

**Interreg
Europe**



Co-funded by
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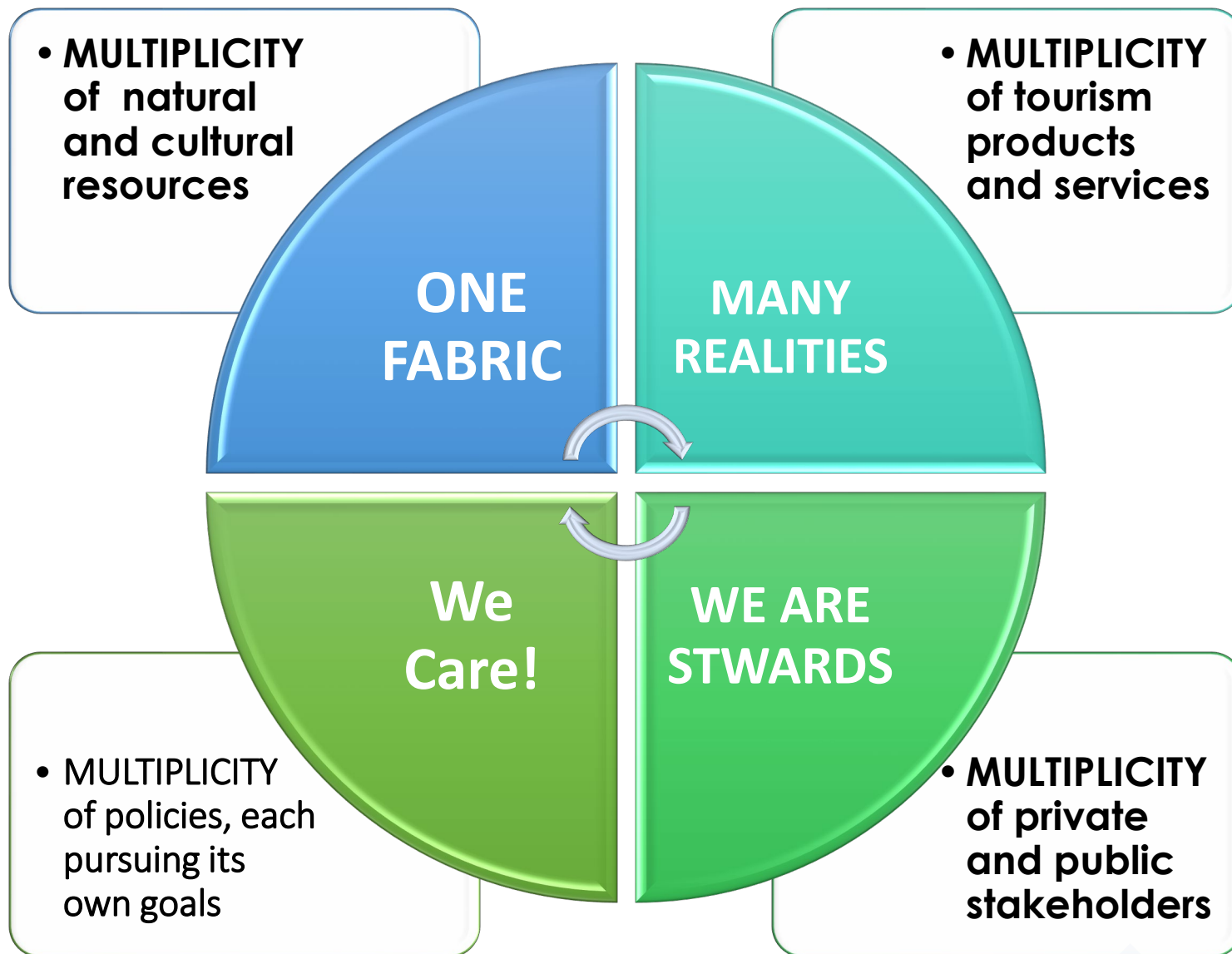
TIB

