



“The Revised EUSAIR Action Plan on Cultural Tourism and the Mediterranean Diet”

10th EUSAIR Annual Forum

TSG4 Workshop 7/5/2025, Crete

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#EUTourism



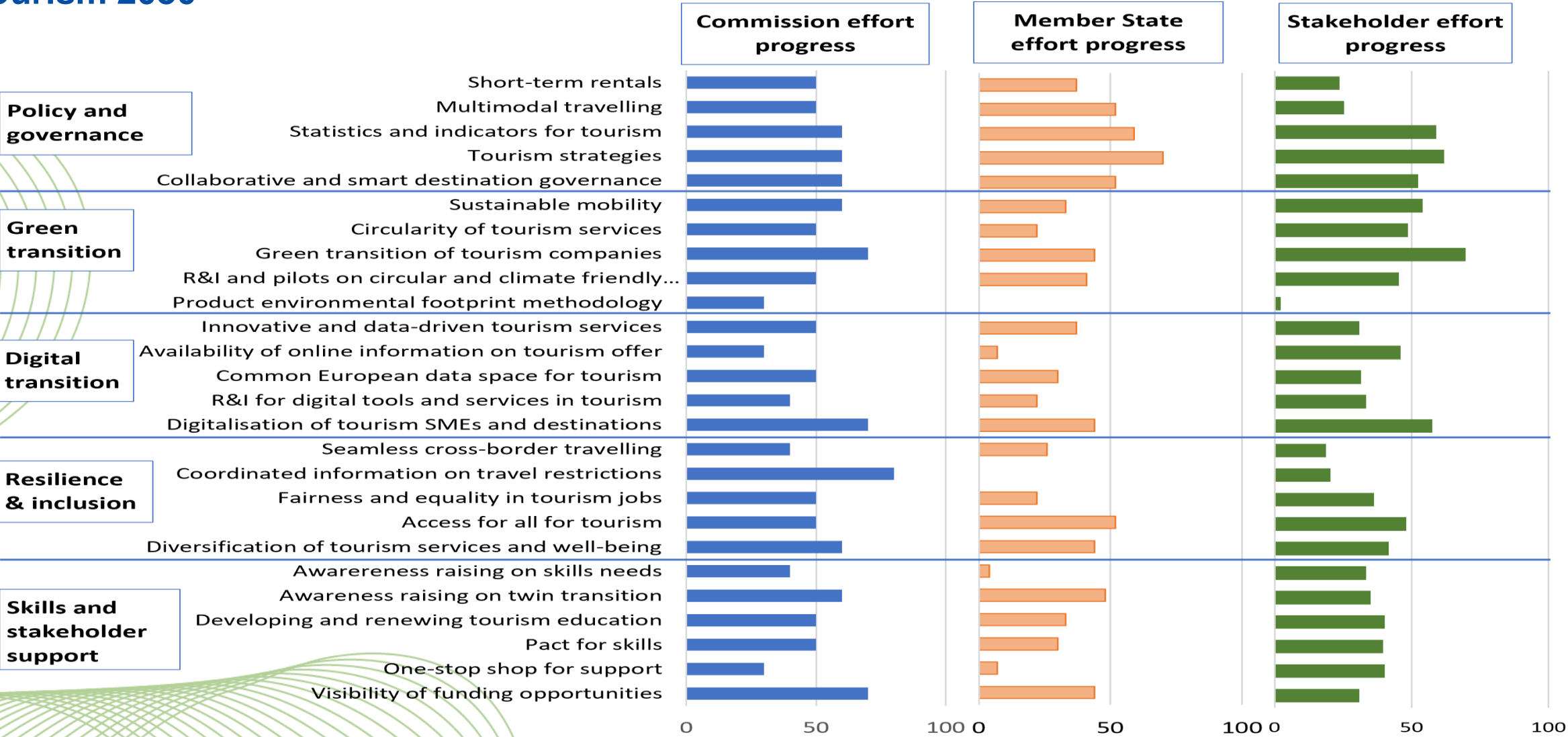
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Progress in the action areas of the transition pathway for Tourism 2024 of the EU Agenda for Tourism 2030



EUSAIR Revision towards 2030

What is new?

- **A new pillar on social inclusion:** focusing on youth engagement, employment, social innovation, better cooperation and coordination
- **New structure with horizontal and cross-cutting topics:**
 - **horizontal topics:** enlargement, capacity building, and research, innovation and development
 - **cross-cutting topics:** circular economy, green rural development and digitalisation
- **Multilevel Governance** to support effective implementation and secure the active participation of regions, local authorities, academia, young people, business and civil society organisations, EGTCs in the Strategy.

