











DESCRIPTION

Projects of SO 4.1 “Culture & sustainable tourism” address the gap between potential and existing tourism offers, promote inclusivity, sustainability, and year-round economic growth, while protecting and valuing heritage and natural resources:

- 1.Adriatic PortLand:** Integrates coastal and river tourism through exchange labs and a joint strategy, focusing on traditional shipbuilding and navigation to create sustainable tourism services.
- 2.CReAIT:** Develops Accessible and Inclusive tourism in Fermo and Trogir, co-creating experiences that cater to tourists with special needs, supported by a cross-border action plan for AI tourism.
- 3.ETHNIC:** Empowers small inland communities for sustainable and eco-cultural tourism, leveraging local culture and heritage, with a focus on community-led development.
- 4.OMNIS:** Increases sustainable tourism through development of inclusive itineraries and packages, particularly for pet-friendly travel and visually impaired tourists, fostering collaboration between coastal and inland areas

TARGET GROUPS

	5200 General public		14 Regional public authority
	12 Education/training center & school		8 Higher education & research organisations
	37 Sectoral agency		50 Business support organisation
	72 Interest groups including NGOs		103 Other (Students & children, participants in LABs, Private companies, including SMEs, DMOs and tourist boards)
	60 SMEs		
	46 Local public authority		

MAIN DELIVERABLES

	18 Agreements, Strategies, and Plans
	12 Digital Tools
	17 Training, Skills, and Awareness Raising