

# MED Sustainable Tourism Community

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*Capitalizing smart solutions in the Mediterranean*  
Models of Integrated Tourism in the Mediterranean: MITOMED+

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PANTEION UNIVERSITY  
OF SOCIAL AND POLITICAL STUDIES

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## THE MED PROGRAMME



# MED PROGRAMME ARCHITECTURE

**Objective 3.1. – Coastal and maritime sustainable tourism**

To enhance the development of a sustainable and responsible tourism in the MED area

76.2 M€ ERDF



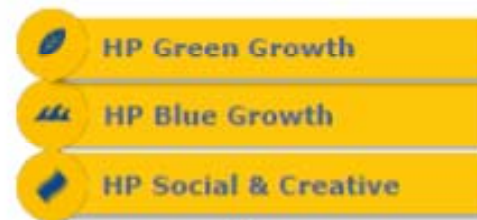
## Programme Architecture

**3<sup>rd</sup> level impact**  
Mediterranean  
**SHARED VISION**  
on policies & actions



**HORIZONTAL projects**  
**2<sup>nd</sup> level impact**

Thematic transnational communities



**MODULAR projects**  
**1<sup>st</sup> level impact**

Local results



Innovation



Low-carbon economy



Natural and cultural Resources

Interreg  
Mediterranean



## INNOVATIVE APPROACH OF INTERREG MED PROGRAMME

### Modular Projects (MP)

Module-based approach with different phases: **Studying, Testing, Capitalising**

- Phase of study and development of strategies and policies
- Phase of testing, to validate the hypothesis developed
- Phase of transferability and capitalisation of results at the transnational level

### Horizontal Project (HP)

unifying element of a thematic community of modular projects

HP are in charge of community building, joint communication  
and joint capitalisation





## THE SUSTAINABLE TOURISM COMMUNITY OF PROJECTS

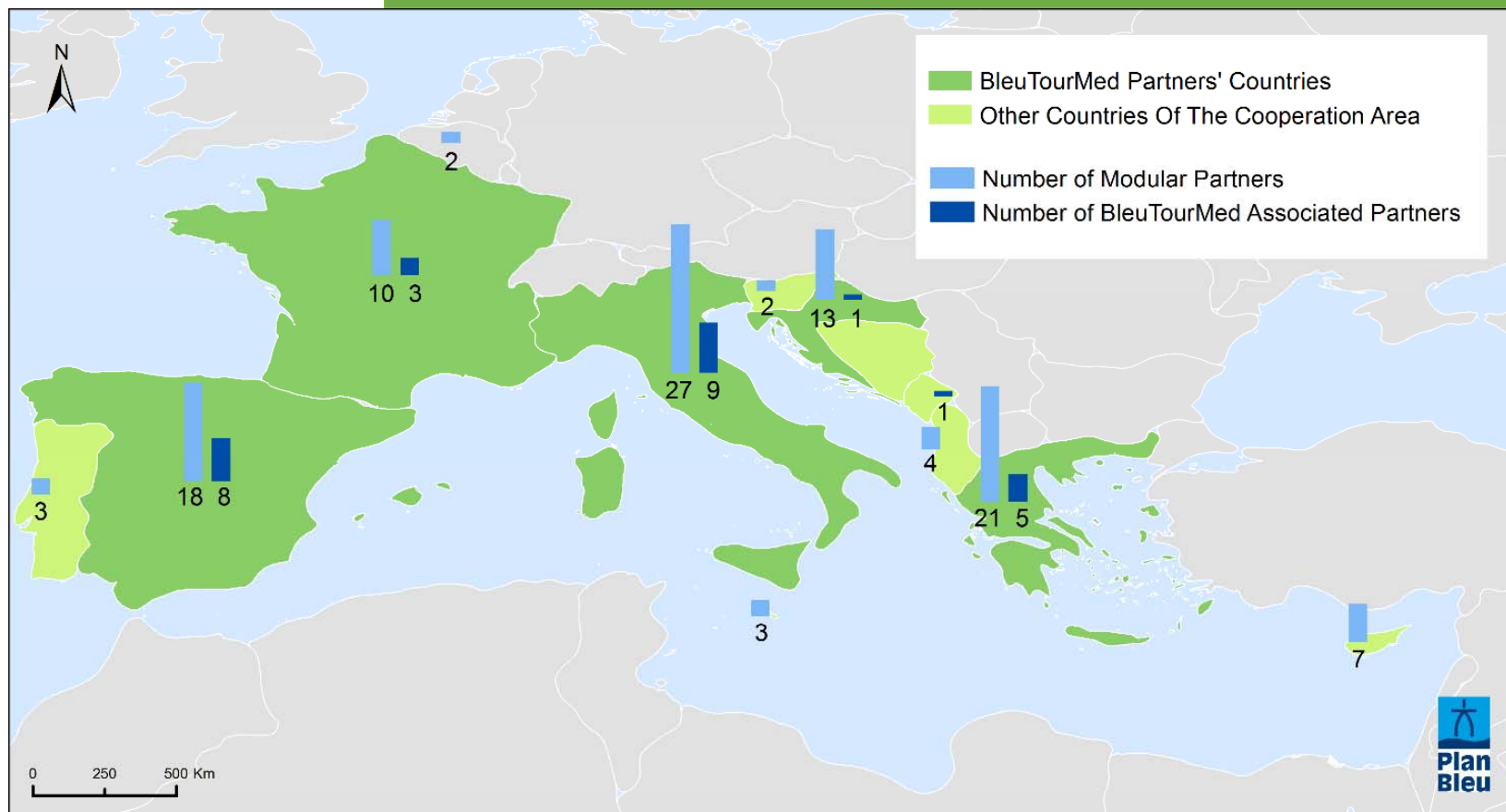
**ALTER ECO** (Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity),  
**BLUEISLANDS** (Seasonal variation of waste as effect of tourism), **BLUEMED** (Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean), **CASTWATER** (Coastal areas sustainable tourism water management in the Mediterranean), **CO-EVOLVE** (Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism), **CONSUME-LESS** (Consume Less in Mediterranean Touristic Communities), **DestiMED** (Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas), **EMbleMatiC** (Emblematic Mediterranean Mountains as Coastal destinations of excellence), **MEDCYCLETour** (MEDiterranean Cycle route for sustainable coastal TOURism), **MEDFEST** (MED Culinary heritage experiences: how to create sustainable tourist destinations), **MITOMED+** (Models of Integrated Tourism in the MEDiterranean Plus), **ShapeTourism** (New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability), **SIROCCO** (Sustainable InterRegional cOastal & Cruise maritime tourism through Cooperation and joint planning), **TOURISMED** (Pêche Tourisme for sustainable development in the Mediterranean Region).