The One and the many

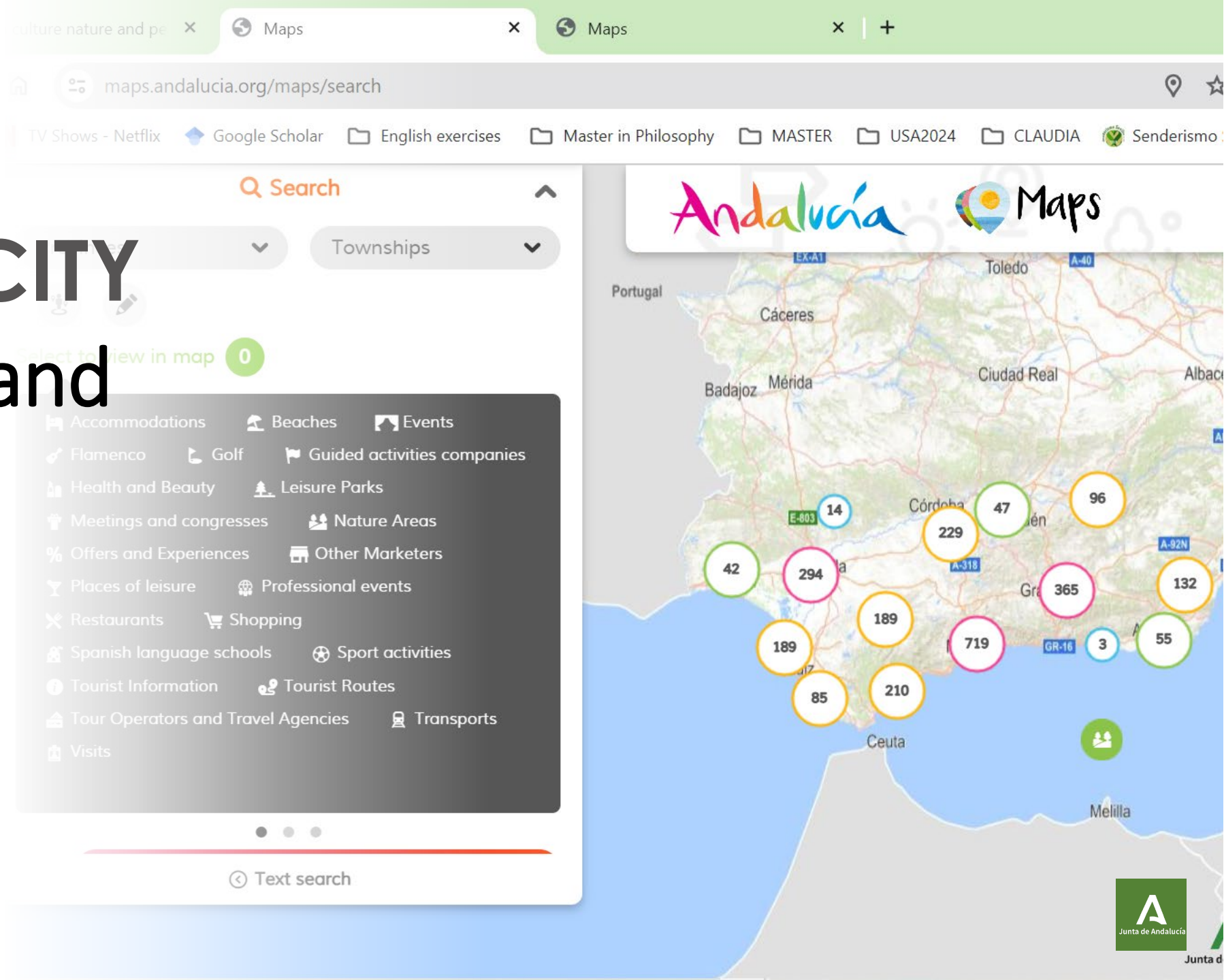
One fabric, many realities

“We live in a world of infinite objects that are constantly changing, yet even in this imposing world of objects and change, there seems to be an underlying unity and stability”. Rev. R.J. Rushdoony (1916–2001)

Tallin, 4-6 of June, 2024



1. MULTIPLICITY of natural and cultural resources



2. MULTIPLICITY

of tourism products and services



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



CULTURAL ITINERARIES

The Cultural Itineraries of El legado andalusí are based on real historical facts that were representative of the rise and cultural relevance of the civilization of al-Andalus that shone for almost eight centuries in the spheres of culture, arts and science.

