

## CO-EVOLVE

Promoting the co-evolution of human activities and natural  
systems for the development of sustainable coastal and  
maritime tourism

### EU Dissemination Event

Wednesday 5 June 2019 (09.00-13.00), Barcelona

# CO-EVOLVE and the Interreg MED Sustainable Tourism community – working together to improve policy

Spyros Niavis  
Dora Papatheochari

BleuTourMed\_C3  
Panteion University



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PANTEION UNIVERSITY  
OF SOCIAL AND POLITICAL STUDIES



# Participation in the Community Building activities

## Events

March 2017	October 2017	May 2018	March 2019
Kick off meeting (Marseille)	2nd Community meeting (Athens)	3rd Community meeting (Rome)	4th Community meeting (Split)



Identified linkages in terms of:

- Addressing tourism pressures
- Strengthening planning and management practices towards sustainable tourism



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Exchanged methods in terms of:

- Capacity building & stakeholder engagement
- Sustainability assessment
- Alternative and innovative tourism models

and started elaborating on the implementation in the  
Mediterranean



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### Exchanged tools/tangible outputs towards:

- The improvement of tourism management practices at a local destination level (*Tourism Sustainability Toolkit*)
- The consolidation of new sustainable tourism development models at the local destination level (*Tourism-driven strategic planning on Pilot Areas*)

and elaborated on policy oriented strategies for the Mediterranean



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Exchanged results based on the implementation activities in Mediterranean destinations



# Participation in the Community Building activities

Exchanged results based on the implementation activities in Mediterranean destinations

Interacted with: ALTER ECO, HERIT-DATA, SIROCCO, TOURISMED

In terms of: urban destinations- Valencia (Spain)

Emphasis	Activities	Projects
Improving monitoring and management of tourism flows and impacts	<ul style="list-style-type: none"><li>• Implementation of tourism sustainability toolkit of indicators</li><li>• Testing a system to reduce the impact of tourist fluxes (cruise)</li><li>• Monitoring of the beach and city center and take actions for the crowds (incl. a mobile app)</li><li>• Creation of a tourist flow management platform</li></ul>	CO-EVOLVE ALTER ECO HERIT-DATA
Using the potential of the area for promoting new models of tourism	<ul style="list-style-type: none"><li>• Promotion of a fishing tourism model with the participation of fishermen &amp; tourists</li><li>• Promotion of a cruise tourism action plan for the port</li></ul>	TOURISMED SIROCCO
Facilitating a tourism-driven strategic planning	Implementation of a tourism-driven strategic action plan with an emphasis on the port	CO-EVOLVE





# Participation in the Community Building activities

## Thematic papers- review and contribution

- Tourism Sustainability Toolkit
- Enabling factors – Mediterranean scale: Governance, Legal, Administrative and Financial
- Tourism-driven strategic planning on Pilot Areas

