

**Interreg**

Italy – Croatia



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Mediterranean  
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# 4<sup>th</sup> Call for Proposals

Thematic Introduction on Sustainable Tourism

Online Infoday | 16.06.2026



## Shaping the future of sustainable tourism

- “Paths That Last” conference held in Split, Croatia
- Over 350 stakeholders from across the Mediterranean
- 5 thematic workshops organised

Workshop 1 & Workshop 2: *Shared and strategic governance of the tourism offer*

Workshop 3: *Tourism and green transition*

Workshop 4: *Social dimension of tourism (employment and upskilling) and inclusive and accessible tourism*

Workshop 5: *Innovative and smart tourism products*



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## Priority 4 – Culture and tourism for sustainable development

### Specific Objective 4.1:

**Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation**



## SO4.1. – Objectives

### **Delocalise & diversify tourism flows**

- Reduce concentration in traditional destinations
- Promote sustainable use of natural and cultural heritage
- Improve accessibility for diverse visitors

### **Develop innovative tourism offers**

- Integrated cultural and natural heritage experiences
- De-seasonalisation of tourism
- Increased sector competitiveness

CAPITALISATION → REUSE → ADAPTATION → TRANSFER → UPTAKE

### **Improve policies and governance**

- Better heritage valorisation
- Stronger stakeholder participation
- More effective sustainable tourism policies

### **Strengthen skills and capacities**

- Training for destination management
- Better hospitality services
- Smarter management of sustainable tourism destinations



## SO4.1. – Expected results

- Lowered regional vulnerability to tourism
- Wider diffusion of sustainable, alternative and special interest tourism
- More strategic and coordinated management of tourism in the area
- Stronger capitalisation, valorisation and preservation of tangible and intangible cultural heritage
- Higher number of qualified human resources in the tourism sector, aiming at green and digital upskilling to ensure resilient and sustainable jobs in the sector



## SO4.1 – Contribution to Programme output & result indicators

SO	Output indicator	Result indicator
4.1	<p>RCO 81 Participations in joint actions across borders</p> <p>RCO 83 Strategies and action plans jointly developed</p> <p>RCO 84 Pilot actions developed jointly and implemented in projects</p> <p>RCO 116 Jointly developed solutions</p>	<p>RCR 79 Number of joint strategies and action plans taken up by organisations</p> <p>RCR 104 Number of solutions taken up or up-scaled by organisations</p>



## SO4.1. – Target groups

- National, regional and local public bodies and their associations
- Sectoral agency
- Enterprises
- SMEs
- Education/training centre and school
- Business support organisation
- Interest groups including NGOs (including DMOs, tourist boards and local action groups)
- General public (particularly youth)



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Create less - Scale more.  
Transfer. Adapt. Amplify.

**Turning proven solutions into lasting Mediterranean impact**

