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**Cross Network Alliance
for Governance in Sustainable Tourism
First Policy recommendations**

**Background paper in support of the
Mediterranean Multi-Programme Mechanism**

By Dialogue4Tourism
Institutional dialogue on Sustainable Tourism
and Governance in the Euro-MED area



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Foreword & Rationale

This document has been produced within the framework of the Dialogue4Tourism Project (Interreg Euro-MED Sustainable Tourism Mission). It falls under the scope of the Activity “Liaising-Active dialogue with initiatives, strategies and other Programmes” which aims to foster collaboration, exchange of knowledge, and policy alignment across the Mediterranean region in the field of sustainable tourism.

The primary objective of this report is to present a set of governance recommendations that have emerged from the conclusions drawn during two significant work sessions held by the Cross Network Alliance working group throughout the year 2024. These sessions, organized by the Interreg Euro-MED Dialogue4Tourism Project, provided a platform for meaningful discussion and cooperation among key actors in governance in this field. Furthermore, the recommendations outlined in this report are intended to complement and reinforce the strategic recommendations and proposals already established in the White Paper on Sustainable Tourism Governance in the Euro-MED area Tourism and Climate Adaptation published by the Dialogue4Tourism Project in collaboration with Community4Tourism Project in 2024. Moreover, seeks to serve as a background paper in support of the Mediterranean Multi-Programme Mechanism.

The first of the two events that served as the foundation for this document is the round table titled *Cross Network Alliance: An Open Dialogue with Initiatives, Strategies, and Other Programmes in the Mediterranean* (Marseille, France on April 24, 2024). This event was organized by the project partner Région Sud Provence-Alpes-Côte d'Azur (France) and brought together representatives from various EU and regional initiatives to discuss synergies and foster closer coordination in sustainable tourism efforts.

The second event was organised by the project partner Institute of Agriculture and Tourism (IPTPO) (Poreč, Croatia, on October 15, 2024). The round table discussion entitled *The role of Local and Regional Governments in enhancing sustainable tourism: How can we improve multi-level governance?* focused on exploring practical mechanisms for strengthening governance structures and inter-institutional cooperation across different levels of government to support sustainable tourism policies.

Together, these two high-level meetings have produced valuable insights and proposals, which are synthesized in this report and aim to influence future actions at the policy and operational levels across the Mediterranean tourism sector.

About Interreg Euro-MED: The Interreg Euro-MED Programme supports cooperation across 14 Mediterranean countries, funding projects that address shared challenges with a focus on sustainability, resilience, and smarter development. With €294 million for 2021–2027, the Programme unites public, private, and civil society partners to create a greener, climate-neutral region while enhancing governance and improving quality of life.

Foreword & Rationale

Authors, co-authors & contributors: El legado andalusí Andalusian Public Foundation (Regional Ministry of Culture and Sport of Andalusia, Spain), European Public Law Organization (EPLO, Greece) and the Institute of Agriculture and Tourism (IPTPO, Croatia).

Special thanks to the organizers of the roundtables –the Institute of Agriculture and Tourism (IPTPO) in Poreč, Croatia, and the Région Sud Provence-Alpes-Côte d’Azur in France– for their valuable contributions to these events and this background paper.

Special thanks to the moderators of the roundtables: Kristina Brščić (Institute of Agriculture and Tourism IPTPO, Croatia), Ioannis Mardikis (European Public Law Organisation EPLO, Greece), Alexia Spyridonidou (European Public Law Organisation EPLO, Greece).

Gratitude is further extended to all panelists acknowledged within this document for their valuable contributions.

Acknowledgements:

The partners of the Interreg Euro-MED Dialogue4Tourism Project would like to thank the Interreg Euro-MED Joint Secretariat, the Interreg Euro-MED Community4Tourism Project, the Thematic Projects of the Interreg Euro-MED Sustainable Tourism Mission, as well as all the institutions, regional and local governments, authorities, speakers, and contributors to the round tables that form part of the Cross-Network Alliance for Sustainable Tourism working group. Without their collaboration, this contribution to the future of governance in sustainable tourism in the Mediterranean region would not have been possible.

Design and layout:

El legado andalusí Andalusian Public Foundation (Regional Ministry of Culture and Sport of Andalusia, Spain).

Disclaimer:

The content of this document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the document lies entirely with the authors.



The Cross Network Alliance is one of the activities programmed under the Work Package 3-Coordination of the Dialogue4Tourism Project of the Mission Sustainable Tourism of the Interreg Euro-MED Programme.

