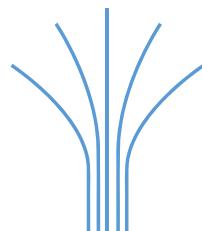


Información : Premisa básica para la toma de decisión



**Information: the cornerstone of
decision-making**



Sistema de indicadores MITOMED+



System of indicators MITOMED+

Andalucía
MÁLAGA, 5-6 APRIL 2018





El principal objetivo de MITOMED+ es mejorar la sostenibilidad y la responsabilidad en el turismo marítimo y costero

The main objective of MITOMED+ is to foster sustainable and responsible in Maritime and Coastal areas



Destinos locales



Anual

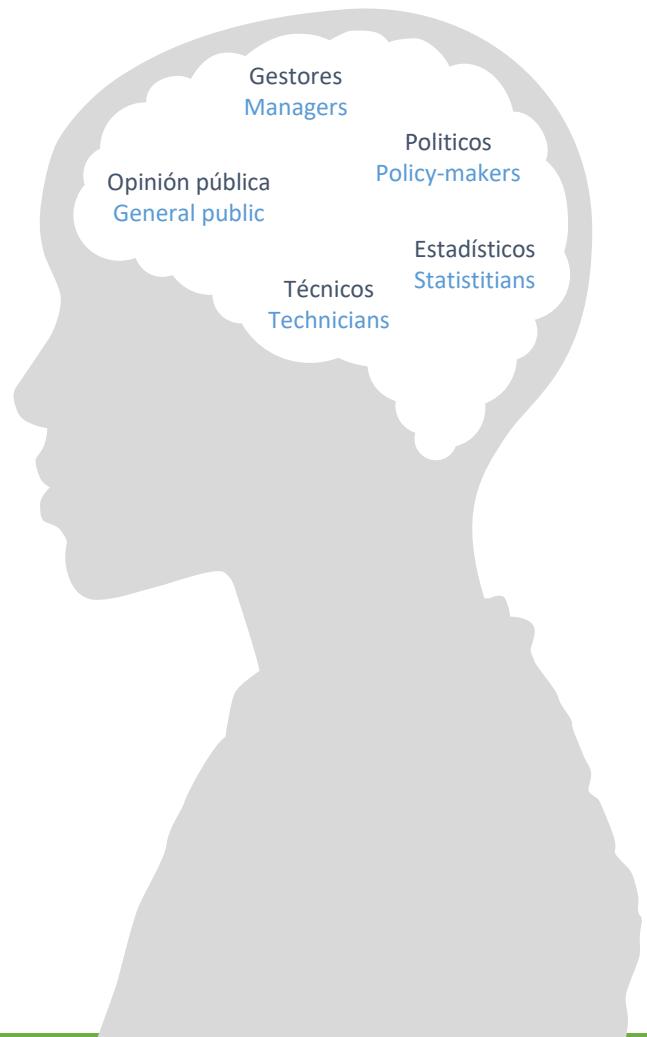


