



**Interreg**



UNION EUROPÉENNE  
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MARITTIMO-IT FR-MARITIME

Fonds européen de développement régional  
Fondo Europeo di Sviluppo Regionale

**EPICAH**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Sustainable Tourism and the Interreg Italy-France Maritime Programme

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

Supported by the



**WESTMED**  
blue economy initiative  
Italia



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La coopération au cœur de la Méditerranée  
La cooperazione al cuore del Mediterraneo

# La cooperazione al cuore del Mediterraneo



- Area di cooperazione
- Area di ammissibilità operazioni e beneficiari\*



**ITALY-FRANCE  
MARITIME**

*Cross-border cooperation area*

 **6,5 MLN**  
Abitanti

 **199.649.898 €**  
Finanziamento

 **169.702.411 €**  
**FESR**  
Fondo Europeo di Sviluppo Regionale

\*Si veda Regolamento (UE) n° 1299/2013 e Avvisi pubblicati

# Interreg Italy-France Maritime 2014-2020



**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

joint management of destinations and tourism destination development

Investments for the promotion of tourism products

Promotion of the accessibility of the tourism destinations in the cross-border area

development of joint strategies to develop the competitiveness of tourism businesses in the cross-border area

support the digitalisation of the tourism businesses

joint management of the cultural and natural heritage

Marketing and co-marketing strategies of tourism destinations

preserving biodiversity and natural resources

development of new sustainable/green itineraries

**«NOTHING IS AGREED UNTIL EVERYTHING IS AGREED»**

**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.

**Projects financed**

**28**

**POLICY OBJECTIVE 2021-2027**  
*(coherence proposed by the Maritime Programme)*

**PO1. «A smarter Europe»**

**«NOTHING IS AGREED UNTIL EVERYTHING IS AGREED»**

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

**Projects financed**

**POLICY OBJECTIVE 2021-2027**  
*(coherence proposed by the Maritime Programme)*

- 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.

9

PO5. «A Europe closer to citizens»

# Sustainable Tourism and the Interreg Italy-France Maritime Programme BEST PRACTICES...



**2018**



**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 the sustainability of ports**



**Promotion of sustainable Tourism**



**Conservation of natural and cultural heritage**



**Management of risks related to climate change**



**Promotion of connections to reduce distances**



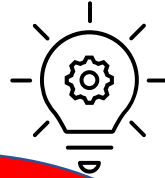
2019



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**

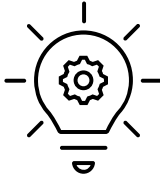
**Creation of a single database with common and interoperable standards for all the elements of a tourist destination**

**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

«RE-DISTRIBUTION» OF TOURISM (PLACES & SEASONS) + VALORISATION OF CULTURAL HERITAGE

«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

## *Shared technical standards for the construction and management of the sustainable cycle and hiking tourist itinerary in the cross-border area*

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


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.

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



**BETTER  
GOVERNANCE  
+ NATURAL  
AND  
CULTURAL  
HERITAGE**

**BUT...**



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

## 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

  
**EPICAH**  
Interreg Europe

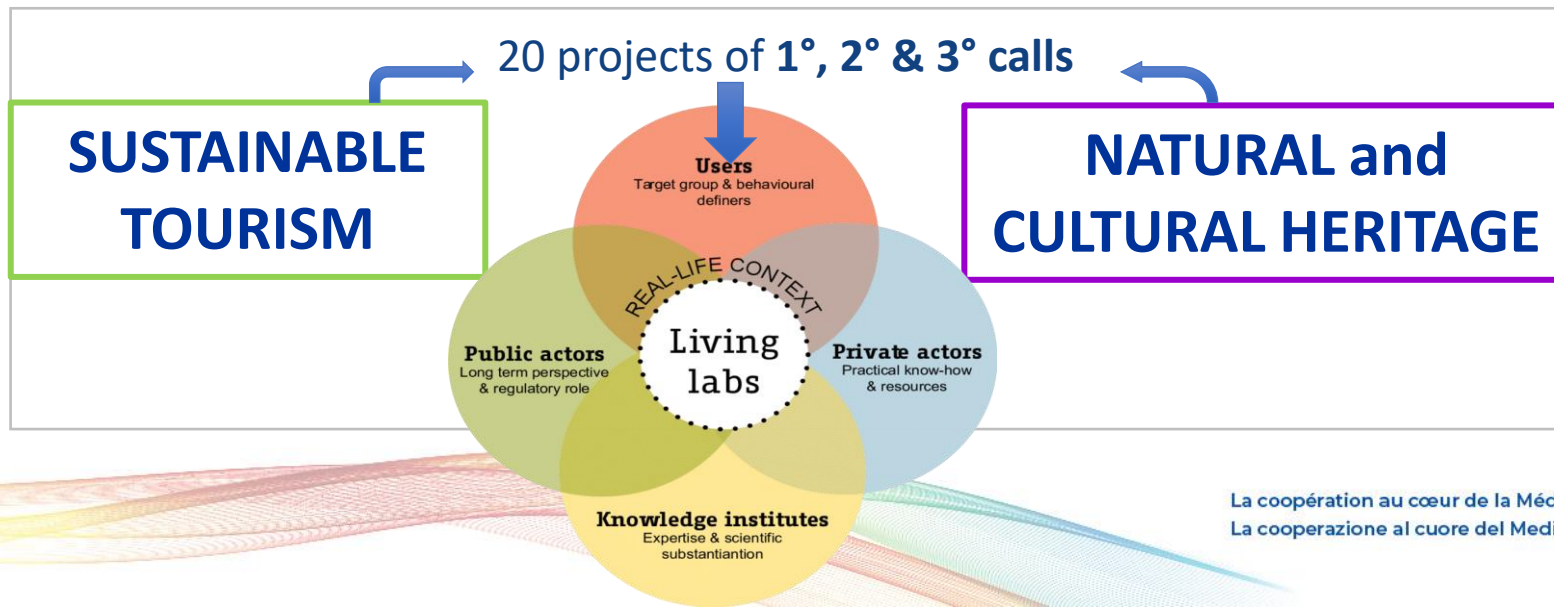
supporting the path for projects with outputs relating to the tourism sector

 European Union  
European Regional  
Development Fund

# Guided capitalization

Target

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



## 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

2020



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/>