The Programme funds projects that are willing to bring solutions to address four complementary missions and to find concrete and shared solutions to global challenges such as the transition towards a climate-neutral and resilient society.

The Interreg Euro-MED is a European Territorial Cooperation Programme that supports **transnational cooperation across Mediterranean** borders. The Programme brings together **partners from 69 regions of 14 countries from the Northern shore of the Mediterranean with a common objective: a climate neutral and resilient society for the benefit of its citizens.**

The Programme funds projects that are willing to bring solutions to address four complementary missions and to find concrete and shared solutions to global challenges such as the transition towards a climate-neutral and resilient society.

The four missions are the following:

1- Strengthening an innovative sustainable economy

Improving innovation capacities in our Mediterranean territories is a necessity to strengthen and consolidate a knowledge society.

2- Protecting, restoring, and valorising the natural environment and heritage

Nature contributes to a healthier and more resilient society. The preservation of ecosystems allows to mitigate natural disasters, diseases, boosts resilience and regulates climate, thus reducing risks to human societies.

3- Promoting green living areas

Sustainable development, management of living areas and an integrated vision of the territory's energy transition are crucial to the quality of life of Mediterranean citizens.

1. Introduction and contextualization

4- Enhancing sustainable tourism

Tourism is a key sector in our territories, both for the protection and valorization of natural and cultural resources and support to local development.

The Dialogue4Tourism Project is one of the eight projects approved under the Governance Priority of the Interreg Euro-MED Programme. The Mission Enhancing Sustainable Tourism addresses the development of sustainable tourism as a transversal issue, as it is **the only Mission integrating all four Specific Objectives (SOs) of the programme**:

- Consolidating a competitive innovation ecosystem,
- Supporting circular economy,
- Promoting climate change adaptation and risk prevention,
- Enhancing nature and biodiversity.

Dialogue4Tourism is the Institutional Dialogue Project of Mission 4 – Enhancing Sustainable Tourism. Its goal is to strengthen coordination and institutional capacity among public authorities and initiatives across the Mediterranean, supporting the transition to greener, smarter, and more resilient tourism

Each mission integrates two governance projects (the Thematic Community Project and the Institutional Dialogue Project, allocated under the governance priority), plus the Thematic Projects that have started to be approved through different calls (these allocated under the programme's priorities of Smarter and Greener Mediterranean).

Dialogue4Tourism is the "Institutional Dialogue Project" of Mission 4 "Enhancing Sustainable Tourism". It

comprises three Work Packages, as per the Programme's new guidelines: WP1 – Reuse; WP2 – Transfer; WP3 – Coordination.

Its overall objective is to increase the coordination level and institutional capacity of public authorities, multi-level bodies, Programmes, Strategies, and Initiatives in the Mediterranean aiming to transform tourism into greener, smarter and more resilient, embracing the fourfold approach of the mission: circularity of tourism services, environmental neutrality, sustainable ecosystem services, and cultural and natural preservation of resources.

1. Introduction and contextualization

Dialogue4Tourism capitalizes on Panoramed WG5 on Sustainable Tourism, Roadmap & the “Toolbox for tourism governance”, KPP, BEST MED, Med Network of Sustainable Tourism Observatories (NSTO), SMARTMED-Smart Tourism Business Model, Tourism of Tomorrow Lab, NECSTouR, HP Sustainable Tourism Community-Search the MED Database, etc.

This approach goes beyond existing practices in the sector/Programme area/participating countries based on the following guidelines:

1. It reinforces **sustainability and resilience** in the sector through the mobilization of tourism-related key actors and regarding a portfolio of studied, tested or ready-to-transfer solutions clustered to achieve, increased innovation capacity, circular economy transition, climate change adaptation and protection of natural resources.
2. It introduces **novel cooperation models and mechanisms**.
3. It follows the principles of the newly introduced Euro-MED **governance projects' architecture**, including dedicated actions to improve the governance of tourism.
4. **Networking and advocacy** are systematized and extend beyond national and Mediterranean levels, supported by the activation of institutional schemes that enhance the Dialogue4Tourism Project.

This activity **establishes a Cross-Network Alliance for sustainable tourism among initiatives, strategies and other programmes, in collaboration with the Joint Secretariat of the Interreg Euro-MED and the Community4Tourism Project**. It aims to support liaison and synergies with a broader ecosystem that extends beyond the Euro-MED area.

