

ShapeTourism

PARTICIPATIVE DECISION SUPPORT SYSTEM



SUMMARY

The Participative Decision Support System (PDSS) provides all tourism-related stakeholders with the key information and tools necessary to formulate and implement sustainable tourism policies, strategies, plans and management processes.

MOTIVATION

The lack of relevant, reliable and comparable information at a regional level has been identified as a major challenge that the tourism industry needs to address. The PDSS was thus developed to disseminate knowledge about the state of health of tourism in Interreg Mediterranean (MED) regions and to help destination stakeholders formulate and implement focused initiatives that shape tourism development in sustainable ways.



AIM

The ShapeTourism project's primary output is a system of tools designed to facilitate a better understanding and monitoring of tourism-related performance and impacts in MED regions. The PDSS also delivers useful information that helps policy and decision makers more fully comprehend destinations' sustainability practices – and barriers to these – and fosters a sustainable, responsible development of tourism in a holistic way.

APPROACH

The PDSS is organised into four ShapeTourism tools:



Observatory



Survey;



Carrying Capacity Scenarios Simulator;



Cluster Maps.

This system's design and development was guided by the following principles:



Relevance;



Simplicity;



Comparability;



Accessibility;

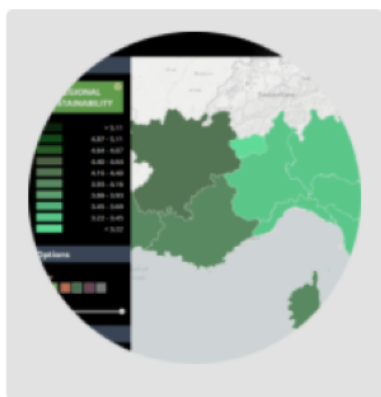


Transnationality;



Replicability.

THE OBSERVATORY



THE SHAPETOURISM OBSERVATORY

The Smart Integrated Tourism Data System (i.e. the ShapeTourism Observatory) offers regional indicators of competitiveness, attractiveness and sustainability. This innovative Observatory integrates traditional data published by official data producers with non-traditional data (i.e. online public opinion), thereby providing a reputation index for each municipality. This index summarises public attitudes, beliefs and opinions related to the attractions, restaurants, hotels and rental options of the MED regions' tourism destinations. The index thus provides unique insights to policy and decision makers seeking to determine the most effective paths of action.

THE SHAPETOURISM SURVEY

ShapeTourism's Mediterranean Tourism Stakeholders Survey also provides valuable insights into tourism's current state of health in the Mediterranean area. The survey seeks to fill the gaps in the available comparable and reliable information on regions in order to reflect more clearly stakeholders' perceptions and policy and decision makers' needs. The goal is to help these entities take focused, coherent initiatives that accelerate their regions' shift towards sustainable tourism development. This survey tool provides details about stakeholders' perceptions of tourism impacts, dynamics and trends, as well as about barriers and practices in sustainable tourism within regions and stakeholders' perceptions of their destinations' life cycle stage.

THE SURVEY



THE SCENARIOS SIMULATOR



THE SHAPETOURISM CARRYING CAPACITY SCENARIOS SIMULATOR

The ShapeTourism's tools further provide historical time series and future scenarios for MED regions in relation to these established indicators:

 Tourism intensity;

 Occupancy rates;

 Tourism density;

 Average length of stay.

Users can use this scenario tool to visualise the future of coastal and non-coastal MED regions. The projected effects of demand and supply scenarios on MED regions in 2020, 2025 and 2030 are measured by tourism carrying capacity indicators at the physical, social and economic level. These scenarios can be used to encourage discussion and aid strategic planning among policy makers, thus stimulating public discourse and supporting decisions about complex issues with long-term implications.

THE SHAPETOURISM CLUSTER MAPS

The Cluster Matrix tool provides a visualisation of geographical concentrations in Mediterranean regions based on the driving forces, pressure, state and response (DPSR) model. These cluster maps provide valuable insights into the Mediterranean regions' heterogeneity based on the DPSR framework. In conjunction with the ShapeTourism Observatory, Survey and Scenarios Simulator, the Cluster Matrix is a key tool for analysing regional drivers of the tourism industry.



KEY FEATURES

The PDSS delivers useful information to policy and decision makers, which is derived from primary and secondary sources of data, to encourage these individuals to understand destinations' sustainability more holistically and foster sustainable, responsible tourism development. This system, therefore, provides unique insights into the current state of health of MED regions' tourism. Complete in-depth analyses can be conducted by anyone using this system, which is available on our website: www.shapetourism.eu. Users can visualise maps and charts with relevant, reliable information at the Nomenclature of Territorial Units for Statistics (NUTS) 2 or NUTS 3 level. In addition, users can:



Compare information from one region with information from other regions;



See rankings of regions by indicators;



Evaluate cross-tabulation results using up to two personal or organisational characteristics;



Analyse the evolution of key indicators since 2000 by coastal and non-coastal areas;



Assess future scenarios of tourism intensity and density up to 2030;



Observe clusters of regions.

