



HERIT-DATA Final Conference 7 April 2022

KEY POLICY RECOMMENDATIONS



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CPMR
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Why Key Policy Recommendations?

To adopt the methods tested within the HERIT DATA project, and in particular, to mainstream them within regional, national and macro-regional policies, plans and strategies towards sustainable tourism development and smart destinations.

10 key policy recommendations gathered within the project



1

Recalls the importance of supporting, through **funding and legislation**, the use of **ICT** (open and linked data, big data, real-time dashboard solutions, Artificial Intelligence and other digital tools) in order to achieve the **EU objectives for a more digital and greener tourism sector**.

2

In order to be smart cities and smart destinations, recalls the importance of **supporting the sharing and systematisation of data on tourism to make better decisions to avoid the negative effects of mass tourism**.

3

Encourages the **EU to allocate more funds to projects that use ICT to reduce the negative impacts of tourism on cultural and natural heritage sites** and that can contribute to more resilient and sustainable tourism and so that destinations can **increase employment during off-peak season and spillover effects** (for instance, using a booking system for heritage sites can better distribute visitors during the whole year).



3

Advocates at EU level for a **Common Methodological Framework to measure and monitor tourism sustainability** at the national and subnational level, reaching the local level. The framework should not be limited to tourism data, but to the whole set of data relevant to understanding the complexity of tourism.

4

Calls on the EU to **propose a common legislative framework for the use of ICT and data-driven** decision making as a prerequisite for any tourism destination.

5

Supports the recent new **European Law for Data Sharing, the “Data Governance Act”** and the future “European Data Innovation Board” and encourages the creation of a **“Tourism Open Linked Data Directive”** and the recognition of the **BEST MED Mediterranean Network of Sustainable Tourism Observatory** and its further consolidation in the framework of broader initiatives and new projects proposals.

6

Calls on the EU to further encourage **the public-private collaboration for the development of ICT** which involves different stakeholders such as private companies for data collection, decision-makers and benefits local communities.



8


Encourages the EU to allocate more funds **to train tourism destination stakeholders** regarding data collection, data analysis, and the communication of data and resulting information.

9

Encourages the EU to allocate **more funds to provide capacity building** on sustainable development and monitoring, participatory and cooperative approaches and integrated cultural heritage management, for tourism destination stakeholders involved in governance and tourism products/experiences development.

10

Encourages the EU to allocate **specific funds for regional governments within the ERDF and other ESIF** so that relevant data can be accessed by private sources with a long-term perspective so that this can foster public and private stakeholders to be better informed and be able to develop evidence-based policy making.



The CPMR Intermediterranean Commission will work for the capitalization of these policy recommendations through our works with regions, upcoming projects and in our political declarations.



THANK YOU FOR YOUR ATTENTION!

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