

# ENRICH-US

## Empowerment of Rural and Inland Communities testing Eco-Cultural Tourism Management Models and Tools-Solutions in the CE region through Bottom-Up participatory decision-making processes

Duration:	1.1.2026 - 31.12.2027
Project budget:	678.602,52 EUR
Lead partner:	Delta 2000 Soc. Cons. a.r.l.
Project partners:	Institut pro regionální rozvoj, o.p.s. OBMOČNA RAZVOJNA AGENCIJA KRASA IN BRKINOV D.O.O. Agencija za ruralni razvoj Zadarske županije Małopolska Agencja Rozwoju Regionalnego S.A.

**Abstract:** Many beautiful regions across Italy, Czech Republic, Slovenia, Croatia, and Poland have rich heritage and landscapes, but struggle with weak coordination, low community involvement, and tourism that doesn't always benefit local people. ENRICH-US changes that by helping territories manage tourism better, together, and in a more sustainable way. ENRICH-US aims to: - Strengthen local governance – so tourism is planned and managed in a coordinated way, not in fragments. - Empower communities – giving residents, local groups, and small businesses a real voice in decisions. - Use culture and nature responsibly – turning heritage and landscapes into long-term value, not short-term pressure. - Build skills and cooperation – so regions can continue improving even after the project ends. The project works at two levels: local and international. **LOCALLY:** In each partner region, local authorities, NGOs, businesses, cultural actors, and citizens meet in participatory workshops to shape a shared vision for eco-cultural tourism. These discussions lead to Territorial Tourism Concepts that define how tourism should be managed in that area. Each region then tests a practical governance model, such as a Destination Management Organisation (DMO), a community cooperative, or a public-private-community partnership. Through pilot actions, partners work with stakeholders on real solutions, supported by shared tools, monitoring, and peer exchange with other countries. This ensures learning is practical, not just theoretical. **INTERNATIONALLY:** Regions regularly exchange experience, compare results, and jointly develop a common transnational strategy. Training, communication activities, and a new cooperation network help spread knowledge and keep collaboration alive beyond the project. By the end of ENRICH-US, regions will have clearer, more participatory tourism governance. - At least four pilot-tested tourism management solutions will be ready for wider use. - A Joint Transnational Strategy on Eco-Cultural Tourism Management will guide future action. - Organisations across countries will continue working together through a lasting cooperation network. Most importantly, local communities will be more involved, more capable, and better prepared to use tourism in a way that supports their economy, protects their heritage, and strengthens their identity. ENRICH-US shows that when regions cooperate and citizens are part of the process, tourism can truly work for places and people — not the other way around.

Project website: <https://www.interreg-central.eu/projects/enrich-us/>