### THEMATIC PAPER #1: IDENTIFYING CHALLENGES AND GAPS TOWARDS SUSTAINABLE TOURISM IN THE MEDITERRANEAN

13/12/2017

### THEMATIC PAPER #2: MEASURING TOURISM SUSTAINABILITY IN THE MED AREA

14/06/2018

### THEMATIC PAPER #3: REDUCING TOURISM PRESSURES IN THE MED AREA

18/12/2018

### THEMATIC PAPER #4: INCREASING TOURISM BENEFITS IN THE MED AREA

18/12/2018

### THEMATIC PAPER #5: IMPROVING TOURISM GOVERNANCE IN THE MED AREA

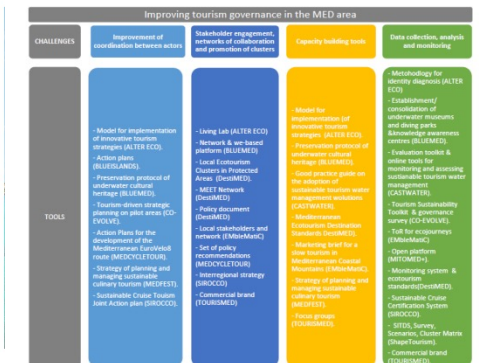
18/12/2018

**The Fifth issue of the Interreg MED Sustainable Tourism Community Thematic Paper has been published!**

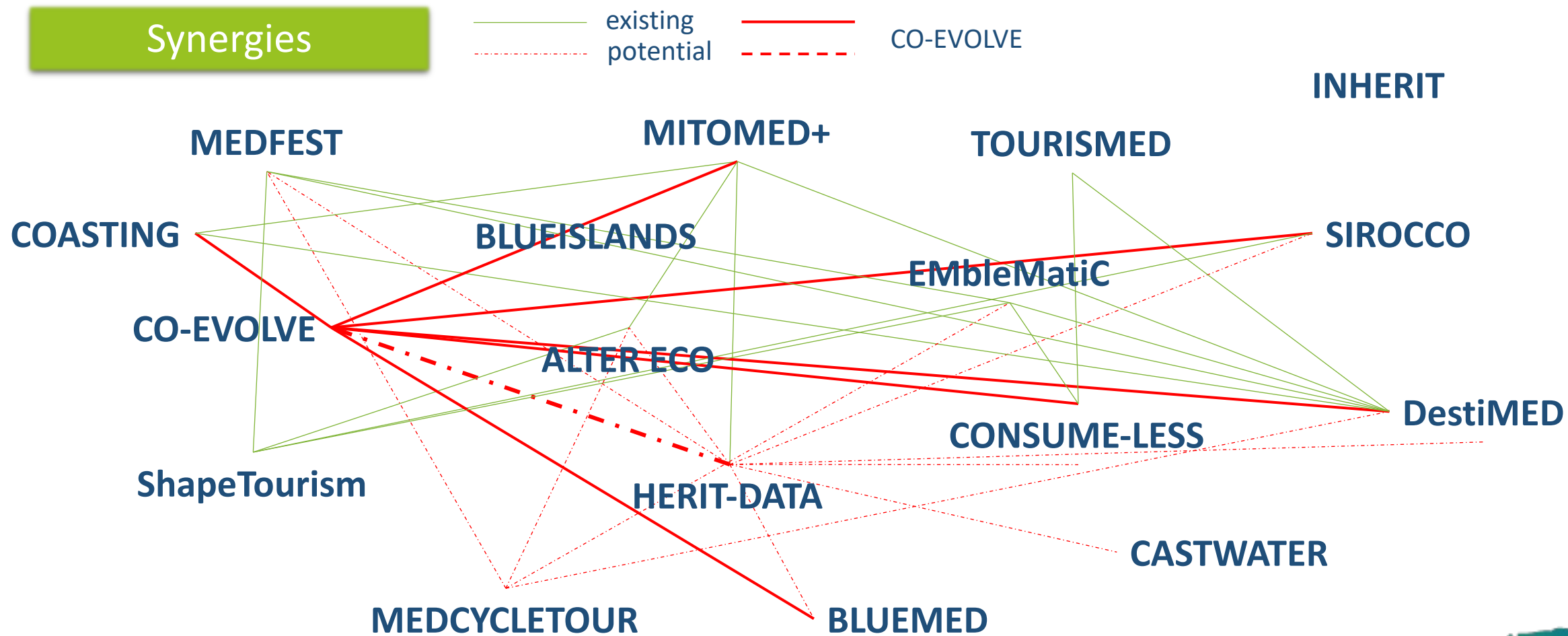
According to UNEP/WTO, sustainability is achieved when tourism brings the largest possible benefits for tourism actors, tourists and host communities with the least possible negative social, economic and environmental impacts (UNEP/WTO, 2005). The role of governance has a prominent role in the 2030 Agenda for Sustainable Development, being the Goal 17. Strengthen the means of implementation and revitalize the goal partnership for sustainable development. Regarding governance in tourism, Goal 8: Decent work and economic growth, Goal 12: Responsible consumption and production, and Goal 14: Life below water, are also especially relevant. Even though literature on tourism governance is emerging, the UNWTO's report: "Governance for Tourism Sector and its measurement" defines tourism governance as:

*a measurable practice of government whose aim is to effectively manage the tourism sector at the various levels of government, through efficient, transparent and accountable forms of coordination, collaboration and/or cooperation, for the pursuit of goals of collective interest shared by networks of actors impacting on the sector with a view to developing solutions and opportunities on the basis of agreements that recognize interdependencies and shared responsibilities (Duran, 2013, p.14).*

Fosse and Le Tellier (2017) highlight that a principle of inclusiveness that ensures transparency and key actors involvement is indispensable for good governance models through the promotion of public-private partnerships as well as multi-stakeholder platforms in order to encourage collaboration and dialogue among stakeholders -public, private and social- and integrate all tourism-related sectors. Besides, knowledge sharing is also relevant, for which the quality and consistency of data collection on tourism flows and related impacts should be drastically enhanced and shared in an open way.

