



# MED4REGEN – A 1.2 Identification of the actors of cultural hyperlocal ecosystems

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## Introduction

This document outlines the methodology to support partners and stakeholders in the analysis for planning regenerative tourism actions at a local scale. It drafts the common framework to be used by partners and associated partners.

The aim of this framework is to equip partners to:

- Analyze the dynamics of cultural and tourism ecosystems around their areas of action;
- Involve local communities, SMEs, and cultural centers in a just and regenerative transition;
- Respond in a structured way to the five thematic challenges identified by the MED4REGEN program.

This framework is based on a systemic, participatory, and transnational design approach, informed by focus groups, evaluation matrices, shared data collection tools, and practices inspired by social and territorial design.

Each associated partner must address at least two of the five thematic challenges. This requirement ensures a pluralistic approach and avoids focusing on a single issue. Partners will select two (or more) selected challenges and will form Transnational Thematic Working Groups to discuss the challenges. Each partner will also agree to use selected indicators to measure the impact of the pilot actions on these challenges.

The concept of regenerative tourism is presented through the following four pillars (to be visually displayed and activated in facilitation tools):

- Repair
- Reconnect
- Redistribute
- Re-engage





## The 5 Thematic Challenges

The MED4REGEN project has identified five major challenges to address in order to support the transition toward regenerative tourism in the Mediterranean. Each partner project must address at least two of these challenges to ensure a multidimensional approach.

Challenge	Description
<b>1. Overtourism</b>	Regulate visitor flows, but also question the motivations behind travel, encourage responsible behavior, and reposition cultural sites as spaces where visitors are made aware of their impact and guided toward more sustainable practices.
<b>2. Dominant Tourism Narratives</b>	Shift from static, consumerist narratives to co-constructed stories rooted in the living world, diversity, and collective memory; actively involve local communities in storytelling.
<b>3. Natural &amp; Scientific Heritage</b>	Transform cultural heritage sites into spaces that also promote ecological and scientific heritage; use them as levers for raising awareness on ecological transition. Encourage sensitive, educational, and regenerative uses of natural environments, and highlight the value of protecting natural and scientific sites.
<b>4. Urban Cultural Centers</b>	Support the role of city-center cultural institutions as urban agitators and catalysts for transition, addressing issues of social justice, urban conviviality, and ecological frugality—all within a regenerative framework.
<b>5. Peri-Urban / Outlying Cultural Centers</b>	Reimagine cultural spaces as places for territorial experimentation, local education, and culture-nature-agriculture alliances. Revitalize peripheral cultural venues to counter rural exodus and foster inclusion.





## Process

The method is structured around three main phases, each aligned with the five thematic challenges of the MED4REGEN project. Each phase combines data collection, collective intelligence, shared diagnostics, and territorial anchoring:

### **Phase 1. Evaluation Matrix for PPs and Associated Partners + Research & Information Gathering (Case studies & Best practices)**

Each Partner / Cultural Site duo to assess its contribution to the challenges and its level of openness to the regenerative transition. Identification of local specificities and documentation of inspiring best practices related to at least two thematic challenges.

### **Phase 2. Focus group 1 – Qualitative and Systemic Mapping**

A territorial exploration workshop involving partners and cultural/tourism stakeholders to identify levers, tensions, and points of convergence around the challenges.

### **Phase 3. Focus group 2– Needs, Expectations, and Barriers Regarding Regenerative Tourism**

A participatory workshop involving SMEs, local communities, and nonprofit organizations to co-construct action pathways and address concrete obstacles to transition.

## Network Analysis

- Relationships between actors (direct/indirect, formal/informal);
- Strength of relationships (occasional, strategic, institutionalized collaborations);
- Interaction modes (co-construction, co-presence, support, etc.);
- Themes addressed by actor networks and their link to the MED4REGEN challenges
- Structural gaps, zones of tension, and unactivated connection opportunities.





## Phase 1 - Evaluation Matrix for Associated Partners and Regenerative Openness

Who	PP + AP
What	Evaluation Matrix of Regenerative Openness and Research
How	by organizing a meeting of 1h with the AP using the provided matrix and evaluation + research activity from the PP on LOCAL case studies (collection of 4 LOCAL case studies)
When (DEADLINE)	30 July 2025
Why	Understanding context + understanding effort for regenerative action
What to prepare	WORD FILE? + CASE STUDIES / BEST PRACTICE + photos

### Evaluation Matrix

Each pair (PP+AP) completes a matrix structured around five areas of analysis, to be filled in for each of the two main challenges selected by the partner:

Axis	Object of Analysis	Method	Scoring Scale
<b>Priority Challenges</b>	Identification of the two most structuring challenges	Free and justified selection	Challenge 1 / Challenge 2
<b>Ecosystem of Actors</b>	Types of actors involved locally (culture, tourism, institutions, civil society, innovation)	Typologized list with colored post-its	Actor Map
<b>Degree of Structuring</b>	Status of relationships (formal/informal), contractual links, level of engagement	Typology of relations (e.g. charter, partnership,	Informal / Opportunistic / Strategic / Institutionalized



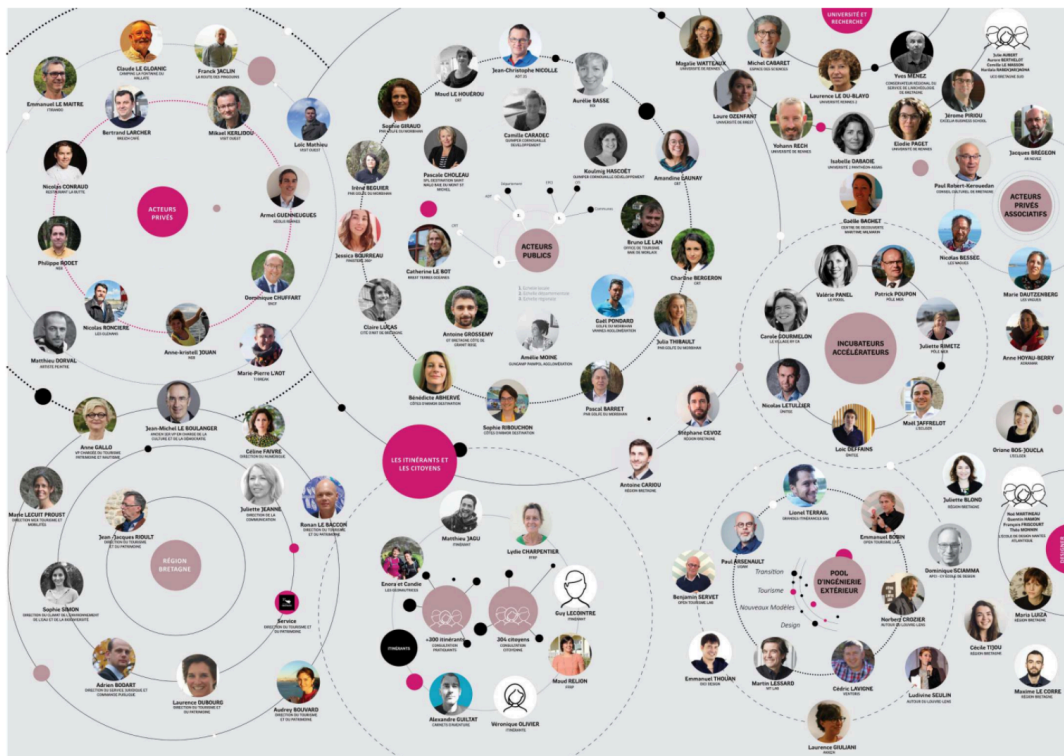


		mutual knowledge)	
<b>Interaction Modalities</b>	Nature of cooperation (co-construction, co-presence, financial support, joint events...)	Crossed grid (Actor × Modalities matrix)	Rare / Regular / Structuring
<b>Openness to Regenerative Transition</b>	Site's ability to support, embody, or experiment with change	Score on 3 dimensions (discourses, practices, spaces/tools)	Scale 0–3 or traffic light system

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SOMMAIRE



Example of actor map

Regenerative Openness Assessment Grid





Each partner area / possible area of intervention is assessed according to 3 sub-criteria, scored from 0 to 3 (0 = absent; 3 = highly developed):

<b>Title of the area (ex. Venice Mainland Urban Area)</b>	
<b>Sub-criterion</b>	<b>Observable Indicators</b>
<b>Discourses and Narratives</b>	Presence of public commitments, visible regenerative content, integration of the 4 pillars (Repair, Reconnect, Redistribute, Re-engage)
<b>Hosting and Engagement Practices</b>	Participatory formats, experimentation, involvement of local residents, culture-nature hybridity
<b>Spaces and Tools</b>	Shared spaces, repurposed sites, forest gardens, contributive platforms, participatory digital tools

**Optional:** Generate an overall regenerative openness score for each site (out of 9 points) to position partners on a **regenerative maturity curve**.

### Why This Matrix Is Strategic

- It provides a **shared language** for all partners to evaluate their local situation.
- It allows for **visualizing gaps in territorial ecosystem maturity** (in terms of relationships, innovation, or openness).
- It directly informs:
  - The **systemic mapping** of strengths and areas for improvement (Focus Group 1)
  - The **prioritization** of actions to be taken
  - The **selection** of cases for pilot experiments

Annexes to Be Provided





- Blank template of the evaluation matrix
- Sample filled-in matrix for a fictional pair
- Typology of cooperation modalities (with examples)
- Shared glossary (e.g., definitions of "regenerative innovation", "cultural third place", "living narrative", etc.)

## Research & Information Gathering of local case studies / best practices

The collection of best practices should not be limited to an intuitive exploratory phase: it is based on a **structured approach**, designed to support both **collective intelligence** and the **operational strategy** of the project. It meets several key criteria:

- **Territorial representativeness:** diversity of areas (rural, urban, coastal, insular, etc.)
- **Thematic relevance:** clear connection to at least two MED4REGEN challenges
- **Regenerative potential:** measurable or observable effects on social, cultural, and environmental ecosystems

### Multi-Level Sourcing

#### Internal Sourcing (Bottom-Up)

- Capitalize on known or existing projects, experiments, or approaches already carried out or observed by the partners (previous projects, current initiatives, tacit knowledge)
- Field stories, empirical insights, local expertise (even informal)

#### Documentary and Academic Sourcing

- Targeted research in structured databases (e.g., ICCN, ICOM, EDEN, UNESCO Creative Cities, EuroVelo, Interreg MED)
- Use of specialized journals, conference proceedings, or Horizon Europe projects related to cultural and tourism transition

#### Network-Based Sourcing (Snowball Effect and/or Strategic Outreach)





- Collection of projects through associated partners and stakeholders: local authorities, museums, economic actors, third-place networks, associations
- Targeted calls for contributions within professional or activist ecosystems: social museology networks, actors of culture and nature, territorial cooperatives

**Critical Sourcing (Failures, Controversies)**

- Inclusion of discontinued, partially successful, or locally rejected initiatives: to better understand structural barriers, territorial tensions, or design flaws

**Selection Grid for Initiatives**

All identified best practices must undergo a qualitative filtering process based on a shared grid (to be co-developed by a small working group). The following criteria should be included:

Axis	Key Question
<b>Thematic Relevance</b>	Does the initiative address at least two MED4REGEN challenges?
<b>Level of Social or Territorial Innovation</b>	Does it introduce new forms of cooperation, storytelling, or relationships with the living world?
<b>Observable Effects</b>	Are there measurable indicators of change? (behaviors, perceptions, attendance, local anchoring, etc.)
<b>Openness and Participation</b>	Does it actively include residents, users, artists, scientists?
<b>Transferability</b>	Is it documented, assessable, and adaptable to other contexts?

**Shared Data Collection Tools**

Proposal of shared tools to ensure the consistency of the collected data:

**Standardized Project Sheet** (10 to 12 key sections):

Example:

Section	Expected Content
Title of the Initiative	Name of the project or action
Country / Territory	Geographical and socio-cultural context





Involved Stakeholders	Structures, legal status, roles
Relevant MED4REGEN Challenges	At least two challenges, to be checked
Initial Objectives	Targeted issues
Actions Implemented	Operational description
Timeline	Start date, duration, current status
Observed Impacts	Quantitative or qualitative results (including behavioral effects)
Level of Innovation	Degree of innovation, potential for replication
Barriers Encountered	Obstacles, controversies, possible local rejection
Sources	Links, reports, articles

**Multi-Criteria Analysis Grid**, with overall score and interest levels

Example:

Each project sheet will be supplemented with a quick evaluation based on cross-cutting criteria (simple rating: Low / Medium / High):

TITLE OF THE CASE STUDY		
Criterion	Indicator	Value
Regenerative Added Value	Ability to regenerate a place, social bonds, or a narrative	Low / Medium / High
Behavioral Impact	Changes in use, perceptions, or attitudes	Low / Medium / High
Project Maturity	Level of consolidation or long-term viability	Low / Medium / High
Territorial Openness	Inclusion of residents, cross-sector partnerships	Low / Medium / High
Replicability	Potential for adaptation in other contexts	Low / Medium / High





# Phase 2 - Focus Group 1 – Cultural organizations needs and expectations towards regenerative tourism

Who	PP + AP
What	Focus Group between PP and AP
How	4 small workshops in a 3-hour meeting structured following <b>Agenda</b>
When (DEADLINE)	5th September 2025
Why	Understanding local context, needs and expectations
What to prepare	WORD FILE? + photos

**IMPORTANT:** Before the Focus Group, each Associated Partner (AP) must confirm the two MED4REGEN challenges most relevant to their organization.





**General Objective:** Qualitative and Systemic Mapping with the Associated Partner and Key Cultural and Tourism Stakeholders

Support each Associated Partner in creating a qualitative and systemic map of their hyper-local cultural and tourism ecosystem. This process aims to:

- Identify key stakeholders (visible, emerging, or informal);
- Qualify relationships, cooperation modalities, and their maturity;
- Reveal tensions, transformation levers, and tangible regeneration opportunities;
- Highlight points of convergence between the MED4REGEN challenges.

Each AP must have confirmed in advance the two primary challenges shaping their project and assess their local importance and urgency.

**Agenda for Structured Focus Group 1 (180 minutes)**

Time	Sequence	Objectives	Methods & Key Questions
0–10 min	Icebreaker & Challenge Positioning	Establish a collective anchor around perceived priorities	Visual positioning (challenge post-its on central map) + round of introductions
10–20 min	Inspiration & Method Framing	Present the 4 project phases, share a case study (video + visual)	What resonates with your context? What inspirations are transferable?
20–35 min	<b>Workshop 1 – Stakeholder Mapping</b>  SEE APPENDIX	Identify cultural, tourism, public, nonprofit, informal actors, etc.	Individual work, then in pairs. Post-its by stakeholder type. Who's missing? Who's invisible?
35–55 min	<b>Workshop 2 – Actor Typology &amp; Hierarchy</b>	Group, rank, and qualify influence levels (strong / medium / weak)	Placement on map + group discussion. Which actors are drivers? Which are blockers?





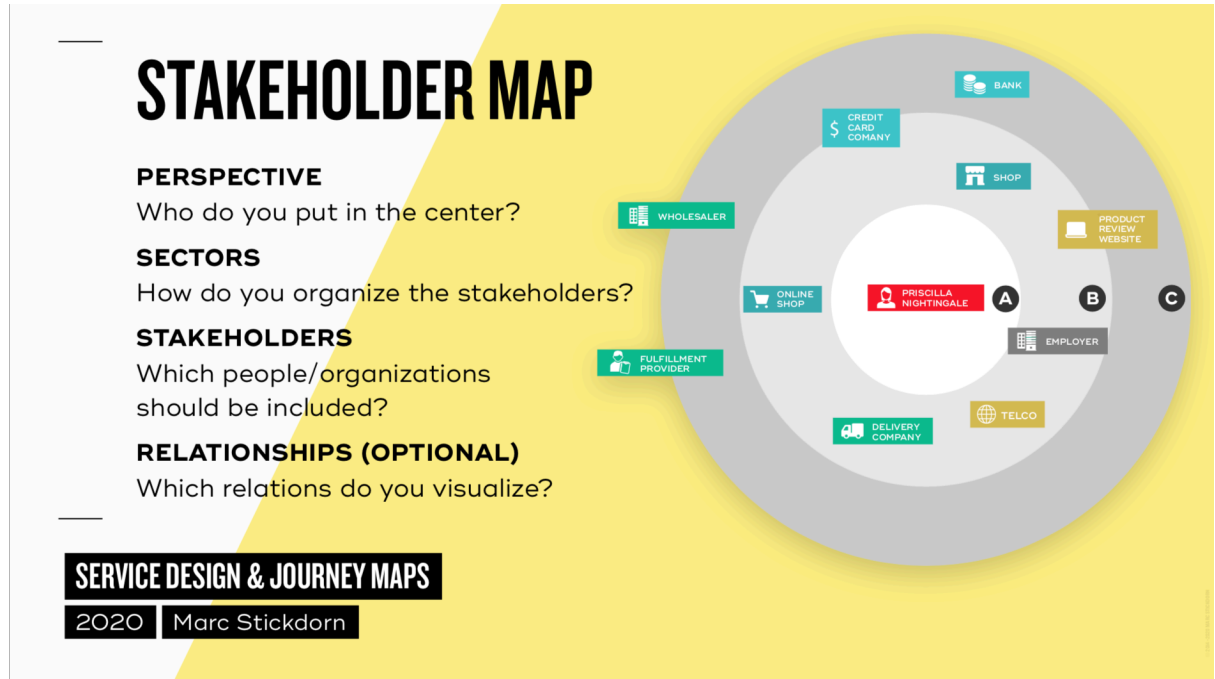
55–65 min	Active Break	Informal time + distribution of tools for the next phase	Display ongoing group work
65–95 min	<b>Workshop 3 – Interaction Analysis</b>	Map relationship types, intensity, and directionality	Coded grid: unidirectional / bidirectional, short-term / long-term, forced / voluntary
95–110 min	Mini-Module – Frictions and Tensions	Identify conflict zones, imbalances, or dissonance	Red post-its on problematic relationships. What are their root causes?
110–120 min	Intermediate Debrief	Each group presents: 1 main strength + 1 main tension	What does your map reveal? Which narratives are dominant or missing?
120–140 min	<b>Workshop 4 – Levers &amp; Regeneration Scenarios</b>	Identify actionable resources, key relationships to strengthen, emerging ideas	Subgroup work: white post-its = “levers,” tools/schemes to activate or invent
140–165 min	Cross-analysis & Collective Prioritization	Pool levers, vote on actions to prioritize per challenge	Prioritization table by challenge/territory. Focus on overlaps between challenges
165–180 min	Closing & Next Steps	Share expected deliverables, 30-day roadmap, thanks	How to involve those absent? What is your next small step? How does this change your view of the territory?





## Tools

### Systemic mapping



Marc Stickdorn, This is service design doing, 2018

## Proposed Facilitation Logic

The Focus Group is designed as a spiral exploration sequence alternating inspiration, collaborative mapping, problem framing, and prioritization of levers. It uses visual tools, short individual reflection moments, and group dynamics to encourage expression of both obstacles and cooperation potentials.

