

PRESS RELEASE

New White Paper Empowers Tourism SMEs to Lead the Sustainable Transition in the Euro-MED Region

A new White Paper on Sustainable Tourism Governance in the Euro-MED Area has just been made available in the [I-STARS Virtual Library](#), offering tourism stakeholders and SMEs across the Mediterranean practical guidance to engage in more sustainable, collaborative tourism development. Published in April 2025, the “**White Paper on Sustainable Tourism Governance in the Euro-MED Area**” delivers practical, forward-looking guidance for tourism SMEs eager to innovate, grow, and thrive in a changing tourism landscape.

This comprehensive document is especially valuable for **small and medium-sized enterprises (SMEs)** seeking to become active players in destination planning and sustainability transformation. It presents **collaborative governance models** designed to enhance cooperation between public authorities, private businesses, and local communities—unlocking real opportunities for shared growth and long-term resilience.

The White Paper is a strategic contribution to the I-STARS project’s overarching goal: to support Mediterranean destinations in becoming more sustainable, smart, and inclusive, while offering clear pathways for SMEs to participate in and benefit from this shift.

Key features of the White Paper include:

- **Concrete governance models** tailored for diverse regional contexts across the Euro-MED area;
- **Actionable insights** on how to improve coordination, co-planning, and stakeholder engagement;
- **Alignment with EU policy goals**, including the Transition Pathway for Tourism and the European Green Deal;
- **A rich selection of case studies** from across the Mediterranean, showcasing successful governance in practice. These case studies illustrate real-life examples of destination-level collaboration, local innovation, and SME-driven sustainable initiatives.

Whether you are a tour operator, agro-tourism provider, experience designer, or accommodation manager, this White Paper offers you **a clear entry point into collaborative destination management**, empowering you to **influence planning processes, join sustainable networks, and access new support mechanisms**.

Explore more resources in the I-STARS e-library:

The [I-STARS Virtual Library](#) is a free, user-friendly resource for tourism MSMEs looking to adopt sustainable practices. It provides access to:

- ✓ Sustainable tourism principles and concepts
- ✓ EU policies and initiatives
- ✓ Sustainability in practice
- ✓ Certification schemes and training



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🌐 **Discover the I-STARS Project and how it supports tourism SMEs:**

For more information on the I-STARS project and its initiatives, please visit the project website [here](#).

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