

Exploring new paradigms for Sustainable Tourism in Molise December 13th and 14th, 2023

The Molise region has taken a leading role in an international debate focused on new models and approaches to sustainable development and territorial regeneration. A series of activities and exchanges organized within the framework of the Interreg Europe project "Systour" (Systemic approach for sustainable tourism strategies in rural areas): a project aimed at sustainable and integrated tourism valorization of the areas within a circuit of study, analysis, and replication of best practices from the six countries involved.

A series of events and itinerant activities throughout the entire Molise territory, which, over two days of full immersion, saw the presence and involvement of experts, professionals, and institutional representatives both locally and from various parts of the world, all united in exploring the challenges and opportunities related to promoting sustainable development and regeneration practices.

At the heart of the activity was the itinerant Study Visit through which project partners, as well as their selected stakeholders, had the opportunity to explore up close the initiatives and successful experiences in sustainable tourism in Molise. Through meetings, workshops, and field visits, delegates discovered innovative practices that integrate environmental conservation, cultural valorization, and the participation of local communities in the tourist experience: from the implementation of "Paths" to promote and regenerate community processes, to the realization of urban regeneration projects to counter the depopulation of small Molise villages, participants were able to appreciate the commitment and creativity of local communities in promoting sustainable and inclusive tourism.

With the support of local institutions and stakeholders and extensive proactive involvement of communities, key themes addressed during the event included experiential tourism, ecotourism, cultural tourism, and sustainable food and wine tourism. Interactive sessions encouraged the sharing of knowledge, ideas, and strategies to lay the foundations over the four years of the project to develop tourism that is more respectful of the environment and host communities, with a view to co-design and shared strategies.