### Methodological Materials:

- Thematic sheets on the 5 challenges (title, icon, concrete territorial examples)
- Blank interaction and cooperation grid
- Actor maps + matrices (relations / intensity / challenges)
- Silent observation grid for facilitators

### Logistical Equipment:

- Large wall or whiteboard (kraft paper or flipchart) per group
- Color-coded post-its:





- Yellow = Cultural stakeholders
- Green = Tourism stakeholders
- Pink = Innovation structures / third places
- Blue = Public authorities / institutions
- Orange = Other stakeholders
- Challenge post-its (initial positioning + cross-cutting insights)
- Red post-its = Tensions / obstacles
- White post-its = Levers
- Markers, stickers, visual legend, projector

#### Additional Seup:

- Facilitator observation grid (5 criteria: co-construction level, leadership, challenge ownership, recurring tensions, listening skills)

#### Room Setup:

- 2 or 3 tables or workspaces with max. 5–8 people, each with a dedicated post-it wall
- Chairs arranged in semi-circles around workspaces
- Central area for projection and group debrief

#### Facilitator Briefing:

- Each group has one facilitator and ideally one scribe
- Solid understanding of the challenges, legend, and phase-by-phase instructions

#### Deliverables Produced

- A complete systemic map of stakeholders, interactions, tensions, and levers
- A summary sheet per group (strengths, weaknesses, action points)
- A photo of the annotated map + digital scan if possible
- A table of prioritized levers by challenge
- An initial cross-cutting reading of the challenges
- A compiled facilitator observation grid (for post-Focus Group reflection)

#### Facilitation Tips

- Pace the workshops, mini-breaks every 30 minutes
- Alternate positions (sitting, standing)
- Encourage quieter participants, allow anonymous questions
- Visually highlight spontaneous feedback
- Stimulate critical reflection: “Where is your ecosystem most fragile?”
- Systematically document results (photos, summary sheets)

#### Key Considerations and Good Practices

- Confirm engagement on at least two challenges
- Adapt examples to local or cultural context





- Ensure map legibility (color codes, visible arrows)
- Balance dynamics between experienced and new APs
- Allow flexibility between sequences

### Conclusion

This Focus Group design (4 interlinked workshops over 3 hours) enables:

- Active engagement of each AP through positioning on two challenges
- A complete mapping (actors, relationships, intensity, challenges)
- Identification of concrete, collectively prioritized levers
- Generation of actionable deliverables for MED4REGEN's transnational evaluation





# Analysis of cultural organizations needs and expectations towards regenerative tourism

## Executive Summary

This deliverable presents a consolidated qualitative analysis of the needs, expectations, constraints, and transformation levers identified by cultural organizations involved in the MED4REGEN project. It is based on the results of Focus Group 1 sessions conducted between July and October 2025 across partner territories, under the coordination of the respective project partners and associated partners.

### Empirical basis and scope

Focus Group 1 sessions were organised and facilitated by MED4REGEN partners in multiple Mediterranean territories, involving a wide range of cultural organizations and institutions, including museums, cultural centres, heritage sites, cultural networks, universities, public cultural agencies, and foundations. All sessions were conducted on the basis of a shared methodological framework, ensuring analytical comparability while allowing adaptation to local institutional, cultural, and territorial contexts.

The empirical material analysed in this deliverable draws on Focus Group reports produced by the following partners and cultural sites:

Partner	Territory	Cultural site(s) / focus
<b>MAO – Museum of Architecture and Design Ljubljana</b>	Slovenia	MAO Castle and surrounding park and landscape
<b>UNSA – Faculty of Architecture</b>	Bosnia and Herzegovina (Sarajevo)	Ars Aevi Museum (in construction) and Sarajevo museum cluster
<b>Tourism Board of Split-Dalmatia County</b>	Croatia (Sinj)	Museum of Sinjska Alka and Alkarski Dvori complex
<b>Open Tourisme Lab</b>	France	Pont du Gard World Heritage site and surrounding territory





<b>Veneto Region</b>	Italy (Veneto / Venice)	Via Querinissima cultural route
<b>IUAV University</b>	Italy (Venice / Mestre)	M9 Museum and Mestre cultural ecosystem
<b>PROMÁLAGA</b>	Spain (Málaga)	Suburban and peripheral cultural centres
<b>Region of Epirus</b>	Greece (Epirus)	Theodoros Papagiannis Museum of Contemporary Art and regional cultural–natural ecosystem

Together, these cases cover a wide range of geographical, institutional, and socio-economic contexts, including historic urban centres, suburban and peri-urban cultural ecosystems, rural and mountainous regions, cultural routes, and UNESCO-recognised heritage landscapes. This diversity provides a robust qualitative basis for identifying transversal patterns and shared dynamics relevant to regenerative tourism across the Mediterranean area.

### Core analytical findings

Across highly diverse contexts—ranging from UNESCO-listed heritage sites and national museums to emerging cultural hubs in suburban, peri-urban, and rural areas—the analysis reveals a strong convergence in the diagnosis formulated by cultural organizations regarding the limits of dominant tourism models. Cultural actors consistently identify the persistence of extractive, consumption-oriented tourism narratives as a major structural issue.

These narratives tend to:

- reduce culture to a set of marketable attractions,
- concentrate visibility and resources in a limited number of iconic sites,
- marginalise suburban, peri-urban, and rural cultural spaces,
- weaken the relationship between cultural sites, local communities, and visitors.

In contrast, cultural organizations articulate a shared aspiration to reposition culture as a living, relational, and situated process, deeply embedded in local histories, landscapes, and social practices. Regenerative tourism is therefore understood not as an add-on to existing tourism strategies, but as a reconfiguration of how places are narrated, experienced, and governed.

### Typology of needs expressed by cultural organizations

The cross-analysis of Focus Group discussions allows the identification of five major categories of needs, recurrent across territories and institutional settings:





- **Narrative and mediation needs**

Cultural organizations express a strong need for time, resources, and legitimacy to develop alternative narratives. These narratives aim to move beyond simplified storytelling towards interpretative, critical, and multi-vocal approaches, often involving co-creation with artists, researchers, local communities, and visitors. Particular emphasis is placed on the articulation of cultural heritage with natural landscapes, everyday practices, and contemporary social and environmental challenges.

- **Organizational and governance needs**

Many cultural actors operate under significant capacity constraints. Limited human resources, rigid administrative frameworks, and complex bureaucratic procedures restrict their ability to engage in long-term, experimental, and cross-sectoral regenerative processes.

- **Relational and ecosystem needs**

A recurring theme is the fragmentation of cultural and tourism governance. Cultural organizations call for more structured spaces of dialogue and cooperation with tourism actors, public authorities, educational institutions, and other cultural organizations, based on trust, reciprocity, and shared objectives.

- **Economic and financial needs**

While cultural organizations resist purely economic framings of regeneration, they highlight the lack of funding mechanisms adapted to qualitative, slow, and socially oriented cultural-tourism practices. There is a clear demand for financial models that recognise non-market value creation, social impact, volunteer engagement, and youth participation.

- **Spatial and infrastructural needs**

Cultural sites are increasingly conceived as social and relational infrastructures rather than solely exhibition venues. Cultural organizations emphasise the importance of adaptable and accessible spaces—particularly in suburban, peri-urban, and rural contexts—to host cultural production, mediation, education, and community engagement linked to regenerative tourism.

### **Cultural organizations as active drivers of regeneration**

A central finding of this deliverable is that cultural organizations do not perceive themselves as passive beneficiaries of tourism transformation. On the contrary, they position themselves as active drivers of regenerative processes, drawing on their expertise in storytelling, mediation, heritage interpretation, and place-based cultural practices.

Across Focus Groups, cultural actors articulate clear expectations towards regenerative tourism, including:

- slower rhythms of visitation and engagement,
- deeper, knowledge-based and experiential relationships with places,





- shared authorship of narratives between institutions, communities, and visitors,
- respect for local social and environmental fragilities,
- long-term value creation over short-term visitor growth.

### **Structural barriers and strategic relevance for MED4REGEN**

At the same time, the analysis highlights persistent structural barriers that limit cultural organizations' capacity to fully engage in regenerative transitions. These include administrative rigidity, fragmented governance between culture and tourism sectors, lack of human and time resources, and the continued dominance of mainstream tourism narratives in policy and promotion.

By making these tensions explicit, this deliverable provides a solid knowledge base for the subsequent phases of MED4REGEN. It informs the design of pilot actions, capacity-building activities, and cross-sectoral collaboration frameworks, ensuring that they are grounded in the realities, constraints, and aspirations of cultural organizations operating across diverse Mediterranean contexts.

## **1. Introduction and Scope of the Deliverable**

### **1.1 Purpose**

**Analysis of Cultural Organizations' Needs and Expectations towards Regenerative Tourism** is to provide a structured and comparative qualitative analysis of how cultural organizations perceive, experience, and engage with the ongoing transformation of tourism models within the MED4REGEN project.

More specifically, the deliverable aims to:

- document the needs, expectations, constraints, and ambitions expressed by cultural organizations in relation to regenerative tourism;
- analyse the conditions under which cultural actors can actively contribute to regenerative processes at territorial level;
- identify structural patterns that transcend individual local contexts, while remaining grounded in situated cultural practices.

The analysis deliberately focuses on cultural organizations as **institutional and relational actors**, rather than as passive heritage custodians or service providers. Museums, cultural centres, heritage sites, cultural routes, foundations, and cultural networks are approached as organizations that:

1. produce narratives and cultural meaning,





2. mediate relationships between places, communities, and visitors,
3. operate within complex governance, funding, and territorial ecosystems.

Deliverable constitutes a core analytical output of **Work Package 1 (WP1)**, whose overarching objective is to establish a shared conceptual and empirical understanding of regenerative tourism within the MED4REGEN partnership.

Within WP1, this deliverable plays a specific and complementary role:

- maps cultural and tourism organizations and their ecosystems;
- analyses the internal perspectives of cultural organizations (needs, expectations, tensions, and constraints);
- subsequently focuses on the perspectives of local communities and socio-economic actors.

As such, provides the organizational and institutional lens that connects structural mapping to community-level analysis and prepares the ground for experimentation, pilot actions, and capacity-building activities in subsequent work packages.

## 1.2 Analytical Focus

The analytical focus of this deliverable is defined by a set of interrelated research questions that emerged directly from the MED4REGEN conceptual framework and the design of Focus Group 1:

- What challenges do cultural organizations identify in relation to prevailing tourism models in their territories?
- What needs—narrative, organizational, relational, economic, and spatial—do they express in order to engage meaningfully in regenerative tourism processes?
- What expectations do they articulate towards tourism actors, public institutions, and policy frameworks?
- What barriers and tensions currently limit their capacity to act as drivers of regenerative change?
- What levers for regeneration are identified from within the cultural sector itself?

Rather than assessing tourism performance, visitor satisfaction, or market dynamics, the analysis deliberately centres on cultural organizations as agents of transformation.

This perspective acknowledges their dual role:

- o on the one hand, as custodians of tangible and intangible heritage, responsible for conservation, interpretation, and transmission;





- o on the other hand, as active producers of narratives, social relations, and spatial practices that shape how places are experienced, understood, and valued.

This analytical positioning reflects a key assumption of MED4REGEN: that regenerative tourism cannot be achieved solely through tourism policy instruments or destination management strategies, but requires a deep and sustained engagement with the cultural infrastructures and organizations that mediate meaning, memory, identity, and belonging at territorial level.

## 1.3 Scope and Limitations

### Empirical scope

The deliverable is based on the analysis of **Focus Group 1 sessions conducted by MED4REGEN partners between July and October 2025**. These sessions were organised across multiple territories and cultural contexts, including:

- o historic urban centres,
- o suburban and peri-urban cultural ecosystems,
- o rural and landscape-based heritage areas,
- o cultural routes and networked heritage sites,
- o regions experiencing both high tourism pressure and relative marginalisation.

Each Focus Group was facilitated by the respective partner institution and involved representatives of cultural organizations closely connected to the selected cultural site or ecosystem. While the specific composition of each group reflects local institutional and cultural realities, all sessions followed a **shared reporting template and analytical structure**, enabling systematic cross-case comparison.

The diversity of geographical, institutional, and socio-economic contexts covered provides a robust qualitative basis for identifying transversal patterns, convergences, and tensions relevant to regenerative tourism across the Mediterranean area.

### Methodological positioning and limitations

The analysis is qualitative and interpretative in nature. It does not aim at statistical representativeness or quantitative generalisation. Instead, it seeks to:

- o capture the meanings attributed by cultural organizations to regenerative tourism;
- o identify recurring themes across diverse territorial contexts;
- o analyse how local constraints, assets, and opportunities shape organizational perspectives and capacities for action.





All findings presented in this deliverable are strictly grounded in the content of the Focus Group restitutions produced by project partners. No external assumptions, benchmarks, or extrapolated data have been introduced.

As with all qualitative research, certain limitations must be acknowledged:

- the perspectives captured reflect organizations already engaged in, or closely connected to, the MED4REGEN process;
- informal, emerging, or less institutionalised cultural actors may be under-represented;
- the findings represent a snapshot in time rather than a longitudinal assessment of change.

These limitations are considered consistent with the exploratory, learning-oriented objectives of WPI and are explicitly taken into account in the interpretation of results.

## 2. Methodology

### 2.1 Methodological Design and Rationale

The methodological approach adopted is based on a qualitative, comparative, and participatory research design, centred on the use of Focus Group 1 as the main data collection tool.

Focus groups were selected as the most appropriate method to:

- capture situated knowledge produced by cultural organizations;
- explore perceptions, expectations, and tensions that are difficult to access through surveys or quantitative instruments;
- enable collective reflection on regenerative tourism as an emerging, evolving, and contested concept.

○

Rather than treating cultural organizations as objects of analysis, the methodology positions them as knowledge holders and co-interpreters of their territorial contexts. This approach is consistent with the epistemological stance of MED4REGEN, which understands regeneration as a process that must be co-produced with local actors rather than externally prescribed or imposed.

To ensure coherence across territories, all Focus Group 1 sessions were organised using a **shared reporting template**, jointly developed within **Work Package 1 (WPI)**. This template structured discussions around five analytical blocks:

- Identification of priority MED4REGEN challenges;





- o Mapping of the cultural and tourism stakeholder ecosystem;
- o Analysis of relationships and degrees of cooperation;
- o Identification of tensions and barriers;
- o Identification of regeneration levers and openness to transition.

This common framework enabled systematic comparability across diverse cultural, institutional, and territorial contexts, while allowing partners to adapt facilitation techniques to local realities, stakeholder configurations, and cultural specificities.

## 2.2 Implementation of Focus Group 1 Sessions

Focus Group 1 sessions were implemented between **July and October 2025** by MED4REGEN partners in their respective territories. Each session was facilitated by the partner institution most closely connected to the selected cultural site or ecosystem and involved representatives of cultural organizations embedded in the local cultural and territorial context.

The sessions were conducted in dedicated indoor and outdoor settings (museums, cultural centres, public spaces, and heritage sites), using participatory facilitation methods consistent with the shared MED4REGEN methodological framework. Visual documentation was produced during several sessions to support reporting, traceability, and internal project communication.

The table below summarises the implementation of Focus Group 1 across the partnership, based on the information provided in the partners' reports.





Table 1 – Overview of Focus Group 1 Sessions

Partner	Territory	Cultural site / ecosystem	Date	Facilitating institution	Number of participants
<b>MAO – Museum of Architecture and Design Ljubljana</b>	Slovenia	MAO Castle and surrounding park	28 August 2025	MAO Ljubljana	7
<b>UNSA – Faculty of Architecture</b>	Bosnia and Herzegovina (Sarajevo)	Ars Aevi Museum & Sarajevo museum cluster	10 September 2025	UNSA Faculty of Architecture	15
<b>Tourism Board of Split-Dalmatia County</b>	Croatia (Sinj)	Museum of Sinjska Alka / Alkarski Dvori	10 September 2025	TB Split-Dalmatia County	5
<b>Open Tourisme Lab</b>	France	Pont du Gard World Heritage site	September 2025	Site management / AP	14
<b>Veneto Region</b>	Italy (Veneto / Venice)	Via Querinissima cultural route	1 August 2025	Veneto Region	4
<b>IUAV University</b>	Italy (Venice / Mestre)	M9 Museum & Mestre cultural ecosystem	30 July 2025	IUAV University	4
<b>PROMÁLAG A</b>	Spain (Málaga)	Suburban cultural centres and incubators	3 September 2025	PROMÁLAG A	6
<b>Region of Epirus</b>	Greece (Epirus)	Theodoros Papagiannis Museum of Contemporary Art and regional ecosystem	22 October 2025	Region of Epirus	11





This diversity in group size reflects differences in local ecosystems, institutional density, and facilitation choices. Smaller groups enabled in-depth discussion in highly specialised or network-based contexts (e.g. cultural routes or museum clusters), while larger groups facilitated broader ecosystem mapping and multi-stakeholder dialogue in territorially complex settings.

### **Illustrative documentation of Focus Group 1 sessions**

To complement the analytical content of this deliverable, selected photographs taken during Focus Group 1 sessions are included below as **illustrative documentation of the participatory process**. These images are intended to document facilitation settings and collective working dynamics, without identifying individuals.

#### **Figure 1 – Focus Group 1 session (UNSA – Sarajevo)**

*Participatory discussion with representatives of cultural organizations within the Sarajevo museum ecosystem.*



Source: UNSA Faculty of Architecture, Focus Group 1 documentation (September 2025).





**Figure 2 – Focus Group 1 session (IUAV University – Venice/Mestre)**

Collective mapping and discussion on the hyperlocal cultural ecosystem surrounding the M9 Museum.



Source: IUAV University, Focus Group 1 documentation (July 2025).





### **Figure 3 – Focus Group 1 session (IUAV University – Venice/Mestre)**

*On-site participatory exchange within a heritage and landscape-based context.*



*Source: Partner documentation, Focus Group 1 (September 2025).*

In order to ensure transparency, traceability, and methodological robustness, the **full Focus Group 1 restitution reports produced by each partner** are provided in **annex** to this deliverable.

## 2.3 Typology of Participants and Organizational Profiles

Participants in Focus Group 1 were mainly representatives of cultural organisations, with participation in some cases extended to closely related public institutions and cultural intermediaries. Across the different territories, the Focus Group brought together a diversified set of actors, including:

- museums and museum networks (national, regional and local),
- cultural centres and foundations,
- heritage, landscape and site management bodies,
- cultural routes and associative networks,





- universities and research-based cultural actors,
- public cultural agencies and departments.

This diversity reflects the multi-layered nature of cultural ecosystems involved in MED4REGEN and ensured that discussions incorporated a wide range of institutional perspectives.

**Table 2 – Typology of Cultural Organisations Involved**

<b>Category</b>	<b>Examples of organisations involved</b>
<b>Museums and heritage institutions</b>	MAO Ljubljana; Museum of Sinjska Alka; Ars Aevi; Pont du Gard; M9 Museum
<b>Cultural centres and incubators</b>	Casa Amarilla; Casa de Socorro; suburban cultural centres in Málaga
<b>Cultural routes and networks</b>	Via Querinissima (Veneto)
<b>Universities and research actors</b>	UNSA Faculty of Architecture; IUAV University; university-linked cultural platforms
<b>Public cultural bodies</b>	Ministries of Culture; regional and municipal cultural departments
<b>Cultural NGOs and associations</b>	Local heritage and cultural associations connected to sites

Overall, this composition allowed the analysis to capture viewpoints from organisations operating at different scales and with distinct mandates, ranging from highly institutionalised public bodies to more experimental, place-based and community-oriented cultural actors.

## 2.4 Data Processing and Analytical Procedure

The analytical process underpinning followed a structured qualitative approach, coordinated at OTL level and based exclusively on the Focus Group reports submitted by project partners.