The Dialogue4Tourism project has mapped potential synergies with actors from the EU/EC, North and South MED, Black Sea, WESTMED, EUSAIR, EUSALP, as well as territorial and cross-border programmes, to identify and pursue cooperation, alignment and capitalisation opportunities on tourism, establish a working group for the production of policy papers and enlarge the ecosystem of key tourism stakeholders beyond the Euro-Med area. The 26 Associated Partners (APs) of D4T and C4T

1. Introduction and contextualization

play a key role in this activity, alongside the Interreg Euro-MED Joint Secretariat (JS) that orchestrates formal cooperation with other Programmes, as well as the National Contact Points, who work on streamlining national and cross-border level efforts across different programmes (especially Interreg).

In the frame of this activity, **workshops are being organised in collaboration with Community4Tourism Project to achieve concrete results and recommendations.** These results will be communicated to the respective programmes and provide advocacy opportunities. Further activities, including participation in external events, are envisaged.

This activity supports efforts towards a flagship mechanism called “**Mediterranean Multi-programme Mechanism**”¹ an innovative tool to strengthen European territorial cooperation in the Mediterranean and promote sustainable tourism through; connecting beneficiaries of different Interreg programmes, supporting transferring and capitalisation actions, co-developing strategies and key policy recommendations to influence the future of tourism in the Mediterranean. Ultimately the MMM will be also testing innovative funding opportunities for tourism transformation.

In this report, we present policy recommendations derived from the conclusions of two working sessions of the Cross-Network Alliance working group, organised by Dialogue4Tourism in 2024. These recommendations complement the key proposals outlined in the *White Paper on Sustainable Tourism Governance in the Euro-MED area. Tourism and Climate Adaptation of the Dialogue4Tourism Project* developed in collaboration with the Community4Tourism Project. [CONSULT IT HERE](#)

So how is this document different and complementary to the White Paper?

The Cross-Network Alliance document highlights the perspectives and positions of specific key stakeholders. This focus stems from the Alliance's primary aim: to align advocacy efforts.

While the White Paper provides a comprehensive analysis of the current state and emerging trends in Mediterranean tourism in the context of climate resilience and

¹The name of this flagship mechanism has evolved from [Multiprogramme Coordination Mechanism \(2023\)](#) to [Mediterranean Multi-programme Mechanism \(2024\)](#)

1. Introduction and contextualization

adaptation, the Cross-Network Alliance document highlights the perspectives and positions of specific key stakeholders. The document also places strong emphasis on working together, building consensus, and fostering collaboration.



2

Summary of conclusions of the WG of the Cross Network Alliance for Sustainable Tourism – 2024

Sustainable innovations –such as solar energy, efficient waste management, electric boating and responsible tourism certification– contribute to reducing the carbon footprint of the tourism sector.

1. Governance and coordination are essential

Strengthening coordinated governance for sustainable tourism in the Mediterranean is key to addressing shared challenges like over-tourism and climate impacts. Initiatives such as the Interreg Euro-MED Network Sustainable Tourism Observatories, the Mediterranean Multi Program Mechanism, and joint for a like Circle the Med foster data-driven and multi-level cooperation. Integrating sustainability indicators enables targeted, evidence-based action, while inclusive governance ensures local relevance and long-term impact. For instance, in a coastal region experiencing heavy tourist pressure, data from an INSTO (**International Network of Sustainable Tourism Observatories** coordinated by the **World Tourism Organization UNWTO**) might reveal rising water consumption and declining biodiversity during peak seasons. Using this information, local, regional and national authorities can work together to set limits on tourism activities, promote eco-tourism alternatives, and adjust infrastructure planning to reduce environmental impact.

2. Sustainability requires a multifaceted and holistic approach

Sustainable tourism must address environmental, economic and social dimensions –including climate change adaptation, digitalization, local community engagement and economic resilience.

3. Policy frameworks are key drivers. Proper alignment is still lacking

The European Green Deal and various regional climate and tourism plans play a crucial role in shaping tourism regulations and advancing sustainability efforts. However, greater alignment is needed across sectors –such as environment, tourism, transport and urban planning– to ensure coherent and effective policy implementation.

2. Summary of conclusions of the WG of the Cross Network Alliance for Sustainable Tourism – 2024

4. The Interreg Euro-MED Thematic projects of the Sustainable Tourism Mission

play a crucial role in developing innovative solutions and sharing best practices, with strong support from the Mission's Governance Projects. These Projects are responsible for capitalising on and transferring the outcomes of the Thematics into the policy frameworks at local, regional and EU levels.