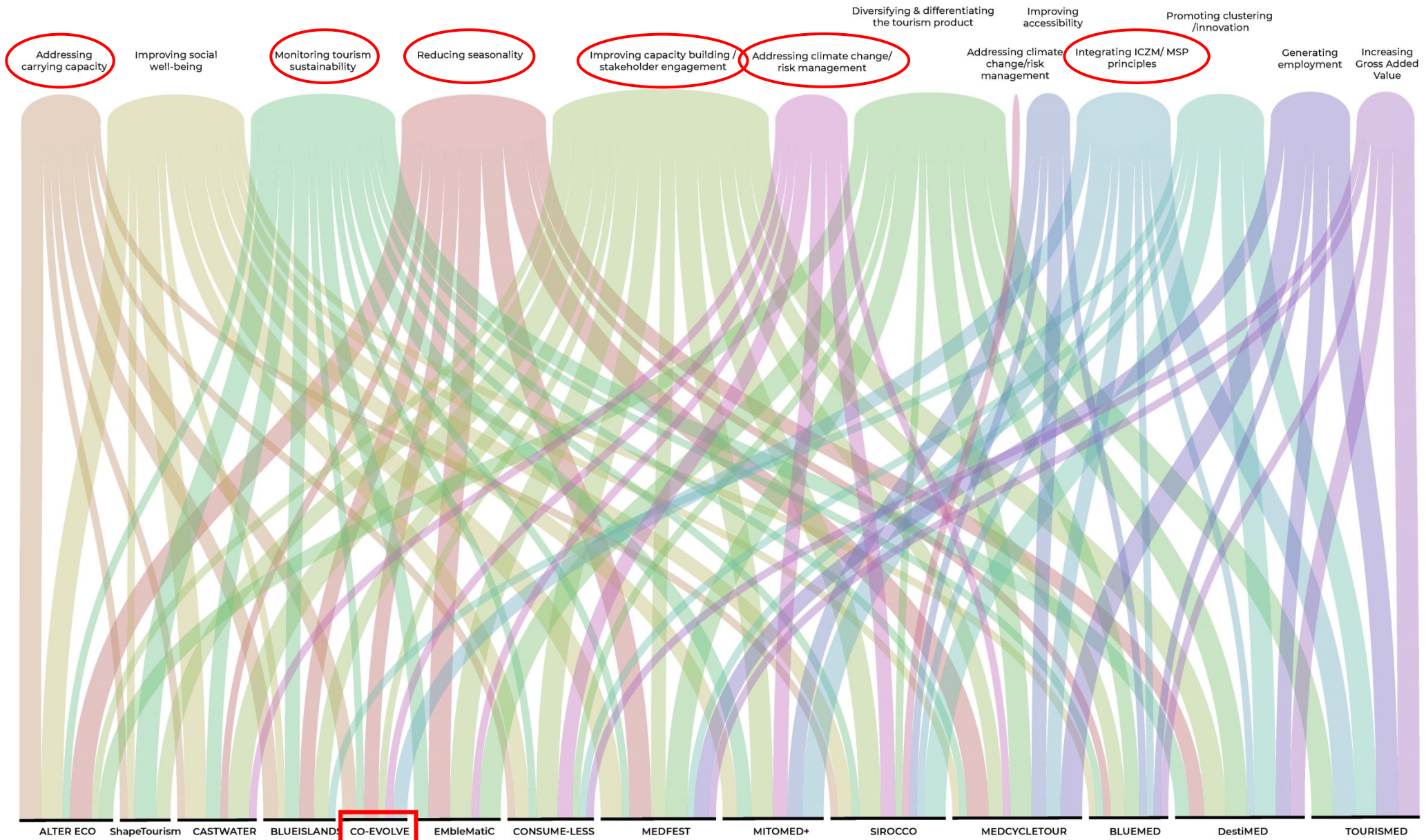


# The interactions of CO-EVOLVE with other MPs





# CO-EVOLVE contribution to policy targets



# Participation in the Capitalization activities

## Events

May 2018	November 2018	March 2019	June 2019
Mid Term Conference (Rome)	1 <sup>st</sup> Capitalisation event (Marseille)	2nd Capitalisation event (Split)	Final event (Barcelona)



EVIDENCES FOR BETTER POLICIES: monitoring the sustainability of tourism to inform the policy-making process



# Participation in the Capitalization activities

## Events

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- Monitoring the sustainability of tourism
- Reducing the environmental cultural impacts of tourism
- Governance mechanisms to guide stakeholders towards sustainable and responsible tourism



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## Events

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### 4 working groups:

- Monitoring the sustainability of tourism
- How to reduce the environmental-cultural- social impacts of tourism in the Mediterranean region?
- How can the tourism sector ensure a sustainable and responsible economic growth and prosperity in the Mediterranean region?
- How to address the complexity of the tourism sector, including local actors, decision-makers and consumers?