The process consisted of the following steps:

- Systematic reading and extraction of relevant content from each Focus Group report;
- Thematic coding of challenges, needs, expectations, barriers and levers articulated by participating cultural organisations;
- Cross-case comparison, aimed at identifying recurring patterns as well as context-specific elements;
- Analytical synthesis, grouping findings into transversal thematic categories while preserving local specificities.





Throughout the analysis, particular attention was paid to maintaining a clear distinction between:

- empirical observations emerging directly from the Focus Group discussions, and
- analytical interpretation, which remains explicitly grounded in those observations.

No weighting or scoring system was applied. The objective was not to rank territories or organisations, but to identify shared dynamics, tensions and opportunities across different cultural and territorial contexts.

## 2.5 Methodological Limitations

As with any qualitative and participatory research design, several limitations must be acknowledged.

First, the Focus Groups reflect the perspectives of organizations already connected to the MED4REGEN partnership. Less formalised or marginal cultural actors may therefore be under-represented.

Second, the analysis captures a specific moment in time. Organizational needs and expectations may evolve as the project progresses and as external conditions (policy frameworks, tourism dynamics, funding opportunities) change.

Third, differences in group size, facilitation style, and local context inevitably influence the depth and orientation of discussions. These variations are not treated as methodological flaws, but as part of the situated nature of qualitative inquiry.

These limitations are taken into account in the interpretation of findings and do not undermine the relevance of the analysis for the exploratory and knowledge-building objectives of WP1.

## 3. Priority Challenges Identified by Cultural Organizations

### 3.1 Rationale and Analytical Approach

Within Focus Group 1, participating cultural organisations were asked to identify two priority challenges from the MED4REGEN framework that best reflect their current situation, constraints and strategic ambitions. This exercise served a dual purpose:

- (i) to anchor discussions within a shared conceptual framework, and





(ii) to explore how regenerative tourism challenges are interpreted and prioritised across diverse cultural and territorial contexts.

While the selection of challenges reflects local specificities, the comparative analysis reveals strong transversal patterns. These indicate that cultural organisations across the MED4REGEN partnership are confronted with structurally similar tensions in their relationship with tourism development.

The analysis presented in this section is based on a comparative reading of all Focus Group 1 reports and is organised around the main clusters of challenges emerging from the data.

## 3.2 Overview of Selected Challenges Across Territories

**Table 3 provides a synthetic overview of the challenges selected by cultural organizations in each territory.**

**Table 3 – Priority MED4REGEN Challenges Selected in Focus Group 1**

<b>Partner / Territory</b>	<b>Cultural site(s)</b>	<b>Selected Challenge 1</b>	<b>Selected Challenge 2</b>
<b>MAO Ljubljana (SI)</b>	MAO Castle and park	Natural and scientific heritage	Urban cultural centres
<b>UNSA Sarajevo (BIH)</b>	Ars Aevi & museum cluster	Urban cultural centres	Challenging mainstream narratives
<b>Split-Dalmatia / Sinj (HR)</b>	Museum of Sinjska Alka	Dominant tourism narratives	Innovative attractiveness of cultural centres
<b>Open Tourisme Lab (FR)</b>	Pont du Gard WH site	Dominant tourism narratives	Natural and scientific heritage
<b>Veneto Region (IT)</b>	Via Querinissima route	Mainstream narratives	Natural, scientific and landscape heritage
<b>IUAV – Mestre (IT)</b>	M9 Museum & Mestre network	Mainstream narratives	Urban cultural centres
<b>PROMÁLAGA (ES)</b>	Suburban cultural centres	Overtourism	Suburban cultural centres
<b>Region of Epirus (EL)</b>	“Theodoros Papagiannis” Museum of Contemporary Art	Natural Heritage: Heritage Sciences – Landscape Heritage (Challenge 3)	Peri-Urban Cultural Centers (Challenge 5)





This overview highlights three major **clusters of concern**:

1. **Narratives and meaning-making,**
2. **Spatial concentration and marginalisation of cultural sites,**
3. **Disconnection between culture, territory, and tourism governance.**

## 3.3 Challenging Mainstream Tourism Narratives

### Description of the challenge

The challenge of mainstream or dominant tourism narratives emerges as one of the most frequently selected and extensively discussed issues. Cultural organisations across multiple territories identify prevailing narratives as overly simplified, repetitive and disconnected from the lived realities of places.

These narratives are often characterised by:

- a focus on iconic heritage and historic centres,
- a reduction of culture to emblematic images or events,
- and a neglect of contemporary, peripheral or everyday cultural practices.
- 

### Territorial expressions

- Via Querinissima (Veneto Region) explicitly frames itself as a counter-narrative tool, aiming to overcome reductive associations (e.g. the route being reduced to a single gastronomic product) and to reposition travel as a meaningful cultural journey across multiple countries and landscapes.
- Cultural actors at Pont du Gard stress the risk of “freezing” heritage into postcard images, disconnecting natural and scientific dimensions from social and ecological processes.
- Sinj (Split-Dalmatia County) highlights the dominance of a limited set of symbolic narratives (Sinjska Alka), which overshadow other cultural and territorial resources.
- Mestre (IUAV) addresses the narrative marginalisation of Mestre as merely a functional extension of Venice, rather than a cultural destination in its own right.
- In Epirus, discussions point to the limited visibility of peri-urban cultural sites and rural heritage within dominant tourism narratives, which tend to prioritise emblematic destinations and overlook local cultural practices linked to landscape, walking routes and everyday territorial life.

### Analytical interpretation

Across cases, mainstream narratives are perceived not merely as communication issues, but as structural constraints shaping:

- funding priorities,





- institutional agendas,
- and visitor expectations.

Cultural organisations express a shared need to reclaim narrative agency, positioning themselves as legitimate producers of plural, situated and evolving narratives rather than as content providers for tourism promotion.

## 3.4 Urban, Suburban, and Peripheral Cultural Centres

### Description of the challenge

A second major cluster concerns the position of cultural centres located outside dominant tourism cores. Cultural organisations operating in suburban, peripheral or non-iconic areas consistently report difficulties in terms of visibility, recognition and integration within tourism strategies.

This challenge is closely linked to spatial inequalities reinforced by prevailing tourism dynamics.

### Territorial expressions

- PROMÁLAGA explicitly identifies suburban cultural centres as key sites of innovation and community engagement, yet structurally marginalised within Málaga's tourism model.
- UNSA Sarajevo positions the future Ars Aevi Museum as a connector between dispersed museums, aiming to create a porous cultural corridor rather than isolated institutions.
- IUAV / Mestre emphasises the fragmentation of cultural clusters and the absence of alternative cultural itineraries connecting them.
- MAO Ljubljana underlines the underuse of large parts of its heritage site, despite strong potential for community-oriented micro-interventions.
- In Epirus, peri-urban cultural centres are described as spaces with strong potential for education, social cohesion and local development, but facing obstacles related to limited coordination among stakeholders, access to funding and administrative constraints.

### Analytical interpretation

Rather than framing peripherality as a deficit, cultural organisations describe these spaces as laboratories for experimentation, where hybrid cultural, social and educational practices already exist. The challenge lies in the lack of recognition, coordination and sustained support from tourism governance structures.





## 3.5 Natural, Scientific, and Landscape Heritage

### Description of the challenge

Several cultural organisations identify the separation between cultural heritage and natural or scientific heritage as a key obstacle to regenerative tourism. Natural elements, landscapes and scientific knowledge are often instrumentalised or aestheticised, rather than interpreted as dynamic cultural resources.

### Territorial expressions

- MAO Ljubljana seeks to reconnect its collections with the surrounding park, river and landscape to build integrated narratives.
- Pont du Gard highlights the difficulty of balancing protection with accessibility, stressing that heritage must remain “alive” rather than immobilised.
- Via Querinissima mobilises natural elements (sea, stars and navigation routes) to address contemporary issues such as sustainability, mobility and globalisation.
- In Epirus, natural and rural landscapes are discussed as underused cultural resources, with potential to support sustainable tourism practices such as walking tourism, volunteer engagement and the promotion of local products.

### Analytical interpretation

Cultural organisations consistently frame this challenge as a need for interdisciplinary mediation capable of linking cultural narratives with ecological, scientific and landscape-based knowledge. This requires slower forms of tourism and deeper interpretative engagement.

## 3.6 Overtourism and Systemic Saturation

### Description of the challenge

In territories experiencing high visitor pressure, overtourism constitutes a background condition affecting all other challenges. Cultural organisations do not describe overtourism solely in terms of visitor numbers, but as a systemic imbalance impacting cultural practices, community relations and governance structures.

### Territorial expressions

- Cultural actors in Málaga stress how overtourism affects daily life, housing conditions and cultural participation, particularly in central areas.





- In the Venice/Mestre context, overtourism is described as concentrating attention and resources on a limited number of sites, while marginalising alternative cultural spaces.

### **Analytical interpretation**

Cultural organisations frame overtourism as a symptom of growth-oriented tourism models that are incompatible with regenerative principles. They question quantitative success indicators and call for alternative measures based on social and cultural value.

## 3.7 Cross-cutting Synthesis

Taken together, the priority challenges identified by cultural organisations point to a shared structural diagnosis:

- Tourism models tend to prioritise visibility, speed and consumption over meaning, care and long-term value.
- Cultural organisations are often instrumentalised rather than recognised as strategic partners.
- Peripheral and experimental cultural practices remain insufficiently integrated.
- Narratives play a central role in either reinforcing or transforming these dynamics.

These challenges constitute the analytical foundation for the subsequent sections of this deliverable, which examine how cultural organisations articulate their needs, expectations, barriers and regeneration levers in response to these conditions.

## 4. Needs Expressed by Cultural Organizations

### 4.1 Analytical Framing

Building on the priority challenges identified in Section 3, Focus Group 1 discussions show that cultural organisations articulate their needs not as isolated operational requests, but as interdependent conditions required to engage meaningfully in regenerative tourism processes.

Across all partner territories, needs are expressed at the intersection of:

- cultural missions (heritage interpretation, artistic production, mediation),





- organisational realities (resources, governance, institutional positioning),
- and territorial dynamics shaped by tourism pressures and dominant narratives.

The analysis identifies five main categories of needs recurring across sites, despite significant differences in scale, institutional status and local context. These needs are presented below as analytical categories and illustrated through territorial examples drawn directly from the Focus Group restitutions.

## 4.2 Narrative and Mediation Needs

### Description

The most transversal category of needs concerns narrative production, interpretation and mediation. Cultural organisations consistently express the need to move beyond reductive or promotional storytelling towards narratives that are plural, situated and capable of conveying cultural, social and environmental complexity.

These needs relate to:

- the capacity to develop alternative narratives,
- the legitimacy to challenge dominant tourism discourses,
- and the availability of tools and time for interpretation and mediation.

### Territorial expressions

- Via Querinissima (Veneto Region) identifies a strong need to deconstruct simplified associations of the route (e.g. reduction to a single gastronomic symbol) and to reframe it as a transnational cultural journey linking landscapes, histories and contemporary issues.
- Pont du Gard (Open Tourisme Lab) highlights the need to evolve from static heritage narratives towards living stories that integrate natural, scientific and ecological dimensions.
- IUAV – Mestre stresses the lack of narrative recognition of Mestre as a cultural destination, calling for storytelling that reflects its complexity and contemporary cultural practices.
- Sinj (Split-Dalmatia County) underlines the dominance of a limited number of emblematic narratives (Sinjska Alka), which overshadow other cultural resources and practices.
- UNSA Sarajevo emphasises the importance of multi-vocal narratives to challenge linear or monolithic representations of the city's history.
- In Epirus, cultural actors point to the need to strengthen interpretative narratives linking cultural sites with natural and rural landscapes, in order





to enhance their visibility and meaning beyond conventional tourism representations.

### **Analytical insight**

Narrative needs are not framed as communication deficits, but as structural conditions for regeneration. Cultural organisations perceive narrative agency as a prerequisite for repositioning culture within tourism systems.

## 4.3 Organizational and Governance Needs

### **Description**

A second major category concerns organisational capacity and governance frameworks. Cultural organisations repeatedly underline that their ability to engage in regenerative tourism is constrained by limited human resources, rigid administrative structures and fragmented institutional responsibilities.

These needs include:

- internal capacity-building,
- flexible governance arrangements,
- and institutional recognition of regenerative practices.

### **Territorial expressions**

- MAO Ljubljana reports limited human resources to activate the full potential of the castle and surrounding park, despite strong ideas for community-oriented and experimental interventions.
- UNSA Sarajevo identifies administrative complexity and unclear institutional roles as major constraints, particularly in the context of the ongoing construction of the Ars Aevi Museum.
- PROMÁLAGA highlights the tension between innovative cultural initiatives in suburban areas and rigid institutional frameworks not adapted to experimental or hybrid practices.
- Pont du Gard points to governance challenges in coordinating multiple institutional actors around a World Heritage site.
- In Epirus, participants underline bureaucratic procedures, limited human capacity and difficulties in accessing funding as key constraints affecting coordination and long-term planning.

### **Analytical insight**

Organisational needs reveal a mismatch between the expectations placed on cultural organisations as drivers of regeneration and the conditions under which they operate. Regenerative tourism requires governance systems that support learning, experimentation and cross-sectoral coordination.





## 4.4 Relational and Ecosystem Needs

### Description

Cultural organisations consistently express needs related to relationships and cooperation within their territorial ecosystems. Fragmentation between cultural, tourism, environmental and educational actors is identified as a major obstacle to regenerative approaches.

Key relational needs include:

- spaces for dialogue and co-design,
- long-term partnerships based on trust,
- and intermediaries capable of bridging sectoral logics.

### Territorial expressions

- MAO Ljubljana highlights the need to overcome siloed working cultures among cultural, tourism and community stakeholders.
- IUAV – Mestre reports fragmented cultural clusters and the absence of coordinated cultural itineraries.
- PROMÁLAGA emphasises the lack of structured cooperation between central tourism bodies and suburban cultural centres.
- Via Querinissima identifies the need to expand and diversify its stakeholder network beyond core cultural partners.
- In Epirus, limited cooperation among stakeholders is identified as a barrier to activating peri-urban cultural centres and linking cultural initiatives with tourism and local development strategies.

### Analytical insight

Relational needs point to the importance of ecosystem-level governance. Cultural organisations seek sustained collaborative frameworks rather than isolated or project-based partnerships.

## 4.5 Economic and Financial Needs

### Description

While cultural organisations do not reduce regeneration to economic performance, financial sustainability remains a critical concern. Many actors highlight the inadequacy of existing funding mechanisms to support slow, qualitative and experimental cultural-tourism practices.

Economic needs include:

- access to funding adapted to experimentation,
- recognition of non-market value creation,
- and hybrid economic models combining public support and responsible tourism revenues.





### Territorial expressions

- Sinj (Split-Dalmatia County) points to limited innovation capacity in the local economy, affecting cultural institutions' ability to diversify activities.
- UNSA Sarajevo identifies unclear financial responsibilities and a lack of small, flexible funding instruments as barriers to experimentation.
- PROMÁLAGA underlines the fragility of peripheral cultural initiatives dependent on short-term project funding.
- In Epirus, participants stress difficulties in identifying and accessing appropriate funding instruments to support cultural and landscape-based initiatives over the medium term.

### Analytical insight

These needs reveal a tension between regenerative ambitions and performance-oriented funding logics. Cultural organisations call for financial frameworks aligned with long-term social and cultural value.

## 4.6 Spatial and Infrastructural Needs

### Description

Cultural organisations emphasise the role of physical spaces as enablers of regenerative practices. Cultural sites are increasingly conceived as social and relational infrastructures rather than closed institutions.

Spatial needs include:

- adaptable and accessible spaces,
- activation of underused or peripheral sites,
- and infrastructure supporting community engagement and learning.

### Territorial expressions

- MAO Ljubljana seeks to activate underused areas of the castle and park through micro-interventions.
- PROMÁLAGA positions suburban cultural centres as key spaces for cultural innovation and community participation.
- UNSA Sarajevo envisions the Ars Aevi Museum as a connector within a wider cultural corridor.
- Pont du Gard highlights the challenge of reopening sensitive natural areas in a controlled and educational manner.
- In Epirus, peri-urban cultural sites are identified as underutilised spaces with potential to host educational, cultural and community-based activities linked to their surrounding landscapes.





### Analytical insight

Spatial needs reflect a shift in how cultural organisations understand their sites: not as static containers of heritage, but as open platforms for interaction between culture, tourism and local life.

## 4.7 Cross-Tabulation of Needs by Territory

Table 4 – Main Categories of Needs Identified by Cultural Organizations

Partner / Territory	Narrative & mediation	Organisation al & governance	Relationa l ecosystem	Economi c & financial	Spatial & infrastru ctural
MAO Ljubljana	●	●	●	○	●
UNSA Sarajevo	●	●	○	●	●
Sinj (Split-Dalm atia)	●	○	○	●	●
Pont du Gard (OTL)	●	●	○	○	●
Veneto Region – Via Querinissim a	●	○	●	○	○
IUAV – Mestre	●	○	●	○	●
PROMÁLAG A	○	●	●	●	●
Region of Epirus	○	●	●	○	●

- = strongly expressed need
- = moderately expressed need





## 4.8 Synthesis

The needs expressed by cultural organisations reveal a shared aspiration to engage in regenerative tourism, coupled with a clear awareness of the conditions required to do so. These needs are not sector-specific but systemic, cutting across narratives, governance, relationships, economics and space.

Taken together, they underline a key insight:

**regenerative tourism cannot be achieved by cultural organisations alone, but requires enabling institutional, financial and relational environments at territorial level.**

# 5. Barriers and Tensions Limiting Cultural Organizations' Engagement

## 5.1 Analytical Framing

While cultural organisations across the MED4REGEN partnership express strong interest and willingness to engage in regenerative tourism, Focus Group 1 discussions consistently reveal a set of structural barriers and tensions that constrain their capacity to act.

These barriers do not stem from a lack of vision or motivation on the part of cultural actors. Rather, they reflect systemic misalignments between regenerative ambitions and the existing institutional, economic and symbolic frameworks governing tourism and culture.

The analysis identifies four main categories of barriers recurring across territories and organisational types, albeit with different intensities and manifestations.

## 5.2 Institutional and Governance Barriers

### Description

Institutional and governance-related barriers emerge as one of the most pervasive constraints. Cultural organisations frequently operate within fragmented governance systems, where responsibilities for culture, tourism, environment and spatial planning are distributed across multiple institutions with limited coordination.

Key issues include:

- rigid administrative procedures,
- lack of interdepartmental coordination,





- short-term policy horizons,
- and limited flexibility for experimentation.

### **Territorial expressions**

- UNSA Sarajevo highlights unclear institutional responsibilities surrounding the Ars Aevi Museum, complicating long-term planning and coordination.
- Pont du Gard (Open Tourisme Lab) reports governance complexity involving multiple public authorities, affecting decision-making and adaptive management of the site.
- PROMÁLAGA underlines institutional frameworks not adapted to the hybrid and experimental nature of suburban cultural centres.
- Veneto Region – Via Querinissima points to difficulties in coordinating actors across administrative and national boundaries.
- Region of Epirus reports bureaucratic procedures and limited coordination between stakeholders as significant constraints affecting the activation of peri-urban cultural centres and joint initiatives.

### **Analytical insight**

These barriers reveal a structural tension between regenerative processes, which require adaptability and learning, and institutional systems, which tend to prioritise stability, predictability and control.

## 5.3 Economic and Resource-related Barriers

### **Description**

Limited resources constitute a second major category of barriers. Cultural organisations across all territories report constraints related to staffing, funding and time availability, which restrict their ability to engage in additional regenerative initiatives.