5. Technological and circular solutions can help to accelerate the mitigation of environmental impacts

Sustainable innovations –such as solar energy, efficient waste management, electric boating and responsible tourism certification– contribute to reducing the carbon footprint of the tourism sector, especially if applied broadly. Circular Economy can accelerate these efforts across the tourism value chain.

6. Tourism should to be aligned with the needs of local communities

Balancing tourism development with local community well-being is essential. Tools like visitor flow management, destination diversification and off-season tourism promotion can help prevent over-tourism and ensure long-term local benefits, while preserving the destinations' unique character.

7. Public sector, private sector and academia need to collaborate

Strong partnerships between policymakers, businesses and academic institutions are essential to fostering innovation, developing evidence-based best practices and ensuring effective implementation of sustainable tourism practices.

8. Liaising activities need to be increased

Actors need to incorporate liaising as a core element in project design and implementation. **The ETC programmes in the region** could strengthen this by integrating liaising work packages into project frameworks, in line with the recommendations of the MED Positioning Paper developed by PANORAMED.

9. Mediterranean tourism is diverse and requires tailored solutions

The Mediterranean region comprises thousands of destinations with varying levels of dependence on tourism. Sustainable tourism policies must be flexible and adapted to the specific needs of both coastal, inland and mountainous areas.

10. Transferability needs to be embedded from the beginning

When designing sustainable tourism solutions, planning for their transferability is crucial. This includes developing clear guidelines, methodologies and tools to support stakeholders in adapting and applying these solutions in different regional contexts.

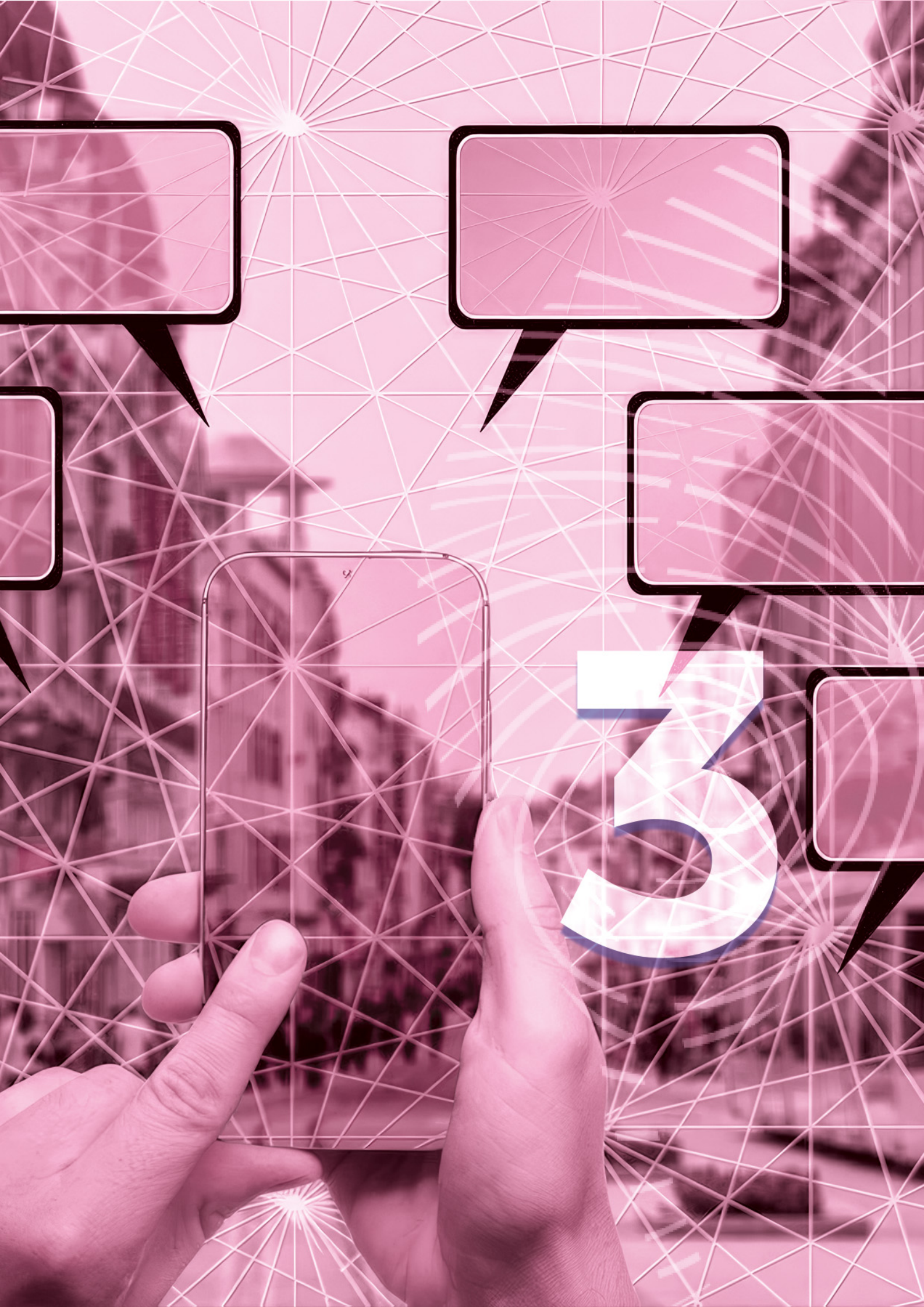
2. Summary of conclusions of the WG of the Cross Network Alliance for Sustainable Tourism – 2024

