



Sustainable
tourism

Interreg
Euro-MED



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SUSTAINABLE TOURISM POLICY LAB in MONTENEGRO

*organised by the National tourism organisation of
Montenegro*

June 10, 2026

Hybrid event

Hotel Hilton (Conference hall Ksenija)

2 Bulevar Svetog Petra Cetinjskog,
Podgorica 81000, Montenegro

REGISTER HERE

(The number of participants is limited!)

Organized by Dialogue4Tourism Project

Sustainable Tourism Mission



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About the Sustainable Tourism Mission

The Sustainable Tourism Mission of the Interreg Euro-MED Programme focuses on fostering circular tourism, considering the sustainability of ecosystem services through innovation technologies, and promoting the preservation of natural resources and cultural heritage. Two governance projects, Community4Tourism and Dialogue4Tourism, together with the thematic projects under this Mission, work jointly to develop solutions and promote cooperation in the Euro-MED and beyond, with the goal of making tourism greener, smarter and more resilient.

About the Sustainable Tourism Policy Lab in Montenegro

Within the framework of the Sustainable Tourism Mission of the Interreg Euro-MED, the Dialogue4Tourism Project is carrying out four Sustainable Tourism Policy Labs across different Mediterranean countries in 2025 and 2026. The Labs are designed to strengthen institutional capacity and enhance coordination among public authorities and tourism stakeholders, while fostering the mainstreaming of sustainable tourism and supporting meaningful policy transformation.

By promoting a shared methodology, amplifying the results of the Sustainable Tourism Mission's thematic projects, and encouraging transnational cooperation and knowledge exchange, the Policy Labs contribute to a more cohesive, innovative and sustainable tourism future for the Mediterranean.

Main Goals of the Lab

- Strengthen coordination and institutional capacity in sustainable tourism to support decision-making and policy processes.
- Enhance policy transformation through shared methodologies relevant to Mediterranean tourism.
- Capitalise on and disseminate Tourism Mission thematic project results.
- Foster transnational cooperation and knowledge exchange in the Mediterranean.



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Development/Structure of the Lab

1) Theoretical session

- An overview of theoretical knowledge, accompanied by a review of selected case studies from the mainstreaming of the Interreg Tourism Mission's thematic projects.
- Four key concepts remain at the heart of the practical session: i) Tourism Governance, ii) Climate Change, iii) Tourism Innovation and iv) Circular Economy in Tourism.

2) Practical session

Participants will work in small groups on scenario-based exercises, applying theory to a real destination case study in order to co-design solutions and reflect on policy. In this edition, the discussion is contextualised for Montenegro and destination management context.

3) Wrap-up

Wrap-up and final reflections on the practical session outcomes.



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AGENDA (provisional)

Date: 10 June 2026

Time: 10:00 – 14:00 (CET)

Format: Hybrid

10:00 – 10:45 – Welcome addresses

- Welcome and opening
- Opening moderation: Marija Todorović, National Tourism Organisation of Montenegro
- Borka Lješević, the National contact person for Interreg Euro-MED and URBACT IV within the Directorate for European Territorial Cooperation at the Ministry of European Affairs of Montenegro
- Julia Saiz-Pardo, project manager, on behalf of the Lead Partner of Dialogue4Tourism Project - El legado andalusí-Andalusian Public Foundation (Regional Ministry of Culture and Sport of Andalusia, Spain)
- Luis Miranda Molas, project manager, Association of the Mediterranean Chambers of Commerce and Industry (Barcelona, Spain) – Dialogue4Tourism Project Partner

10:45- 11:10 - Sustainable Tourism Policy Lab Operational Framework

- Introductory framing of the Lab methodology, objectives and expected outcomes
- Moderation: Ivona Šimičić.

11:10 – 11:35 - Presentation of pilot actions of Montenegrin partners of projects of the Sustainable Tourism Mission within the INTERREG EURO-MED 2021–2027 Programme

- 1. Project Herit Adapt / presentation of action in pilot area in Montenegro
Miloš Ivanišević – municipality of Cetinje**
- 2. Project Libeccio / presentation of action in pilot area in Montenegro
Aleksandar Janičić - municipality of Kotor**
- 3. Project MedSkyTour / presentation of action in pilot area in Montenegro
NGO Center for Tourism Development and Cooperation**
- 4. Project CoolNoons / presentation of action in pilot area in Montenegro – tbc
Luka Mihailović – municipality of Budva**



Junta de Andalucía
Consejería de Cultura y Deporte



Fundación Pública Andaluza
El legado andalusí

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



REGIONE
LAZIO

Institut za poljoprivredu
i turizam



Institute of Agriculture
and Tourism



DEPARTMENT
OF PUBLIC WORKS



ascame
Association of Chambers of Commerce and Industry of the Mediterranean
Association of Mediterranean Chambers of Commerce and Industry
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



GREENING
THE ISLANDS

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