Common issues include:

- chronic understaffing,
- dependence on short-term project funding,
- and lack of flexible financial instruments.

### **Territorial expressions**

- MAO Ljubljana identifies limited human resources as a key obstacle to activating the full potential of its site and park.
- Sinj (Split-Dalmatia County) reports limited financial capacity to diversify cultural programming beyond established events.
- UNSA Sarajevo highlights the absence of small-scale funding for experimental initiatives.





- PROMÁLAGA stresses the precariousness of peripheral cultural initiatives reliant on temporary funding schemes.
- Region of Epirus highlights constraints related to limited human resources and difficulties in accessing appropriate funding instruments for medium- and long-term initiatives.

### **Analytical insight**

Resource-related barriers generate a risk of overburdening cultural organisations, which are increasingly expected to assume expanded roles without corresponding increases in support.

## 5.4 Narrative and Symbolic Barriers

### **Description**

Beyond material constraints, cultural organisations identify significant symbolic and narrative barriers. Dominant tourism narratives often prioritise iconic heritage, entertainment and marketable images, leaving limited space for alternative cultural expressions.

These dynamics affect:

- public perceptions of cultural value,
- institutional recognition,
- and funding priorities.

### **Territorial expressions**

- IUAV – Mestre highlights the symbolic marginalisation of Mestre as a cultural destination.
- Via Querinissima struggles against reductive narratives that overshadow the complexity of the route.
- Sinj points to the dominance of emblematic symbols that obscure other cultural practices.
- Pont du Gard expresses concern over the “freezing” of heritage into static representations.
- Region of Epirus refers to the limited visibility of peri-urban and rural cultural practices within dominant tourism narratives focused on emblematic destinations.

### **Analytical insight**

Narrative barriers limit cultural organisations’ ability to reposition themselves as agents of regeneration. They reinforce extractive tourism logics and hinder the emergence of plural, situated narratives.





## 5.5 Relational and Trust-related Barriers

### Description

Relational barriers, particularly those related to trust and cooperation, are repeatedly mentioned across Focus Groups. Past experiences of unbalanced partnerships or instrumentalisation have led some cultural organisations to adopt cautious positions towards tourism actors.

Key issues include:

- lack of long-term commitment,
- asymmetrical power relations,
- and limited recognition of cultural expertise.

### Territorial expressions

- PROMÁLAGA reports weak integration of suburban cultural centres into central tourism strategies.
- MAO Ljubljana highlights siloed working cultures between cultural and tourism stakeholders.
- IUAV – Mestre notes fragmented cultural clusters and limited coordination mechanisms.
- Region of Epirus points to limited cooperation among stakeholders and competition at local level as factors undermining trust and joint action.

### Analytical insight

Trust-related barriers underscore the importance of relational infrastructures. Without stable and reciprocal partnerships, regenerative tourism remains difficult to implement.

## 5.6 Cross-Tabulation of Barriers by Territory

**Table 5 – Main Barriers Identified by Cultural Organizations**

Partner / Territory	Institutional & governance	Economic & resources	Narrative & symbolic	Relational & trust
MAO Ljubljana	●	●	○	●
UNSA Sarajevo	●	●	○	○
Sinj (Split-Dalmatia)	○	●	●	○
Pont du Gard (OTL)	●	○	●	○
Veneto Region – Via Querinissima	●	○	●	○
IUAV – Mestre	○	○	●	●
PROMÁLAGA	●	●	○	●
Region of Epirus	●	●	○	●





- = strongly expressed barrier
- = moderately expressed barrier

## 5.7 Synthesis

The barriers identified by cultural organisations reveal a fundamental mismatch between regenerative ambitions and the structural conditions shaping culture–tourism relations. These tensions are not anomalies, but indicators of deeper transformation challenges.

Understanding these barriers is essential not to remove them mechanically, but to inform the design of MED4REGEN activities in a way that acknowledges constraints, values learning and supports gradual, context-sensitive change.

# 6. Expectations of Cultural Organisations Towards Regenerative Tourism

## 6.1 Analytical Framing

Beyond the identification of needs and barriers, Focus Group 1 discussions reveal that cultural organisations articulate clear and structured expectations regarding what regenerative tourism should entail in practice. These expectations are grounded in operational realities, institutional constraints and territorial dynamics described in the previous sections.

Cultural organisations do not expect regenerative tourism to resolve all structural issues affecting the cultural sector. Rather, regeneration is framed as a reorientation of tourism logics, capable of creating enabling conditions for more meaningful, equitable and place-based cultural engagement.

The expectations identified can be grouped into five major dimensions, which recur across territories and organisational profiles.

## 6.2 Expectation of a Shift from Quantitative Growth to Qualitative Engagement

### Description

One of the most consistent expectations expressed by cultural organisations concerns the redefinition of success criteria in tourism. Participants repeatedly challenge growth-oriented





indicators such as visitor numbers, turnover or visibility metrics, arguing that these measures are poorly aligned with cultural and regenerative objectives.

Cultural organisations expect regenerative tourism to prioritise:

- depth of experience over volume of visits,
- learning and interpretation over consumption,
- and long-term relationships with places over short-term flows.

### **Territorial expressions**

- Pont du Gard (Open Tourisme Lab) cultural actors stress the need to manage visitor flows in ways that preserve the ecological and experiential quality of the site.
- PROMÁLAGA highlights the social impacts of overtourism and calls for tourism models that reduce pressure on everyday life.
- Venice/Mestre (IUAV) contexts underline the limits of mass visitation for meaningful cultural mediation.
- Epirus-related discussions refer to the value of slower forms of tourism, such as walking routes and landscape-based experiences, as alternatives to volume-driven visitation models.

### **Analytical insight**

This expectation reflects a fundamental critique of extractive tourism models. Cultural organisations position regenerative tourism as a qualitative paradigm, where value is generated through engagement, understanding and care.

## **6.3 Expectation of Recognition as Strategic Co-creators**

### **Description**

Cultural organisations strongly expect to be recognised as strategic partners and co-creators within tourism systems, rather than as downstream content providers.

This expectation includes:

- early involvement in tourism strategy design,
- shared authorship of narratives and projects,
- and recognition of cultural expertise in decision-making processes.

### **Territorial expressions**

- Via Querinissima (Veneto Region) explicitly frames cultural routes as strategic tools for rethinking mobility, storytelling and cross-border cooperation.
- UNSA Sarajevo positions the future Ars Aevi Museum as a structural node in the city's cultural ecosystem, not merely a tourist attraction.
- MAO Ljubljana emphasises its role as a cultural and social laboratory rather than an exhibition venue.
- In the Epirus focus group, cultural actors express expectations of stronger involvement in planning processes related to tourism and local development initiatives.





### Analytical insight

Recognition as co-creators is perceived as a prerequisite for trust and long-term collaboration. Without it, regenerative tourism risks reproducing extractive relationships under a new label.

## 6.4 Expectation of Stronger Alignment with Local Communities and Territories

### Description

Cultural organisations consistently express expectations that regenerative tourism should be aligned with local communities' needs, rhythms and sensitivities. They reject tourism models that generate cultural value for visitors at the expense of residents' quality of life.

Key elements include:

- involvement of local communities in cultural programming,
- respect for social and environmental fragilities,
- and avoidance of cultural commodification.

### Territorial expressions

- PROMÁLAGA highlights the importance of suburban cultural centres as anchors for local participation.
- Sinj (Split-Dalmatia County) stresses the need to connect cultural heritage with everyday local practices rather than isolated events.
- MAO Ljubljana emphasises community-oriented uses of its park and open spaces.
- Epirus participants underline the role of local communities, volunteerism and youth engagement in strengthening links between cultural initiatives and rural or peri-urban territories.

### Analytical insight

Cultural organisations see themselves as mediators between visitors and residents. Regenerative tourism is expected to reinforce, rather than disrupt, this mediating role.

## 6.5 Expectation of Long-term Vision and Policy Coherence

### Description

Another recurrent expectation concerns temporal coherence. Cultural organisations repeatedly underline that regenerative tourism cannot be implemented through short-term projects or isolated initiatives.

They expect:

- stable policy frameworks,
- continuity beyond political and funding cycles,
- and evaluation systems that recognise long-term cultural and social impacts.





### Territorial expressions

- Pont du Gard highlights the need for governance continuity in managing a World Heritage site.
- UNSA Sarajevo stresses the importance of long-term institutional commitment to the Ars Aevi project.
- Via Querinissima requires sustained cross-border cooperation to fulfil its regenerative ambitions.
- **Epirus discussions point to the need for medium- to long-term planning horizons to support the gradual activation of cultural and landscape-based initiatives.**

### Analytical insight

This expectation reveals a temporal mismatch between regenerative processes and prevailing project-based funding and policy logics.

## 6.6 Expectation of Supportive Governance and Enabling Frameworks

### Description

Finally, cultural organisations expect regenerative tourism to be supported by governance frameworks that enable experimentation and learning. This includes flexibility, tolerance for uncertainty and recognition of failure as part of innovation processes.

### Territorial expressions

- PROMÁLAGA calls for institutional frameworks adapted to experimental cultural initiatives.
- MAO Ljubljana seeks governance conditions that allow incremental activation of its site.
- IUAV – Mestre emphasises the need for coordination mechanisms linking dispersed cultural actors.
- Epirus-related discussions refer to expectations for clearer coordination mechanisms and supportive institutional conditions enabling cooperation among cultural, tourism and local development actors.

### Analytical insight

Regenerative tourism is expected to function as a learning process rather than a predefined model to be replicated.





## 6.7 Cross-Tabulation of Expectations by Territory

Table 6 – Main Expectations Expressed by Cultural Organisations

Partner / Territory	Qualitative engagement	Strategic recognition	Community alignment	Long-term vision	Supportive governance
MAO Ljubljana	●	●	●	○	●
UNSA Sarajevo	○	●	○	●	○
Sinj (Split-Dalmatia)	●	○	●	○	○
Pont du Gard (OTL)	●	●	○	●	○
Veneto Region – Via Querinissima	○	●	○	●	●
IUAV – Mestre	●	●	○	○	●
PROMÁLAGA	●	○	●	○	●
Region of Epirus	●	○	●	○	○

● = strongly expressed expectation

○ = moderately expressed expectation

## 6.8 Synthesis

The expectations articulated by cultural organisations reveal a coherent and demanding vision of regenerative tourism. Rather than incremental adjustments, they call for a shift in values, governance approaches and temporal horizons.

These expectations provide a critical reference point for assessing the relevance and feasibility of future MED4REGEN actions, ensuring that experimentation remains grounded in the realities and aspirations of cultural actors.

# 7. Regeneration Levers Identified by Cultural Organizations

## 7.1 Analytical Framing

Despite the structural barriers identified in Section 5, cultural organisations participating in Focus Group 1 do not position themselves as passive observers of tourism dynamics. On the contrary, they identify a range of regeneration levers





that they consider both legitimate and feasible within their current or potential scope of action.

These levers are not presented as ready-made solutions, but as fields of intervention through which cultural organisations believe they can actively contribute to regenerative tourism, provided that enabling conditions are in place.

The analysis identifies four main categories of levers recurring across territories and organisational profiles.

## 7.2 Narrative Innovation and Meaning-Making

### Description

The most frequently cited regeneration lever is narrative innovation. Cultural organisations consistently identify their expertise in storytelling, interpretation and mediation as a core contribution to regenerative tourism.

Narrative innovation includes:

- reframing dominant tourism stories,
- integrating cultural, environmental and social dimensions,
- enabling plural and multi-vocal representations of place.

### Territorial expressions

- Via Querinissima (Veneto Region) explicitly positions narrative construction as the central lever of its regenerative ambition, linking navigation routes, landscapes and shared Mediterranean histories.
- Pont du Gard (Open Tourisme Lab) highlights interpretative narratives that connect ancient engineering, river ecosystems and contemporary sustainability issues.
- IUAV – Mestre emphasises storytelling as a tool to reposition Mestre as a cultural destination distinct from Venice.
- UNSA Sarajevo stresses the importance of narratives that acknowledge complexity, memory and coexistence.
- Epirus-related discussions refer to the development of interpretative narratives linking cultural sites with natural and rural landscapes, including walking routes and local heritage.

### Analytical insight

Narrative innovation functions as both a symbolic and operational lever. It enables cultural organisations to influence perceptions, behaviours and expectations without relying exclusively on infrastructural or financial investments.





## 7.3 Cultural Sites as Relational and Social Infrastructures

### Description

A second major lever concerns the redefinition of cultural sites. Cultural organisations increasingly conceive their sites not only as exhibition spaces, but as relational infrastructures capable of hosting social interaction, learning and experimentation.

This includes:

- opening spaces to diverse uses,
- hosting community-based activities,
- enabling encounters between residents, visitors and cultural practitioners.

### Territorial expressions

- MAO Ljubljana seeks to activate its castle and park through small-scale, community-oriented interventions.
- PROMÁLAGA positions suburban cultural centres as everyday cultural anchors for local populations.
- UNSA Sarajevo envisions the Ars Aevi Museum as a connective node within a wider cultural corridor.
- Sinj (Split-Dalmatia County) identifies the museum complex as a platform for year-round cultural life beyond major events.
- In Epirus, peri-urban cultural sites are identified as spaces that can host educational, cultural and community-based activities connected to their surrounding landscapes.

### Analytical insight

By functioning as social infrastructures, cultural sites anchor tourism experiences in everyday territorial life, contributing to regeneration through continuity and local embeddedness.

## 7.4 Cross-sectoral Collaboration and Hybrid Practices

### Description

Cultural organisations identify cross-sectoral collaboration as a key lever for regeneration. Partnerships with tourism professionals, environmental actors, educational institutions and local communities are seen as opportunities to develop hybrid practices that transcend sectoral silos.

### Territorial expressions

- MAO Ljubljana highlights potential collaborations with environmental and community actors around the park and river.





- Via Querinissima relies on transnational and cross-sectoral networks to operate as a cultural route.
- PROMÁLAGA emphasises hybrid cultural–social initiatives in suburban contexts.
- IUAV – Mestre identifies collaboration among dispersed cultural clusters as a critical lever.
- Epirus-related discussions point to collaboration opportunities involving cultural institutions, local communities, gastronomy and agricultural actors.

### **Analytical insight**

Hybrid practices allow cultural organisations to expand their scope of action while sharing risks and resources, making regenerative approaches more resilient.

## **7.5 Educational and Knowledge-based Practices**

### **Description**

Education and knowledge transmission emerge as an additional lever. Cultural organisations identify learning-oriented activities as central to regenerative tourism, particularly in relation to environmental awareness, heritage interpretation and social inclusion.

### **Territorial expressions**

- Pont du Gard integrates educational approaches related to water, engineering and ecology.
- MAO Ljubljana emphasises design education and participatory workshops.
- UNSA Sarajevo highlights the role of research and architectural knowledge in shaping cultural narratives.
- In Epirus, educational activities related to landscape heritage, volunteer engagement and youth participation are identified as levers for long-term awareness and territorial connection.





## Analytical insight

Educational practices support regeneration by fostering long-term awareness and behavioural change, rather than short-term consumption.

### 7.6 Cross-Tabulation of Regeneration Levers by Territory

Table 7 – Main Regeneration Levers Identified by Cultural Organisations

Partner / Territory	Narrative innovation	Cultural sites as social infrastructures	Cross-sectoral collaboration	Educational practices
MAO Ljubljana	●	●	●	●
UNSA Sarajevo	●	●	○	●
Sinj (Split-Dalmatia)	○	●	○	○
Pont du Gard (OTL)	●	○	○	●
Veneto Region – Via Querinissima	●	○	●	○
IUAV – Mestre	●	○	●	○
PROMÁLAGA	○	●	●	○
Region of Epirus	○	●	●	○

● = strongly identified lever

○ = moderately identified lever

## 7.7 Synthesis

The regeneration levers identified by cultural organisations demonstrate a strong sense of agency and responsibility. Rather than waiting for systemic change, cultural actors identify concrete domains in which they can act, experiment and influence tourism dynamics.

At the same time, the effectiveness of these levers remains contingent on the broader governance, economic and institutional conditions analysed in previous sections.





## 8. Cross-cutting Findings and Implications for MED4REGEN

### 8.1 From Local Diagnoses to Transversal Insights

The comparative analysis of Focus Group 1 across the MED4REGEN partnership shows that, despite significant differences in territorial context, scale and institutional configuration, cultural organisations articulate highly convergent diagnoses regarding their relationship with tourism.

Across all sites—ranging from UNESCO World Heritage landmarks such as the Pont du Gard to emerging cultural ecosystems such as Mestre, Sarajevo, suburban Málaga or peri-urban and rural contexts—cultural organisations identify similar structural tensions:

- between dominant tourism narratives and cultural complexity,
- between institutional rigidity and the need for experimentation,
- between quantitative growth imperatives and qualitative cultural value,
- and between centralised visibility and peripheral cultural vitality.

These convergences indicate that the challenges faced by cultural organisations are not isolated or context-specific anomalies, but rather manifestations of systemic dynamics shaping culture–tourism relations at Mediterranean scale.

### 8.2 Cultural Organisations as Structurally Aligned with Regenerative Principles

A key cross-cutting finding is the strong alignment between the values articulated by cultural organisations and the core principles of regenerative tourism. Across territories, cultural actors consistently emphasise:

- care for place and landscape,
- respect for local communities,
- long-term cultural and social value creation,
- and the importance of learning, interpretation and dialogue.

This alignment suggests that cultural organisations already operate according to logics compatible with regeneration, even when institutional and economic frameworks do not explicitly recognise or support these approaches. From an analytical perspective, this shifts the focus from changing mindsets within the cultural sector to transforming the enabling conditions under which cultural organisations operate.





## 8.3 Regeneration as a Narrative, Relational and Temporal Transformation

Another transversal insight concerns how regeneration itself is understood. For cultural organisations, regeneration is not framed as a technical adjustment or branding exercise, but as a deeper transformation affecting narratives, relationships and temporal horizons.

- **Narrative transformation** involves reclaiming the capacity to produce plural, situated and evolving stories about places.
- **Relational transformation** concerns the reconfiguration of partnerships between culture, tourism, communities and public institutions.
- **Temporal transformation** implies moving beyond short-term project cycles towards long-term processes of care, learning and adaptation.

These dimensions are closely interlinked and cannot be addressed in isolation. Regenerative tourism, as conceptualised by cultural organisations, emerges as a process-oriented approach rather than a fixed model.

## 8.4 Peripheral and Suburban Cultural Spaces as Regenerative Frontiers

The prominence of suburban, peripheral and non-iconic cultural spaces across Focus Groups constitutes a significant transversal finding. Cultural organisations operating outside historic centres or mainstream tourism circuits consistently position these spaces as sites of regenerative potential.

Rather than being marginal, such spaces often:

- host experimental cultural practices,
- maintain strong connections with local communities,
- and operate at scales compatible with slower, more relational tourism models.

This suggests that regeneration may be more readily activated at the margins of dominant tourism systems, where flexibility, experimentation and hybrid practices are already present.





## 8.5 Tensions as Indicators of Transformation Thresholds

The barriers and tensions identified throughout the analysis—administrative rigidity, narrative dominance, resource constraints and trust deficits—should not be interpreted solely as obstacles. From a research perspective, they function as indicators of transformation thresholds, signalling areas where existing systems are reaching their limits.

These tensions offer valuable analytical entry points for MED4REGEN, highlighting where intervention, experimentation or learning processes may have the greatest transformative potential.

