


## Sustainable and Innovative Food Systems: The Mediterranean Diet as a Tool for Tourism and Local Development in EUSAIR Communities

**Bari (Italy), 29-30 September 2025**

<p><b>Name and surname of the speaker:</b> Iva Čaleta Pleša</p> <p><b>Name of the institution:</b> Ministry of Tourism and Sport, Republic of Croatia</p>	
<p><b>Short CV:</b></p> <p>Iva Čaleta Pleša works as a Senior Advisor at the Department for European Affairs and Policies at the Croatian Ministry of Tourism and Sport. She is a Deputy Pillar Coordinator for Pillar 4, Sustainable Tourism and holds the role of thematic expert for sustainable tourism within EUSAIR. She is a member of European Commission Together for Tourism expert group. Previously, she has worked at the University of Zagreb Faculty of Humanities and Social Sciences as a project officer. She is an active member of Interpret Europe – European Association for Heritage Interpretation, where she participates in different projects and initiatives as a certified trainer for heritage interpretation. She is an external evaluator for Erasmus+ projects in the field of higher education and a licensed tourist guide for the City of Zagreb since 2004. She holds a master's degree in French and Russian language and literature, European studies and Museology and Heritage management.</p>	
<p><b>Title of the presentation:</b></p> <p><b>EUSAIR Handbook on Gastro Tourism</b></p> <p><b>3 KEY TALKING POINTS – please list here your 3 key talking points in presentation:</b></p> <ul style="list-style-type: none"> <li>• EUSAIR Member States have recognised gastronomy tourism as one of the special interest tourism able to contribute significantly to the diversification of the regional product portfolio.</li> <li>• The importance of gastro tourism is based on the enormous popularity and global acceptance of the Mediterranean diet typical to the entire region and a steep increase in market demand. More so, gastronomy tourism's benefits stretch beyond tourism. Its development contributes to agriculture and food production, promotion of environmentally friendly practices and, consequently, influences overall sustainable development.</li> <li>• In a popular but expert way, manual provides an overview of best practices and examples, thus creating an inspiring read for those who</li> </ul>	<p><b>Contact details for online connection:</b></p> <p><b>Email:</b></p> <p><a href="mailto:iva.caletaplesa@mints.hr">iva.caletaplesa@mints.hr</a></p>

want to improve an existing or create a new tourism business, as well as for those who work in destination management.	
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