Evaluation Pilot Actions
WP3 Testing & Evaluation
## MITOMED+ project

Porec, 04/09/2018

Evaluation in the MITOMED+ project

Objectives:

- Assess the pilot **objectives against the results** achieved.

- Extract **lessons learned** of Pilot Actions 1 and 2 to feed into the transferability phase of the project.

What did we evaluate?

- Processes and activities during and after pilots implementation.

- Quality of outcomes achieved.

- Stakeholders and user satisfaction of project development.

Pilots preparation

Testing

Evaluation
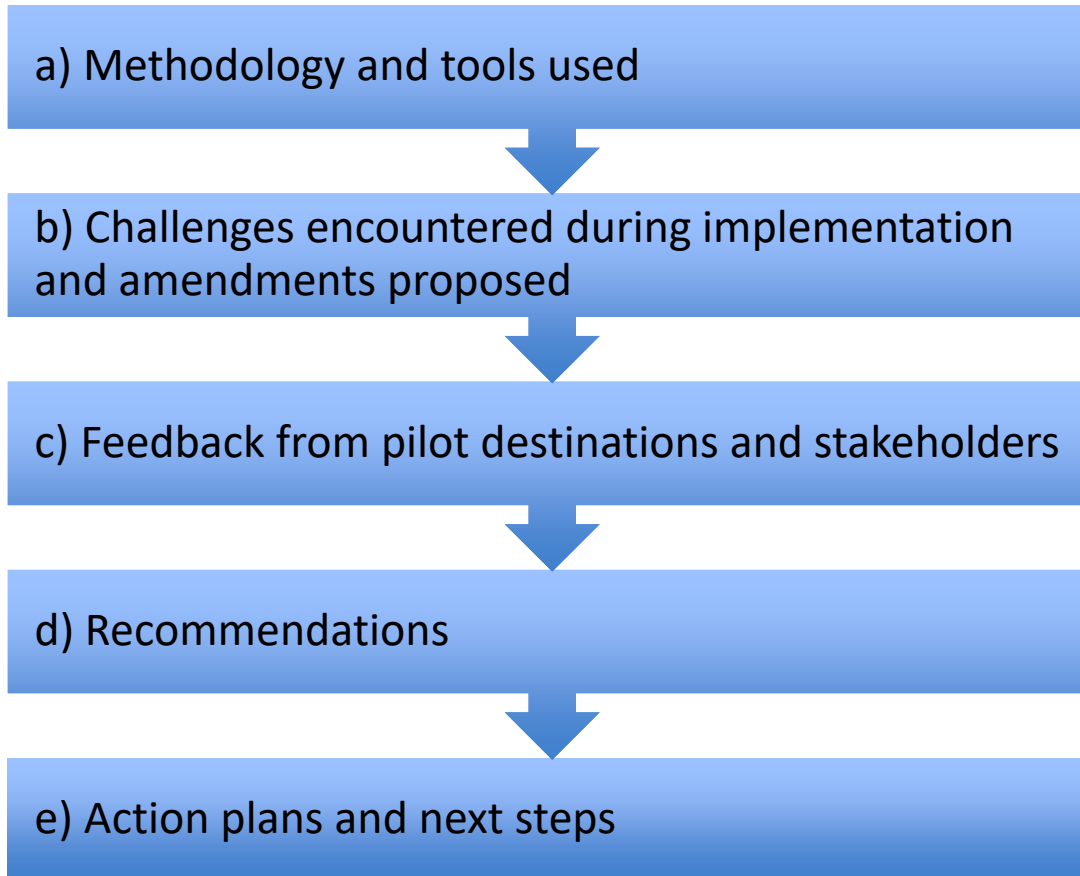- Quality Assurance

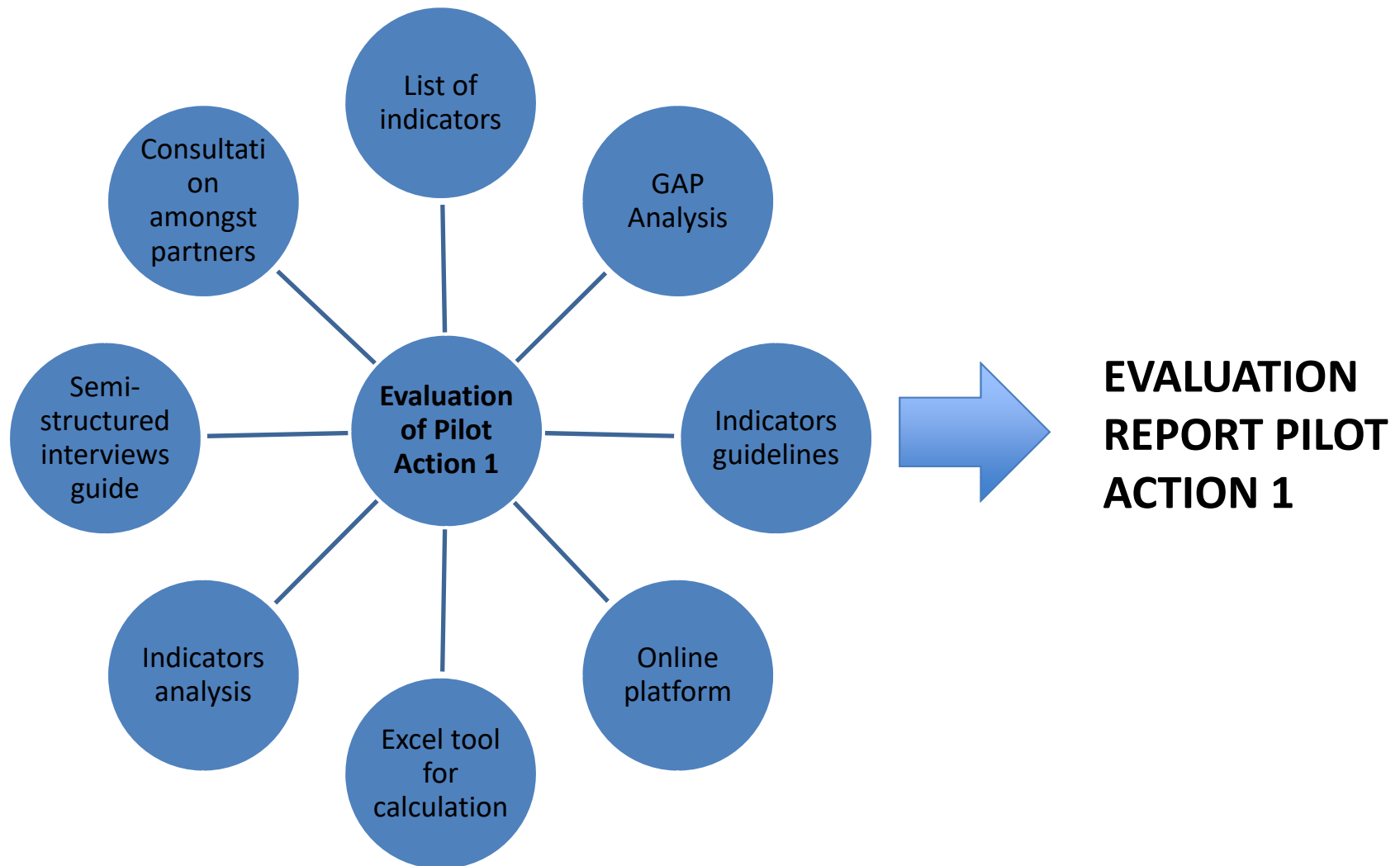Transferring
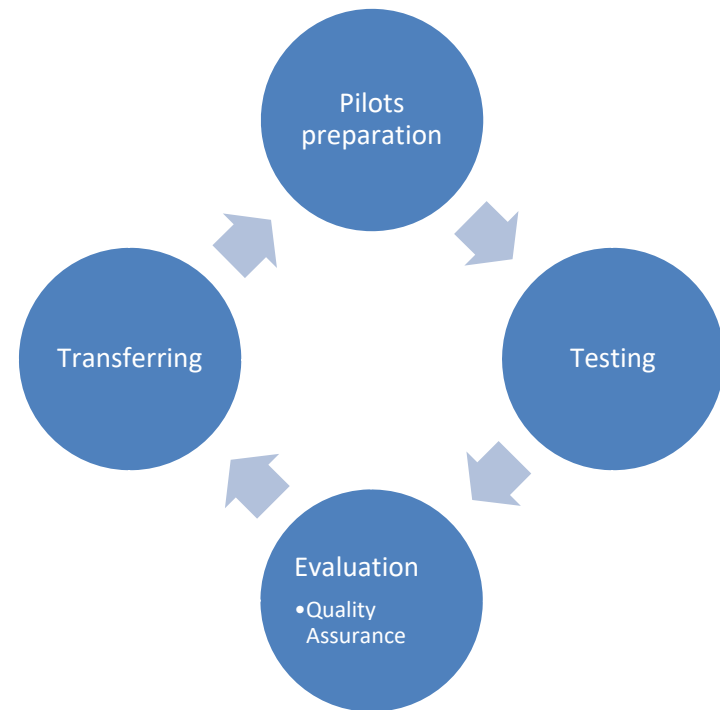
1. Evaluation Pilot Action 1:

- Testing of a **set of 33 indicators in a total of 13 destinations** along the Mediterranean coast;

- Integration of the data in **an online platform**, developed by the University of Malaga under the close coordination of Turismo Andaluz.