## 8.6 Implications for the MED4REGEN Process

While this deliverable does not formulate operational recommendations, it identifies several implications for the ongoing MED4REGEN process:

- The central role of cultural organisations as knowledge holders and agents of regeneration should be reflected in the design of pilot actions and capacity-building activities.
- Experimental initiatives should be designed with explicit awareness of organisational constraints and governance complexities, rather than assuming ideal conditions.
- Greater attention should be paid to peripheral and less visible cultural spaces as strategic sites for regeneration.
- Communication and dissemination activities should avoid reproducing simplified narratives and instead reflect the complexity and situated nature of regenerative practices.

These implications provide an analytical bridge between the knowledge-building work of WP1 and the experimental and dissemination-oriented activities of subsequent work packages.

## 8.7 Concluding Remarks

Deliverable offers a comprehensive and comparative qualitative analysis of the needs, expectations, barriers and regeneration levers identified by cultural organisations participating in MED4REGEN. Grounded in Focus Group 1 discussions and valuing the contributions of project partners, the deliverable provides a robust empirical and conceptual foundation for the next phases of the project.

Rather than proposing predefined solutions, it clarifies the conditions under which regenerative tourism can meaningfully emerge through the active





engagement of cultural organisations. In doing so, it positions culture not as an accessory to tourism transformation, but as a central infrastructure for regeneration.

## General Conclusion

Deliverable provides a comprehensive qualitative analysis of the needs, expectations, constraints and regeneration levers expressed by cultural organisations across the MED4REGEN partnership. Drawing on Focus Group 1 sessions conducted in diverse territorial contexts, the analysis foregrounds the perspectives of cultural actors as central to understanding the conditions under which regenerative tourism can emerge.

Across all participating territories, cultural organisations articulate a coherent and convergent diagnosis of the limits of dominant tourism models. These models are widely perceived as extractive, growth-oriented and insufficiently attentive to cultural complexity, social relations and environmental fragilities. In response, cultural actors express a shared aspiration to reposition tourism as a relational, place-based and value-generating process capable of contributing to long-term territorial wellbeing.

The findings show that cultural organisations are not resistant to change. On the contrary, they are structurally aligned with regenerative principles and already mobilise practices, values and forms of knowledge compatible with regenerative tourism. However, their capacity to act remains constrained by institutional rigidity, fragmented governance, limited resources, dominant narratives and fragile relational frameworks. These constraints highlight a fundamental mismatch between regenerative ambitions and the conditions under which cultural organisations currently operate.

Crucially, regeneration as articulated by cultural organisations is not understood as a technical adjustment or communication strategy. It entails a deeper transformation affecting narratives, relationships and temporal horizons. Regenerative tourism is expected to foster qualitative engagement rather than quantitative growth, shared authorship rather than instrumentalisation, and continuity rather than short-term project logic.

The prominence of peripheral, suburban and non-iconic cultural spaces further underlines that regenerative potential often lies outside dominant tourism circuits. These spaces emerge as laboratories of experimentation, community engagement and hybrid cultural practices, offering valuable insights for future MED4REGEN actions.





By documenting both ambitions and constraints, this deliverable provides a solid analytical foundation for subsequent phases of MED4REGEN. It does not prescribe solutions, but clarifies the conditions under which cultural organisations can meaningfully contribute to regenerative tourism processes—positioning culture not as an ancillary component, but as a central infrastructure for regeneration, essential to rethinking how places are narrated, experienced and sustained over time.





## Phase 3 - Focus group 2 – Local communities and their needs

Who	PP + AP + LOCAL STAKEHOLDERS (SMEs in the tourism sectors, innovators, associations, communities)
What	Focus Group between PP and AP + STAKEHOLDERS
How	1 workshop in a 2 hour meeting structured following <b>Agenda</b>
When (DEADLINE)	10 September 2025
Why	Understanding local context, needs and expectations
What to prepare	WORD FILE? + photos





## Target Audiences (to be strategically diversified)

Beyond classic categorization, aim for **systemic representativeness** of the territories:

- **Local SMEs:** accommodation providers, restaurateurs, guides, artisans, rental businesses, transporters
- **Social and Solidarity Economy organizations:** cooperatives, citizen collectives, recycling centers, third places
- **Frugal Innovation Actors:** designers, makers, fablabs
- **Local community representatives:** residents, youth, seniors, newcomers, marginalized groups
- **Territorial institutions and cultural mediators:** schools, museums, elected officials, tourism offices

**Suggestion:** Prepare a “diversity of actors” matrix to co-fill with partners to avoid overrepresentation bias (e.g., too many technicians, not enough users or residents).

### Format & Methodology

#### Format:

- 120-minute participatory workshop
- Groups of 4–6 people max per table, with a dedicated facilitator if possible
- Positive framing: break down status asymmetries and foster trust
- Heavy use of visual tools

### General Objective

#### **Needs, Expectations, and Barriers Regarding Regenerative Tourism**

Engage grassroots actors (SMEs, associations, citizens, public/private operators) in a structured and fruitful dialogue to:

- Identify perceptions, resistances, and concrete expectations regarding regenerative tourism;
- Deconstruct preconceived ideas or limiting representations;
- Generate ideas for concrete, locally anchored, and replicable actions aligned with at least two of the five MED4REGEN challenges;
- Prepare the ground for the pilot phase (small-scale initiative testing).





## Agenda for Structured Focus Group 2 (120 minutes)

Time	Sequence	Objective	Methods & Key Questions
0–15 min	1. Introduction & Shared Framework	Establish a shared language around regenerative tourism & MED4REGEN challenges	Visual timeline, inspiring video, collective activation question: “What feeling does this concept evoke for you?”
15–40 min	2. Workshop 1 – Perceptions & Representations	Identify entrenched views (positive or negative) and imagine a desired future	3-step post-it exercise: What tourism brings / What it costs / What we want in 2035. Group discussion
40–70 min	3. Workshop 2 – Concrete Barriers & Needs	Uncover individual and structural obstacles, explicit or implicit	Wall matrix: Barriers / Needs + “Who could help remove this barrier?” column
70–95 min	4. Workshop 3 – Ideation of Testable Actions	Design a realistic micro-experiment aligned with 2 challenges	Project sheet: With €100k and 6 months, what would you test? For whom? With whom? What change? What indicators?
95–110 min	5. Coding & Collective Convergence	Group ideas, identify trends, highlight pivot ideas	Project sheets displayed on wall. Cross-reading by pillar. Real-time coding (post-its or stickers)
110–120 min	6. Conclusion & Re-engagement	Define next steps, embed participants in an action dynamic	What are your takeaways? What will you do starting tomorrow? Collect “light commitments” (small step / phone call / meeting)





## Expected Deliverables

- Completed project sheets (at least one per group)
- Completed and annotated Barrier / Needs matrices
- Thematic coding organized by pillars and challenges
- Convergence analysis grid
- Structured summary document: *“What our territory says about regenerative tourism”*
- Mind map or infographic of priority action ideas
- Photos + anonymized transcriptions where relevant

## Recording:

- Dual setup: one note-taker + capture of outputs (photos, audio recordings if permitted)
- Immediate thematic coding at the end of the workshop to avoid loss of nuanced qualitative data

## Tools & Resources Needed

- Timeline or visual map of the 4 regenerative pillars
- Blank project sheets (Title, Objective, Stakeholders, Challenges, Indicators, Impact)
- Wall matrix for "Barriers / Needs / Opportunities"
- MED4REGEN challenge cards (to facilitate cross-analysis)
- Shared vision storytelling sheets (e.g., “the territory in 10 years”)
- Group behavioral observation grid (level of engagement, creativity, active/passive stance)





# Analysis of local communities and their needs

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## Executive Summary

Deliverable presents a qualitative, cross-territorial analysis of the perceptions, needs, expectations, and tensions expressed by local communities in relation to tourism and its potential transition towards regenerative models. The analysis is based on **Focus Group 2 sessions** conducted across MED4REGEN partner territories, involving residents, community associations, educators, youth groups, cultural users, civic actors, and local stakeholders directly affected by tourism dynamics.

Across highly diverse Mediterranean contexts—ranging from **hyper-touristic urban environments** (Venice, Málaga) to **heritage landscapes** (Pont du Gard), **post-conflict urban contexts** (Sarajevo), **cultural capitals** (Ljubljana), and **rural or semi-rural territories** (Split-Dalmatia)—local communities articulate a shared and consistent diagnosis: tourism is no longer perceived as a neutral or external activity, but as a **structuring force shaping everyday life, access to space, housing, mobility, identity, and social cohesion**.

While tourism is still widely recognised for its economic contributions, cultural openness, and employment opportunities, communities express growing concerns regarding:

- o pressure on housing and public space,
- o environmental degradation and resource stress,
- o loss of local identity and social balance,
- o asymmetrical distribution of costs and benefits,
- o and limited capacity to influence tourism-related decisions.

Regenerative tourism emerges in the focus groups not as a fixed model, but as a **collective aspiration**: a way to rebalance relationships between visitors and residents, to reconnect tourism with lived territories, and to restore the role of communities as co-authors rather than passive recipients of tourism development.

Five transversal categories of community needs are identified:

- (i) **recognition and voice**, related to participation and governance;
- (ii) **spatial and everyday-life needs**, concerning housing, mobility, and access to





public spaces;

(iii) **relational needs**, linked to trust, mediation, and dialogue between actors;

(iv) **cultural and educational needs**, including narrative pluralism and intergenerational transmission;

(v) **temporal needs**, expressing the desire to move away from peak-driven, short-term tourism logics.

At the same time, the analysis reveals significant **structural barriers**: administrative rigidity, fragmented governance, lack of coordination between culture and tourism sectors, weak community participation mechanisms, and dominant mainstream narratives that marginalise local experiences.

This deliverable provides a critical knowledge base for MED4REGEN by making visible the lived impacts of tourism on communities and by identifying the conditions under which communities may actively contribute to regenerative tourism processes. It complements the organizational perspective developed and directly informs the design of pilot actions, capacity-building activities, and participatory governance mechanisms within the project.

# 1. Introduction and Scope of the Deliverable

## 1.1 Purpose of Deliverable

The objective of Deliverable is to analyse the **needs, expectations, perceptions, and constraints of local communities** in relation to tourism and its potential evolution towards regenerative models. The deliverable focuses on the voices of those who **live in, work in, and care for** the territories impacted by tourism, recognising communities as central stakeholders in any meaningful tourism transition.

This analysis is part of **Work Package 1 (WPI)**, which aims to establish a shared, evidence-based understanding of regenerative tourism within the MED4REGEN partnership, complements:

- o which maps cultural and tourism actors;
- o which analyses the needs of cultural organizations;

by introducing a **community-centred perspective** grounded in lived experience, everyday practices, and local knowledge.





## 1.2 Analytical Focus

The deliverable addresses the following core questions:

- o How do local communities perceive tourism today in their territories?
- o What impacts—positive and negative—do they associate with current tourism models?
- o What expectations do they express towards regenerative tourism?
- o What needs and priorities emerge in terms of participation, quality of life, and territorial balance?
- o What tensions and barriers limit communities' capacity to engage in tourism-related decision-making?
- o Under what conditions can communities become active contributors to regenerative tourism processes?

Rather than assessing tourism performance or visitor satisfaction, the analysis centres on community wellbeing, agency, and territorial justice, acknowledging that regeneration cannot occur without the active involvement and consent of local populations.

## 1.3 Scope and Methodological Boundaries

The deliverable is based on **Focus Group 2 sessions** conducted by MED4REGEN partners between September 2025 and October 2025. These sessions involved a wide range of local stakeholders, including residents, neighbourhood associations, schools, universities, cultural users, youth groups, volunteers, and civic organisations, depending on the territorial context .

The analysis adopts a **qualitative and interpretative approach**. It does not aim at statistical representativeness, but at identifying **recurring patterns, convergences, and tensions** across territories. All findings are strictly grounded in the content of the Focus Group restitutions and do not introduce external assumptions, projections, or normative judgments.

## 2. Methodology

### 2.1 Methodological Design and Rationale

Deliverable is based on a **qualitative, participatory, and comparative research design**, using **Focus Group 2** as the primary data collection method. The methodological choice reflects the objective of capturing **lived experiences**,





**perceptions, and expectations of local communities** in relation to tourism and its impacts on everyday life.

Focus groups were selected in order to:

- enable collective expression and discussion among residents and community actors,
- capture nuanced perceptions that may not emerge through surveys or interviews,
- and facilitate reflexive dialogue on tourism as a shared territorial issue.

In contrast to Focus Group 1—which targeted cultural organizations—**Focus Group 2 explicitly centred on local communities**, understood as heterogeneous groups of residents, users, and civic actors who experience tourism impacts directly and continuously.

All Focus Group 2 sessions were conducted using a **shared reporting template**, developed at project level to ensure analytical coherence and comparability across territories, while allowing partners to adapt facilitation formats to local social and cultural contexts.

## 2.2 Implementation of Focus Group 2 Sessions

Focus Group 2 sessions were organised and facilitated by MED4REGEN partners between **September and October 2025**, each partner taking responsibility for mobilising relevant community actors connected to the selected cultural site or territory.

Participants typically included:

- residents living in or near the cultural site,
- representatives of neighbourhood and community associations,
- educators, students, and youth representatives,
- volunteers and civic actors,
- and local users of cultural and public spaces.

The table below summarises the implementation of Focus Group 2 across the partnership, based on partner reports.



**Table 1 – Overview of Focus Group 2 Sessions**

<b>Partner</b>	<b>Territory</b>	<b>Cultural site / reference area</b>	<b>Main participant profiles</b>
<b>MAO Ljubljana (PP3)</b>	Slovenia	MAO Castle, park and surrounding neighbourhoods	Residents, local users, community actors
<b>UNSA (PP5)</b>	Sarajevo (BIH)	Ars Aevi area and museum cluster	Residents, students, educators, civic actors
<b>Tourism Board Split-Dalmatia (PP6)</b>	Croatia (Sinj)	Sinj historic centre and cultural facilities	Local residents, youth, cultural users
<b>Open Tourisme Lab – Pont du Gard (PP8)</b>	France	Pont du Gard and surrounding municipalities	Residents, associations, local stakeholders
<b>Veneto Region – LP</b>	Italy (Veneto / Venice)	Venice metropolitan area and Via Querinissima	Residents, local associations, civic actors
<b>IUAV University (PP2)</b>	Italy (Venice / Mestre)	Mestre urban area	Residents, students, cultural users
<b>PROMÁLAGA (PP4)</b>	Spain (Málaga)	Public Agency for the Picasso Birthplace and Cultural Facilities. Central and suburban districts	Residents, neighbourhood associations. Cultural associations
<b>Region of Epirus (PP7)</b>	Greece (Epirus)	“Theodoros Papagiannis” Museum of Contemporary Art and surrounding area	Residents, local stakeholders, cultural actors, tourism professionals

This diversity of territorial and social contexts ensured that the analysis reflects **multiple community experiences of tourism**, from high-density urban tourism to heritage landscapes and peripheral neighbourhoods.

## 2.3 Analytical Structure of Focus Group 2

Across all territories, Focus Group 2 discussions were structured around a common set of analytical dimensions, as defined in the shared reporting template:





- **Perceptions of tourism** and its impacts on daily life,
- **Positive and negative effects** of tourism on the community,
- **Relationship between tourism, culture, and territory**,
- **Community needs and priorities** in relation to tourism,
- **Expectations towards regenerative tourism**,
- **Barriers to community participation and engagement**,
- **Potential roles of communities in regenerative processes**.

This structure enabled participants to move from **individual experiences** to **collective reflection**, and from descriptive accounts to more normative expectations regarding future tourism models.

## 2.4 Data Processing and Analytical Procedure

The analytical process was conducted in several stages:

- **Systematic review** of all Focus Group 2 reports submitted by partners;
- **Thematic coding** of perceptions, needs, expectations, tensions, and proposed roles expressed by community participants;
- **Cross-territorial comparison**, identifying recurring themes and context-specific divergences;
- **Analytical synthesis**, grouping findings into transversal categories while preserving the specificity of local experiences.

No quantitative scoring or weighting was applied. The analysis focuses on **patterns of meaning**, rather than frequency counts, in line with qualitative research standards.

## 2.5 Methodological Positioning and Limitations

Several methodological limitations must be acknowledged.

First, Focus Group 2 participants reflect communities already connected—directly or indirectly—to MED4REGEN partner sites. As such, some segments of the population may be under-represented.

Second, group composition and size varied according to local contexts and facilitation choices. These variations are treated as **analytical richness rather than methodological weakness**, as they reflect the diversity of community structures across territories.

Third, the analysis represents a **snapshot in time**. Community perceptions of tourism are dynamic and may evolve in response to policy changes, seasonal variations, or external shocks.





These limitations are consistent with the exploratory and learning-oriented objectives of WP1 and are explicitly taken into account in the interpretation of findings.

## 3. Community Perceptions of Tourism and Regeneration

### 3.1 Analytical Framing

Focus Group 2 discussions reveal that local communities do not perceive tourism as a sectoral activity detached from daily life. On the contrary, tourism is experienced as a **structuring force** that directly affects housing, mobility, access to public space, environmental quality, social relations, and local identity.

Community perceptions of tourism are therefore **ambivalent**. Tourism is simultaneously associated with economic opportunities, cultural openness, and territorial visibility, and with forms of pressure, exclusion, and imbalance. These ambivalences are not contradictory; they reflect the **complex and uneven ways in which tourism reshapes everyday life** across Mediterranean territories.

This section analyses how communities describe tourism today and how they understand the notion of regeneration in relation to their lived experience.

### 3.2 Tourism as an Everyday Presence

#### Description

Across all territories, tourism is described as a **permanent and pervasive presence**, rather than a seasonal or exceptional phenomenon. Community members refer to tourism as something that:

- o structures daily rhythms,
- o influences patterns of movement and access,
- o and shapes social interactions between residents and visitors.

Tourism is thus experienced less through official strategies or statistics than through **daily micro-experiences**: congestion, noise, changes in neighbourhood composition, or altered uses of public space.

#### Territorial expressions





- **Venice / Mestre (IUAV; Veneto Region)** communities describe tourism as omnipresent, affecting housing availability, mobility, and the perception of belonging.
- **Málaga (PROMÁLAGA)** residents highlight the saturation of central areas and the spillover of tourism pressures into suburban districts.
- **Pont du Gard (Open Tourisme Lab)** communities experience tourism as highly seasonal but intense, with strong impacts on access, traffic, and landscape use.
- **Sinj (Split-Dalmatia County)** participants perceive tourism as concentrated around specific events, creating strong temporal imbalances.

### Analytical insight

Tourism is perceived as **embedded in everyday life**, which explains why community responses are often emotional, experiential, and value-laden rather than technical or economic.

## 3.3 Positive Perceptions and Recognised Benefits

### Description

Despite critical views, communities across territories recognise several **positive contributions** of tourism. These benefits are generally framed in social and cultural terms rather than purely economic ones.

Positive perceptions include:

- economic activity and employment opportunities,
- cultural exchange and openness,
- revitalisation of public spaces and services,
- and increased visibility of the territory.

### Territorial expressions

- **Sarajevo (UNSA)** participants recognise tourism's role in reconnecting the city internationally and supporting cultural life.
- **Sinj** communities acknowledge the role of cultural events in sustaining local identity and pride.
- **Pont du Gard** residents value tourism as a driver for heritage conservation and environmental awareness.
- **Epirus (Region of Epirus)** participants associate tourism with the potential to strengthen local identity, enhance community pride, and support the revitalisation of cultural traditions and social relations, particularly when tourism development remains aligned with local values and delivers tangible benefits to residents.