# Participation in the Capitalization activities

## Policy factsheets- review and contribution

- Monitoring tourism sustainability (*Tourism sustainability toolkit*)
- Promoting alternative tourism models to reduce pressures in the Mediterranean region (*Developing methodologies for sustainable tourism planning*)
- Tourism as a strategic driver for inclusive, responsible and sustainable growth contributing to shared prosperity in the Mediterranean (*Build effective collaboration and common vision between tourism stakeholders*)
- Governance as a tool for sustainable and responsible tourism in the Mediterranean (*ICZM and MSP as two complementary multi-level governance frameworks*)





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Tourism multiple footprints: impacts on environment and communities





# Monitoring tourism sustainability

- Fipra International
- IUCN Centre for Mediterranean Cooperation
- Arco Latino



**Tourism Sustainability Toolkit.** This VBA based excel add-in provides the basis for measuring the sustainability of tourism at the local level. The tool is based on fully customized indicators and thresholds.

	A	B	C	D	E	F	G	H	I
	Ready to Proceed to Sustainability Ratios Estimation	Indicator reference	ETIS core indicators	Measure	Type of Measurement	Values	Thresholds	Type of Thresholds	Sustainability Ratio
1		C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	Percentage	Qualitative	5	8	Minimum	62,50%
2	Section A: Destination management	C.A2.1.	% of tourists and same-day visitors that are satisfied with their overall experience in the destination	Percentage	Quantitative	47	75	Minimum	62,67%
3	Section B: Economic value Criteria Indicator	C.B1.2.	Number of same-day visitors per month	Number	Quantitative	4000	5000	Maximum	125,00%
4	Section B: Economic value Criteria Indicator	C.B1.4.	Daily spending per overnight tourist	€	Qualitative	6	8	Minimum	75,00%
5	Di.D Governance	Di.D1.	Existence of up to date tourism plans and policies (YES/NO)	YES/NO	Yes/No	Yes	Yes	Yes/No	Yes/Yes

# Participation in the Capitalization activities-external events

How can tourism adapt  
**Adaptation of tourist destinations**  
CO-EVOLVE



## Tourism Sustainability Toolkit

Basis for measuring the sustainability of tourism at the local level.  
The tool is based on fully customized indicators and thresholds.





# More to come..

## Community's catalogue

The Green Beach Model builds on existing efforts for beach management (Blue Flag Programme, ISO 13009:2015, etc...) in order to define the nature, main characteristics and the criteria to be met in order for a beach to be sustainable. 24 Indicators under 8 Categories are used and some small infrastructures are also foreseen.



MITOMED+  
<https://mitomed-plus.interreg-med.eu>

### POLICY TARGET

Addressing climate change/risk management   Improving accessibility   Improving social well-being   Improving capacity building/stakeholder engagement   Integrating ICZM/MSP principles   Monitoring tourism sustainability



Green beach model

Common open platform for data indicators collection and sharing released with tourism data

Tourism Management Model

### PROJECT OUTPUT

### Implementation Areas



1. Catalunya: Sant Antoni de Calonge, Torredembarra, Lloret de Mar
2. Tuscany: Castiglione della Pescaia, Montignoso, San Vincenzo
3. Istria: Gradsko kupalište, Karpinjan, Girandella
4. Cyprus: Alaminos, Ormidia, Zygi village



### Implementation Example

Montignoso is located in the north of Tuscany, and extends from the Versilia coast to the Apuan ridge, characterized by very different natural landscapes ranging from the equipped beaches of Cinquale, the mountains of the Parco delle Apuane and the coastal plain with Lake di Porta. The strong tourist vocation of the Municipality of Montignoso has its point of excellence in the seaside resort of Cinquale, in an area where "Green beach model" was implemented. Clear sea and equipped beaches are unforgettable scenery for many tourists, both Italian and foreign, who choose this stretch of Tuscan coast for a holiday in a spirit of relax, fun and quality of services.



Stakeholders involved

The successful implementation of the model mostly requires the involvement of local authorities and beach operators.



Replicability conditions

Mitomed+ has provided a list of indicators in order for other areas to assess the status of their beaches. Additionally, a full guide for the application of the model can be found here.



Further information

More information could be acquired by using this contact form.

Thank you