**Gestores y grupos
de interés**

Local destination

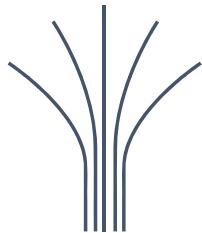
Annual

**Managers and
stakeholders**

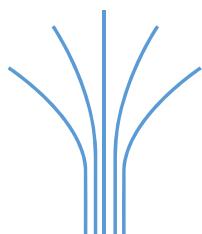


Adaptación a los usuarios finales

Adaptation to the end users

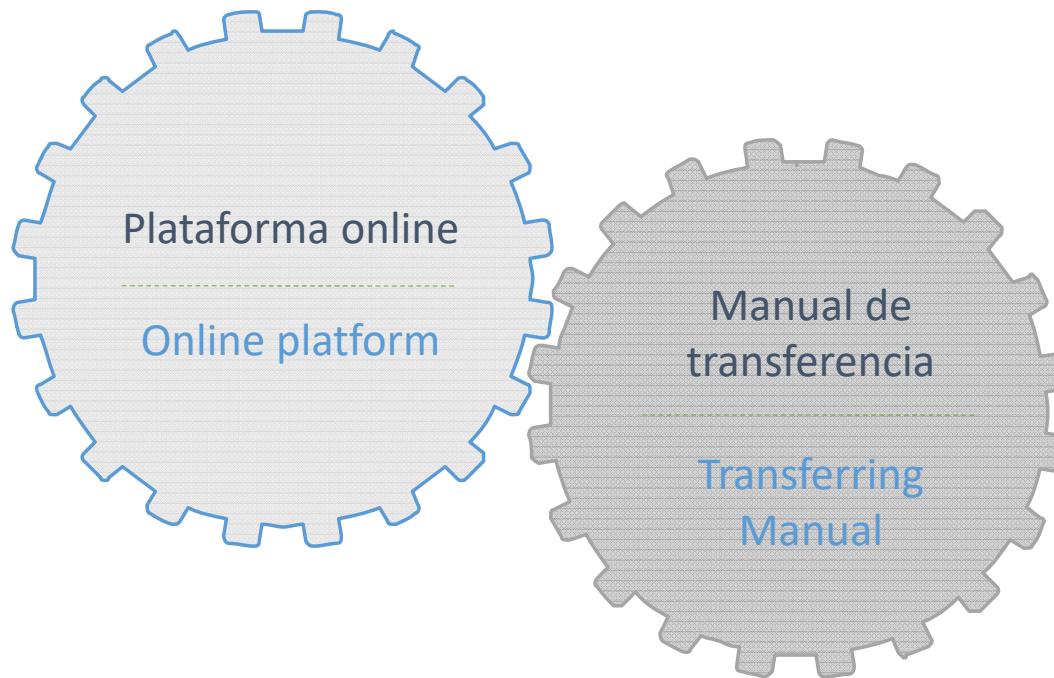