### Analytical insight





Positive perceptions are strongest when tourism is perceived as **aligned with local identity** and when benefits are visible at community level.

## 3.4 Negative Impacts and Sources of Tension

### Description

Negative perceptions of tourism are consistently linked to **imbalances and exclusions**, rather than to tourism per se. Communities do not reject tourism outright, but question its scale, distribution, and governance.

Key sources of tension include:

1. pressure on housing and rising prices,
2. congestion and restricted access to public spaces,
3. environmental degradation,
4. loss of social cohesion,
5. and feelings of dispossession or invisibility.

### Territorial expressions

- **Venice / Mestre** participants emphasise housing pressure and the erosion of residential life.
- **Málaga** communities link tourism growth to gentrification and displacement.
- **Pont du Gard** residents highlight environmental pressure and conflicts over land use.
- **Ljubljana (MAO)** participants refer to tensions between leisure, tourism, and everyday uses of shared spaces.

### Analytical insight

Negative impacts are perceived most strongly when communities feel they **bear the costs of tourism without having a voice** in its governance.

## 3.5 Community Understandings of Regenerative Tourism

### Description

The concept of regenerative tourism is not always familiar to community participants as a formal term. However, its underlying principles resonate strongly with their expressed concerns and aspirations.

Communities associate regeneration with:

- restoring balance between residents and visitors,
- protecting local resources and identities,





- ensuring that tourism contributes to collective wellbeing,
- and creating opportunities for participation and co-decision.

### Territorial expressions

- **Sarajevo** participants associate regeneration with healing, memory, and social repair.
- **Málaga** communities emphasise regeneration as reclaiming liveability and everyday dignity, while reinforcing Málaga’s cultural identity as something lived and sustained locally.
- **Pont du Gard** participants link regeneration to care for landscapes and intergenerational transmission.
- **Veneto / Venice** communities associate regeneration with slowing down and redistributing tourism flows.
- **Epirus (Region of Epirus)** participants associate regeneration with “giving back more than we take” and strengthening the link between communities, cultural traditions, and visitors.

### Analytical insight

Regenerative tourism is understood less as a model and more as a **direction of change**, oriented towards fairness, care, and long-term responsibility.

## 3.6 Cross-Tabulation of Community Perceptions

**Table 3 – Dominant Community Perceptions of Tourism**

Territory	Tourism as opportunity	Tourism as pressure	Tourism as everyday issue	Regeneration as aspiration
MAO Ljubljana	●	○	●	●
UNSA Sarajevo	●	○	○	●
Sinj (Split-Dalmatia)	○	○	○	●
Pont du Gard	●	●	○	●
Venice / Mestre	○	●	●	●
PROMÁLAGA (Málaga)	○	●	●	●
Epirus	●	○	○	●

● = strongly expressed

○ = moderately expressed





## 3.7 Synthesis

Community perceptions of tourism are characterised by ambivalence rather than rejection. Tourism is valued when it supports cultural life, local identity, and collective wellbeing, and contested when it undermines everyday life and excludes residents from decision-making.

Regenerative tourism resonates with community aspirations precisely because it promises to re-anchor tourism in lived territories, rebalancing relationships between visitors, residents, and places.

These perceptions form the basis for understanding the priority needs of local communities, analysed in the next section.

# 4. Priority Needs of Local Communities

## 4.1 Analytical Framing

Building on the perceptions analysed in Section 3, Focus Group 2 discussions reveal that local communities articulate their needs not in abstract or sectoral terms, but through concrete dimensions of everyday life affected by tourism. These needs reflect lived experiences of imbalance, exclusion, or saturation, as well as aspirations for greater fairness, recognition, and quality of life.

The analysis identifies five major categories of community needs, recurrent across territories despite differences in tourism intensity, urban form, and socio-cultural context. These needs should be understood as interconnected and cumulative, rather than as isolated demands.

## 4.2 Need for Recognition, Voice, and Participation

### Description

The most transversal need expressed by local communities concerns **recognition and the right to have a voice** in tourism-related decisions. Participants consistently express feelings of exclusion from planning processes, consultations, and strategic orientations that directly affect their daily lives.

This need includes:

- access to information,
- meaningful participation in decision-making,
- and recognition of local knowledge and lived experience.





### Territorial expressions

- **Venice / Mestre (IUAV; Veneto Region)** residents report a strong sense of invisibility in tourism governance, particularly regarding housing and mobility decisions.
- **Málaga (PROMÁLAGA)** communities highlight the absence of structured mechanisms allowing residents to influence tourism development.
- **Pont du Gard (Open Tourisme Lab)** participants express the need to be involved in decisions affecting access, flows, and landscape management.
- **Sarajevo (UNSA)** communities underline the importance of participatory processes in rebuilding trust and social cohesion.
- **Epirus (Region of Epirus)** participants highlight limited coordination between stakeholders and unequal participation in decision-making processes, emphasising the need for structured multi-actor governance mechanisms.

### Analytical insight

Participation is not framed as consultation after decisions are made, but as **co-decision and shared responsibility**, seen as a prerequisite for legitimacy and trust.

## 4.3 Spatial and Everyday-Life Needs

### Description

A second major category of needs relates to **space and everyday life**. Communities repeatedly refer to tourism's impact on housing, mobility, access to public spaces, and basic services.

Key concerns include:

- housing affordability and availability,
- congestion and mobility constraints,
- restricted or commodified public spaces,
- and conflicts of use between residents and visitors.

### Territorial expressions

- **Venice / Mestre** participants emphasise housing pressure and the loss of residential functions.
- **Málaga** communities link tourism growth to gentrification and displacement.
- **Pont du Gard** residents highlight congestion, parking issues, and environmental pressure during peak seasons.





- o **Ljubljana (MAO)** participants refer to tensions in shared use of parks and public spaces.

### Analytical insight

Spatial needs reveal that regeneration cannot be separated from **urban and territorial justice**. Communities prioritise liveability over attractiveness.

## 4.4 Relational and Trust-related Needs

### Description

Local communities express strong **relational needs**, particularly in terms of trust, dialogue, and mediation between actors. Tourism is often perceived as governed by distant institutions or economic interests, reinforcing feelings of disconnection.

Relational needs include:

- o transparent communication,
- o mediation between residents and tourism actors,
- o and long-term relationships rather than transactional interactions.

### Territorial expressions

- o **PROMÁLAGA** communities stress the lack of dialogue between residents and tourism authorities.
- o **IUAV – Mestre** participants highlight fragmented communication among local actors.
- o **Sinj (Split-Dalmatia County)** communities express the need for stronger links between cultural events and local residents.
- o **Epirus (Region of Epirus)** participants highlight fragmented collaboration between stakeholders and tensions between cooperation and competition among local actors.

### Analytical insight

Trust is identified as a **fragile but central resource** for any regenerative process. Without it, participation mechanisms remain symbolic.

## 4.5 Cultural, Educational, and Narrative Needs

### Description

Another important category of needs concerns **culture, education, and narratives**. Communities express a desire for tourism narratives that reflect their lived realities, histories, and identities, rather than external or stereotypical representations.





These needs include:

- plural and inclusive storytelling,
- intergenerational transmission of local knowledge,
- and educational initiatives linking culture, environment, and territory.

### Territorial expressions

- o **Sarajevo** participants stress the importance of narratives that acknowledge complexity and memory.
- o **Sinj** communities emphasise the need to connect heritage with everyday local practices.
- o **Pont du Gard** residents value educational approaches linking heritage and ecology.
- o **MAO Ljubljana** participants highlight the role of culture in community learning and engagement.
- o **Málaga (PROMÁLAGA)** communities emphasise the need for neighbourhood-based cultural narratives that reflect everyday life, support living cultural practices, and make local identity visible.
- o **Epirus (Region of Epirus)** participants emphasise the importance of revitalising local traditions, crafts, and cultural practices, and ensuring that tourism narratives reflect local identity and strengthen the link between communities and their heritage.

### Analytical insight

Narrative needs are closely linked to dignity and belonging. Communities seek recognition not only as hosts, but as co-authors of meaning.

## 4.6 Temporal Needs: Slowing Down and Rebalancing Rhythms

### Description

Finally, communities express strong **temporal needs**, particularly regarding the pace and rhythm of tourism. Peak-driven, seasonal, and event-based tourism models are perceived as destabilising everyday life.

Temporal needs include:

- reducing peak concentration,
- smoothing seasonal fluctuations,
- and aligning tourism rhythms with local life cycles.





### Territorial expressions

- **Venice / Mestre** communities call for slowing down tourism flows.
- **Pont du Gard** residents highlight the strain of seasonal overcrowding.
- **Sinj** participants refer to strong imbalances linked to major events.

### Analytical insight

Time emerges as a critical dimension of regeneration. Communities associate regenerative tourism with **slower, more predictable, and more humane rhythms**.

## 4.7 Cross-Tabulation of Community Needs by Territory

Table 4 – Priority Needs Identified by Local Communities

Territory	Participation & voice	Spatial & everyday life	Relational trust	Cultural & narrative	Temporal balance
MAO Ljubljana	○	●	○	●	○
UNSA Sarajevo	●	○	●	●	○
Sinj (Split-Dalmatia)	○	○	○	●	●
Pont du Gard	●	●	○	●	●
Venice / Mestre	●	●	●	○	●
PROMÁLAGA (Málaga)	●	●	●	●	○
Epirus	●	○	●	●	○

● = strongly expressed need

○ = moderately expressed need

## 4.8 Synthesis

The priority needs expressed by local communities converge around a central demand: to regain agency over their territories and everyday lives in the face of tourism dynamics.





These needs highlight that regenerative tourism, from a community perspective, is not primarily about innovation or branding, but about fairness, care, and long-term balance.

Understanding these needs is essential to addressing the tensions analysed in the next section, which focuses on the barriers and structural constraints limiting community engagement.

## 5. Tensions, Barriers, and Structural Constraints

### 5.1 Analytical Framing

While local communities across MED4REGEN territories articulate clear needs and aspirations regarding tourism, Focus Group 2 discussions consistently highlight a series of **structural tensions and barriers** that limit their capacity to influence tourism dynamics and to engage in regenerative processes.

These barriers are not primarily individual or attitudinal. Rather, they reflect **institutional, spatial, economic, and symbolic configurations** that shape how tourism is planned, governed, and experienced. The analysis presented in this section identifies five major categories of constraints, which recur across territories with varying intensity.

### 5.2 Governance and Participation Barriers

#### Description

A first and central category of barriers concerns **governance and participation mechanisms**. Communities repeatedly express frustration with decision-making processes that are perceived as distant, opaque, or inaccessible.

Key issues include:

- lack of institutionalised spaces for community participation,
- consultation processes perceived as symbolic or non-binding,
- and limited feedback or accountability once decisions are made.

#### Territorial expressions

- **Venice / Mestre (IUAV; Veneto Region)** communities describe participation processes as largely ineffective, particularly in relation to housing, mobility, and tourism flows.
- **Málaga (PROMÁLAGA)** residents report weak channels for dialogue with tourism authorities, especially in suburban districts.





- **Pont du Gard (Open Tourisme Lab)** participants highlight the difficulty of influencing decisions related to visitor management and infrastructure.
- **Sarajevo (UNSA)** communities underline the importance of inclusive governance in a post-conflict context, where trust remains fragile.
- **Epirus (Region of Epirus)** participants highlight fragmented collaboration between public, private, and community actors, and underline the lack of structured coordination mechanisms to support collective decision-making.

### Analytical insight

Governance barriers reinforce feelings of dispossession and undermine trust. Without meaningful participation, communities perceive regeneration discourses as disconnected from reality.

## 5.3 Economic and Structural Imbalances

### Description

Economic dynamics constitute a second major source of tension. Communities do not reject tourism-related economic activity, but question the **distribution of costs and benefits**.

Common concerns include:

- rising housing costs and displacement,
- uneven access to tourism-related employment,
- and prioritisation of external or short-term economic interests.

### Territorial expressions

- **Venice / Mestre** participants strongly associate tourism with housing pressure and speculative dynamics.
- **Málaga** communities link tourism growth to gentrification and loss of affordability.
- **Pont du Gard** residents express concerns about economic benefits not sufficiently compensating for environmental and social costs.
- **Sinj (Split-Dalmatia County)** communities note limited spillover effects beyond major events.
- **Epirus (Region of Epirus)** participants point to the dominance of short-term economic priorities over long-term regenerative approaches, limiting the adoption of more sustainable and community-oriented practices.

### Analytical insight

Economic tensions are perceived as unjust when communities bear the negative externalities of tourism without equitable benefits.





## 5.4 Spatial Conflicts and Environmental Pressure

### Description

Spatial conflicts emerge as a highly visible barrier to community wellbeing. Tourism reshapes the use of public spaces, infrastructures, and natural environments, often intensifying conflicts between residents and visitors.

Key issues include:

- congestion and overcrowding,
- restricted access to public or natural spaces,
- environmental degradation and noise.

### Territorial expressions

- **Pont du Gard** communities report strong seasonal pressure on landscapes and access routes.
- **Ljubljana (MAO)** participants highlight conflicts in shared use of parks and recreational spaces.
- **Málaga** residents refer to saturation of central districts and spillover effects.
- **Venice** communities emphasise the loss of everyday accessibility.

### Analytical insight

Spatial conflicts are not only logistical problems; they directly affect perceptions of dignity, belonging, and quality of life.

## 5.5 Narrative and Symbolic Exclusion

### Description

Communities identify **symbolic exclusion** as an important but often overlooked barrier. Dominant tourism narratives tend to prioritise iconic images, entertainment, and consumption, marginalising local histories, voices, and everyday practices.

This leads to:

1. misrepresentation of local identity,
2. erasure of complexity and conflict,
3. and feelings of invisibility.

### Territorial expressions

- **Sarajevo** participants stress the importance of narratives that acknowledge historical complexity.
- **Sinj** communities express concern over cultural reductionism linked to emblematic events.
- **Venice / Mestre** residents highlight the disconnect between lived reality and tourist imagery.





- **Pont du Gard** communities point to the “museumification” of heritage.
- **Málaga** communities highlight tourism narratives centred on established cultural institutions in the historic centre, which fail to reflect Málaga’s lived cultural identity in neighbourhoods.
- **Epirus (Region of Epirus)** participants underline the need to move beyond externally driven narratives, emphasising the importance of representing local identity, traditions, and lived cultural practices within tourism narratives.

### Analytical insight

Narrative exclusion reinforces power asymmetries and limits communities’ ability to imagine alternative futures.

## 5.6 Temporal and Policy-related Constraints

### Description

Finally, communities identify **temporal constraints** linked to policy cycles, project-based funding, and peak-driven tourism models.

These constraints include:

- short-term planning horizons,
- lack of continuity in policies,
- and strong seasonal fluctuations.

### Territorial expressions

- **Pont du Gard** residents underline the strain of peak-season concentration.
- **Sinj** communities refer to event-based tourism creating intense but short-lived pressure.
- **Venice / Mestre** participants call for long-term, coherent strategies.
- **Epirus (Region of Epirus)** participants highlight mismatches between short-term economic logics and the long-term nature of regenerative processes, as well as differing timeframes between public policies and private initiatives.

### Analytical insight

Temporal constraints undermine the possibility of gradual, adaptive, and regenerative change.

## 5.7 Cross-Tabulation of Barriers by Territory

**Table 5 – Main Barriers Identified by Local Communities**





Territory	Governance & participation	Economic imbalance	Spatial & environmental	Narrative exclusions	Temporal constraints
MAO Ljubljana	○	○	●	○	○
UNSA Sarajevo	●	○	○	●	○
Sinj (Split-Dalmatia)	○	○	○	●	●
Pont du Gard	●	●	●	○	●
Venice / Mestre	●	●	●	●	●
Epirus	●	●	○	○	●

● = strongly expressed barrier  
 ○ = moderately expressed barrier

## 5.8 Synthesis

The tensions and barriers identified by local communities reveal that tourism-related conflicts are **systemic rather than incidental**. They stem from governance structures, economic logics, spatial configurations, and narratives that marginalise community voices.

These constraints help explain why communities often express scepticism towards tourism reforms and highlight the importance of addressing structural conditions, rather than relying solely on behavioural or communicative solutions.

The next section explores how, despite these constraints, communities identify potential roles and levers through which they could contribute to regenerative tourism processes.





## 6. Community Roles and Regenerative Levers

### 6.1 Analytical Framing

Despite the structural barriers and tensions identified in Section 5, Focus Group 2 discussions show that local communities do not position themselves solely as victims of tourism dynamics. Across territories, participants articulate a clear sense of **potential agency**, identifying roles they could play and levers they could activate in the transition towards more regenerative tourism models.

These roles are not framed as substitutes for public policy or institutional responsibility. Rather, communities envisage themselves as **co-responsible actors**, capable of contributing to regeneration provided that enabling conditions—recognition, trust, and appropriate frameworks—are established.

The analysis reveals four main categories of community roles and regeneration levers.

### 6.2 Communities as Knowledge Holders and Place-based Experts

#### Description

A first and fundamental role identified by communities concerns their position as **knowledge holders of place**. Residents repeatedly stress that they possess detailed, situated knowledge of everyday territorial dynamics that is rarely mobilised in tourism planning.

This knowledge includes:

- understanding of local rhythms and seasonal variations,
- informal uses of public and natural spaces,
- social relations and neighbourhood dynamics,
- and historical and cultural memory.

#### Territorial expressions

- **Pont du Gard (Open Tourisme Lab)** communities emphasise their intimate knowledge of landscape sensitivity, access routes, and seasonal pressures.
- **Sarajevo (UNSA)** participants underline the importance of lived memory and local narratives in understanding the city's complexity.
- **Ljubljana (MAO)** residents highlight everyday practices related to parks and shared spaces.





- **Mestre (IUAV)** communities stress knowledge of local mobility patterns and residential needs.
- **Epirus (Region of Epirus)** participants emphasise strong local identity and cultural richness, highlighting the role of communities as custodians of traditions, heritage, and place-based knowledge.

### Analytical insight

By positioning themselves as place-based experts, communities claim legitimacy in shaping tourism practices that affect their territories. This lever is primarily **cognitive and symbolic**, but foundational for all other forms of engagement.

## 6.3 Communities as Co-creators of Narratives and Meanings

### Description

Communities identify **narrative co-creation** as a key lever for regeneration. Participants express a desire to contribute to how their territories are represented, interpreted, and communicated to visitors.

This includes:

- sharing everyday stories and local perspectives,
- contributing to cultural interpretation and mediation,
- and challenging stereotypical or external narratives.

### Territorial expressions

- **Venice / Mestre** communities stress the need to counter tourist imaginaries disconnected from lived reality.
- **Sinj (Split-Dalmatia County)** participants emphasise the importance of transmitting local meanings beyond emblematic events.
- **Sarajevo** communities highlight narrative plurality as essential to social cohesion.
- **Pont du Gard** residents express interest in contributing to educational and interpretative content.
- **Epirus (Region of Epirus)** participants stress the importance of revitalising local traditions and cultural practices, and of involving communities in shaping tourism narratives that reflect their lived experience and identity.

### Analytical insight

Narrative co-creation functions as a **regenerative lever** by restoring dignity, visibility, and ownership over place-based meanings.





