



Interreg
Europe



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MULTILOC project description (long version)

Several regions in Europe are facing asymmetric effects of demographic change with demographic pressures building in some localities while others are struggling with a demographic challenge. The Covid-19 pandemic has forced regions to rethink their policies and seek ways of restarting the regional economy in a more sustainable way adapting changes in the social, cultural and economic environment. The overall project objective is to increase the attractiveness of the region to outsiders and seeking new potential in tourism together with cultural and creative industries.

Against this background, emphasis will be placed on *multilocality* i.e. the desire of people to seek preferable lifestyles and organize their work and leisure divided between multiple locations involving ownership or renting of second homes. What is perceived as good life is also involvement and engagement with the local communities. The impact of multilocal people can have revitalizing economic, social and cultural effects for communities experiencing demographic and economic decline or pose challenges in areas of population pressure and overtourism. Social inclusion and more permanent engagement of multilocals and visitors in the region can help tackle these challenges and increase the resilience of regions facing these challenges. While developing regional attractiveness, tourism is a core strategy for many regions, so understanding the potential and actions necessary to engage visitors and multilocals might be needed. While a new type of impetus might help to revitalize social and cultural life in local communities, better understanding of the phenomenon of multilocality is required to optimally utilize its potential.

The project will identify and exchange good practices for increasing social cohesion with multilocal people on the local level in the receiving communities. Different roles of multilocal people in supporting local culture, communities and tourism will be examined in the interregional context. The project will carry out policy evaluation between regions to provide relevant policy recommendations to improve governance with regard to social inclusion of multilocal people in receiving communities, and lengthen their stays and increase their local participation and utilization of services. This will help communities to reduce seasonal fluctuations, develop regenerative sustainable tourism and find new synergies through the interaction of multilocal people with the locals. Increased rural-urban linkages and participation in local culture and activities can strengthen local communities. In depth knowledge, comparative study and understanding of the phenomenon will be sought with an advisory partner.

As partners we are looking for regional and local authorities who are responsible for development policies (policy owners and policy makers) with regard to sustainable multilocality. Advisory partner of the project will be Institut for Tourism, Zagreb, Croatia.

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