- The pilot destinations for the Pilot Action 1 include:

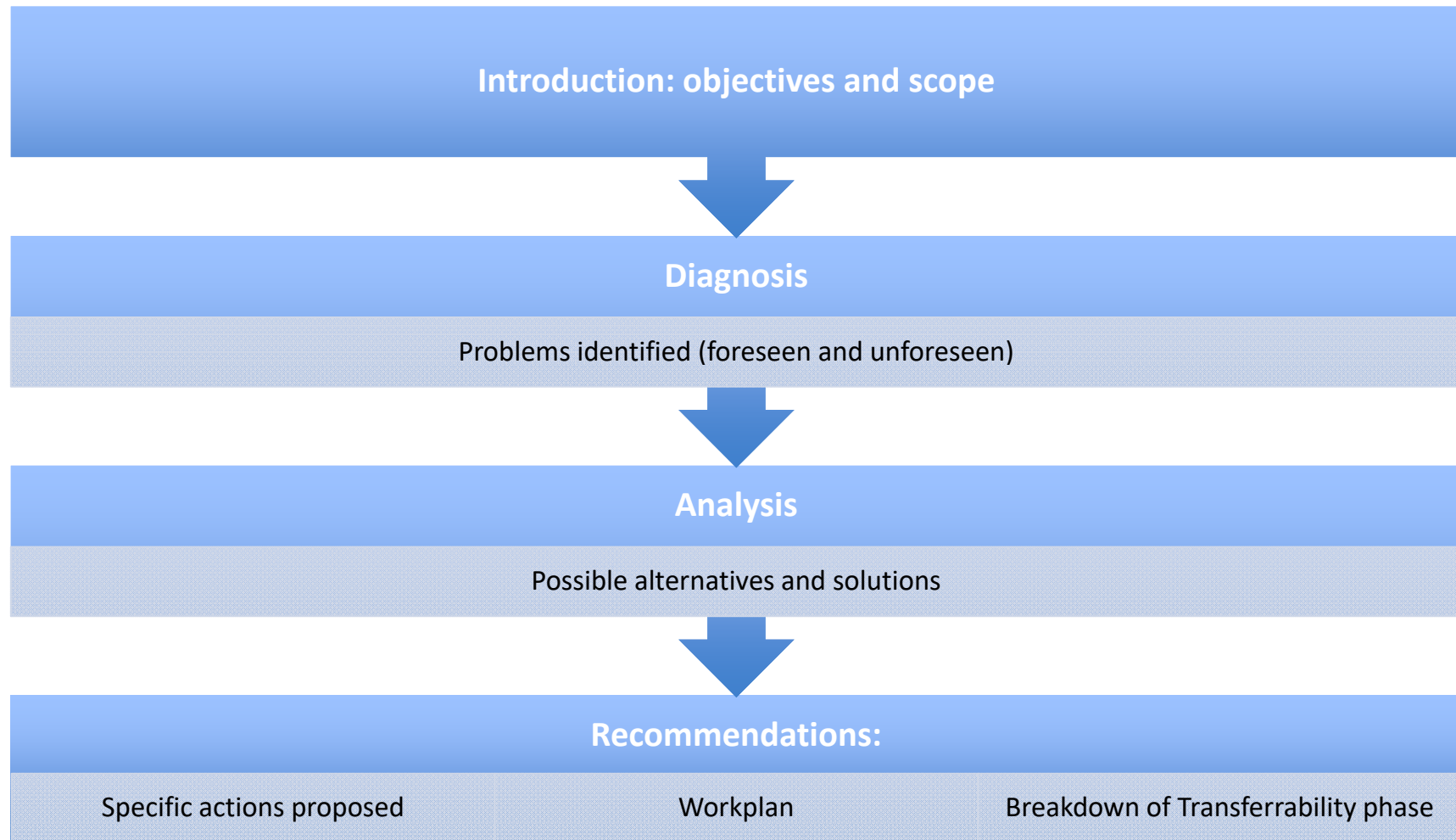| Croatia	Andalucía	Catalonia	Italy - Tuscany	Cyprus
• Novigrad • Poreč • Labin	• Vera • Almuñecar • Vélez Málaga	• Sant Antoni de Calonge • Torredembarra • Lloret de Mar	• Union of Municipalities of Versilia	• Paphos • Limassol • Larnaca

Outline of the Evaluation process

a) Methodology and tools used

b) Challenges encountered during implementation and amendments proposed

c) Feedback from pilot destinations and stakeholders

d) Recommendations

e) Action plans and next steps

a) *Methodology*

List of indicators

Consultation amongst partners

GAP Analysis

Semi-structured interviews guide

Evaluation of Pilot Action 1

Indicators guidelines

Indicators analysis

Excel tool for calculation

Online platform

EVALUATION REPORT PILOT ACTION 1

Outline of the Evaluation Report

Introduction: objectives and scope

Diagnosis

Problems identified (foreseen and unforeseen)

Analysis

Possible alternatives and solutions

Recommendations:

Specific actions proposed   Workplan   Breakdown of Transferrability phase

b) *Main challenges of implementation*

1. Timing/delay in start of the project

2. Need for clarification of definitions/concepts: e.g.
   Destination, Tourism company, Tourism sector, Cultural resource,
   Tourist attraction, Resources "at risk", etc.