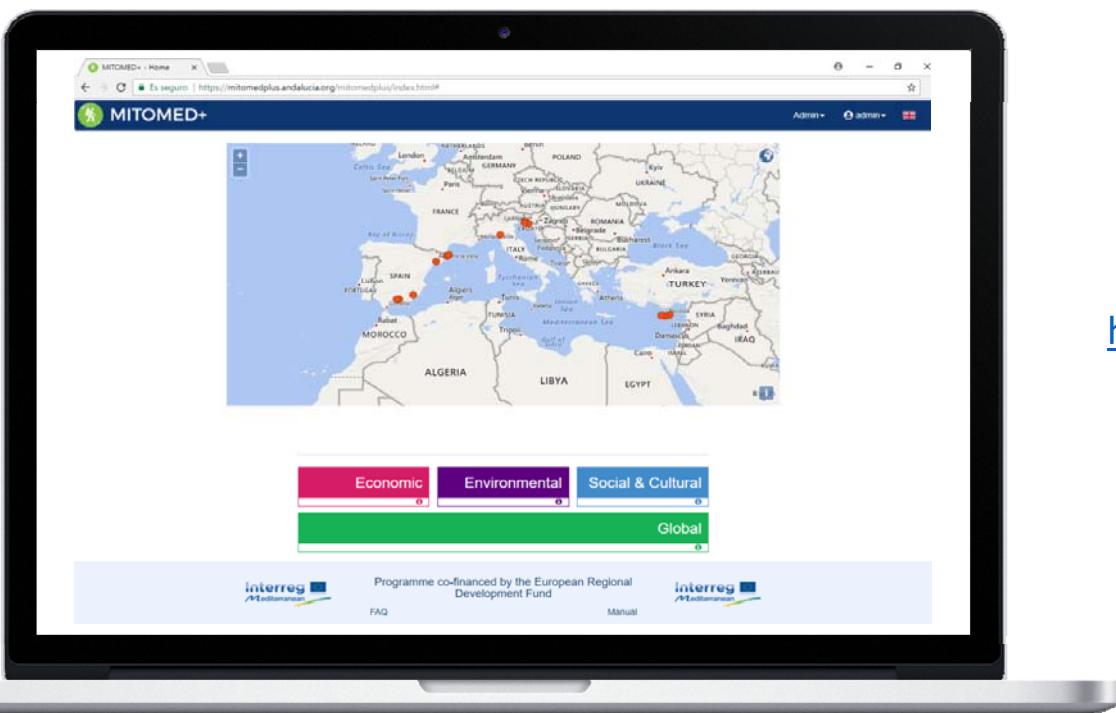
WP 5: Transferencia



WP 5: Transferring

Andalucía
MÁLAGA, 5-6 APRIL 2018

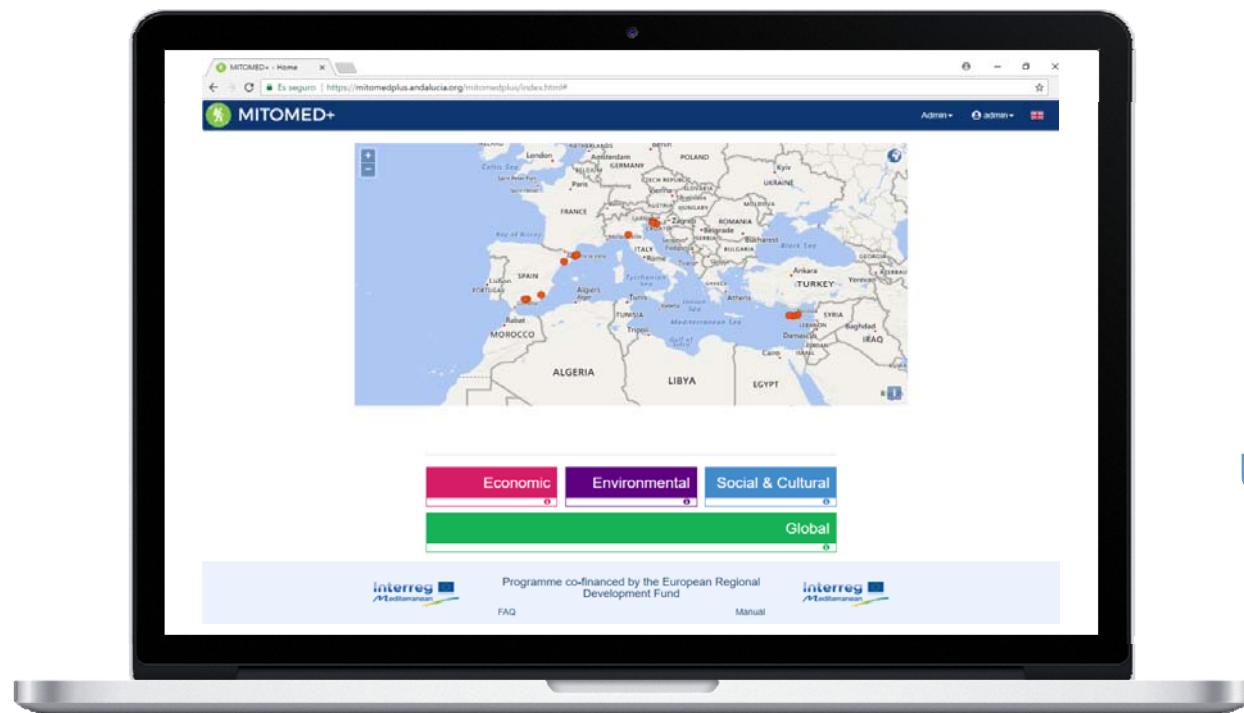




Plataforma online MITOMED+

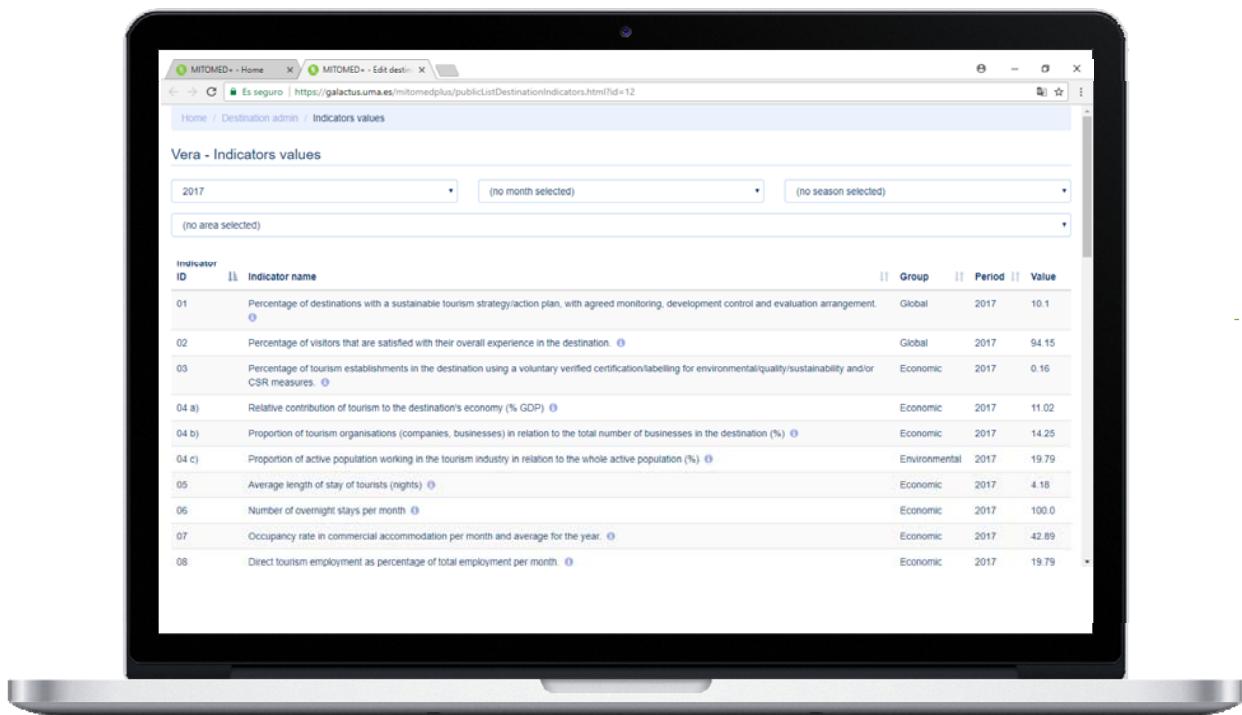
<https://mitomedplus.andalucia.org/mitomedplus/>

