



Sustainable  
tourism

Interreg  
Euro-MED



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# Governance Projects of the Sustainable Tourism Mission

Community4Tourism Project  
Dialogue4Tourism Project



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 للتوسطية



Mediterranean  
Action Plan  
Barcelona  
Convention



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



GREENING  
ISLANDS

# Structure and objectives of the Mission

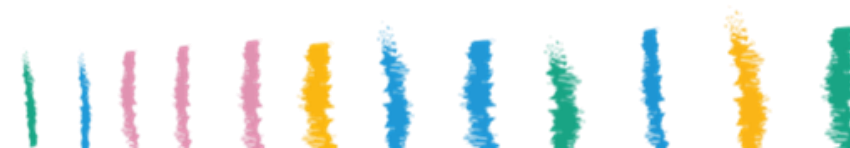


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# The main activities of the Sustainable Tourism Mission



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# Mission's Objectives | Activities and Resources

*by C4T*

## Join the Med

Sustainable tourism platform

A knowledge hub acting as a visual database integrating all the information, inputs and results of the Mission, together with other programmes and initiatives related to Tourism in the Mediterranean

*by D4T*

## NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES (NSTO HUB)

The Network of Sustainable Tourism Observatories brings together actors, policy makers and institutions in the MED Region sharing data on sustainable tourism and specific tools along with best practices encouraging the transfer and reuse of knowledge.

Knowledge  
Sharing and  
Amplification



NSTO  
Hub



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## THE MED CLUSTERS & WORKING GROUPS

Innovation



Circular Economy



Climate change



Nature & Biodiversity



Strategic networks to promote the dissemination of the results of the Community of projects and the participation of actors, beyond the Sustainable Tourism Community. Regular meetings (online and in presence), during the year.



**3 Orientation Papers**



**Brochure**



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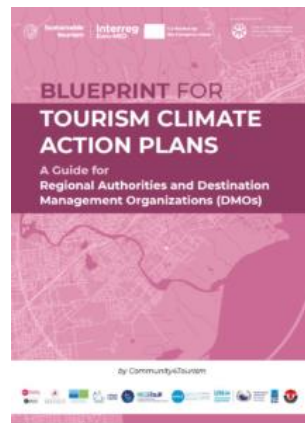


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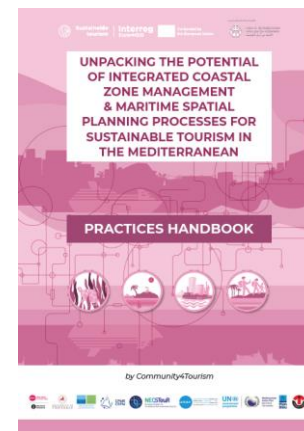
# Mission's Objectives | Activities and Resources

## BLUEPRINT & CAPACITY BUILDING SESSIONS



A guide aiming at Regional Authorities and DMOs particularly in the MED, with key principles and details step-by-step process for creating a plan, funding and monitoring.

## PRACTICES HANDBOOK



The Handbook explores how IZCM and MSP can support sustainable tourism in the MED. It examines the legislative framework, showcases best practices and highlights strategies integrating tourism into coastal and marine spatial plans.

Capacity  
Building

by C4T

Blueprint.  
Available  
in ENG  
and CAT



Handbook.  
Available  
in ENG  
and FR



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## SUSTAINABLE TOURISM POLICY LABS



**First training  
session in Athens**



Focused on influence public policies for transforming tourism considering technical and political stakeholders. 4 key concepts identified to provide knowledge and support to policy-makers:

1. Regional Sustainable Tourism Governance
2. Climate Change and Tourism
3. Tourism Innovation
4. Circular Economy in Tourism

Capacity  
Building

*by D4T*



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## MED SUSTAINABLE TOURISM CONVENTIONS



- III° Convention - June 2026, Barcelona
- IV° Convention - June 2029, Barcelona



I° MED  
Sustainable  
Tourism  
Convention  
(June 2019)



II° MED  
Sustainable  
Tourism  
Convention  
(June 2022)





## POLICY RECOMMENDATIONS CROSS NETWORK ALLIANCE



A report of D4T Project outlining governance recommendations for sustainable tourism across the Mediterranean. Developed with contributions from the projects of the ST Mission and governance actors in the MED, the document draws from insights gained during two strategic round tables held in 2024.

Political  
Engagement  
and Integration

by D4T



First policy  
recommendations



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## WHITE PAPER ON SUSTAINABLE TOURISM GOVERNANCE IN THE EURO-MED AREA



It explores the critical intersection of tourism and climate adaptation in the Euro-Med region, offering a detailed, narrative-driven analysis of the challenges, strategies, and collaborative frameworks necessary to ensure a sustainable and resilient future for the sector. A resource for policymakers, tourism stakeholders, and local authorities.



