

Paths that last

Workshop #1

**Shared and strategic governance
of the tourism offer**

PART 1 - EXISTING AND FUTURE SOLUTIONS

EXISTING SOLUTIONS

- Governance and thematic projects of Interreg Euro-MED Program approved in different axis
- Projects of the MMM Mechanism
- Encourage of data-driven governance and integrated decision-making
- Promotion of multi-level governance

BARRIERS TO DEVELOPMENT

- Lack of collective mentality
- Need of linking among governance and ground action
- Dependence on tourism revenues leads to prioritization of mass tourism over sustainability
- Inadequate participation of local and regional level in decision making processes

NEW CHALLENGES TO ADDRESS

- Governance integration between tourism of sports and planning
- Landscape protection in tourism governance frameworks
- Develop local and regional councils to co-manage ICH with governance communities
- To involve governance level in the implementation of digital tourist experiences

PART 2 – PERSPECTIVES FOR FUTURE PROJECTS



HOW TO **MAXIMISE THE IMPACT** OF PROJECTS?

- Creation of task forces of governance to support governance in sustainable tourism
- Collaboration to join energies with other initiatives like the Urban Agenda
- Set up steering committees with governance representatives from public, private, academic and civil society sectors
- Strengthen capacity-building and peer-learning on governance to avoid dependencies and promote knowledge sharing
- To keep promoting and funding schemes of collaboration as the Cross Network alliance in sustainable tourism, the Network of Sustainable Tourism Observatories and Portico, Join the Med Platform or Portico



HOW CAN **RESULTS** BE **BETTER CAPITALISED?**

- Establishment of permanent regional networks
- Transform project results into training modules, toolkits and policy labs (i.e. Interreg Euro-MED Academy and the Sustainable Tourism Policy Labs of D4T)
- Mainstream of project results into policy frameworks through policy papers, policy briefs, position papers co-designed with local and regional authorities
- To keep supporting governance and institutional dialogue projects

PART 3 – SYNERGIES, MAINSTREAM AND BROADER PARTICIPATION



HOW TO **IMPROVE SYNERGIES AND EMBEDDING** WITH REGIONAL, NATIONAL STRATEGIES OR MAINSTREAM PROGRAMMES?

- Shared digital platforms to monitor tourists' behaviour and environmental impacts for governance level
- Alignment with national tourism strategies (green transition, digital tourism)
- Engage of programme authorities of Interreg early to co-design scalable governance tools for future programming
- Embed governance outputs from the Sustainable tourism projects in regional smart specialisation of climate adaptation plans



SUGGESTIONS TO BETTER INCLUDE **YOUTH AND CITIZENS**

- Take into account an intergenerational approach and knowledge exchange not only focused on youth
- Mechanisms for funding start ups created from youth
- Continue with the initiatives of the Programs for youth volunteers
- Organize interactive workshops for the intergenerational involvement even using online tools
- Create local and regional advisory group including intergenerational advisory groups that include people of all ages to regularly consult from the projects and from the governance level on tourism planning and sustainability strategies

THE THREE IDEAS THAT MOST CAUGHT OUR EYE

#1 Institutional Dialogue projects

Continuation and exchange among programs of tools as governance and institutional dialogue projects of the Interreg Euro-MED Program in the next potential calls of the Programs

#2 Mainstreaming

Mainstream of project results into policy frameworks through policy papers, policy briefs, position papers co-designed with local and regional authorities

#3 Strengthen capacity building

Strengthen capacity-building and peer-learning to avoid dependencies and promote knowledge sharing through the next potential calls of the Programs belonging to the MMM



Mediterranean
Multi-Programme
Mechanism