



# NEWSLETTER

## Explore the HERIT ADAPT Sustainable Tourism Model!

HERIT ADAPT has developed a sustainable tourism model tailored to local needs, in close collaboration with Territorial Working Groups. By building on existing strategies and integrating innovative tools, it promotes collaboration, climate awareness, and more resilient tourism practices.

Through a co-creation approach, stakeholders help design practical, place-based solutions that connect heritage with sustainability and climate adaptation. The model follows a continuous cycle of assessment, collaboration, and action, ensuring both flexibility and real-world impact.

A key strength of HERIT ADAPT lies in its transferability. **The model is designed not only for local application but also to be replicated and adapted in other regions**, supporting wider uptake of sustainable tourism practices across Europe.

The HERIT ADAPT framework is structured around four complementary Use Cases:

- *Use Case 1: Digital Twin & 3D Modeling*
- *Use Case 2: XR/AR for Enhanced Visibility*
- *Use Case 3: AI-Enabled Storytelling*
- *Use Case 4: Big Data & IoT Integration*

Together, these Use Cases combine data, technology, and governance to enable systematic monitoring and analysis of tourism dynamics.

## Interested for more?

The methodology for the HERIT ADAPT pilot testing phase is now available!

Providing a structured yet adaptable framework its approach allows results from different geographical and cultural contexts to be systematically analyzed and compared, creating a strong evidence base for validation.

Ultimately, it supports the scaling and transfer of the HERIT ADAPT model across the Euro-Mediterranean region and beyond.

**Access HERIT ADAPT  
Pilot methodology**