11. Governance driven by informed decision-making

Access to reliable data presents a significant challenge, but it is crucial for shaping policies, evaluating the economic impact of tourism and enhancing sustainability strategies. Strengthening data-sharing mechanisms at the European level is a key priority.

12. Climate Change Adaptation (CCA) as a strategic business imperative for tourism destinations

Tourism strategies must go beyond decarbonisation to include long-term adaptation measures. Challenges such as coastal erosion, biodiversity loss, and extreme weather events demand urgent attention and **forward-looking planning**. Treating climate adaptation as a core business priority is essential for the resilience and competitiveness of tourism destinations.



Actionable Strategies for tourism transformation of the *Euro-MED Sustainable Tourism White Paper – 2024*

- **Multi-stakeholder collaboration:** Establish platforms for dialogue among regional authorities, businesses and communities to align efforts and pool resources effectively.
- **Sustainable practices:** Incentivized eco-friendly initiatives by providing incentives through certifications and aligning with global frameworks such as the UN Sustainable Development Goals (SDGs).
- **Digital innovation:** Embrace smart tourism technologies –such as data analytics and digital tools– to enhance visitor experiences and efficiently manage tourism flows.
- **Community engagement:** Actively involve residents in the planning process to ensure tourism reflects cultural values and delivers tangible benefits to the community.
- **Monitoring and evaluation (M&E):** Implement robust metrics and real-time reporting to track progress and refine strategies continuously.
- **Advanced tools for policy making:** Equip authorities with advanced tools such as Geographic Information Systems (GIS) and predictive modeling to strengthen decision-making processes.³

³ The Interreg Euro-MED Sustainable Tourism White Paper. White Paper 2024 on Tourism and Climate Adaptation. Interreg Euro-MED Dialogue⁴Tourism Project.



Key governance recommendations of the Cross Network Alliance WGs - 2024

The recommendations below reflect the discussions of the two work sessions of the Cross Network Alliance that took place during 2024. These recommendations focus on driving tourism transformation and complement the essential insights outlined in the *White Paper on Tourism and Climate Change from the Interreg Euro-MED Dialogue4Tourism Project – 2024*.

- In line with the **Mediterranean Multi-Programme Coordination Mechanism**, to enhance sustainable tourism efforts among groups, it is crucial to ensure effective coordination, management and alignment across the different Interreg Programs. In the context of European funding programs, like Interreg, this mechanism ensures that the objectives, strategies, and implementation of projects are harmonised across participating regions and programs. This collaboration is essential for capitalising on and mainstreaming solutions and tools delivered by the projects, strengthening advocacy and work towards the same direction.
- A coordinated approach involving the Interreg Euro-MED Programme, other Interreg Programmes and the European Commission –through **DG MARE** and **DG GROW**– should strengthen joint efforts to promote **sustainable tourism (ST) and blue growth (BG)**. This integration should emphasize **green transition, social sustainability and local community engagement** within tourism strategies. **DG MARE** focuses on **developing sustainable maritime and coastal tourism**, to ensure that blue growth aligns with environmental and social objectives. Meanwhile, **DG GROW** aims to enhance the **competitiveness and resilience of tourism businesses and destinations**, while fostering innovation and knowledge-sharing among stakeholders. A unified strategy will accelerate the transition towards a **climate-resilient, socially inclusive and economically viable tourism sector** that aligns with the **European Green Deal and the EU's climate goals**.
- **Tools and case studies from the Thematic Projects of the Interreg Euro-MED Sustainable Tourism Mission** are crucial contributions to drive the green

4. Key governance recommendations of the Cross Network Alliance WGs - 2024

Tools and case studies from the Thematic Projects of the Interreg Euro-MED Sustainable Tourism Mission are crucial contributions to drive the green and digital transition in the Mediterranean

and digital transition in the Mediterranean.⁴ To achieve this, it is essential to integrate **transferability** considerations from the outset of these sustainability-focused projects. This approach involves not only developing innovative tools and solutions but also creating comprehensive guides that allow stakeholders to understand

how to effectively apply these solutions in diverse contexts. By providing a clear vision for the future and illustrating how to transfer knowledge and strategies to different realities, these initiatives can create lasting impact.

