

**Interreg**  
Euro-MED



Co-funded by  
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**Sustainable  
tourism**



**Mediterranean Sustainable Tourism  
Convention 2026**

**18-19 June, Barcelona, Spain**

# “Tourism transition in the Mediterranean”

## Thematic Paper of the MED Cluster: Nature and Biodiversity

Beyond projects: Institutionalizing biodiversity and sustainable tourism practices in the Mediterranean



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



Why this matters:

## Tourism as both a pressure and opportunity for Mediterranean biodiversity





The challenge addressed:

## Integrating biodiversity into Mediterranean tourism models and policies

The barriers preventing long-term adoption of innovative tools and solutions may include:



**Lack of ownership**



**Lack of coordination**



**Fragmented stakeholder landscape**



**Lack of funding**

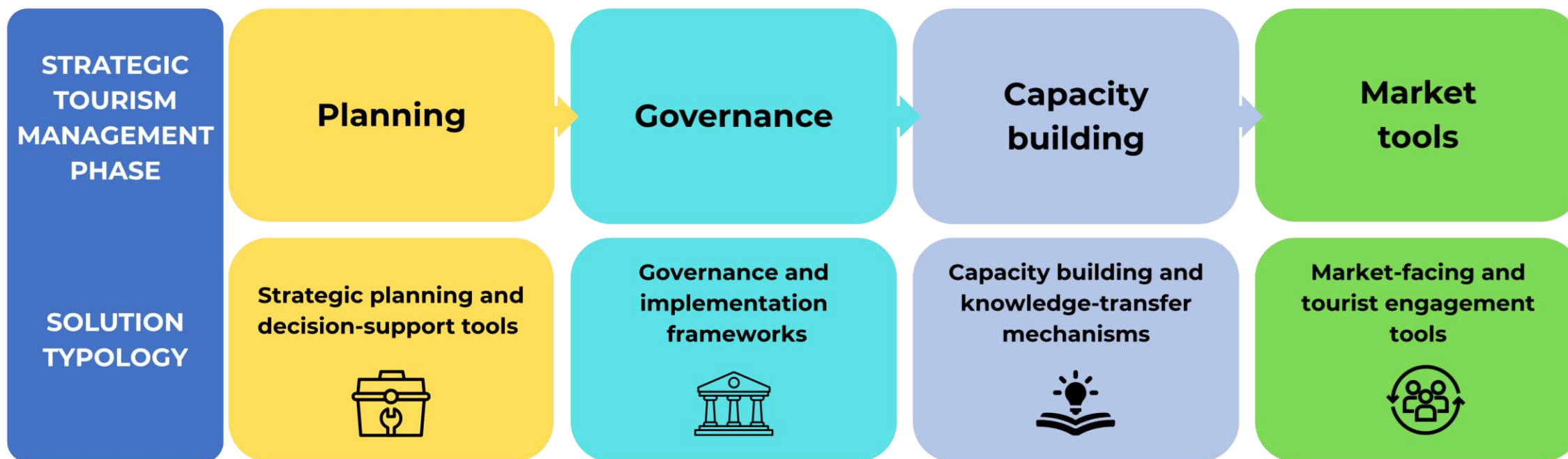


**Short-term political cycles**



# The solutions proposed by the projects:

## Complementary solutions for strategic tourism management





## The solutions proposed by the projects: **Complementary solutions for strategic tourism management**

**Strategic  
planning and  
decision-support  
tools**



**MED-GIAHS** - Strategy for Sustainable Agricultural Tourism

**PortCREW** - Joint Strategy and Action Plan for Sustainable Cruise Ports

**TO CARE MED** - Tourism Carrying Capacity Limit Tool (TCCL Tool)

**MedSkyTour** - Dark Sky Self-Assessment Guide



# The solutions proposed by the projects:

## Complementary solutions for strategic tourism management

**Governance and  
implementation  
frameworks**



