POST

POLYCENTRIC SUSTAINABLE TOURISM:
Eixo Atlántico:
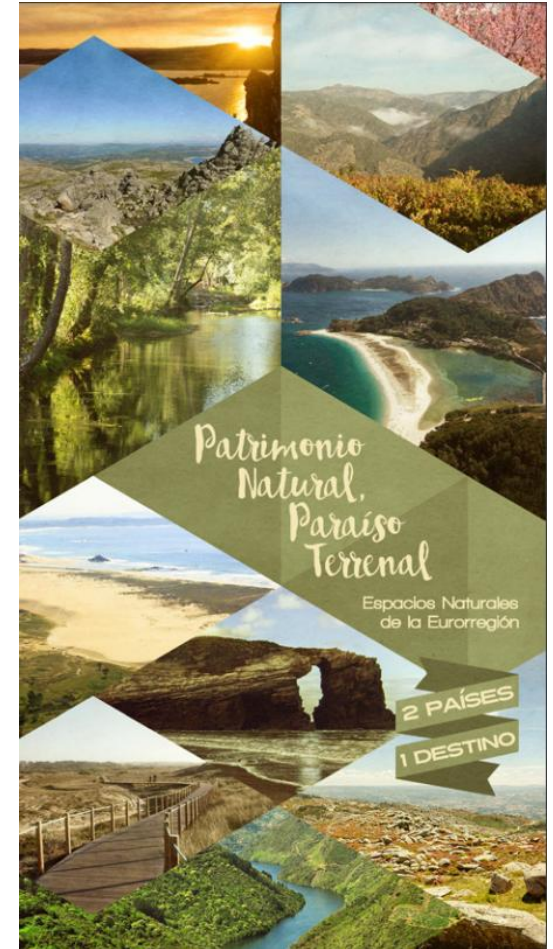## Cross-border Tourism

Purpose: Sustainable Tourism

Tourism Development

To promote tourism in the Galicia-Northern Portugal Euroregion.

Joint work

Collaboration between municipalities and entities of the Eixo Atlántico.

Eixo Atlántico: Structure

General Assembly

All Mayors of the member municipalities and Presidents of the members entities.

Executive Commission

One quarter of the members of the of the Assembly.

Thematic Groups

Councillors and technicians from all entities. Areas of Tourism, Sports, Education, Culture, Urban Sustainability.

Tourism Thematic Group

1 Purpose

- To promote participatory work among tourism policy makers;
- To encourage the exchange of experiences and good practices;
- To define joint strategic planning in the field of tourism;
- To establish and implement joint actions for sustainable tourism development.

2 Actions

Tourist guides, fairs, seminars, reports.

3 Slogan

Two Countries, One Destination.

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Tourism Thematic Group Activity

Expocidades, tourism fair to promote the Euroregion

Tourism Thematic Group Activity

SIE TURISMO

Experience Exchange Seminars, for the share of experiences and good practices.

