

Interreg Mediterranean



MITOMED+

Models of Integrated Tourism in the MEDiterranean Plus

Toolbox

PILOT ACTION 1 - TOURISM DATA INDICATORS



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Introduction

Pilot Action 1 provided for the **development of a system of indicators and of an online, common, open platform** to gather the data with the purpose of helping local and regional policy-makers monitor social and environmental impacts of maritime and coastal tourism. This result was achieved by presenting the project and the benefits it brings into the field of sustainable tourism management through *ad-hoc* meetings and workshops. At the same time, specific-designed questionnaires based on the [EU ETIS system](#) were given to tourism operators, companies and individuals living in the pilot destinations, in order to collect their views on tourism in their hometowns.

1. MITOMED+ set of indicators

Basing on the “ETIS – European Tourist Indicator System” and through a detailed “gap analysis”, MITOMED+ consortium defined a set of indicators aimed at adopting a more intelligent approach to tourism planning. The indicators are conceived to be:

- **a management tool**, supporting destinations who want to take a sustainable approach to destination management
- **a monitoring system**, easy to use for collecting data and detailed information and to let destinations monitor their performance from one year to another
- **an information tool** (not a certification scheme), useful for policy makers, tourism enterprises and other stakeholders.

You can find full information on the ETIS system at the following link:

<http://ec.europa.eu/DocsRoom/documents/21749>

1.1 The list of indicators

The MITOMED+ set of indicators, which cover the main dimensions of sustainability, contributes to collecting data about the various aspects and activities of the tourism destination from different information sources at local level. Out of the 43 core indicators of the ETIS system, the consortium agreed to adopt 33, which are the most relevant for the purpose of monitoring monitor social and environmental impacts of maritime and coastal tourism. The list of the indicators adopted is the following:

N.	ETIS Group	INDICATOR DESCRIPTION
1	DESTINATION/ GENERAL	Existence of a strategy for sustainable tourism in the tourism planning documents. Percentage of destinations with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement.
2	DESTINATION/ GENERAL	Percentage of visitors that are satisfied with their overall experience in the destination
3	ECONOMIC	Percentage of tourism establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures.
4	ECONOMIC	Relative contribution of tourism to the destination's economy (% GDP)
5	ECONOMIC	Average length of stay of tourists (nights)
6	ECONOMIC	Number of overnight stays per month
7	ECONOMIC	Occupancy rate in commercial accommodation per month and average for the year.
8	ECONOMIC	Direct tourism employment as percentage of total employment per month.
9	ECONOMIC	Daily spending per tourist (accommodation, food and drinks, other services)
10	ECONOMIC	Total number of cruise passengers per day, in relation to total population (1 on 1 proportion)
11	SOCIAL & CULTURAL	Number of beds available in commercial visitor accommodation in relation to residents (1 on 1 proportion)
12	SOCIAL & CULTURAL	Variation (%) of unemployment rate between low and high season
13	SOCIAL & CULTURAL	Number of tourists per resident (1 on 1 proportion)
14	SOCIAL & CULTURAL	Number of second/rental homes per 1 home (1 on 1 proportion)
15	SOCIAL & CULTURAL	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognized accessibility schemes.
16	SOCIAL & CULTURAL	Number of cultural sites and practices under some protection label and number of cultural sites and practices acknowledged to be "at risk"
17	SOCIAL & CULTURAL	Average wage in tourism for women compared to men's employment

N.	ETIS Group	INDICATOR DESCRIPTION
18	ENVIRONMENTAL	Percentage of destination (area in km ²) that is designated for protection
19	ENVIRONMENTAL	Percentage of the destination area under a biodiversity protection plan
20	ENVIRONMENTAL	Solid urban waste produced by destination (relation of tons per person between low and high season)
21	ENVIRONMENTAL	Volume of solid urban waste recycled (relation between low and high season)
22	ENVIRONMENTAL	Water consumption (litre) per person (relation between low season and high season)
23	ENVIRONMENTAL	Energy consumption (KWh) per person per day (relation between low and high season)
24	ENVIRONMENTAL	Level of pollution in seawater per 100 ml (fecal coliforms, campylobacter)
25	ENVIRONMENTAL	Number of berths and moorings for recreational boating in relation to total length of coastline (km)
26	ENVIRONMENTAL	Number of blue flags, EMAS, ISO 14001 and other national environmental certifications, in relation to total number of beaches.
27	ENVIRONMENTAL	Area and volume of sand nourishment
28	ENVIRONMENTAL	Total Km of free access beaches relative (%) to total Km of beaches
29	ENVIRONMENTAL	Water quality in tourist harbours/marinas
30	ENVIRONMENTAL	Percentage of beaches accessible to all: mobility and sensorial disabilities
31	ENVIRONMENTAL	Percentage of electric energy consumed by renewable sources.
32	ENVIRONMENTAL	Number of days when the NO _x threshold is trespassed.
33	ENVIRONMENTAL	Use of land: % developed, % building land, % land designated as not for building