- **Promoting integrated approaches to Sustainable Tourism and Green Regeneration:** Supporting municipalities delivering sustainable tourism strategies is essential, considering that they are often overwhelmed by numerous plans and policies –often with overlapping, inconsistent, or even conflicting priorities. Strengthening their capacity and ensuring policy coherence at all levels is critical. This can be accomplished by adopting **integrated strategies** that combine environmental regeneration with community benefits. Emphasizing green regeneration efforts –such as the preservation of *Posidonia* on the Mediterranean Coast and the construction of resilient coastal infrastructure–, will help mitigate climate change effects while protecting ecosystems. *Posidonia Oceanica*, a marine plant endemic to the Mediterranean Sea, plays a vital role in maintaining coastal ecosystem health, but faces numerous threats, including pollution, coastal urbanisation, boat anchoring and climate change. Effective conservation measures must include protecting marine areas and regulating tourism activities. Moreover, ensuring **efficient distribution and management of funds** across various administrative levels is essential for maximising the effectiveness of these initiatives and guaranteeing that resources are allocated where they are most needed for long-term sustainability.

⁴ The Interreg Euro-Med Program has been at the forefront of addressing these challenges, funding innovative projects that foster climate adaptation and sustainability in the tourism sector. This European Territorial Cooperation Program aims to make the Mediterranean region smarter and greener and to improve the governance between its stakeholders. Through its Sustainable Tourism Missions in 2 programming periods, from 2014 and on, the Program has invested over €50 million in initiatives that not only mitigate climate impacts but also enhance the resilience of tourism-dependent communities.

4. Key governance recommendations of the Cross Network Alliance WGs - 2024

- **Promoting standardized sustainability indicators for effective Regional Coordination:** It is essential advancing the development of common sustainability indicators across regions, as demonstrated by the collaboration between the Regions of Andalusia, Valencia, Catalonia, and Navarra (Spain). Standardizing environmental impact measurements would enable more consistent and reliable assessment of tourism's effect on natural spaces and communities. Sharing these conclusions at the European level may enhance regional strategies and also foster a more unified approach to sustainability, ensuring that best practices are applied effectively across the continent.

To effectively integrate sustainable tourism solutions within the economic dynamics of local and global markets, it is essential to design ecotourism packages that align with both sustainability criteria and economic feasibility.

- **Ensuring sustainability in economic integration:** To effectively integrate sustainable tourism solutions within the economic dynamics of local and global markets, it is essential to design **ecotourism packages** that align with both sustainability criteria and economic feasibility. By creating packages that are not only environmentally responsible but also economically viable, as demonstrated by the Interreg Euro-MED Destimed project,

the tourism industry can promote long-term growth. It is important to continue refining these packages while ensuring they can be adapted and commercialized in various markets, making them attractive to both local economies and international tourists while maintaining sustainability.

- **Developing advanced tools and methodologies for policymaking in climate adaptation.** To better equip policymakers and Destination Management Organizations (DMOs) in responding to climate change, the use of advanced tools such as Geographic Information Systems (GIS), climate modelling and predictive analytics is increasingly essential. Such technologies support the assessment of climate risks and inform the development of effective regional adaptation strategies. For example, the Interreg Euro-MED "Cool Noons" project introduces an innovative approach to urban tourism and climate resilience through the concept of cool paths. It performs Optimal Regional Connectivity analysis using heat-related metrics, Copernicus Climate Services, tourist flow data, etc. As a result, it proposes paths that offer new ways to

4. Key governance recommendations of the Cross Network Alliance WGs - 2024

explore and experience Mediterranean cities facing intensifying climate challenges and rising temperatures. The main goal is to provide a refreshed perspective on urban tourism while simultaneously enhancing urban resilience. This is a great example of deploying technology to provide alternative and resilient tourism offerings.