Online platform MITOMED+



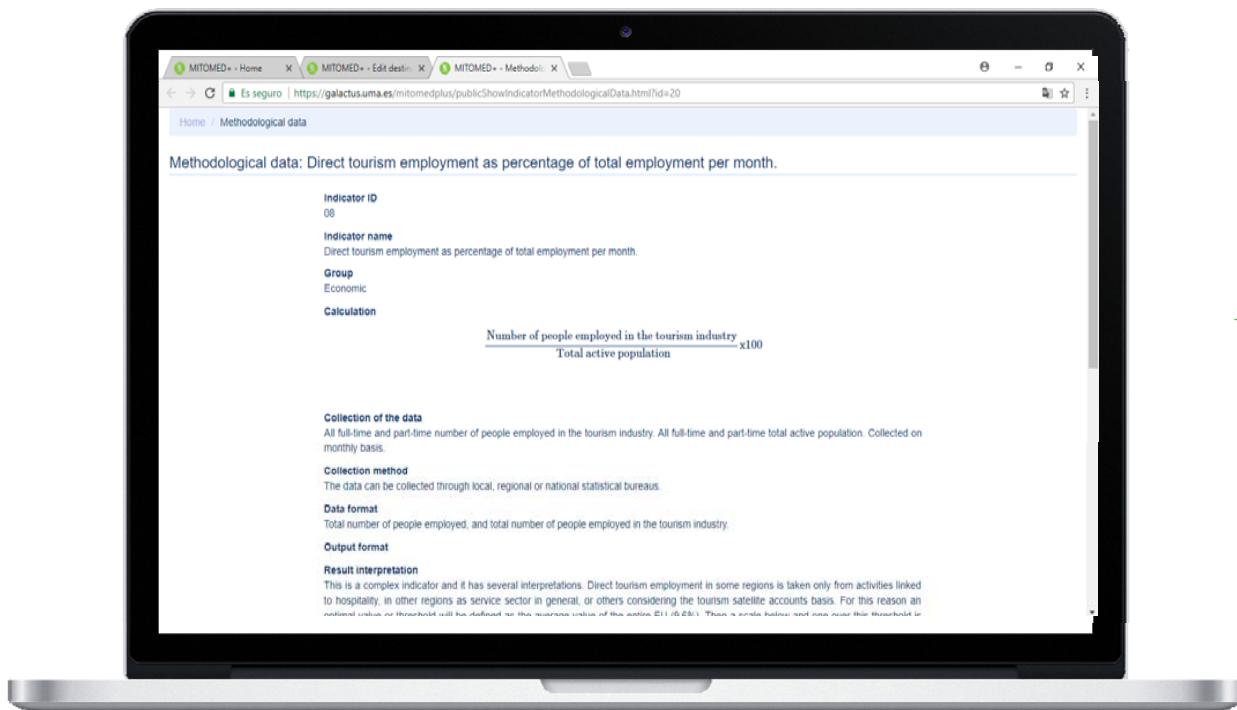
Entorno amigable e intuitivo

User friendly and intuitive interface



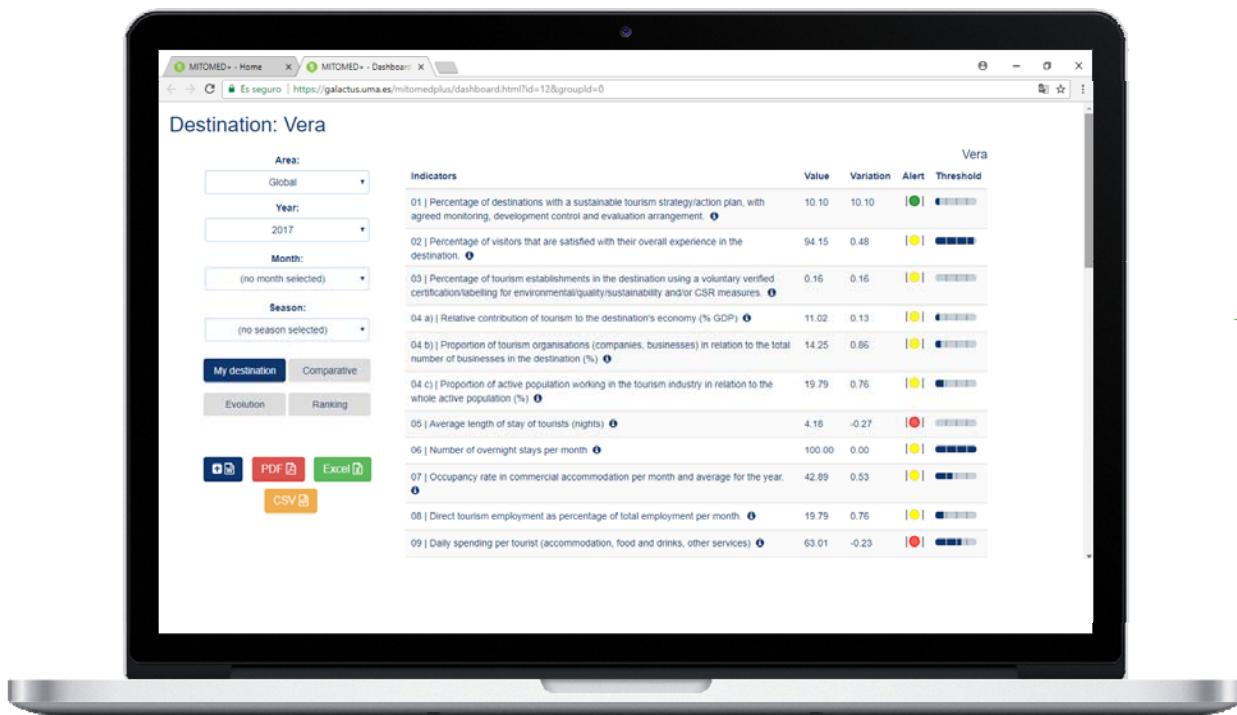
**Recopilación de indicadores
a través de un archivo o formulario web**