1.2 Guidelines for the use of the indicators

The MITOMED+ consortium elaborated detailed guideline to make the comprehension of the indicators easier. For each one of the above mentioned indicators, the documents specify:

1. the full indicator name
2. The way of calculation
3. The source of collection of the data
4. The method for the collection of the data
5. The format of the data
6. The format of the output
7. Suggestions for interpreting the data
8. Suggestions for interpreting the threshold provided
9. A “glossary” of the technical words adopted in the indicator description

You can download the guidelines for the use of the indicators at the following link:

<https://bit.ly/2T3HBWR>

2. MITOMED+ Online platform

MITOMED's online platform was developed in order to provide the project with a powerful, open-access, easy-to-use IT tool to gather the data from the partner regions, allowing local and regional policy-makers to efficiently monitor social and environmental outcomes and impacts of sustainable tourism activities and improve their strategies and policy planning towards a responsible and sustainable marine and coastal.

2.1 MITOMED+ open platform

This tool is open to any destination that follows the agreed process of joining through the user profile provided and after providing proof of affiliation or that are representing a public authority (municipality, regional or national government, etc.) that managed a tourist destination.

Thanks to the platform the public authorities will be able to upload and monitor data on maritime and coastal tourism and, in particular, for each destination:

- finding Basic data of selected destination
- showing destination: consulting data about selected destination, such as name, region, description, high and low season periods, geographical coordinates
- finding the link to the destination's official website
- finding the link to the destination's indicators adopted
- finding the link to the destination's dashboard: this feature provides a realistic diagnosis of the baseline situation and monitor the evolution of the indicators included in Mitomed+ project. An adequate benchmarking system will enable a destination to check its sustainability performance against comparable destinations or over time.

All the data on the platform can be analyzed in different ways:

- a. **"My destination option"** allows to analyze the data of the single destination. For each of them it will be possible to analyze the following information:
 - Name and link to the methodological data.
 - Value for the selected period.
 - Variation: difference between the current value and the preceding period's value.
 - Alert: traffic light icon showing the indicator's evolution: Green: better; Yellow: unchanged; Red: worse.
 - Threshold: progress bar showing the indicator's current value normalized to percentage between its minimum and maximum value.
- b. **"Comparative option"** allows to compare the situation of different destinations on the following information:

- Name of the indicator, current value and alert for the current destination
- Values and alerts for the user selected destinations to make the comparison

- c. **“Evolution option”** allows to display an evolution chart for the current destination and the selected indicator throughout all the available periods
- d. **“Ranking option”** allows to show a comparison chart among all destinations for a given indicator and period. The indicator and period can be selected in the filter section of the dashboard. The information is displayed in a bar chart, and the current destination is shown in a different color.

All the information can be also exported (“Export buttons”) in several formats (PDF, Word, Excel and CSV). The users of the platform have also the possibility of communicating directly through the “Chat tool” which allows the exchange of information and adds value to the platform's functionalities.

The main advantages of the platform for local destinations are:

- Easy and intuitive Web form to introduce the data
- Visualization of methodological sheet.
- Allows benchmarking
- Presentation of dashboards to help informed decision making
- Download the dashboard in different formats (Excel, pdf, csv, etc.)
- Communication tool for users

Destinations can access to the platform clicking on this link:

<https://mitomedplus.andalucia.org/mitomedplus/index.html>

2.2 Guidelines for the use of platform

For easing the adoption of the platform, the MITOMED+ consortium prepared guidelines. Thanks to this manual, other Regions will be helped in uploading data and information and exploit the functions of the platform.

Guidelines for the use of platform can be downloaded here:

<https://bit.ly/2SHcm48>

2.3 Structured social dialogue

In order to strengthen decision-making processes by observing and monitoring tourism economic, social and environmental impacts the MITOMED+ consortium accompanied the collection of data and information with a **structured social dialogue activity**. According to the experience of the consortium, we strongly encourage other public authorities to foster social dialogue with local and regional stakeholders through meetings and workshops aiming to sharing information and knowledge about maritime and coastal tourism management.

Lessons Learned

According to the implementation of the pilot, the MITOMED+ consortium member collected the following lessons learned and suggestion. We are pleased to share them with all the other Regions willing to adopt the MITOMED+ indicators and the online platform for gathering the data to monitor social and environmental impacts of maritime and coastal tourism.

What worked well:	Challenging points and solutions provided:	Suggestions for other regions:
<ul style="list-style-type: none"> - The collection and the analysis of data; - Intuitive and easy-to-use tools of analysis; - Technical support on the calculation of indicators; - Good communication between partners and local/regional institutions 	<ul style="list-style-type: none"> - Diversity of data in the different municipalities; - Lack of information, confidence in political institutions, skills of data management; - Difficult identification of data producers, hardships experienced in accessing to official data 	<ul style="list-style-type: none"> - Learn from previous practices to base decision-making process on statistics and better develop and implement sustainable tourism indicators; - Rely more on the Guidelines for indicators to effectively identify data at disposal