- **Promote fiscal and investment strategies.** Aligned with the Union for the Mediterranean (UfM)'s contributions during the round tables, there is a clear need to support the implementation of **innovative fiscal policies and dedicated investment mechanisms**. These efforts can draw inspiration from UfM-backed initiatives, such as grant schemes, low-interest financing and public-private partnerships that drive infrastructural and technological advancements. By fostering investment in green and resilient tourism models, these strategies contribute to the region's transition toward a more sustainable and diversified economy. In line with the UfM's focus on youth empowerment and digital transformation, we reaffirm the recommendation to create capacity-building programs that equip young entrepreneurs with the skills and tools needed to innovate in the tourism sector. Finally, by integrating digital solutions and supporting entrepreneurship, these initiatives promote inclusive economic growth and long-term sustainability across the Mediterranean region.



Thematic cross-analysis of the key recommendations

If we conduct a **thematic cross-analysis** of these recommendations in relation to the **Gaps and Growth Opportunities Report** of the **PANORAMED Governance Platform** (*Interreg MED Program*) –produced by the **Ministry of Regional Development and EU Funds of Croatia** and **Regione Toscana–Direzione Attività Produttive**– the report suggests that **shaping individual projects into communities with a unique identity** can **enhance motivation and strengthen their internal impact**, while also **improving their external perception and evaluation**. This aligns with the efforts currently being undertaken by the **Interreg Euro-MED Program through its Sustainable Tourism Mission**.

According to the “Gaps and growth opportunities report” of PANORAMED, seasonality and overtourism are primary characteristics of most tourism-related activities.

Seasonality and overtourism are difficult to address through EU-level actions, as they are typically local issues with significant variation in causes, duration and potential solutions –even within a single country.

An unbalanced overflow of tourism places increased pressure –environmental, social, economic– on the affected areas. While statistics may suggest manageable numbers when viewed as yearly averages, they can mask unmanageable problems during peak seasons. Seasonality and overtourism are difficult to address through EU-level actions, as they are typically local issues with significant variation in

causes, duration and potential solutions even within a single country. One possible way to address these gaps is to account for these differences when planning for the next programming period, and to prioritize the use of up-to-date tourism data rather than relying on outdated statistics.

Many regions are also promoting alternative forms of tourism to distribute visitor numbers more evenly throughout the year. For example, **bicycle tourism**,

5. Thematic cross-analysis of the key recommendations

culinary tourism and wellness tourism are being developed to attract travelers outside of traditional peak seasons. Similarly, **smart tourism solutions** –which leverage technology and data to manage visitor flows– are being implemented to prevent overcrowding and enhance the visitor experience.

Another key strategy is the **promotion of lesser-known destinations** to encourage tourists to explore beyond the usual hotspots. By investing in the infrastructure and marketing of these areas, governments and tourism organisations aim to create a more balanced flow of visitors and reduce the strain on overburdened locations.

At the EU level, addressing seasonality requires a **bottom-up approach** that involves collecting real-time data and adapting policies to the specific needs of each region. With better insights into changing travel patterns, authorities can develop targeted solutions, encourage off-season travel, and ensure tourism remains a sustainable and beneficial industry for all.

Larger collaboration between multiple countries enables the creation of communities with a shared identity and common goals, that can learn from each other and produce results that benefit larger regions.

Finally, following the “Growth opportunity: Transnational cooperation” presented in this report by Interreg MED Program - PANORAMED Governance Platform, larger collaboration between multiple countries enables the creation of communities with a shared identity and common goals, that can learn from each other and produce results that benefit larger regions, **we would like to reaffirm from the WC of**

the Cross Network Alliance for Sustainable Tourism the need for strengthening of the Coordination Mechanism among Interreg programs in order to achieve a more cohesive and efficient collaborative effort. By maintaining and enhancing this coordination, it might be possible to ensure that all programs work in alignment, sharing knowledge, resources, and best practices. This will foster a more integrated approach to addressing common challenges, such as sustainable development and regional growth, and will allow for the maximization of synergies across different initiatives in sustainable tourism. Continuity in this collaboration is essential for delivering lasting and impactful results that contribute to the long-term goals of climate resilience and circular economy in the tourism of the MED Region.



Main stakeholders engaged in the WG of the Cross Network Alliance for Sustainable Tourism - year 2024 (speakers & contributors in the round tables)

The list below includes the stakeholders who participated as **speakers and contributors** in the two 2024 roundtables. Additional stakeholders were involved as invited participants and attendees, though they are not listed here.

