

**Amalfi Coast, Italy** [authenticamalficoast.it](http://authenticamalficoast.it)

The Amalfi Coast is a **coastline** stretching between the picturesque towns of Positano and Vietri Sul Mare, situated in the Campania region, Italy. It is one of Italy's most famous tourist destinations. Authentic Amalfi coast is a project focused on promoting the **hinterland** of the busy and touristic coastline.

This initiative unites 94 local private, non-profit, and public actors seeking to offer an **authentic and sustainable tourism** alternative for the Amalfi coast. The touristic offer includes a range of **soft and cultural activities**, including hiking and cycling tours, cultural tours and workshops, culinary experiences, wildlife observation.

**Target Groups:** Domestic and international markets (focus on the German market through the partnership); higher-end cultural tourists, slow tourists. Network of specialized sustainable small and medium-sized tour operators from Germany via partnership with forum anders reisen e.v.

