



SUSTAINABLE TOURISM TOOLKIT

Inspiring solutions to face current
and future challenges in the Mediterranean

Interreg



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NEXT MED



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INTRODUCTION

INSPIRING SOLUTIONS TO FACE CURRENT AND FUTURE CHALLENGES IN THE MEDITERRANEAN

How can we enhance tourism while preserving and regenerating the environment?

How can successful experiences of EU-funded projects better support sustainable tourism in the Mediterranean and encourage it?

Since 2021, we, the **Interreg Maritime Italy-France, NEXT MED and Euro-MED**, Territorial Cooperation Programmes, have been working together to mainstream the results of the **Sustainable Tourism** projects we financed so far.

This toolkit gathers some of the **best transferable and most valuable results**, creative tools and governance papers to concretely support stakeholders in solving issues they face across the Mediterranean in developing a vibrant, sustainable and responsible tourism sector.

The proposed solutions are structured around **6 broad challenges** which characterise the Mediterranean tourism industry and have to be addressed to ensure the attractiveness of the region over the long-term.



This document is only the beginning of a **collective and dynamic pilot action**, that will hopefully soon be extended to other key sectors and open to additional Mediterranean Interreg Programmes to **facilitate synergies and contribute to local policy development** with tested solutions.

We hope you will find this toolkit useful and inspiring to share our Mediterranean wonders in the name of sustainability!

CHALLENGE #1

Reducing the environmental impact of touristic activities

TOURISM CARRYING CAPACITY LIMIT: CALCULATOR TOOL

To make better-informed decisions and provide strategic insights for new policy improvements

ECOLOGICAL FOOTPRINT: CALCULATOR FOR TOURISTIC PRODUCTS

To track the resource consumption of all services provided in ecotourism experiences

CRUISE ITINERARIES: ECOTOURISTIC QUALITY STANDARDS GUIDELINES

To define basic assumptions and quality requirements, discovering the identity and excellence of places

COLLABORATIVE PLANNING AND ISLAND GOVERNANCE: GAME APPLICATION

Starting from a fictitious situation, players assume a role to work on a territorial project

SMALL ISLANDS: WHITE PAPER FOR A BETTER IDENTIFICATION OF ENVIRONMENTAL NEEDS

To reduce environmental impact, towards a zero-impact island

COASTAL AND MARITIME TOURISM SUSTAINABILITY IN MEDITERRANEAN DESTINATIONS: ASSESMENT TOOLKIT

A useful set of indicators for governments to guide policy choices in the Mediterranean shores

WATER AND ENERGY SAVING TECHNOLOGIES FOR THE HOSPITALITY INDUSTRY: CATALOGUE OF SOLUTIONS

To increase tourist accommodation competitiveness, reducing energy and water consumption costs

CHALLENGE #2

Increasing all year round tourism and geographical outreach

MEDITERRANEAN ISLANDS: TRANSNATIONAL STRATEGY FOR ALL YEAR ROUND TOURISM

To lead sustainable tourism development fostering dialogue, ownership, growth, innovation and action in Mediterranean islands

MARINE AND COASTAL TERRITORIES: NEW SUSTAINABLE TOURISM PRODUCT DEVELOPMENT

To foster the growth of eco-sustainable and slow outdoor activities related to blue economy

SUSTAINABLE ADVENTURE TRAVEL: MANUAL FOR PRODUCT DESIGN

A full overview for the conceptualisation and development of adventure travel packages

SUSTAINABLE TOURISM DEVELOPMENT: LOCAL ACTION PLANS IN FIVE AREAS OF THE MEDITERRANEAN

Recommendations for all year round sustainable tourism development in less known destinations

EXCLUSIVE SLOW TOURISM EXPERIENCES IN THE MEDITERRANEAN: "BREATHING LAND" PLATFORM

Over 200 slow tourism experiences in selected regions of Spain, Egypt, Greece, Jordan, Italy, Palestine

CHALLENGE #3

Strengthening SMEs and local communities' capacities in sustainable tourism development

"FISHING TOURISM" BUSINESS MODEL

A different source of economic development for fishermen by reducing the environmental impact on the sea