This list reflects the Cross-Network Alliance's ongoing efforts to bring together stakeholders from diverse programmes and initiatives, EU institutions / EU or global Mediterranean Advocacy organisations / national level, local level, demonstrating its aim to go **beyond the Interreg Euro-MED ecosystem**. It further illustrates the Alliance's work across different territories and governance levels, in line with the **multi-level governance** approach promoted by the D4T project.

- DG Internal Market, Industry, Entrepreneurship and SMEs, Unit GROW G1 – Tourism and Textiles (European Commission);
- DG Internal Market, Industry, Entrepreneurship and SMEs, Unit GROW G1 – Tourism and Textiles (European Commission);
- DG Mare, Unit A2: Blue Economy Sectors, Aquaculture and Maritime Spatial Planning (European Commission);
- Interreg Euro-MED Community4Tourism Project;
- Comune di Genova, Italy) Urban Agenda-Sustainable Tourism Partnership (European Commission);
- City of Haarlem, Netherlands, Coordinator of the Urban Agenda Partnership on Innovative and Responsible Public Procurement (European Commission);
- Union for the Mediterranean (UfM);
- Region SUD (France), Partner of the Interreg Euro-MED Dialogue4Tourism Project;
- Institute of Agriculture and Tourism in Poreč (Croatia), Partner of the Interreg Euro-MED Dialogue4Tourism Project;
- EPLO (European Public Law Organisation (Greece) - Partner of Interreg Euro-MED Dialogue4Tourism Project;
- El legado andalusí Andalusian Public Foundation, Regional Ministry of Culture and Sport of Andalusia (Spain), LP of the Interreg Euro-MED Dialogue4Tourism Project & AQUAMAN Project;

6. Main stakeholders engaged in the WG of the Cross Network Alliance for Sustainable Tourism - year 2024 (speakers & contributors in the round tables)

- Interreg Next Med Programme;
- City of Poreč, Croatia;
- City of Rovinj, Croatia;
- Istria Tourist Board, Croatia;
- Interreg Euro-MED Joint Secretariat;
- Interreg Euro-MED Cool Noons Project;
- Regional Ministry of Tourism and Andalusia Exterior (Andalusia, Spain), Associated Partner of the Interreg Euro-MED Dialogue4Tourism Project;
- Interreg Euro-MED Nature4CChange Project;
- Interreg Euro-MED SMITour Project;
- Interreg Euro-MED - REVIVE Project;
- Interreg Central Europe - "More Than a Village" Project;
- ERASMUS+ – Green Tea Project;
- D3HUB Competence Center;
- Lazio Region (Italy), partner of Interreg Euro-MED Dialogue4Tourism Project;
- Municipality of Varna (Bulgaria), partner of the Interreg Euro-MED Dialogue4Tourism Project;
- Region of Crete (Greece), LP of the Interreg Euro-MED Dialogue4Nature Project;
- Metropole Nice Cote D'Azur (France), LP of the Interreg Euro-MED Dialogue4-LivingAreas Project;
- Ministry of Regional Development and EU Funds of the Republic of Croatia, partner of the Interreg Euro-MED Dialogue4Innovation Project and Associated Partner of the Dialogue4Tourism Project;
- Interreg Euro-MED Program National Contact Point in Croatia;
- The Croatian National Tourist Board, Associated Partner of the Interreg Euro-MED Dialogue4Tourism Project.



Glossary

AOs	Associated Organisations
AP	Associated Partner
BG	Blue Growth
C4T	Community4Tourism Project
D4T	Dialogue4Tourism Project
CCA	Climate Change Adaptation
DG	Directorate General
DMO	Destination Management Organisation
GIS	Geographic Information Systems
ELA	FPA El legado andalusí Andalusian Public Foundation (Spain)
EPLO	European Public Law Organization (Greece)
ETC	European Territorial Cooperation
IDP	Institutional Dialogue Project
IPTPO	Institute of Agriculture and Tourism in Poreč (Croatia)
JS	Joint Secretariat
LP	Lead Partner
MMM	Mediterranean Multi-programme Mechanism
M&E	Monitoring and Evaluation
NSTO	Network of Sustainable Tourism Observatories
SDGs	Sustainable Development Goals
SH	Stakeholders
TP	Thematic Project
UfM	Union for the Mediterranean
UNWTO	United Nations World Tourism Organization
WG	Working Group
WP	Work Package



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dialogue4tourism@interreg-euro-med.eu](https://sustainable-tourism.interreg-euro-med.eu/dialogue4tourism@interreg-euro-med.eu)

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