EUSAIR Revised Action Plan: Key changes

- **ENLARGEMENT** to help in the **adoption of EU law** while **building administrative capacity**
- **Mainstreaming of gender equality, youth involvement, EU fundamental rights**
- **Urban-rural linkages** to be stimulated
- A new coherent system of **CPR indicators** with a common methodology
- Capacity building and adaptive **multi-level governance** better enshrined in the partnership
- Regional and local authorities, municipalities, CSOs, research Institutions, EGTCs can participate in **EUSAIR Flagship partnerships and projects**
- **Continental (GREEN) component.** An instrument to achieve the **European Green Deal, the Digital Transition and the Long-Term Vision for Rural Areas in the region**
- **Emphasis on Green, Culture and Mediterranean Diet in Pillar 4 Sustainable Tourism**



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Key Areas:

SDGs
1, 2, 8, 9, 10, 17



Inclusive and sustainable economic growth

SDGs
1, 3, 4, 5, 8



Social inclusiveness, employment and poverty reduction

SDGs
6, 7, 11, 12, 13, 14, 15



Resources efficiency, health & environmental protection and climate change

SDGs
8, 11, 12



Cultural values, diversity and heritage

SDGs
4, 16



Mutual understanding, peace and security

Culture and Mediterranean Diet Contribution to UN SDGs

Cultural values, diversity and heritage

- Sustainable cities and Communities SDG 11
- Revives traditional activities and customs and Promotes cultural diversity
- Empowers communities and Raises awareness of the value of heritage
- Cultural World Heritage sites in particular can be an important ally in biodiversity conservation since around 20% of them are located in Key Biodiversity Areas
- Protection of cultural and natural heritage from the impacts of climate change (SDGs 11, 13, 17)

Public Health, Resource efficiency, environmental protection and climate change

- Responsible Sustainable and healthy Consumption and Production SDG12
- Committed to reducing 5% of world CO2 emissions
- Raises financing for conservation of heritage, wildlife and the environment
- Can be a vehicle for protecting and restoring biodiversity
- Must sustainably manage an expected 2 billion international tourists in 2030

The Cultural implications of the WTO /Agreement and GATT since 1994 Intellectual Property Rights addressed in the TRIPS Agreement, art. 22:

‘Cultural preservation provides one possible justification for protecting ‘Geographical indications’ Origin Product identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin’

The **MEDITERRANEAN DIET** as an Intangible Heritage of Humanity, recognized by **UNESCO in 2010**, is producing a significant social effect in the nations and communities involved.

In **2012** the **MD has been included by the FAO** at the top of the list of the most sustainable diets in the planet.

“The Mediterranean diet constitutes a set of skills, knowledge, practices and cultural traditions ranging from the nature to the table”

EU ‘From farm to fork Strategy for a fair, **healthy and environmentally-friendly food system**’, EC Com/2020/381 final

UNESCO recognized the **MD** anthropological pattern concerning the culture of food that the MED communities have created, invented and transmitted for centuries.

MD Incorporates elements of **healthy and environmentally-friendly food system, gastronomy, organic farming, local origin products, rural tourism, agro and fishing tourism and ecotourism, eco-districts and cultural tourism.**

The Revised EUSAIR Action Plan on Cultural Tourism

- In EUSAIR region 72 Cultural and Natural properties belong to UNESCO World Heritage List
- Plus 44 elements inscribed in the UNESCO list of intangible Heritage Humanity

➤ Topic 4.1 – Facilitating digital and green transition of the tourism and cultural heritage offer

Action – Collaborative governance and sustainable innovation in tourism destinations

- Under flagship EXPANDING THE TOURIST SEASON TO ALL-YEAR ROUND the following strategic project was developed: CruiseAir, Adrioncycletour, AIR Cultural Routes

Action – Promoting the use of smart and sustainable indicators for tourism

- Under flagship 'RESEARCH & DEVELOPMENT FOR IMPROVEMENT OF SME'S PERFORMANCE AND GROWTH-DIVERSIFICATION' the following strategic project was developed: CulTourAIR

Action – Promoting the green and digital transition in tourism strategies

- Under flagships 'Development of the Network of Sustainable Tourism Businesses and Clusters' and 'Green Mapping for The AI region - Supporting Development and Market Access for Responsible and Sustainable Tourism Destinations (Management) and Micro/SME Operations in the EUSAIR region', the following strategic projects were developed: BLUECULTURE, STETAI

➤ Topic 4.2– Preparing for the future: knowledge, skills and management For digital and green transition

- New development of flagships based on Cultural Routes of the Council of Europe Program, in the framework of the TSG4 works: Identification of Cultural Routes in the New priorities and fundraising challenges: Mainly through ADRION/IPA, NSRF, Creative Europe programs, S3 in Tourism, culture and creative industries,.