3. Challenges with data availability; e.g. GDP tourism
   sector.

   "Water quality, employment and occupation data is available only at provincial level, but not at municipality level", Union of Municipalities of Versilia

4. Calculation of key input data, e.g. Number of
   tourists and one-day visitors.

5. Lack of data on yearly basis

6. Challenges for homogenisation of data amongst regions: E.g. Indicator 13: Number of Tourists per resident:.

| **Destination A:** Number of tourists (overnight) | ≠ | **Destination B:** number of tourists(overnight) and one-day visitors |
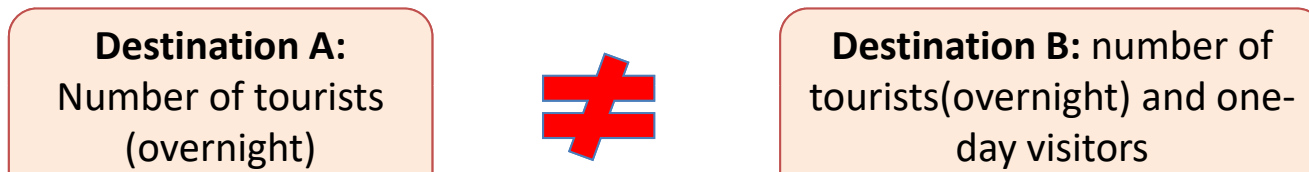
7. Additional features into online platform: e.g. Low and high season division.

8. Reference values for interpretation of results:
   - Based on average values of selected destinations
   - Based on official European regulations, e.g. Water quality

9. Broaden/adapt some indicators to adjust to different realities of the pilots ; e.g. Sand nourishment/ Pebbles

c) Feebdack from pilot destinations and stakeholders

"data collection are access to official data on certain indicators and unavailability of data for particular indicators was the main challenge encountered (...), which makes comparability amongst destinations more challenging" Istria, Croatia.

The indicators system "is a **key source of information** to define which are the strategies that we want to implement, how we want to develop the tourism sector", Vera.

"Municipalities underlined that in some case the guidelines are not to simply to understand", Union of Municipalities of Versilia.
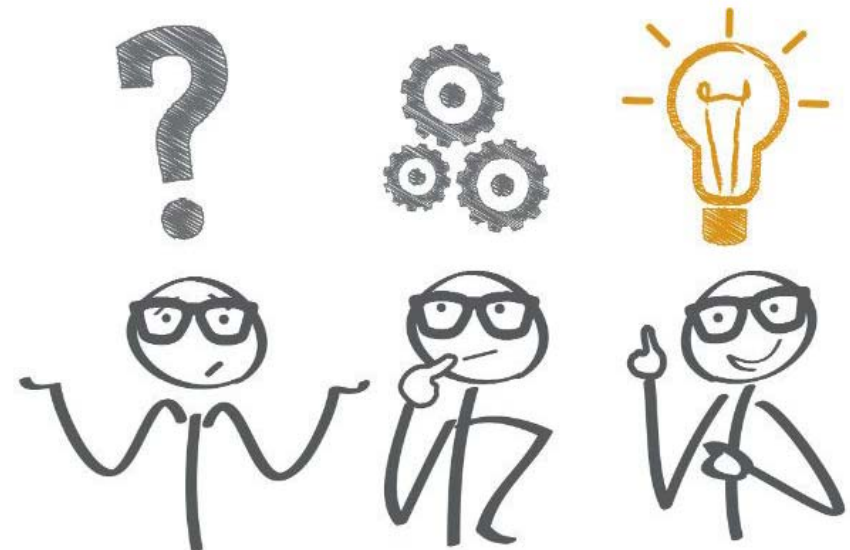
d) Recommendations

- Finalise the "Glossary" of key terms for defining the main concepts;

- Finalise classification of categories to be considered for each indicators for proper comparison;

- Finalise interface for the platform to introduce the data according to the set categories.

- Test the indicators reference values with the data of destinations introduced in the online platform;

e) Action plan and next steps

- Synergies with other MED projects working on sustainable tourisme: CO-EVOLVE and Alter-Eco.

- Sustainability of the online platform after end of the project;

- Explore including elements of resident's perception;

- Assist new destinations in including the data into the online platform.

- Explore extending use of indicators in Southern Basin of the Mediterranean.

Thank you for your attention!