-based tourism products.



Total budget

1.008.502,50 €

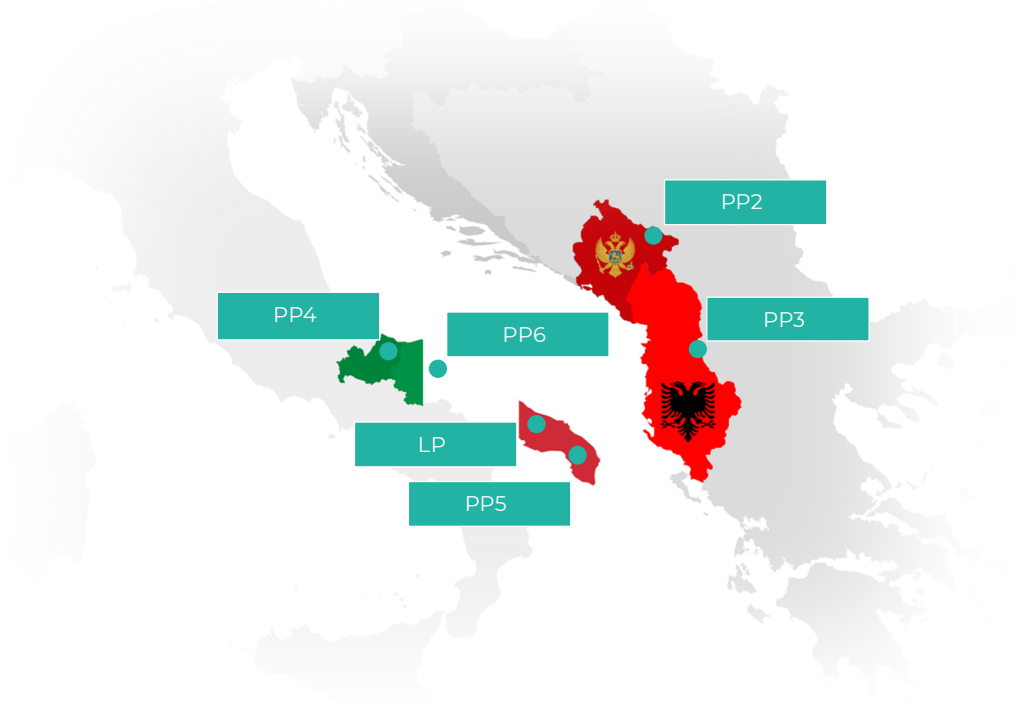


EU funding

830.152,45 €

Project Partners

- Provisional Management Consortium of Regional Natural Park Coastal Dunes from Torre Canne to Torre San Leonardo (Italy – LP)
- National Tourism Organisation of Montenegro (Montenegro – PP2)
- Ministry of Environment (Albania – PP3)
- Tourism and Hospitality Autonomous Agency of Molise (Italy – PP4)
- Management Consortium of Porto Cesareo Marine Protected Area (Italy – PP5)
- National Park of Gargano (Italy – PP6)



Project main activities - Expected output/results

ASCEND will carry out analysis, stakeholder engagement, capacity-building activities, pilot testing, and implement a sub-grant scheme to support targeted local initiatives. The project will deliver a Joint Action Plan and a formal cooperation framework, strengthening institutional capacity and ensuring long-term, sustainable impact.

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