



## **Cross-border tourism Crete - Cyprus #EduTourism**

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Cross-border tourism is included in the category of special and alternative forms of tourism. It concerns inbound and outbound tourism between two countries and the crossing of national borders, provided that the tourists' place of residence is not significantly distant from the border.

This type of tourism is a rapidly growing industry. Tourists choose such destinations taking into account the natural, social and cultural environment and the degree of freedom to cross borders.

Greece and Cyprus are also at the heart of the development of the European Union's relations with the other Mediterranean countries in the context of Euro-Mediterranean cooperation and in the context of the development of the 'maritime highway' of South-East Europe.

In addition, the island character of Crete and Cyprus gives them a unique natural environmental wealth, combined with their rich cultural heritage, making them attractive tourist destinations. In particular, both islands are characterized by a rich cultural environment with world-class monuments, archaeological sites and museums.

The traditional settlements and the historic centers of the towns also have key elements of traditional architecture and cultural heritage. In terms of contemporary cultural infrastructure, there are a significant number of thematic museums focusing on the specific tradition of each island and a smaller number of infrastructures supporting important contemporary cultural events (dance, theatre, painting, sculpture, etc.).

All these characteristics highlight the close link between culture and tourism, particularly alternative tourism. There is therefore an opportunity to promote cross-border tourism between Crete and Cyprus, which can significantly strengthen both countries.