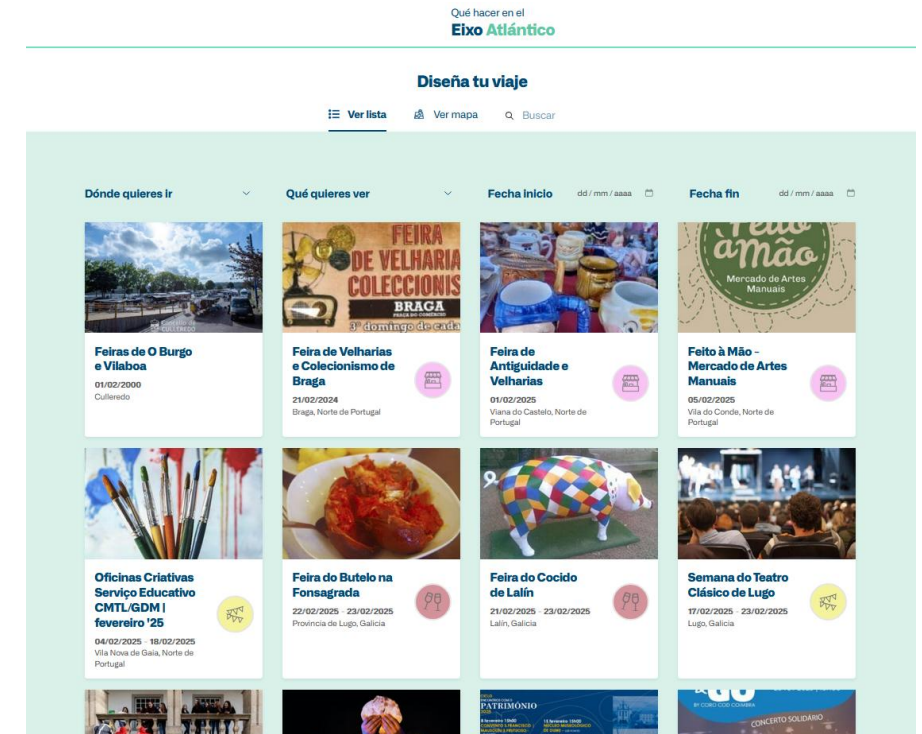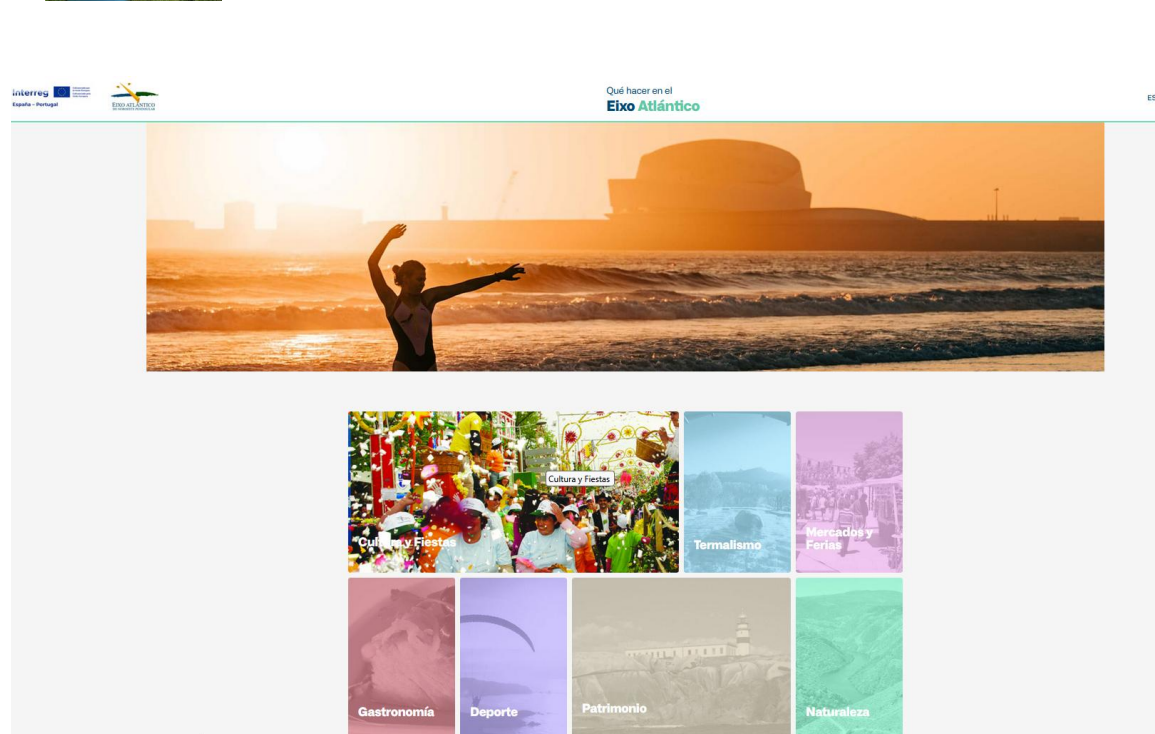Interreg Atlantic Area POST

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Tourism Thematic Group Activity

Tourist Guides, unified in an interactive digital platform with tourist information:

https://vive.eixoatlantico.com/

Challenges and Constraints

Differences
Competencies, budget and human resources.

1

2

Geographic Dispersion

Some municipalities are located at 350 km or 4 hours distance.

Solutions

3

We combine online meetings, which facilitate communication overcoming distances, with face-to-face meetings, which help to keep ties alive.

Relevance for Polycentric Tourism

1

Balanced Distribution

To promote a balanced distribution of tourist flows.

2

Joint Strategies

To create new tourism experiences.

3

Co-creation

To plan and communicate tourism strategies; Joint promotion; Cohesion of tourism development.

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Transfer Potential

Networking Groups

Networking of groups responsible for sustainable tourism development.

Collaborative work

Exchange of information, practices and assets.

Methodology

Creation of joint tourism products or services.

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