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Kick Off Meeting - Round Table

Rural Tourism in the Mediterranean:
Policy Visions and Development
Strategies
and Synergies

24 March 2026 h. 15:00 -18:00

Palazzo Regio - Via Palazzo, 1 - 09124 Cagliari (CA)

Con il patrocinio della



CITTA' METROPOLITANA DI CAGLIARI

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DURATION: Start Date 07/01/2026 - End Date 06/01/2029



Public Event CReSInMed Kick Off Meeting

“Rural Tourism in the Mediterranean: Policy Visions and Development Strategies and Synergies”

AGENDA

15:00 - 15:30 Welcome & Opening remarks

Welcome by Lead Partner – Interforum srl.

Institutional interventions/greetings:

Mr. Massimo Zedda - Mayor of Municipality of the Metropolitan City of Cagliari

Ms. Giovanna Medde - Director General, Managing Authority of the Interreg NEXT MED Programme

Mr. Antonello Chessa - Head of the Operational and Authorizing Unit, Managing Authority of the Interreg NEXT MED Programme

15:30 - 16:00 Presentation of CReSInMed project

The lead partner - Interforum Srl - and one project partner will present the project and its strategic aspects for cooperation in the Mediterranean.

16:00 - 17:30 Round table

Mr. Franco Cuccureddu - Councillor for Tourism, Crafts and Trade - Autonomous Region of Sardinia

Mr. Francesco Agus - Councillor for Agriculture and Agro-Pastoral Reform

Ms. Nicoletta Piras - Director of the Sulcis Iglesiente Capoterra e Campidano di Cagliari Local Action Group (GAL)

Mr. Cristiano Erriu - Secretary General of the Cagliari-Oristano Chamber of Commerce

Mr. Giovanni Loi - President of AGCI Sardegna

Interventions from Partners Project

17:30 - 18:00 Closing Remarks and Networking Session



Live streaming on Zoom: ID 859 7553 7827

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Competitiveness and Internationalisation of Rural Tourism SMEs in the Mediterranean

Tourism SMEs in rural Mediterranean areas face limited access to training, markets, and digital tools, making it hard for them to grow and compete globally. CReSInMed addresses this shared regional challenge by equipping 50 rural tourism (M)SMEs across Italy, Greece, Türkiye, Jordan, Tunisia, Spain, and Palestine with the skills, networks, and tools they need to succeed internationally. The project aims to boost their competitiveness through tailored training, digital platforms, and transnational collaboration, helping transform rural tourism into a resilient, inclusive driver of local development.

MISSION

Why the project matters

Rural tourism (M)SMEs across the Mediterranean face common barriers such as isolation, poor connectivity, and limited training or market access. According to the United Nations World Tourism Organization (Report “Tourism And Rural Development: Understanding Challenges On The Ground” 2023), rural areas often suffer from depopulation and skill shortages, despite their cultural richness and tourism potential. Without targeted support, these SMEs struggle to survive and compete in global markets. Addressing these structural challenges is essential to unlock the economic and social potential of rural Mediterranean territories.

What it aims to achieve

- To provide rural tourism (M)SMEs with tailored support for internationalisation.
- To implement training programmes and digital tools that boost business capacity.
- To foster lasting cross-border networks and rural tourism clusters

Expected change

- Enhanced competitiveness and resilience of rural tourism (M)SMEs.
- Improved skills, digital capacity, and access to international markets for MSME located in rural areas.
- Stronger cooperation and knowledge exchange across Mediterranean rural areas.

What the project delivers

- 50 internationalisation plans tailored to rural (M)SMEs' needs.
- 50 training micropills and multiple capacity-building sessions.
- A digital toolbox and metaverse platform for promotion and engagement.
- A Mediterranean Experts Alliance Task Force and joint study visits.
- Local and transnational tourism clusters established.
- Participation in international tourism fairs and a rural tourism summit.

Who benefits

- 50 tourism (M)SMEs directly supported across 7 countries.
- Local experts and stakeholders engaged in training and networking.
- Tourists experiencing improved and diversified rural offers.
- Broader rural communities benefiting from increased visibility and economic activity.

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