

Project co-financed by the European Regional Development Fund

project partners



associated partners

Ministry of Tourism, Hellenic Republic (GR)

Regional Agency for Prevention, Environment and Energy of  
Emilia-Romagna ARPae (IT)

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# INHERIT

SUSTAINABLE TOURISM STRATEGIES  
TO CONSERVE AND VALORISE  
THE MEDITERRANEAN COASTAL  
AND MARITIME NATURAL HERITAGE



## SUSTAINABLE TOURISM STRATEGIES TO CONSERVE AND VALORISE THE MEDITERRANEAN COASTAL AND MARITIME NATURAL HERITAGE



Starting date  
01.02.2018  
Ending date  
31.01.2022



15  
Partners  
+  
3  
Associated Partners



10  
MED  
countries



5,61 M €  
ERDF/IPA budget



48  
months



## WHAT IS INHERIT ABOUT?

Tourism in the Med regions has been growing at an accelerated rate in the last decades. As a consequence the Mediterranean coastal and maritime natural heritage is under pressure due to the impact of mass tourism activities, to seasonality and to overcapacity.

MED territories need to react by developing sustainable tourism that preserves the natural heritage to ensure the future of the MED environmental habitat as well as the sustainable tourism growth potential.

Combining natural heritage protection with sustainable tourism is the only option for the tourism industry to further grow and to face the competition of other countries.



In this context, project **INHERIT (Sustainable Tourism Strategies to Conserve and Valorise the Mediterranean Coastal and Maritime Natural Heritage)** will promote sustainable tourism activities in MED underexploited natural heritage areas, while tackling intensive tourism flows' pressure, seasonality and locality peaks in coastal and maritime tourism destinations.

To reach the project's goals, a policy change is needed from many directions. That is why INHERIT foresees a **wide transnational collaboration** between MED national, regional and local public authorities.

## INHERIT'S DISTINCTIVE FEATURES

**Self-regulated measures for sustainable tourism activities in MED regions:** the project will identify "bottom-up" initiatives. These are actions not imposed by laws or regulations, but voluntarily adopted by tourism businesses, non-experts and local societies to preserve natural heritage. These individual initiatives will then be spread to the level of collectiveness, involving authorities and the tourism industry;

**A common MED policy strategy:** the project will propose changes in conflicting MED policies for tourism development and environmental protection to harmonise them with the aims of achieving sustainable tourism development and efficient protection of MED natural heritage;

**"INHERITURA" areas:** the project will identify natural heritage sites that are threatened by tourism development negative effects, where bottom-up measures for their protection will be applied to alleviate seasonality and locality peaks effects. In these areas sustainable tourism activities will take place based on integrated management mechanisms operating at MED level;

**Network management system:** the management mechanisms of INHERITURA areas will be extended through transnational cooperation to create a network of protected areas.

## PILOT SITES AND INHERITURA AREAS

The Inherit approach will be tested in various sites across the Mediterranean leading to the establishment of the first 5 INHERITURA areas. These areas will then be connected with multidestinational tourism itineraries based on one of the following common natural heritage themes:



> **Sea caving in the Med**



> **Inland MED destinations**



> **Prehistory of the MED**

The itineraries will be defined by a transnational cooperation board, focusing on valorizing and protecting Mediterranean natural habitats. Tourism economic operators will be invited to participate, by means of proposals, in the establishment of those multidestinational tourism itineraries.

## HOW CAN I GET INVOLVED?

If you are a **MED Public Authority** we need your contribution to define policies and strategies, or exchange successful ones, to **alleviate the effect of mass tourism**. And if you are interested in **promoting sustainable tourism** in your territory, **cooperate with us**.

If you are in the **Tourism industry** (tour operators, accommodation, supply chain management, travel, etc.) and you are **spontaneously adopting measures** to mitigate the tourism impacts (such as pollution, waste generation and resources consumption reductions), **share your practices with us**.

If you feel a sense of responsibility for the environment and **you need suggestions on how to implement, adopt or promote good tourism environmental practices, cooperate with us**.