

Interreg
Euro-MED



Co-funded by
the European Union

**Sustainable
tourism**



**Mediterranean Sustainable Tourism
Convention 2026**

18-19 June, Barcelona, Spain

“Tourism transition in the Mediterranean”

MED-Routes: Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes

Benedetta Diamanti, Director of the European Route of Ceramics - MED-Routes representative



CPMR
CRPM



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



A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



OVERVIEW

- *Program:* Interreg Euro-MED
- *Period:* 27 month, Gen 2024 – Mar 2026
- *Budget:* € 999.000
- *Main goal:* Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes

THE SOUL OF THE PROJECT: 4 CULTURAL ROUTES OF THE COUNCIL OF EUROPE

- European Route of Ceramics



- Phoenicians' Route



- Destination Napoleon



- Routes of the Olive Tree



together with 8 partners from Italy, Portugal, Spain, Croatia, Greece, Cyprus, Bulgaria



MED-Routes promotes local areas outside the most popular destination

- Stakeholder collaboration to develop an attractive and sustainable cultural tourism product in the form of a micro eco-itinerary
- Application of circular economy principles
- Enhancement of little-known or unknown destinations outside mass tourism
- Development of new tourism offers linked to the themes of the Cultural Routes of the Council of Europe that participated in the project
- Alternative proposals to mass tourism



Tourism transition in the Mediterranean



MED Routes created 8 eco-itineraries...



within small portions of territory



bringing together heritage elements from different Cultural Routes



with strong attention to environmental sustainability



co-creation process with the local communities

based on the 3 pillars...

SUSTAINABLE AND RESPONSIBLE CULTURAL TOURISM

CIRCULAR ECONOMY

REGENERATIVE APPROACH

under a green label



Key element:

a fully defined methodology,
easily replicable



THANK YOU FOR YOUR ATTENTION

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