### White Paper



# The Community of Projects of the Sustainable Tourism Mission



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# The projects of the Sustainable Tourism Mission 1/2 (November 2023)

## SO 1.1

**LIBECCIO** | Enhancing digital transformation to support the management of destinations

**MedDiet Go** | Mediterranean diet as a tourist attraction

**SMITour** | Smart Industrial Tourism

**TOURISMO** | Innovative technologies to monitor and manage tourist flows



## SO 2.6

**MAST** | Implementation of sustainable processes in the accommodation sector

**MED-Routes** | Eco-itineraries across European Cultural Routes



## SO 2.4

**COOL NOONS** | Adaptation of the urban tourism offer to face the heating in the Mediterranean

**HERIT ADAPT** | Reinforce the sustainability of destinations through natural and cultural heritage assets

**NaTour4CChange** | Nature-based solutions for increasing the resilience of coastal destinations



## SO 2.7

**MED-GIAHS** | Preservation of agricultural heritage through sustainable tourism

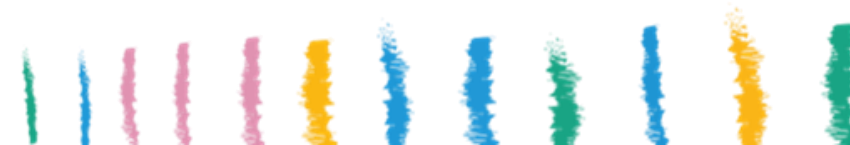


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## The projects of the Sustainable Tourism Mission 2/2 (April 2025)

## SO 2.6

## GreenSET | Implementation of circular and sustainable practices in SMEs

**RECIRCLE MED** | Circular tourism and blue economy



## SO 2.4

## AQUAMAN | Water resource management in coastal destinations

**MED4REGEN** | Cultural transformation for regenerative tourism

Regenera4MED | Development of regenerative tourism



## SO 2.7

## DarkSkyTour | Development of astronomical Tourism

**ECO-SEAROUTES** | Sustainable management of maritime tourism

INSPIRE | Agrobiodiversity in destination management

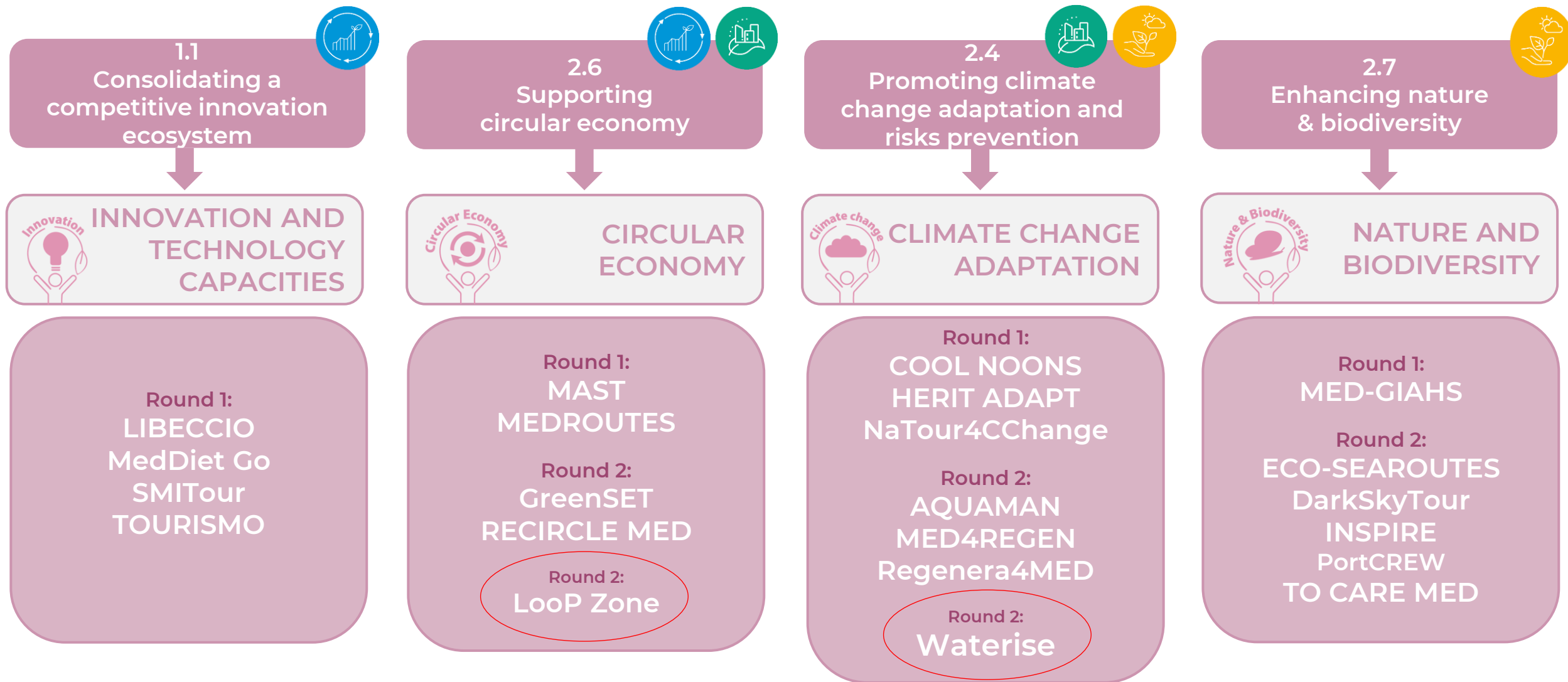
PortCREW | Sustainable tourism model for cruise ports

## TO CARE MED | Tourist flows management tool for ecotourism





# The MED Clusters: Thematic Project's distribution



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## Follow the Sustainable Tourism Mission

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