## 6.4 Communities as Stewards of Space and Environment

### Description

A third role identified by communities concerns **stewardship of public, cultural, and natural spaces**. Participants express strong attachment to landscapes, heritage sites, and neighbourhood spaces, and a willingness to engage in their care and protection.

This role includes:

- monitoring and reporting impacts,
- participating in maintenance and care initiatives,
- and supporting respectful uses of space.

### Territorial expressions

- **Pont du Gard** communities express readiness to engage in landscape protection and visitor awareness.
- **Ljubljana (MAO)** participants highlight community involvement in park use and maintenance.
- **Málaga (PROMÁLAGA)** residents stress the role of neighbourhoods in maintaining everyday liveability.
- **Sinj** communities underline the importance of collective care around cultural sites.
- 

### Analytical insight

Stewardship roles strengthen the link between tourism, responsibility, and long-term care, shifting the focus from consumption to shared custodianship.

## 6.5 Communities as Participants in Local Governance and Mediation

### Description

Finally, communities identify participation in local governance and mediation processes as a critical lever for regeneration. Participants express a desire not only to be consulted, but to engage in ongoing dialogue and problem-solving.

This includes:

- participation in local forums or committees,
- mediation between residents, visitors, and institutions,
- and involvement in monitoring and evaluation processes.





### Territorial expressions

- **Venice / Mestre** communities call for structured, continuous participation mechanisms.
- **Málaga** residents stress the need for mediation to address conflicts between uses.
- **Sarajevo** participants underline governance participation as a trust-building process.
- **Pont du Gard** communities express interest in contributing to visitor management discussions.

### Analytical insight

Governance participation is framed as a relational lever, essential to rebuilding trust and legitimacy.

## 6.6 Cross-Tabulation of Community Roles and Levers

**Table 6 – Community Roles and Regeneration Levers Identified in Focus Group 2**

Territory	Place-based knowledge	Narrative co-creation	Stewardship of space	Governance participation
MAO Ljubljana	●	○	●	○
UNSA Sarajevo	●	●	○	●
Sinj (Split-Dalmati a)	○	●	○	○
Pont du Gard	●	●	●	●
Venice / Mestre	●	●	○	●
PROMÁLAGA (Málaga)	○	○	●	●
Epirus	●	●	○	●

● = strongly identified role

○ = moderately identified role

## 6.7 Synthesis

The roles and levers identified by local communities reveal a strong willingness to contribute to regenerative tourism, not through opposition but through co-responsibility. Communities see themselves as holders of knowledge, co-creators of meaning, stewards of place, and partners in governance.





However, the activation of these levers remains contingent on structural conditions analysed in previous sections—particularly recognition, trust, and meaningful participation frameworks.

The final section synthesises these findings and outlines their implications for the MED4REGEN process.

## 7. Cross-cutting Findings and Implications for MED4REGEN

### 7.1 Converging Community Diagnoses Across Diverse Contexts

The comparative analysis of Focus Group 2 sessions highlights a strong convergence of community diagnoses across MED4REGEN territories, despite major differences in geography, tourism intensity, and socio-institutional context.

Whether in:

- hyper-touristic urban areas such as Venice/Mestre and Málaga,
- heritage landscapes such as the Pont du Gard,
- post-conflict urban contexts such as Sarajevo,
- or medium-sized cities and semi-rural territories such as Ljubljana and Sinj,

local communities consistently describe tourism as a structural force shaping everyday life, rather than as a sectoral or external activity.

This convergence suggests that community concerns are not context-specific anomalies, but reflect systemic characteristics of current tourism models.

### 7.2 Tourism as a Question of Everyday Life and Territorial Justice

A central cross-cutting finding is that communities primarily interpret tourism through the lens of everyday life and territorial justice. Housing affordability, access to public space, mobility, environmental quality, and social cohesion emerge as key reference points in community narratives.

Tourism is perceived as legitimate and valuable when it:

- supports local cultural life,
- contributes to shared wellbeing,
- and respects everyday uses of space.

Conversely, tourism is contested when it:

- displaces residents,
- restricts access to common goods,





- or privileges external interests over local needs.

From a community perspective, regenerative tourism is therefore inseparable from broader questions of liveability, fairness, and inclusion.

### 7.3 Regeneration Understood as Rebalancing Relationships

Another transversal insight concerns how communities understand regeneration. Regenerative tourism is not conceptualised as a technical solution or a predefined model, but as a process of rebalancing relationships:

- between residents and visitors,
- between local and external interests,
- between economic activity and social and environmental care.

Communities consistently associate regeneration with:

- slower rhythms,
- greater predictability,
- shared responsibility,
- and long-term thinking.

This understanding aligns closely with the expectations expressed by cultural organizations,, pointing to a strong potential for synergy between community and cultural actor perspectives.

### 7.4 Structural Barriers as Key Transformation Challenges

The analysis also confirms that community engagement is constrained by structural barriers, including:

- weak participation mechanisms,
- fragmented governance,
- short-term policy horizons,
- dominant narratives marginalising local voices.

These barriers generate scepticism towards tourism reforms and highlight the risk of regeneration remaining a rhetorical concept if not accompanied by institutional and governance innovation.

Importantly, these constraints are not interpreted by communities as immutable. Rather, they are seen as areas where change is necessary and possible.





## 7.5 Communities as Active Contributors to Regeneration

Despite constraints, Focus Group 2 discussions reveal that communities identify multiple roles and levers through which they could contribute to regenerative tourism. These include:

- providing place-based knowledge,
- co-creating narratives,
- stewarding shared spaces,
- and participating in local governance and mediation.

This finding challenges narratives that portray communities as resistant or passive. Instead, communities emerge as willing but insufficiently enabled actors of regeneration.

## 7.6 Implications for the MED4REGEN Process

While this deliverable does not formulate operational recommendations, it identifies several implications for the MED4REGEN process:

- Community perspectives should be considered a core knowledge base for regenerative tourism, not a secondary or consultative input.
- Pilot actions and experimentation should explicitly address everyday-life impacts and territorial justice concerns.
- Participation mechanisms need to move beyond consultation towards sustained dialogue and co-responsibility.
- Communication and dissemination activities should reflect community narratives and lived experiences, avoiding abstract or promotional framings.

These implications provide a critical bridge between the analytical work of WP1 and the experimental and capacity-building activities of subsequent work packages.

## 7.7 Concluding Synthesis

Deliverable demonstrates that local communities are central to any meaningful transition towards regenerative tourism. Their perceptions, needs, and aspirations reveal both the limits of current tourism models and the pathways through which more balanced and caring approaches may emerge.

By foregrounding community voices and grounding the analysis in lived experience, this deliverable complements the organizational perspective developed and strengthens the empirical foundation of the MED4REGEN project.





## General Conclusion

Deliverable provides a comprehensive qualitative analysis of how local communities experience, interpret, and respond to tourism dynamics across MED4REGEN partner territories. Grounded in Focus Group 2 discussions, the deliverable brings forward the voices of residents, community actors, and local users whose everyday lives are directly shaped by tourism.

Across highly diverse geographical, social, and institutional contexts, the analysis reveals a striking convergence in community diagnoses. Tourism is not perceived as an isolated economic sector, but as a structuring force that affects housing, mobility, access to space, environmental quality, social relations, and local identity. Communities articulate ambivalent positions: while tourism is recognised for its cultural, social, and economic contributions, it is increasingly contested when it generates imbalance, exclusion, or loss of control over everyday life.

The findings demonstrate that community concerns are not primarily driven by opposition to tourism itself, but by the conditions under which tourism develops. When decision-making processes are opaque, benefits unevenly distributed, and dominant narratives disconnected from lived realities, tourism is perceived as unjust and alienating. Conversely, when tourism aligns with local identities, supports community life, and respects territorial fragilities, it is viewed as legitimate and valuable.

Regenerative tourism resonates strongly with community aspirations, even when the term itself is not explicitly used. Communities consistently associate regeneration with restoring balance, slowing down rhythms, protecting shared resources, and reclaiming the right to participate in shaping their territories. From a community perspective, regeneration is therefore less a technical model than a social and ethical orientation, centred on fairness, care, and long-term responsibility.

Importantly, the analysis shows that communities do not see themselves solely as affected stakeholders. They identify concrete roles they are willing and able to assume—as holders of place-based knowledge, co-creators of narratives, stewards of shared spaces, and participants in local governance and mediation processes. However, the activation of these roles remains contingent on structural conditions, particularly the existence of meaningful participation mechanisms, trust-based relationships, and supportive governance frameworks.

By articulating community needs, expectations, barriers, and potential levers, this deliverable complements the organizational perspective developed and completes the analytical foundation of Work Package 1. Together, these two deliverables highlight a shared conclusion: regenerative tourism cannot be





achieved without the active, recognised, and sustained involvement of both cultural organizations and local communities.

Rather than proposing predefined solutions, D. clarifies the conditions under which community engagement can meaningfully contribute to regenerative tourism transitions. In doing so, it positions local communities not as passive recipients of tourism impacts, but as central actors in reimagining more balanced, inclusive, and place-sensitive tourism futures.





# Map for regenerative cultural & tourism processes and stakeholders

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## 1. Introduction

This deliverable consolidates the results, which analyzed the needs and expectations of cultural organizations and local communities regarding regenerative tourism. The purpose is to provide a **comprehensive map of challenges, assets, and stakeholders** that can be mobilized in regenerative tourism processes across the MED4REGEN partnership.

By cross-referencing insights from **museums, cultural institutions, SMEs, associations, innovators, and local residents**, this deliverable highlights the areas where regenerative practices can be most effective and identifies the systemic barriers that must be addressed in order to scale these practices. The mapping exercise not only captures the diversity of local contexts, but also emphasizes the **shared patterns and cross-cutting issues** that can inspire collective action across the Mediterranean.

The MED4REGEN map is therefore conceived as both an **analytical tool** and a **strategic framework**:

- As an *analytical tool*, it categorizes findings into challenges, assets, needs, and actors, offering a clear picture of the dynamics at play in regenerative cultural and tourism processes.
- As a *strategic framework*, it provides guidance to partners (PPs) and associated partners (APs) to identify **priority areas for intervention**, foster **transnational cooperation**, and design **coherent action plans** that align cultural regeneration with tourism development.

Ultimately, this deliverable serves as a **bridge** between localized focus group results and the transnational ambitions of MED4REGEN, ensuring that community voices and cultural organizations' insights are fully integrated into future actions and policy recommendations.





## 2. Methodological Approach

The MED4REGEN map was built on a **structured methodological process**, ensuring that findings from local focus groups could be harmonized, compared, and translated into a coherent transnational framework.

### 2.1 Sources of data

The mapping exercise is based on the qualitative results of:

- Analysis of cultural organizations' needs and expectations (focus groups with museums, heritage sites, cultural institutions, and creative actors).
- Analysis of local communities and their needs (focus groups with residents, SMEs, associations, innovators, and youth groups).

Together, these sources capture the perspectives of both **institutional stakeholders** and **community actors**, reflecting the dual dimension of regenerative tourism: cultural regeneration and social regeneration.

### 2.2 Tools and process

To ensure comparability across sites, partners applied **design thinking tools** during focus groups:

- *Participatory discussions* to capture perceptions and expectations.
- *Collective mapping exercises* to identify assets, challenges, and barriers.
- *Prioritization tools* (e.g., voting, clustering) to highlight urgent needs.

For this deliverable, findings were further analyzed and structured through a **four-pillar framework**:

1. **Challenges** – systemic barriers preventing regenerative tourism.
2. **Assets** – existing strengths and opportunities at local level.
3. **Needs/Priorities** – requirements identified by stakeholders to enable change.
4. **Stakeholders** – actors directly or indirectly involved in regenerative processes.





## 2.3 Structure of the map



### Results in four pillars



#### Barriers

##### Systemic barriers preventing regenerative tourism

- ★ Fragmented governance and weak coordination between actors
- ★ Short-term and unstable funding mechanisms
- ★ Concentration of tourism flows in central or iconic areas
- ★ Rigid regulatory frameworks, especially in heritage contexts
- ★ Limited inclusivity and accessibility for certain groups



#### Assets

##### Existing strengths and opportunities at local level

- ★ Rich cultural heritage combined with living traditions
- ★ Active community, grassroots and associative initiatives
- ★ Existing financial mechanisms with reinvestment potential
- ★ Creative and digital experimentation (storytelling, micro-activations)
- ★ Strong territorial diversity within the MED4REGEN partnership



#### Needs

##### Requirements identified by stakeholders to enable change

- ★ Stable and long-term funding mechanisms
- ★ Participatory governance and coordination platforms
- ★ Community involvement and co-decision processes
- ★ Narrative innovation and alternative storytelling tools
- ★ Decentralised cultural and tourism programming



#### Stakeholders

##### Actors directly or indirectly involved in regenerative processes

- ★ Cultural organisations and heritage sites
- ★ Local communities and associations
- ★ SMEs and tourism operators
- ★ Public authorities and tourism boards
- ★ Universities, labs and innovation actors

This framework structures the main insights emerging from local focus groups by distinguishing systemic challenges, existing assets, priority needs and the stakeholders involved in regenerative processes.





The MED4REGEN map organizes insights into thematic categories that cut across local contexts:

- **Narratives & Identity**
- **Funding & Resources**
- **Governance & Coordination**
- **Inclusivity & Accessibility**
- **Decentralization & Flows**
- **Regulation & Innovation**

Each category brings together contributions from cultural organizations and communities, showing both **site-specific dynamics** and **transversal patterns**. The mapping exercise therefore acts as a bridge between *local knowledge* and *transnational learning*.

### 3. Transversal Challenges Identified

The consolidation of focus group results reveals a set of **recurring challenges** that limit the capacity of cultural organizations, communities, and SMEs to engage effectively in regenerative tourism. While each site presents specific conditions, the following barriers emerge consistently across the MED4REGEN partnership:

1. **Fragmentation and weak coordination** (all sites)
  - Cultural institutions, tourism operators, municipalities, and communities often work in silos, with limited coordination mechanisms and weak integration of community perspectives in decision-making.
  - Lack of shared platforms and structured coordination mechanisms leads to duplication of efforts, mistrust, and reduced impact, while limiting the capacity to build long-term, inclusive governance processes.





2. **Financial and human resource constraints** (Pont du Gard, Ljubljana, Sarajevo)
  - Most organizations and community actors depend on short-term, project-based funding.
  - Limited staff capacity prevents the development and scaling of regenerative initiatives.
3. **Concentration of tourism flows in central areas** (Málaga, Sarajevo)
  - Visitor pressure remains focused on flagship sites and historic centers.
  - Peripheral districts and smaller cultural actors are under-promoted and underfunded, creating spatial inequalities.
4. **Administrative rigidity and regulatory barriers** (Pont du Gard, Sarajevo)
  - Heritage protection frameworks and curatorial rules, while necessary, limit flexibility for experimentation.
  - Communities and cultural actors face long procedures and restrictions that discourage innovation.
5. **Short-term economic logics vs. long-term regenerative goals** (Ljubljana, Málaga, Epirus)
  - Businesses and policymakers often prioritize immediate profitability and tourism growth.
  - Regenerative practices, which require investment, coordination, and long-term commitment, struggle to gain traction, particularly in contexts where short-term economic priorities dominate decision-making.
6. **Low visibility of alternative cultural and community practices** (Málaga, Ljubljana)
  - Neighborhood festivals, local traditions, and small cultural initiatives remain marginal in official tourism promotion.





- This reduces their ability to attract resources and visitors, and to contribute to balanced tourism development.

#### 7. **Inclusivity and accessibility gaps** (Ljubljana, Sarajevo)

- Marginalized groups (youth, minorities, people with disabilities) are often excluded from tourism planning.
- Accessibility barriers (financial, linguistic, physical) limit equitable participation in cultural and tourism offers.

#### **Overall insight:**

These transversal challenges demonstrate that regenerative tourism is not hindered by a lack of ideas or willingness, but by **structural weaknesses** in financing, governance, regulation, and inclusivity. Overcoming them will require **systemic change and stronger cross-sectoral collaboration** across the MED area.

## 4. Key Assets and Opportunities

Despite the challenges identified, the focus groups also revealed a rich set of assets that can be leveraged to advance regenerative cultural and tourism practices across the MED4REGEN territories. These assets highlight the capacity of cultural organizations, communities, and SMEs to act as drivers of regeneration when provided with the right frameworks.

### 1. **Rich cultural heritage and living traditions**

- Pont du Gard: UNESCO World Heritage site, strong symbolic value, and existing mechanisms like the tourist tax that can support regenerative initiatives.
- Málaga: Strong artistic reputation (Picasso heritage, museum cluster) combined with vibrant neighborhood traditions such as the *corralones* festivals.
- Ljubljana: Well-preserved cultural heritage, creative festivals, and strong collaboration between museums, NGOs, and universities.





- Sarajevo: Multivocal memory practices, Olympic heritage, and museums engaged in experimental storytelling.
- Epirus: Strong local identity rooted in living traditions, crafts, and community-based cultural practices, with a close connection between cultural heritage, landscape, and everyday life.

## **2. Community vitality and grassroots initiatives**

- Neighborhood associations, local festivals, and cultural centers demonstrate strong community engagement (especially in Málaga and Ljubljana, Epirus).
- Youth and creatives show motivation to co-create new narratives and formats (notably in Sarajevo).
- Local SMEs (Pont du Gard, Málaga) bring entrepreneurial energy and proximity to residents and visitors.

## **3. Existing financing mechanisms with potential for regeneration**

- Tourist tax in Pont du Gard and Ljubljana is already in place and could be scaled or redirected towards regenerative projects.
- Community-driven initiatives in Málaga, Sarajevo, and Epirus show that even with limited resources, impactful and locally anchored practices can emerge.

## **4. Digital and creative tools for innovation**

- Use of augmented reality (AR), projections, and soundwalks in Sarajevo to bring heritage into public spaces.
- Humor-based campaigns at Pont du Gard as a novel way to shift perceptions and engage residents.
- Micro-activations in Ljubljana as quick, visible interventions with high community impact.

## **5. Transnational diversity as a learning resource**





- The partnership covers a spectrum of contexts: from large heritage sites (Pont du Gard) to vibrant urban centers (Málaga, Ljubljana) and post-conflict cultural regeneration (Sarajevo).
- This diversity offers opportunities for knowledge transfer and replication, with each site bringing unique practices that can inspire others.

### **Overall insight:**

The MED4REGEN territories are not starting from scratch: they already possess strong cultural assets, active communities, and innovative practices that can serve as entry points for regenerative tourism. The challenge lies in scaling these initiatives, providing stable frameworks, and connecting them across the Mediterranean to amplify their impact.

## **5. Needs and Priorities (Synthesis)**

The cross-analysis of cultural organizations and local communities highlights a series of **needs and priorities** that must be addressed to unlock the full potential of regenerative tourism. These priorities are consistent across territories, though each site emphasizes specific aspects depending on its context.

### **1. Stable and structured funding**

- Communities and cultural organizations require long-term financing mechanisms beyond project cycles.
- Proposals include reinvestment of tourist taxes into local regenerative initiatives (Pont du Gard, Ljubljana), micro-grant schemes for community pilots (Sarajevo), stronger municipal support for neighborhood cultural centers (Málaga), and more stable and coordinated funding frameworks to support long-term local initiatives (Epirus).

### **2. Better coordination and communication platforms**

- Weak coordination among cultural actors, SMEs, municipalities, and residents is a recurrent issue.





- Shared platforms and **regular cross-sectoral forums** are needed to align narratives, pool resources, and prevent duplication (Pont du Gard, Ljubljana, Málaga, Epirus).

