

Interreg
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**Sustainable
tourism**



**Mediterranean Sustainable Tourism
Convention 2026**

18-19 June, Barcelona, Spain

“Tourism transition in the Mediterranean”

Interreg Italy Croatia - PROJECT ADRINCLUSIVE

Presenter Marjan Dumanić PI RERA SD

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Italy – Croatia

 **ADRINCLUSIVE**

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NECSTouR
European Regions for
Competitive and Sustainable Tourism



Unione delle Università del Mediterraneo
Mediterranean Universities Union
Union des Universités de la Méditerranée
إتحاد الجامعات المتوسطية



Mediterranean
Action Plan
Barcelona
Convention



Dementia & Alzheimer's Outlook



Europe-Wide Projections

Alzheimer Europe estimates 9.07 million dementia cases in the EU27 (2025), surging to 14.34 million by 2050 (+58%). Across wider Europe, cases will grow from 12.12M to 19.91M (+64%).



ITALY

Italy currently has 1.2 to 1.43 million people living with dementia, projected to nearly double to 2.2–2.3 million by 2050. Alzheimer's disease accounts for 50–60% of these cases.



CROATIA

Public health sources record a prevalence of ~1.3% of the total population, while historical literature cites over 80,000 people living with dementia. Alzheimer's remains the leading cause.



Reframing tourism for people living with dementia



Most tourism experiences are not designed for people with dementia or their caregivers – even though the need for accessible, supportive travel is very real.



ADRINCLUSIVE brings together tourism, health and community partners across Italy and Croatia to co-create inclusive holiday solutions for people with dementia and their families.



A toolkit for inclusive holidays



Guidelines for tourism professionals

A practical guide covering team set-up, daily programme design, pre-trip health assessments and on-trip support strategies for dementia-friendly holidays.

Tailored services & staff training

Training modules for hotel and tourism staff on communication, de-escalation, accessibility and creating calm, dementia-friendly environments.



For a family & caregivers

An accessible booklet – "How can I organise a vacation for people with Alzheimer's and dementia?" – with step-by-step planning advice and a sample daily schedule

A network of inclusive destinations

A growing network of accommodations, attractions and local associations across the Adriatic, ready to welcome travelers with dementia and their families.





Better holidays for the whole family

Built around routine, predictability and flexibility – reducing anxiety for the person with dementia, while easing the load on caregivers.



For people with dementia

A familiar, well-paced routine with sensory cues, meaningful activities and supportive staff helps reduce confusion, anxiety and wandering.



For families & caregivers

Trained teams and individualised plans let caregivers truly rest – sharing the load instead of carrying it alone for the whole trip



For destinations & communities

Accessible, dementia-aware tourism fights social exclusion and ageism, strengthening local networks and community inclusion.



From pilot to a replicable Adriatic model



Pilot the solutions

Test inclusive holiday packages, training and destination guidelines with real participants and partner destinations in Italy and Croatia.



Transfer good practices

Share lessons learned, feedback and best practices across partners, hotels, associations and local authorities on both coasts.



Build a replicable model

Consolidate training packages, assessment tools and destination criteria into a scalable framework for the wider Adriatic region.



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Tourism transition in the Mediterranean



THANK YOU FOR YOUR ATTENTION

Marjan Dumanić

PI RERA SD FOR COORDINATION AND DEVELOPMENT OF SPLIT DALMATIA COUNTY – CROATIA

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 **ADRINCLUSIVE**

<https://www.italy-croatia.eu/web/adrinclusive>

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