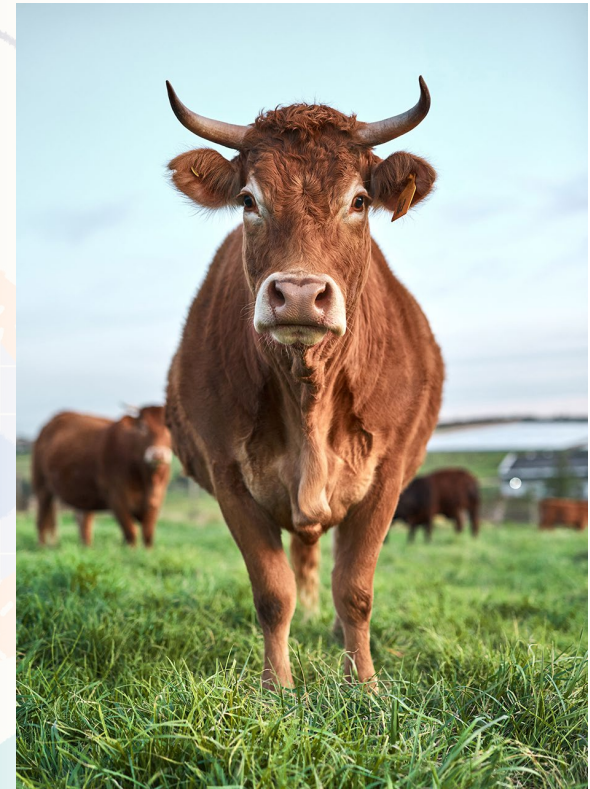


3. MULTIPLICITY of private and public stakeholders

A variety of attitudes: from **competition** to **collaboration**



4. MULTIPLICITY of policies, each pursuing its own goals