**MED-GIAHS** - Joint Guide for Action Plans

**INSPIRE** - Community-based model for local agrobiodiversity

**TO CARE MED** - Stakeholder Engagement and Cooperation Guidance



# The solutions proposed by the projects:

## Complementary solutions for strategic tourism management



**MED-GIAHS** - Joint Training Plan

**ECO-SEAROUTES** - Community Heritage Hubs

**MedSkyTour** - Dark Sky Factsheets



# The solutions proposed by the projects:

## Complementary solutions for strategic tourism management

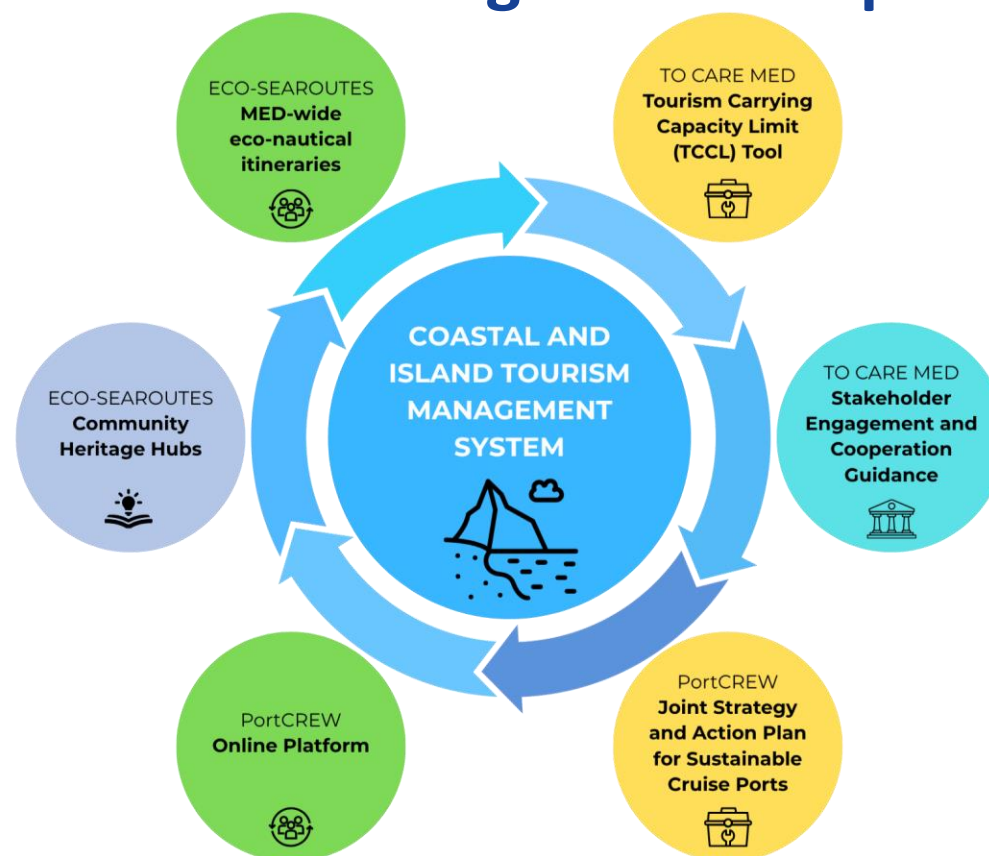


**MED-GIAHS** - Joint Catalogue: Sustainable agricultural tourism experiences

**ECO-SEAROUTES** - MED-wide eco-nautical itineraries

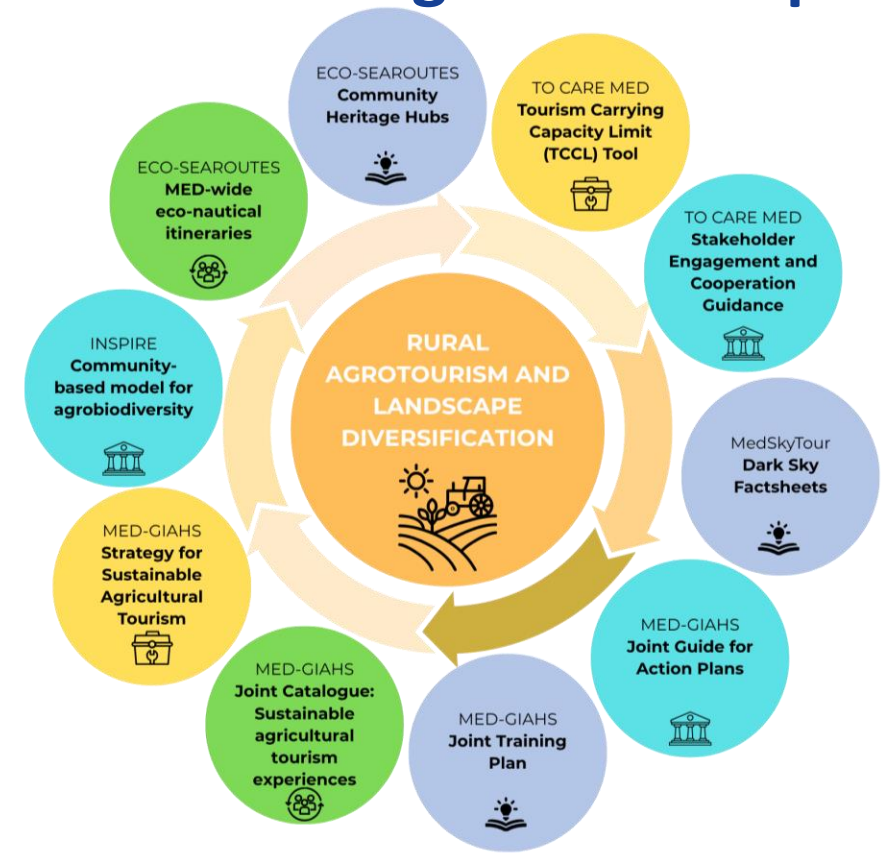
**PortCREW** - Online Platform

# The solutions proposed by the projects: Synergies and opportunities for integration – Implementation scenarios





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# Key takeaways and recommendations: Embedding nature-positive tourism models for long-term impact



**Early and continuous multi-stakeholder engagement and co-creation**



**Strong governance frameworks and integration into local policies**



**Targeted capacity building and context-specific training**



**Reliable data systems and monitoring capabilities**



**Cross-sectoral and cross-regional coordination**



**Clear communication and promotional strategies**



**Sustainable funding models and operational structures**



**Flexible adaptation of standardised methodologies**



Thematic Paper by Community4Tourism  
MED Cluster on Nature and Biodiversity

## **Beyond projects: Institutionalizing biodiversity and sustainable tourism practices in the Mediterranean**

Scan the QR code to view  
the thematic paper





# THANK YOU FOR YOUR ATTENTION

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