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Follow the project and discover how local communities are shaping sustainable eco-cultural tourism across Central Europe.



PROJECT WEBSITE

[interreg-central.eu/
projects/enrich-us](https://interreg-central.eu/projects/enrich-us)

Scan the QR code for news, events, documents and project results.

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ENRICH-US AT A GLANCE

A transnational partnership connecting rural and inland territories in five Central European countries.

2026-2027

Project duration

EUR 678,602

Total budget

EUR 542,882

ERDF funding

5 countries

5 project partners

COOPERATION AREA



PROJECT PARTNERS



Agencija za ruralni razvoj Zadarske županije
Zadar County Rural Development Agency



MAŁOPOLSKA AGENCJA
ROZWOJU REGIONALNEGO

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ENRICH-US

EMPOWERING RURAL AND INLAND COMMUNITIES

through sustainable
eco-cultural tourism

Participatory decision-making, stronger cooperation
and practical tools for tourism governance.

LOCAL HERITAGE

SHARED GOVERNANCE

SUSTAINABLE TOURISM

Interreg CENTRAL EUROPE 2021-2027

THE COMMON CHALLENGE

Rural and inland areas have rich cultural heritage, natural landscapes, local traditions and strong community identities. Yet their tourism potential is often fragmented, weakly coordinated or insufficiently visible.

- Tourism planning is often top-down.
- Local actors are not always involved in decisions.
- Heritage, services and visitor information remain disconnected.

OUR OBJECTIVE

ENRICH-US empowers communities to steer sustainable eco-cultural tourism by testing participatory governance models and practical tools in real pilot territories.

WHO IS INVOLVED?

Municipalities • destination organisations • SMEs • NGOs • cultural bodies • schools and researchers • residents and visitors

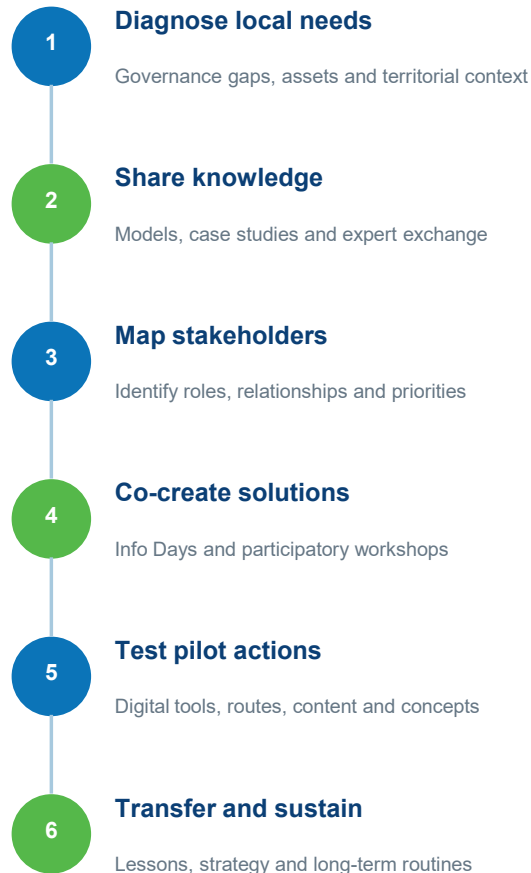
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HOW WE WORK



GOVERNANCE MODELS EXPLORED

DMO

COMMUNITY COOPERATIVE

PUBLIC-PRIVATE-
COMMUNITY

Destination-level coordination • Local ownership and participation •
Cooperation around concrete tourism actions

RESULTS AND BENEFITS

EXPECTED PROJECT RESULTS

- Territorial governance diagnoses
- Case studies and knowledge-transfer materials
- Stakeholder maps and engagement processes
- Territorial concepts and pilot action concepts
- Tested local tools and solutions
- Transferable lessons for other territories

BENEFITS FOR TERRITORIES

- Stronger cooperation and clearer local roles
- More coherent eco-cultural tourism offers
- Better visibility within regional tourism systems
- Greater participation of businesses and residents
- Improved digital visitor information
- Long-term governance routines beyond the project