ONE GOVERNANCE,
many instruments

ONE FABRIC, The community- nature relationship



When Governance
means Stewardship

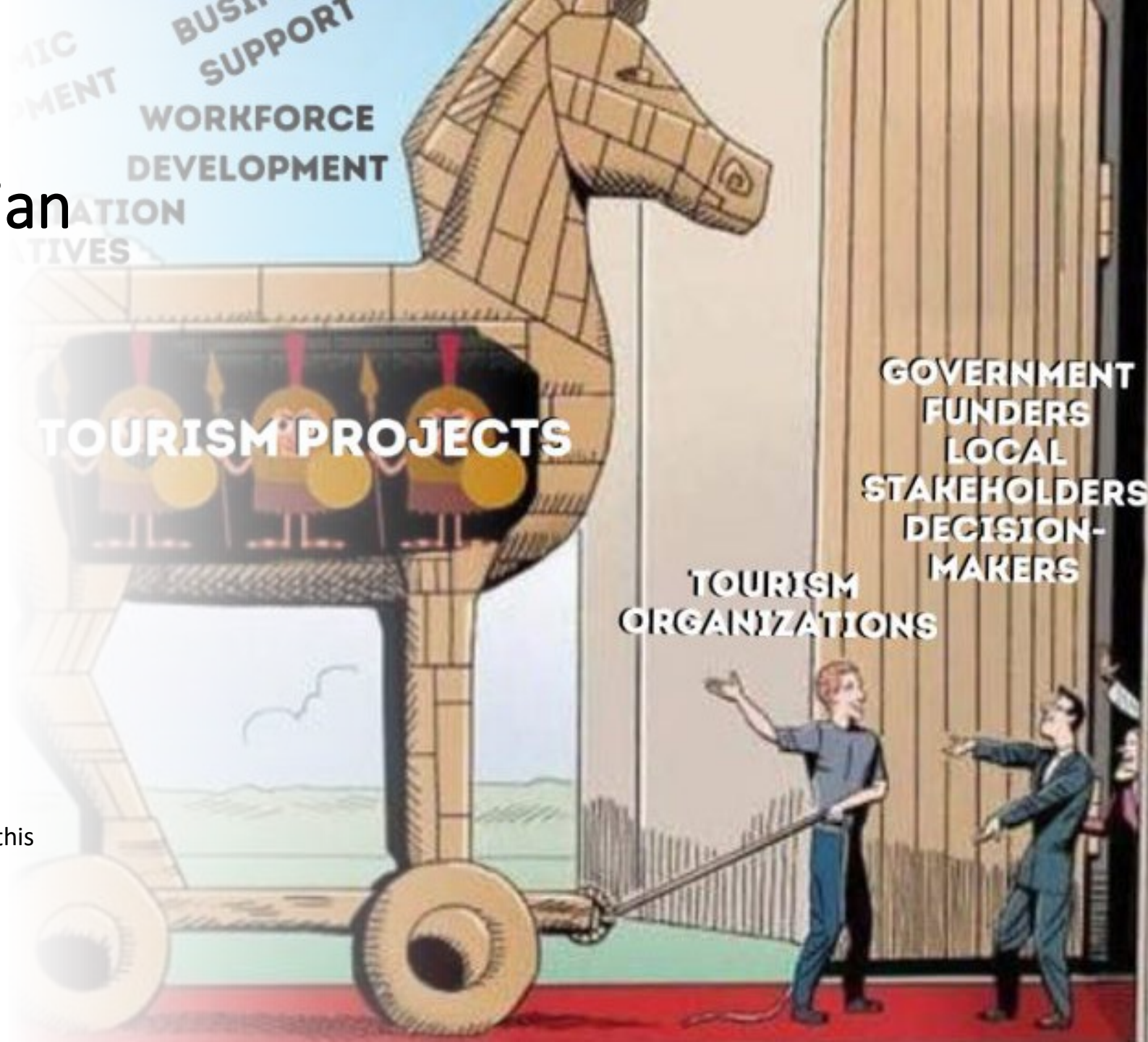
...

and management
means that We
Care!

