Translating Destination Needs into Data Needs: MITOMED+

Interreg MED Models of Integrated Tourism in the Mediterranean Plus

Partners

- **Toscana Region** - Lead partner - ITALY
- **ANC Toscana** - Association of Tuscan Municipalities - ITALY
- **Institute of Agriculture and Tourism** - CROATIA
- **CPMR** - Conference of Peripheral Maritime Regions of Europe - FRANCE
- **Universitat de Girona** - University of Girona - SPAIN
- **Public Enterprise for the Management of Tourism and Sport of Andalusia** - SPAIN
- **Andalusia**
- **National Research Council of Italy** - Institute of Biometeorology - ITALY
- **Ibimet**
- **Larnaca and Famagusta District Development Agency** - CYPRUS
- **NECSTour** - Network of European Regions for a Sustainable and Competitive Tourism - BELGIUM
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Pilot 1
Testing system of indicators in 15 destinations, located in 4 different countries and 5 different regions (Andalusia, Catalunya, Larnaca - Famagusta, Istria, Tuscany)

Pilot 2
Testing of the eco-sustainable beach model in 12 beaches (Tuscany, Catalunya, Larnaca - Famagusta and Istria)
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- Improve sustainable and responsible M&C Tourism Planning
- Adaptation to other MED and EU Regions.
- Empower tourism stakeholders
- Strengthen the capacity of local governance bodies and improve their knowledge of tourism sustainability
- Involve communities in the development and maintenance of a system of indicators for sustainable tourism
- Objective and transparent information
Towards the construction of a European Roadmap for Sustainable Coastal and Maritime Tourism Policy-making

Common challenges and actions for the development and implementation of indicators for measurement and for the use of indicators for policy making.
Roundtable 1:

BUILDING A EUROPEAN SYSTEM OF INDICATORS FOR COASTAL AND MARITIME TOURISM DESTINATIONS: MAXIMIZING THE USE OF EXISTING INFORMATION

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Roundtable 1: Identified Challenges

01 Reconciliation of producers and users of data work
02 Cover basic information for measuring sustainability
03 Advance in methodological aspects
Roundtable 2:

DESTINATION NEEDS: THE USE OF SUSTAINABILITY INDICATORS FOR EVIDENCE-BASED POLICY MAKING
### Roundtable 2: Identified Challenges

| 01 | Make organizational changes to optimize the management of sustainability |
| 02 | Promote that the users of indicators introduce measures of sustainability |
| 03 | Scale from an individual measure of sustainability to a global strategy |
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System of basic sustainable tourism indicators
Agreed and sustainable over time

Dialogue between users and producers
Eurostat, National Statistical Institutes, UNWTO

Focus on
Big Data, social dimension, digital platforms

Actions needed

Responsible policies based on result indicators
Direct impact on the actual finance of the organization

Hubs for EU funded projects / initiatives
EU strategy for Tourism Statistics

Capacity building
For SME’s, destinations, producers of statistics
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SUSTAINABLE TOURISM INDICATORS:
MANUAL OF TRANSFER OF BEST PRACTICES

Development, implementation and use of sustainable tourism indicators
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Take better informed policy decisions
Who should use this manual?
Case study map

Step 1. Learn about indicators
a. Why generate management information with sustainability indicators?
b. What instruments do you use to collect sustainability information?
c. What kind of indicators can we elaborate in the measurement of sustainability?

Step 2. Adopt indicators
a. How has the system of indicators been adjusted to your needs and your territorial reality?
b. How have you adjusted the collection and gathering of necessary data?
c. How did you overcome the changes or modifying indicators?

Step 3. Use indicators
a. How have you added indicators to your decision-making?
b. How have you changed your organisation to optimise the management of sustainability?
c. How have you overcome the difficulties in the use of sustainability data for tourism management?

Step 4. Benefit from indicators
a. How do you upscale from an individual sustainability measure to a complete sustainability strategy?
b. What aspects of your destination have improved and in what way, thanks to the use of indicators?
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Thank You!
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