SMART TOURISM: E-LEARNING PLATFORM AND NETWORKING TOOL

To strengthen the ability of stakeholder networking to implement innovative ideas and support entrepreneurship and start-up development

LOCAL CULTURAL IDENTITY VALORISATION: BEST PRACTICES

Narrate the roots of territories as the starting point of local, endogenous and sustainable development strategies

RESPONSIBLE TOURISM AND LOCAL COMMUNITIES PROMOTION: THE "HIDDEN MEDITERRANEAN" PLATFORM

Out of the beaten track territories to highlight traditions and authenticity in Lebanon, Jordan, Palestine and Italy

SLOW TOURISM PRODUCT CREATION MANUAL

To support tourism operators in developing slow tourism products and packages

CHALLENGE #4

Promoting destination attractiveness and territory visibility

TOURISTIC AREA ANALYSIS: INTERACTIVE MAPS AND INTERPRETATIVE TOOL

Tourism dynamics analysis based on Reputation, Attractiveness, Competitiveness and Sustainability

SMALL TOWN REGENERATION: LOCAL PLANNING MANUAL

Methodology based on total quality management for sustainable tourism governance and management

TOURISTIC FLOWS: OPEN PLATFORM WITH INTEGRATED AND INTEROPERABILITY DATABASE

Integrated digital ecosystem to support and strengthen the competitiveness of transnational tourism sectors

SUSTAINABLE TOURISM PRODUCT CREATION AND PROMOTION: TRAINING MANUAL

A tool to help tourism stakeholders understand latest international trends in sustainable tourism and develop innovative, competitive, attractive products

SUSTAINABLE TOURIST DESTINATIONS PROMOTION AND COMMERCIALISATION: GUIDELINES ON MOST INNOVATIVE PRACTICES

Effective digital marketing strategies to support the decision-making process of potential new tourist destinations

CHALLENGE #5

Developing innovative touristic products

EUROVELO 8 – MEDITERRANEAN CYCLE ROUTE: TRANSNATIONAL ACTION PLAN

A tool to influence regional and national policies for sustainable tourism solutions in coastal areas across the Mediterranean

CROSS-BORDER CYCLING AND HIKING ROUTE: GUIDELINES TO DESIGN, IMPLEMENTATION AND MANAGEMENT

Technical document for the definition of shared standards for touristic routes

UNDERWATER SITE MAPPING: FACT SHEETS TO IDENTIFY ENVIRONMENTAL AND CULTURAL PECULIARITIES

To value natural and cultural heritage, it is necessary not only to be aware of its existence but also to be familiar with its context

THEMATIC EXPERIENTIAL ITINERARIES: MODEL FOR THE CREATION

To improve the competitiveness and innovation capacity of companies in the agri-food sector

GAMIFIED TOURISM PLATFORM

Over 30 analog and digital experiences in Italy, Lebanon, Jordan and Spain

MEDITERRANEAN ADVENTURES PLATFORM

To increase the attractiveness of less-known areas of Catalonia, Jordan, Lebanon, Puglia and Tunisia through adventure tourism

CHALLENGE #6

Enhancing circular economy as a booster for touristic activities

ISLAND ENVIRONMENT: HANDBOOK TO MEASURE AND REDUCE WASTE

Actions to measure and concretely reduce the waste that enters the environment

CIRCULAR ECONOMY: PLATFORM TO EXCHANGE KNOWLEDGE, TOOLS AND GOOD PRACTICES

Sharing and capitalising implemented solutions and measures for the creation of a knowledge platform

WASTE AND EFFLUENTS IN PORTS: ACTION PLAN FOR MANAGEMENT

To define how to collect and manage waste and effluents generated in ports from land and sea activities

CIRCULAR BUSINESS MODELS: STRATEGIC PLAN

A functional system of services and actions for the transition to circular economy of MSMEs in the blue and green supply chains

LABEL FOR TOURISM SERVICE PROVIDERS

To apply specific energy, water and waste sustainable management actions and develop customers awareness

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DISCOVER MORE

[Interreg Euro-MED](#)



[Interreg Italy-France Maritime 21-27](#)



[Interreg NEXT MED](#)



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