**14 MODULAR PROJECTS**

**139 Partners**

**71 Associated partners**

## WHERE WE ARE



## 2nd MED CALL - 3 NEW PROJECTS

### COASTING

#### Coastal INtegrated Governance for Sustainable Tourism

- Capitalising project, 18 months.
- 9 partners (ES, IT, MT, HR, EL, AL). LP: Andalusian Federation of Towns and Provinces (ES).

### HERIT-DATA

#### Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data

- Integrated project, 48 months.
- 12 Partners (IT, ES, FR, PT, FR, EL, BIH). LP: Tuscany Region (IT).

### INHERIT

#### Sustainable Tourism Strategies to conserve and valorise the Mediterranean Coastal and Maritime Natural Heritage

- Integrated project, 48 months.
- 15 Partners (HR, IT, ES, FR, SL, CY, MT, MO, PT). LP: Region of Peloponnese (EL).

## WHAT WE ARE DOING TO MAKE IT MORE SUSTAINABLE



Enhancing attractiveness  
and tourism offer in the  
Mediterranean region

Alternatives to mass tourism (sun and beach) taking benefit  
of local/regional resources in thematics like **underwater  
heritage, culinary heritage, ecotourism in protected areas,  
mountains, fishing tourism, cycling tourism or med identity**



Addressing tourism  
pressures in the  
Mediterranean region

Reducing the impact of tourism activities (**water  
consumption, waste generation, less consume**)



Strengthening planning and  
management practices towards  
sustainable tourism

Measuring the sustainability. Development of **indicators  
and tools for planning**



## MEASURING THE SUSTAINABILITY

- Several **Modular projects working on measuring the sustainability and indicators**
- Projects use the knowledge built by the ETIS and other relevant initiatives and adapt various systems of indicators to their particular needs and objectives
- Two main categories of indicators developed:
  - **Destination Indicators:** This type of indicators refers to the destination level, measuring the sustainability of tourism development in particular areas. Analysis in some cases is extended from the strict focus of tourism in order to accommodate broader issues of sustainability of the considered areas.
  - **Sector Specific Indicators:** This type of indicators are targeting exclusively at the tourism sector evaluating the sustainability of tourism supply actors or this of newly developed models or products.

## DESTINATION INDICATORS

- **MITOMED+**
- **CO-EVOLVE**
- **SHAPETOURISM** aims at improving the tourism knowledge framework providing analysis and operational tools to pinpoint an integrated methodology in order to shape and drive tourism sustainable growth, particularly for **cultural destinations**. To do so, the project focuses on few but useful indicators and develops a set of tools, notably the **Smart Integrated Tourism Data System (SITDS)**. The SITDS (an observatory based on Big Data accompanied by future scenarios elaboration, mega trends analysis and sample surveys) uses innovative statistical sources directly from the Internet/Mobile phone by accelerating the construction of sustainability indicators, attractiveness and tourism competitiveness.

