Sustainable Tourism and the Interreg Italy-France Maritime Programme

Best practices of capitalisation and the perspective of establishing a cross-border governance table

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La cooperazione al cuore del Mediterraneo
Interreg Italy-France Maritime 2014-2020

SUSTAINABLE TOURISM

Support the competitiveness of SMEs in the tourism sector

Preserve and protect the environment and natural and cultural heritage

Linked to the thematic objective 3 (2014-2020)
Enhancing the competitiveness of SMEs

Linked to the thematic objective 6 (2014-2020)
Preserving and protecting the environment and promoting resource efficiency

Support the competitiveness of SMEs

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**2014-2020**

**37 projects**

**€ 58.000.000**

- creation of cross-border networks of businesses of tourism sector
- support to start-ups of the tourism chain in disadvantaged areas
- viability of tourism strategies in minor tourist destination
- valorisation of maritime protected areas
- preserving and supporting traditional craftsmanship of the cross-border area
- investments for the promotion of tourism products
- promotion of the accessibility of the tourism destinations in the cross-border area
- joint management of the cultural and natural heritage
- development of new sustainable/green itineraries
- marketing and co-marketing strategies of tourism destinations
- development of joint strategies to develop the competitiveness of tourism businesses in the cross-border area
- support the digitalisation of the tourism businesses
- preserving biodiversity and natural resources
- joint management of destinations and tourism destination development

La coopération 
La coopération
### Actions financed during the period 2014-2020
(through projects that directly or indirectly have worked/are working on sustainable tourism)

- Creation of a cross-border network for the provision of services for new businesses.
- Creation of a cross-border network for the supply of accompanying services to existing businesses.
- Acquisition of services by new businesses and existing businesses.
- Creation of networks / clusters of companies for the use of highly qualified personnel and for the economic exploitation of new ideas.
- Joint strategies / action plans to increase the territorial competitiveness of companies in the cross-border area.
- Investments for the promotion of tourism products and for the improvement of the accessibility and sustainability of the tourist offer.

<table>
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<tr>
<th>Projects financed</th>
<th>POLICY OBJECTIVE 2021-2027 (coherence proposed by the Maritime Programme)</th>
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<td>28</td>
<td>PO1. «A smarter Europe»</td>
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<td>PO5. «A Europe closer to citizens»</td>
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- Actions for the conservation, protection and development of natural and cultural heritage.
- Actions for the networking of the historical and natural heritage of the small islands.
- Development of cross-border networks of cultural sites.
- Actions for integrated management of natural and cultural heritage.
Sustainable Tourism and the Interreg Italy-France Maritime Programme
BEST PRACTICES...
The Programme launched its capitalisation path, starting from the creation of six thematic poles.

http://interreg-maritime.eu/it/capitalizzazione

- Creation of cross-border service networks
- Promotion of sustainable Tourism
- Conservation of natural and cultural heritage
- Management of risks related to climate change
- Promotion of connections to reduce distances
2019

Guided capitalization path started thanks to the cooperation with the project «EPICAH»
“SDK” - *Common technological architecture of the cross-border space*

Technological prototype in which data from the DMO (Destination Management Organization) of the Regions concerning the tourist destinations of the cross-border area are made interoperable (project “SMART DESTINATION”)

- Interoperability of databases and information flows of regional DMOs
- Creation of a single database with common and interoperable standards for all the elements of a tourist destination
- Increases digitalization of small and medium tourism enterprises, creates a network that strengthens their competitiveness

DIGITALISATION AND INTEROPERABILITY OF DATABASES
Cross-border tourist and cultural quality label ("Quality made") and co-marketing strategies

The label (project “SMARTIC”) certifies the tourist and cultural quality of certain tourism companies in the cross-border area that contribute to enhancing the natural and cultural heritage, in particular of some destinations less known to mass tourism.

Very efficient marketing strategy to promote the label and the selected tourism business (80)

Label guidelines → excellent basis for the creation of a broader set of guidelines that integrates elements from other projects’ labels

«FAMILY LABEL»
That certifies a set of services offered by sustainable tourism enterprises with an high identity and cultural «quality»

Further development of the co-marketing strategies → define a cross-border co-marketing plan for tourism enterprises supporting a more conscious tourism

«RE-DISTRIBUTION» OF TOURISM (PLACES & SEASONS) + VALORIZATION OF CULTURAL HERITAGE
Identification and integrated management of a system of sustainable tourist itineraries that affects all the territories of the partner area, promoting cycling and hiking tourism.

The project «INTENSE» developed the guidelines for the creation and management of the cross-border tourist route – already in use by some local administrations.

«Ciclovia Tirrenica» (cycle path) – strategic project developed by the upper Tyrrenian coastal regions of Italy uses already the Intense guidelines...

INTENSE will make it possible to connect the Tirrenica cycle path with both the Sardinia and Corsica cycle system and that of the French Riviera and the Maritime Alps.

How to guarantee the sustainability to this remarkable output through an efficient joint management of the cycle path?

BUT...
Guided capitalization

Enhance and maximize the positive impact of the individual projects financed by the program

Encourage integration between projects and facilitate dialogue and interconnections between the different sectors of the program

supporting the path for projects with outputs relating to the tourism sector
Guided capitalization

Identify **possible capitalization actions** and **economies of scale** between the projects of the two poles

20 projects of 1°, 2° & 3° calls

**SUSTAINABLE TOURISM**

**NATURAL and CULTURAL HERITAGE**

**Users**
- Target group & behavioural definers

**Public actors**
- Long term perspective & regulatory role

**Private actors**
- Practical know-how & resources

**Knowledge institutes**
- Expertise & scientific substantiation

**Living labs**

La coopération au cœur de la Méditerranée
La cooperazione al cuore del Mediterraneo
Guided capitalization: reflections

Great interest of individual projects to find solutions for the integration and sustainability of their results

But long-lasting and sustainable operation of the most important products and results can only be assured through the establishment of a cross-border governance structure.

This challenge emerges with great clarity in the Intense project but concerns all projects.
Pilot Action dedicated to the testing and formalization of a governance model by setting up a cross-border governance table
Pilot action: cross-border governance table

The case

The pilot action focuses on a specific case: the INTENSE project

- INTENSE is aimed at creating a new cross-border cycling tourism product capable of enhancing the natural-cultural heritage of the territories of the cooperation area concerned

- INTENSE lends itself particularly well to being a pilot case because the multiple critical issues related to its completion and management (infrastructure maintenance, tourism services coordination, mobility services development, information coordination etc.) require strategic cross-border agreements of various types
Pilot action: cross-border governance table

Formalization of the governance table for INTENSE

- definition of functions and tasks to be assigned to the governance table for capitalization
- identification of public and private decision-makers and stakeholders to be involved
- functional tests: the implementation of the technical meetings of the cross-border table
Pilot action: cross-border governance table

Last step: formalization of the governance table and subsequent modeling of the governance structure

Guidelines

on how to implement a cross-border structure for the governance of integrated products of projects relating to sustainable tourism (tourist itineraries, brands, marketing strategies, smart destination networks, etc.)
Thanks for the attention

http://interreg-maritime.eu/

https://www.interregeurope.eu/epicah/

https://www.asev.it/