SHARDA
IT Service

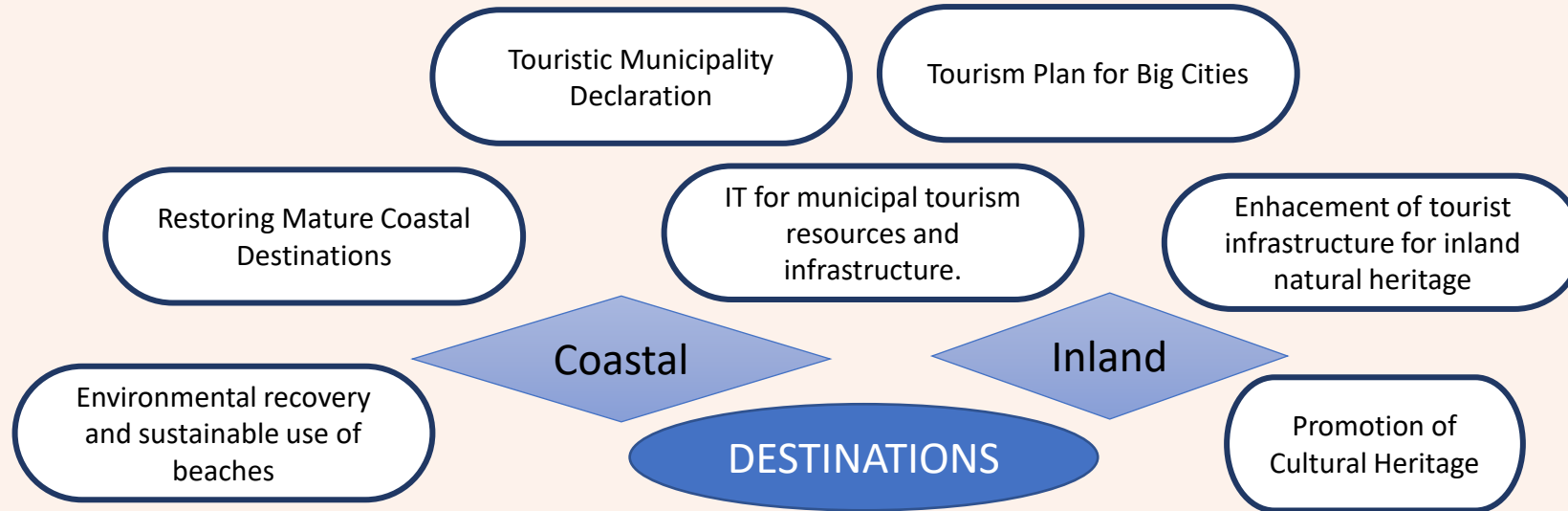


Is tourism the Trojan Horse in our communities?

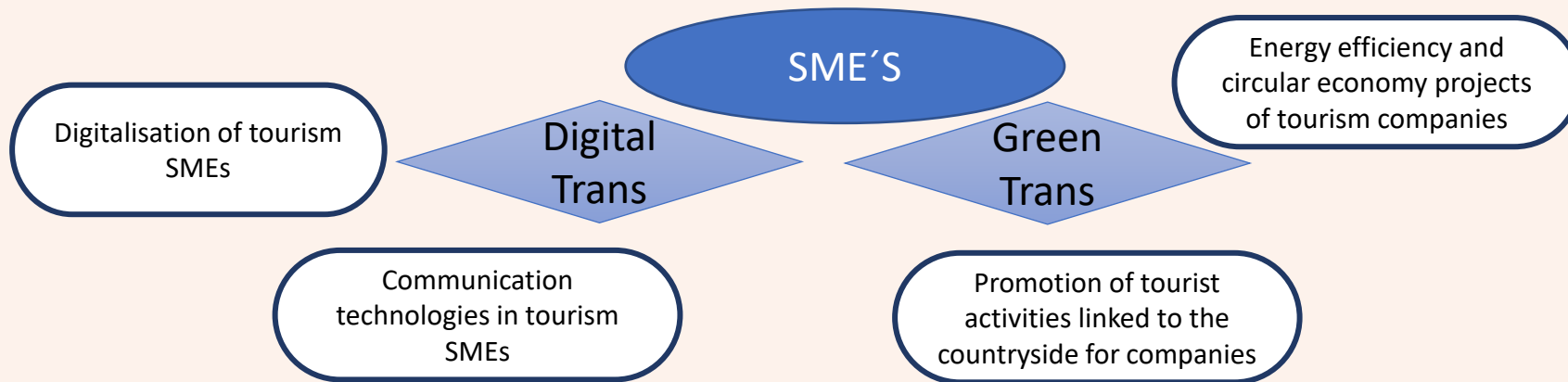


(Thanks to Arica Sears from Visit Oregon for this wonderful metaphor)

ERDF 2021 – 2027 OPERATIONAL PROGRAMME FOR ANDALUCIA



ONE PLAN: META 2027



NEXT GENERATION FUNDS

TERRITORIAL PLAN FOR SUSTAINABLE TOURISM

–
TSPD
for
DESTINATION
(215M €)

TERRITORIAL PLAN FOR SUSTAINABLE TOURISM IN ANDALUCÍA

NEXT GENERATION FUNDS

81 Tourism Sustainability Plan for Local Destinations

SUN AND
SAND

RURAL

URBAN

ONE FABRIC: COMMUNITY - NATURE

**ARTIFICIAL REEFS IN UNDERWATER PARK
OF ALMUÑECAR**



**REVALORISATION OF CULTURAL HERITAGE
BASED ON COLLECTIVE MEMORY IN NÍJAR**





KISS the
GROUND

Thank you!