## SECTOR SPECIFIC INDICATORS

- **DESTIMED** project aims at fostering planning, management, monitoring and promoting **ecotourism in Mediterranean protected areas**. The project tests the establishment of a system for monitoring the sustainability of Ecotourism products and setting “Mediterranean ecotourism destination” standards, to ensure the sustainability of ecotourism in Mediterranean coastal and marine protected areas. This monitoring instrument will be the basis for the quality scheme of the forthcoming governance system for Mediterranean Ecotourism in Protected Areas.
- **ALTERECO** project tests instruments through pilot activities including testing of ICT tools to monitor sustainable tourism indicators. Each pilot city/region implements specific measures to address detected challenges and barriers and will evaluate results in order to use the experience gained to design realistic tourism strategies. The project will create a map to contain all compiled data that will allow pilots to develop their own strategies such as product diversification tactics, new business models and marketing strategies in order to enhance a balance among tourist attraction identifying and measuring impacts of hypothetical scenarios.

## SECTOR SPECIFIC INDICATORS

- **CONSUMELESS** project develops a new tourism model for the Mediterranean destinations. The Consumeless Med tourism model is based on the three main principles of integrated approach, development of services and running of campaigns to raise awareness and to change behaviour. A fundamental tool for the qualification of destinations for becoming Consumeless it's the continuous monitoring of the model's implementation in these areas. To this end, the project will test in practice and evaluate the feasibility of **ETIS indicators on a Mediterranean sample of destinations**.
- **MEDCYCLETOUR** project seeks to reveal the potential of **cycle tourism** for enhancing sustainable tourism development. The project has developed an evaluation scheme for the proposed routes based on a system of indicators which will be fed with data sourcing from relevant surveys. On the one side, the evaluation seeks to depict the users' attitudes and perceptions regarding the proposed actions and, on the other side, it seeks to measure the sustainability of the actions taking into account the cost and benefits of the actions.

## SECTOR SPECIFIC INDICATORS

- **TOURISMED** aims at developing, testing and transferring a new **fishing tourism** business model in six Mediterranean countries. Through its proposed activities the project promotes a sustainable approach to tourism, while fostering the preservation of the marine ecosystem and traditional fishing culture of the MED region. The project foresees an evaluation scheme for the developed fishing model which is based on environmental and socio-economic criteria.
- **MEDFEST** targets at the exploitation of the **Mediterranean culinary heritage** towards the creation of sustainable tourism experiences. The project foresees the sustainability assessment of these culinary experiences based on four criteria which concern the content of the experience, its organisation, the level of the local context integration and the embedment of the experience into planning and policy frameworks . The project builds on the existing knowledge produced by ETIS initiative, Global Sustainable Tourism Council Criteria and previous implementation of quality labels on the tourism industry.



## SECTOR SPECIFIC INDICATORS

- **BLUEMED** seeks to valorise the **underwater heritage of Mediterranean** by planning, testing and coordinating Underwater Museums, Diving Parks and Knowledge Awareness Centres. In order to support the establishment and consolidation of Underwater Museums and Diving Parks, feasibility studies and business models are prepared. These models will, also, use KPIs (key performance indicators) for the measurement of the forthcoming actions' impact on the natural, cultural and economic environment of the considered areas.
- **CASTWATER** supports sustainable tourism policies and practices on **water efficiency in coastal areas**. The main challenge of the project is to reduce the impact of tourism activities on the environment and to improve the management of water resources. Towards this direction, an online tool will support the self-assessment of tourism actors regarding their capacity in making an effective and sustainable use of water resources.

## SECTOR SPECIFIC INDICATORS

- **SIROCCO** project seeks to develop more sustainable **cruise tourism** value chains in the MED. Towards this goal, the project constructs a Sustainable Cruise Tourism Certification System (SCTCS) building upon, integrating components, and extending and customising indicators of previous relevant initiatives, such as ETIS. The proposed SCTCS includes an indicator structure linking each indicator to the respective cruise value chain actor, who can provide the required data, and proposing data sources and collection methods.

## NEXT STEPS

**Survey among Modular projects about category indicators, spatial scale, characteristics and challenges**

**MED Sustainable Tourism Community's THEMATIC PAPER**

- 1st. Identifying challenges and gaps towards sustainable and responsible coastal and maritime tourism in the Mediterranean
- **2<sup>nd</sup> Measuring the tourism sustainability in the MED area**

**MED Sustainable Tourism Community Building and CAPITALISATION EVENT 29th and 30th May 2018, Rome**

- **Panel I - Monitoring the sustainability of tourism: what are the knowledge gaps of policy-making processes? How to bridge the data gaps on tourism?**

## LET'S KEEP IN TOUCH



[www.sustainable-tourism.interreg-med.eu](http://www.sustainable-tourism.interreg-med.eu)



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