### 3. Mechanisms for community participation

- Communities demand structured opportunities to influence tourism planning.
- Suggested mechanisms include **citizen councils, participatory budgeting, and consultative processes**, ensuring that residents are systematically involved (Málaga, Ljubljana, Epirus).

### 4. Tools for narrative innovation and storytelling

- Both cultural organizations and communities seek to diversify tourism narratives beyond mainstream branding.
- Priorities include **humor-based communication campaigns** (Pont du Gard), **object-centered storytelling** (Sarajevo), and **intangible heritage valorization** (Málaga), and community-rooted **narratives reflecting local identity and traditions** (Epirus).

### 5. Decentralized cultural programming

- There is strong demand to redistribute cultural and tourism activities towards **peripheral districts and underused areas**.
- This approach would reduce pressure on central sites (Málaga, Sarajevo) and foster more equitable development across territories.

### 6. Inclusivity and accessibility measures

- Ensuring that tourism benefits **all groups** is a key expectation.
- Stakeholders call for **multilingual, tactile, and audio formats**, affordable access schemes, and stronger integration of disadvantaged groups (Ljubljana, Sarajevo).

### 7. Regulatory flexibility for heritage valorization

- Rigid frameworks for heritage management limit experimentation.





- Communities and institutions seek **simplified procedures and adaptive regulations** that balance protection with innovative uses (Pont du Gard, Sarajevo).

**Overall insight:**

The MED4REGEN partnership faces not a lack of ideas, but a need for **systemic enablers**: funding, coordination, participation, inclusivity, and regulatory flexibility. Addressing these needs is essential to scale regenerative practices and ensure that both **cultural vitality and community well-being** become the foundations of tourism development.

## 6. Stakeholders Involved

The MED4REGEN map identifies a broad ecosystem of stakeholders who play a role—direct or indirect—in regenerative cultural and tourism processes. Understanding their positions, capacities, and interconnections is essential to build effective cooperation and governance frameworks.



### Stakeholder ecosystem map

Who acts, who supports, who frames change ?





### Direct action & experimentation

#### Cultural organisations & heritage sites

- Host Living Labs
- Mediate culture–tourism–community
- Experiment narratives and uses

#### Local communities & associations

- Provide local knowledge
- Co-create solutions
- Legitimate change

#### SMEs & creative actors

- Test new models
- Innovate services & experiences
- Implement regenerative practices

### Structuring, support & coordination

#### Local authorities / municipalities

- Facilitate coordination
- Enable participation
- Support local experimentation

#### Tourism boards / DMOs / OTs

- Structure tourism flows
- Support decentralised programming
- Amplify narratives

#### Universities & innovation labs

- Provide methods & evaluation
- Support knowledge transfer
- Build capacities

### Rules, scaling & long-term conditions

#### Regional / national authorities

- Define strategic frameworks
- Enable scaling
- Ensure policy alignment

#### Heritage & regulatory bodies

- Define protection rules
- Allow (or limit) experimentation

#### Funding bodies & programmes

- Set financial conditions
- Enable long-term sustainability

This map clarifies the main roles, levels of influence and action capacity of stakeholders involved in regenerative cultural and tourism processes.

## 6.1 Cultural stakeholders

- **Museums and heritage sites** (e.g., Pont du Gard, Casa Natal Picasso, Olympic Museum Sarajevo, MAO – Museum of Architecture and Design Ljubljana): custodians of tangible heritage, but also potential innovators in narrative and accessibility.
- **Cultural centers and associations:** neighborhood-based initiatives (notably in Málaga) and micro-associations (Ljubljana) that provide decentralized, community-rooted programming.
- **Creative industries and artists:** drivers of experimentation, storytelling, and digital innovation (e.g., AR overlays, zines, humor campaigns).





## 6.2 Local communities

- **Residents and neighborhood associations:** guardians of intangible heritage and everyday practices (festivals, traditions, community events, with a strong role in maintaining local identity and cultural continuity (as observed in Epirus).
- **Youth and student groups:** highly motivated actors in Sarajevo and Ljubljana, bringing creativity, digital skills, and openness to co-creation.
- **Disadvantaged groups and minorities:** currently underrepresented, but essential for ensuring inclusivity and equity in regenerative tourism.

## 6.3 Economic actors

- **SMEs in tourism and related sectors:** local businesses, guides, accommodation providers, and artisans whose livelihoods depend on tourism flows.
- **Entrepreneurs and innovators:** start-ups and small companies testing new models for cultural mediation, sustainable services, or digital storytelling.

## 6.4 Public authorities

- **Municipalities and local governments:** central in providing funding, infrastructure, and political support (e.g., Málaga city, Ljubljana municipality).
- **Regional and national administrations:** key in setting regulatory frameworks and supporting larger-scale initiatives (e.g., Pont du Gard heritage governance), while requiring stronger coordination across stakeholders (as highlighted in Epirus).
- **Tourism boards and Offices of Tourism (OTs):** critical for aligning promotion strategies with regenerative objectives and ensuring coherence between tourism and culture.





## 6.5 Knowledge and innovation actors

- **Universities and research centers:** contributors of expertise, facilitators of focus groups, and incubators of new methods (Ljubljana, Sarajevo, OTL).
- **Innovation labs and hubs:** spaces for testing and scaling new tools (e.g., OTL's role in fostering creative solutions in Pont du Gard).

## 6.6 Visitors

- Though not always explicitly represented, visitors are also stakeholders. They act both as **consumers of cultural experiences** and as **potential co-creators** of regenerative practices (e.g., participatory exhibitions, citizen science, memory projects).

### Overall insight:

Regenerative tourism requires the **alignment of diverse stakeholders** who often operate with different logics: institutional preservation, community well-being, market profitability, or political agendas. The MED4REGEN map highlights the need for **platforms of coordination** where these actors can share narratives, co-design solutions, and collectively manage cultural and tourism assets.

## 7. MED4REGEN Map (Conceptual Framework)

The MED4REGEN map brings together the results of cultural and community focus groups into a **conceptual framework** that highlights the interconnections between **challenges, assets, needs, and stakeholders**. It is designed to serve as both an **analytical grid** and a **strategic guide** for partners.

### 7.1 Axes of the map

- **Vertical axis = Processes:** Cultural regeneration ↔ Tourism regeneration.
- **Horizontal axis = Stakeholders:** Institutions ↔ Communities.





This dual entry reflects the essence of regenerative tourism: it must simultaneously transform how **institutions** operate and how **communities** engage, ensuring that cultural and tourism processes reinforce one another.

## 7.2 Thematic dimensions

The framework is organized into six thematic dimensions that emerged consistently across sites:

Dimension	Challenges	Assets	Needs / Priorities	Stakeholders
<b>Narratives &amp; Identity</b>	Dominant, top-down branding; limited innovation	Humor-based campaigns (Pont du Gard); youth-led storytelling (Sarajevo); neighborhood traditions (Málaga)	Diversified, co-created narratives that reflect local identity, living traditions, and plural memory	Museums, creatives, residents, youth groups
<b>Funding &amp; Resources</b>	Short-term, fragmented financing; fragile capacity; misalignment between short-term economic priorities and long-term regenerative goals	Tourist tax (Pont du Gard, Ljubljana); community-driven initiatives (Málaga, Sarajevo)	Stable funding, reinvestment mechanisms, micro-grants for pilots	Municipalities, SMEs, cultural orgs
<b>Governance &amp; Coordination</b>	Fragmentation; weak cross-sector links; limited structured	Embryonic networks between museums,	Shared platforms, participatory councils, local action plans,	Municipalities, OTs, NGOs, cultural orgs





	coordination mechanisms	universities, associations	and structured multi-actor coordination mechanisms	
<b>Inclusivity &amp; Accessibility</b>	Exclusion of disadvantaged groups; lack of accessible formats	NGO partnerships; experimental inclusive tools (Sarajevo pop-ups)	Accessible design (multilingual, tactile, audio, affordable schemes)	NGOs, schools, museums, youth groups
<b>Decentralization &amp; Flows</b>	Overtourism in central areas; marginalization of peripheries	Neighborhood cultural centers and festivals (Málaga, Ljubljana)	Decentralized cultural programming; redistribution of flows	Neighborhood associations, SMEs, municipalities
<b>Regulation &amp; Innovation</b>	Rigid heritage frameworks; curatorial restrictions	Pilot projects, micro-activations, creative labs	Regulatory flexibility to allow adaptive uses	Heritage authorities, innovators, cultural operators

### 7.3 Value of the framework

- **For analysis:** It consolidates diverse inputs into a single structure, enabling comparison across sites and actors.
- **For strategy:** It identifies priority areas where MED4REGEN partners can intervene (e.g., funding schemes, governance platforms, inclusive storytelling).
- **For communication:** It provides a clear visual and narrative tool to engage policymakers, funders, and communities in understanding regenerative tourism dynamics.





### Overall insight:

The MED4REGEN conceptual map demonstrates that regenerative tourism is not a linear process but an **ecosystem of interdependent dimensions**. Progress in one area (e.g., funding) will only be effective if combined with advances in governance, inclusivity, and narrative innovation. The map therefore acts as a compass to guide systemic action.

## 8. Strategic Insights

The MED4REGEN map provides not only a synthesis of challenges and assets but also **strategic directions** for partners (PPs) and associated partners (APs) to operationalize regenerative tourism.

### 1. Empower communities and SMEs with stable financing

- Establish micro-grant schemes and reinvest tourist taxes locally.
- Provide predictable resources that allow communities and cultural organizations to sustain long-term initiatives rather than short-term projects, ensuring alignment between economic priorities and regenerative objectives.

### 2. Institutionalize participatory governance

- Create citizen councils, local forums, or participatory budgeting mechanisms to involve residents in tourism planning.
- Strengthen cross-sectoral coordination platforms bringing together municipalities, cultural institutions, SMEs, and NGOs, with clear structures for long-term collaboration and shared decision-making.

### 3. Support narrative innovation

- Encourage co-created storytelling (residents, youth, creatives) to diversify cultural narratives and better reflect local identities and lived cultural practices.
- Use humor, digital tools, and intangible heritage to reshape perceptions and build local pride.





#### 4. **Balance central and peripheral areas**

- Redistribute tourism flows and resources to underused neighborhoods and rural areas.
- Recognize and promote community-driven cultural practices that often remain invisible in official tourism circuits.

#### 5. **Embed inclusivity and accessibility as standards**

- Develop accessible offers (multilingual, tactile, audio formats, affordable access).
- Ensure disadvantaged groups, minorities, and youth are fully integrated as co-creators of regenerative processes.

#### 6. **Facilitate regulatory flexibility and experimentation**

- Engage heritage authorities in dialogue to adapt protection frameworks.
- Support pilot projects and experimental labs that test new uses and formats for cultural spaces.

## General Conclusion

The MED4REGEN map highlights that regenerative tourism in the Mediterranean is **already grounded in strong assets**: rich heritage, active communities, creative innovation, and diverse cultural ecosystems rooted in local identity and traditions. Yet, these assets remain fragile, fragmented, and under-leveraged due to systemic barriers such as unstable funding, rigid regulations, weak inclusivity, limited coordination, and the persistence of short-term economic logics.

By mapping the intersections between **challenges, assets, needs, and stakeholders**, this deliverable provides a **strategic framework** to guide collective action. It shows that regenerative tourism cannot be achieved by isolated actors or projects, but requires **ecosystem-level collaboration**, where institutions, communities, SMEs, innovators, and visitors jointly shape cultural and tourism practices through stronger coordination and participatory governance mechanisms.





For partners and associated partners, the MED4REGEN map is both a **diagnostic tool** and a **roadmap**:

- As a diagnostic, it captures the voices of cultural organizations and local communities, clarifying where interventions are most needed.
- As a roadmap, it suggests actionable pathways to strengthen funding, governance, inclusivity, narrative innovation, and stakeholder coordination, ensuring that tourism evolves into a **force for cultural vitality, social cohesion, and territorial regeneration**, aligned with local needs and community well-being.

This deliverable also sets the foundation for the next phases of MED4REGEN, where the insights mapped here will feed into **experimentation, action planning, and policy dialogue**, moving from **analysis to implementation**, with stronger integration of local community perspectives and territorial specificities.





# APPENDIX

## Stakeholder Mapping Data Collection Method: A Two-Step Approach

### Step 1 – Selection of a Key Local Actor

Each partner selects one key actor from their territory, relevant to the project's objectives. This may be a cultural center, a third place, a tourism operator, an association, or a citizen collective.

An identification sheet is completed for this actor, including:

- Name, legal status, and mission
- Relationship (or lack thereof) with the partner
- MED4REGEN challenges the actor contributes to
- Contextual elements on their role in the territory

### Step 2 – Documenting the Key Actor's Network

The partner interviews this one actor about other organizations they collaborate with, have recently collaborated with, or share dynamics with:

“Which organizations do you currently work with or have worked with in your territory (projects, networks, events, informal activities)?”

For each mentioned organization, the partner documents:

- Name of the actor
- Type of relationship (co-presence, co-creation, support, etc.)
- Frequency and formality of the relationship
- If possible, themes addressed or relevant MED4REGEN challenges

This approach allows reconstruction of a network starting from a single anchor point, with multiple outbound links to other actors.

## Tools Provided

### 1. Key Actor Sheet (Word or Excel Format)

**Objective:** Identify the central node of the mapping.

**Content to complete:**

- Actor name (organization, collective, or designated individual)





- Legal status / Type (association, third place, museum, SME, etc.)
- Exact geographic location (address + GPS coordinates if known)
- Relevant MED4REGEN challenges (minimum 2 of 5)
- Role in the ecosystem (pivot / mobilizer / influencer / peripheral support / intermediary relay)
- Relationship with the associated partner (yes / no, frequency, type of interaction)
- Areas of activity (culture, tourism, heritage, nature, education, inclusion, etc.)
- Has direct contact been made? (interview, call, email, etc.)

**2. Relationship Reporting Table (Excel Format, Gephi-Compatible)**

**Objective:** Document all relationships maintained by the key actor with other local structures. This table generates the graph’s edges (links between nodes) with qualifying attributes:

Field	Description
Source Actor	Name of the key actor (auto-filled)
Target Actor	Name of the mentioned partner organization
Type of Link	Collaboration / Support / Network / Communication / Shared space / Other
Nature of Relationship	Formal (contract, signed partnership) / Informal / Opportunistic
Intensity	Low / Medium / High (defined by frequency + interdependence)
Frequency	Occasional / Regular / Permanent





Related MED4REGEN Challenges	Challenge numbers concerned (1 to 5)
Geographic Proximity	Same municipality / Intermunicipality / Department / Cross-border
Target Location (if known)	City + Country + (latitude / longitude if possible)
Additional Notes	Free entry

Geographic columns allow spatial visualization (e.g., in Kepler.gl or Gephi geolocation plugins).

## Partnership Stakeholder Networks Processing with Gephi

The completed sheets and tables will be consolidated and analyzed using **Gephi** software by Julie Jammes, PhD, from OTL. This will produce both relational visualizations (actor networks) and, when coordinates are available, geographic maps cross-referenced with project themes.

### Visualizations produced:

- Direct links between the key actor and local ecosystem structures (relational graphs)
- Type and intensity of relationships (represented by edge thickness, color, line type)
- Clusters and communities of actors around shared themes or recurring collaborative practices
- Silos or weakly interconnected areas: isolated actors, disconnected fields of action, lack of bridges between challenges
- Weak ties (rare but strategic links) or dormant links (potential but inactive collaborations)
- Geographic distribution of relationships, showing spatial proximity, local anchoring, or long-distance cooperation





- Actor positioning relative to MED4REGEN challenges (using filters or color coding per challenge)

**Additional analyses:**

- Centrality metrics (degree, betweenness, closeness) to identify strategic or marginal actors
- Multi-layer mapping: possibility to cross-reference different types of relationships (formal vs. informal, frequent vs. occasional)
- Territorial network density index to compare levels of interconnection between territories

**Outcomes from the Gephi analysis will:**

- Provide a **systemic understanding** of each local ecosystem
- Reveal **strengths and weaknesses** in cooperation dynamics
- Support **targeted recommendations** to strengthen or create new links between actors around project challenges
- Feed into the **transnational strategy** of the project through **comparative maps**





# Annexes

## 1. Blank Template of the Evaluation Matrix (example)

Axis	Object of Analysis	Method	Scoring / Typology
<b>Priority Challenges</b>	Identification of the two most structuring challenges	Free and justified selection	Challenge 1 / Challenge 2
<b>Ecosystem of Actors</b>	Types of actors involved locally	Typologized list with colored post-its	Actor Map
<b>Degree of Structuring</b>	Status of relationships (formal/informal), contractual links, level of engagement	Typology of relations	Informal / Opportunistic / Strategic / Institutionalized
<b>Interaction Modalities</b>	Nature of cooperation	Crossed grid (Actor × Modalities matrix)	Rare / Regular / Structuring
<b>Openness to Regenerative Transition</b>	Site’s ability to support, embody, or experiment with change	Score on 3 dimensions (discourses, practices, spaces/tools)	Scale 0–3 (or traffic light)

## 2. Sample Filled-In Matrix for a Fictional Pair (example)

Axis	Example Entry





<b>Priority Challenges</b>	Challenge 1: Low engagement of youth in regenerative activities Challenge 2: Underutilization of cultural spaces
<b>Ecosystem of Actors</b>	Municipality, local NGOs, cultural centers, tourism office, environmental startups, university researchers
<b>Degree of Structuring</b>	Municipality—NGOs: Strategic partnerships Municipality—Tourism Office: Institutionalized NGOs—Startups: Informal
<b>Interaction Modalities</b>	Co-construction of workshops (Municipality—NGOs) Joint events (Cultural centers—Tourism Office)
<b>Openness to Regenerative Transition</b>	Discourses: 2 Practices: 1 Spaces/Tools: 2 (Total score: 5/9)

### 3. Typology of Cooperation Modalities (with examples)

<b>Modality</b>	<b>Example</b>
<b>Informal</b>	Occasional exchanges during public events
<b>Opportunistic</b>	Temporary collaboration for one-off projects (e.g. a summer festival)
<b>Strategic</b>	Multi-year agreements to co-design programs or services
<b>Institutionalized</b>	Legally binding partnerships (e.g. MOU, charter, co-governance body)





<b>Co-construction</b>	Joint design of programs, public policy inputs
<b>Co-presence</b>	Shared physical spaces for collaboration (e.g. co-working, residencies)
<b>Financial Support</b>	Grants, sponsorships, or co-financing of initiatives
<b>Joint Events</b>	Public programming collaboratively organized (e.g. exhibitions, conferences, forums)

#### 4. Shared Glossary (examples)

- **Regenerative Innovation:** Innovations that aim to restore and enhance natural and social systems rather than merely sustain them.
- **Cultural Third Place:** Hybrid spaces that blend cultural, social, and civic functions, often outside traditional institutional settings.
- **Living Narrative:** A co-created, evolving story of place that integrates voices of local communities, history, and future aspirations.
- **Ecosystem of Actors:** The network of institutions, civil society groups, and informal collectives shaping the local regenerative transition.

N.B. Based on research definition (literature review)

Analysis of cultural organizations needs and expectations towards regenerative tourism

[W D.1.2.2 Analysis of cultural organizations needs and expectations towar...](#)

Map for regenerative cultural & tourism processes and stakeholders)

[W D.1.2.4 – Annexes - MED4REGEN map for regenerative cultural & touris...](#)

[P D124 Map for regenerative cultural & tourism processes and stakehold...](#)