The Santiago De
Compostela Pilgrim Routes



The Hansa



The Viking Routes



The Via Francigena



The Routes of El Legado of
Andalusí



European Mozart Ways



The Phoenicians Route



The Pyrenean Iron Route



The Saint Martin of Tours
Route



The cluniac sites in Europe



The Routes of the Olive tree



The Via Regia



Transromanica - The
Romanesque Routes of
European Heritage



The Iter Vitis Route



The European Route of
Cistercian abbeys



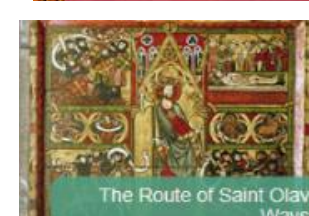
The European Cemeteries
Route



Prehistoric Rock Art Trails



European Route of Historical
Thermal Towns



The Route of Saint Olav
Ways



The European Route of
Jewish Heritage



The Casadean Sites



The European Route of
Ceramics



The European Route of
Megalithic Culture



The Huguenot and
Waldensian trail



Atrium, on the architecture of
totalitarian regimes of the
20th century



The Réseau Art Nouveau
Network



The Roman Emperors and
Danube Wine Route



Via Habsburg: See Europe
through different eyes – on
the trail of the Habsburgs



In the Footsteps of Robert
Louis Stevenson



Destination Napoleon



The European routes of
emperor Charles V



Route of the fortified towns
of the Greater Region

Food and Agriculture Organization of the United Nations

White Paper Mediterranean food consumption patterns Diet, environment, society, economy and health.

<https://www.fao.org/>

THE MEDITERRANEAN DIET



Savor meals with loved ones and be active every day.



The Revised EUSAIR Action Plan on Mediterranean Diet

➤ Topic 4.3 - Greening of Tourism products and services

Action – Promoting the Mediterranean diet and local, organic and origin production

- Incorporate the Mediterranean diet which was registered by UNESCO in 2010 as world cultural heritage.
- Increase the awareness, that Geographical Indication is considered to be an essential commodity as well as an integral part of social and cultural heritage.
- Incorporate the local Origin Products which are considered as intellectual property rights of the local communities in the WTO.
- Promote the use of the Natura 2000 logo on goods and services that are in line or contribute to the conservation of EU Natura 2000 and UN Ramsar sites.
- Promote organic farming practices to enhance the sustainability of agricultural systems, supporting biodiversity and the health of ecosystems, which in turn strengthens the authenticity and appeal of the region's tourism offerings.
- Limit the mass 'sun-and-beach' tourism, especially during summer putting pressure on natural and cultural resources, thus reducing high pressure on the nature and environment in coastal tourist areas.
- Foster dialogue, concertation and collaboration between tourist operators and agri-food operators through multi-stakeholder mechanisms such as thematic platforms, living labs, open innovation hubs.
 - **NEW FLAGSHIP PROJECT ON MEDITERRANEAN DIET with Culture Synergies to develop by the end of 2025**

EUSAIR REVISION PROCESS next steps in embedding and implementing Pillar 4

The EUSAIR region has several comparative advantages such as a large part in terms of biodiversity, cultural diversity and sensitive environmental areas, rich and high potential for quality food production, a large part of sea and inland rural areas, a high contribution of tourism and food production to GDP per country.

→ This implies a high potential for distinction and **interconnection of the TOURISM components in GREENING of the environment, culture and food sector in the supply chain** which can be transformed to competitive advantages enhancing the EUSAIR region's economic, environmental and social sustainability.

- The regional and National Strategies in Tourism towards 2030 should be approved by the end of 2025 and comply with the MRS and the EUSAIR. New EU Strategy for Sustainable Tourism in 2026.

Revised Action Plan in P4: Sustainable Tourism

1.1 **Topic** – Facilitating the digital and green transition of the tourism and **Cultural heritage offer**

1.2 **Topic** – Preparing for the future: knowledge, skills and management
(to be supported by GSP of IPA Adrion)

1.3 **Topic - Greening of Tourism products and services**

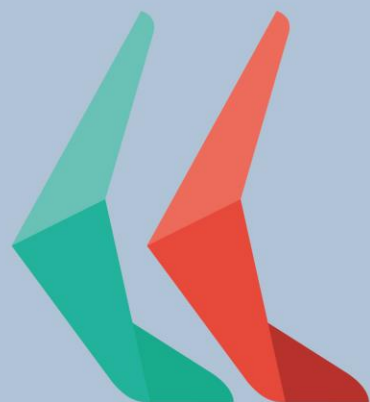
(New Action 1: Promoting Agritourism, Ecotourism and fishing tourism; Action 2: Promoting Rural Tourism, Action 3: **Promoting the Mediterranean Diet and Local, organic and origin production**, formulating 3 **new respective flagship projects** potentially funded by ERDF, EAFRD/ Life, Horizon, IPA Adrion, Euromed, Next Med, Interreg Europe, etc)
By setting a **Working Group of interested stakeholders on TSG4**.

- **Guide on EU funding for tourism:** https://single-market-economy.ec.europa.eu/sectors/tourism/eu-funding-and-businesses/funding-guide_en

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THE EU IS BUILT WITH Constructive Cooperation and Solidarity

Thank you!

Georgios EMMANOUIL / DG REGIO D1

<https://www.adriatic-ionian.eu/>

www.arepoquality.eu

Cohesion Open Data Platform: <https://cohesiondata.ec.europa.eu/>