**Collection of indicators
via pre-formatted file or via web-form**



Fichas metodológicas de los indicadores

Indicators methodological sheets

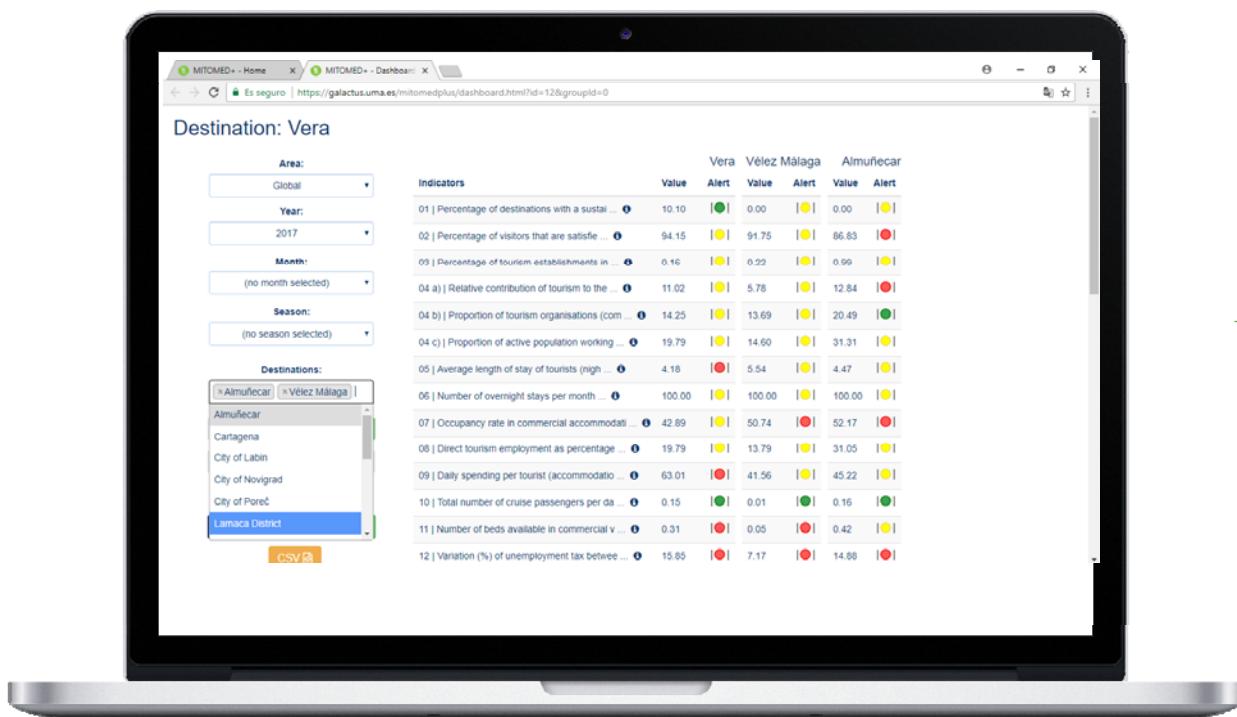


The screenshot shows the MITOMED+ Dashboard for destination Vera. The interface includes a sidebar for selecting Area (Global), Year (2017), Month (no month selected), and Season (no season selected). Buttons for 'My destination' (selected), 'Comparative', 'Evolution', and 'Ranking' are also present. Below these are download buttons for PDF, Excel, and CSV. The main area displays a table of indicators for Vera, with columns for Indicator, Value, Variation, Alert, and Threshold. The indicators listed are:

Indicators	Value	Variation	Alert	Threshold
01 Percentage of destinations with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement.	10.10	10.10	●	■■■■■
02 Percentage of visitors that are satisfied with their overall experience in the destination.	94.15	0.48	●	■■■■■
03 Percentage of tourism establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures.	0.16	0.16	●	■■■■■
04 a) Relative contribution of tourism to the destination's economy (% GDP)	11.02	0.13	●	■■■■■
04 b) Proportion of tourism organisations (companies, businesses) in relation to the total number of businesses in the destination (%)	14.25	0.86	●	■■■■■
04 c) Proportion of active population working in the tourism industry in relation to the whole active population (%)	19.79	0.76	●	■■■■■
05 Average length of stay of tourists (nights)	4.18	-0.27	●	■■■■■
06 Number of overnight stays per month	100.00	0.00	●	■■■■■
07 Occupancy rate in commercial accommodation per month and average for the year.	42.69	0.53	●	■■■■■
08 Direct tourism employment as percentage of total employment per month.	19.79	0.76	●	■■■■■
09 Daily spending per tourist (accommodation, food and drinks, other services)	63.01	-0.23	●	■■■■■

Visualización de resultados Cuadro de mando

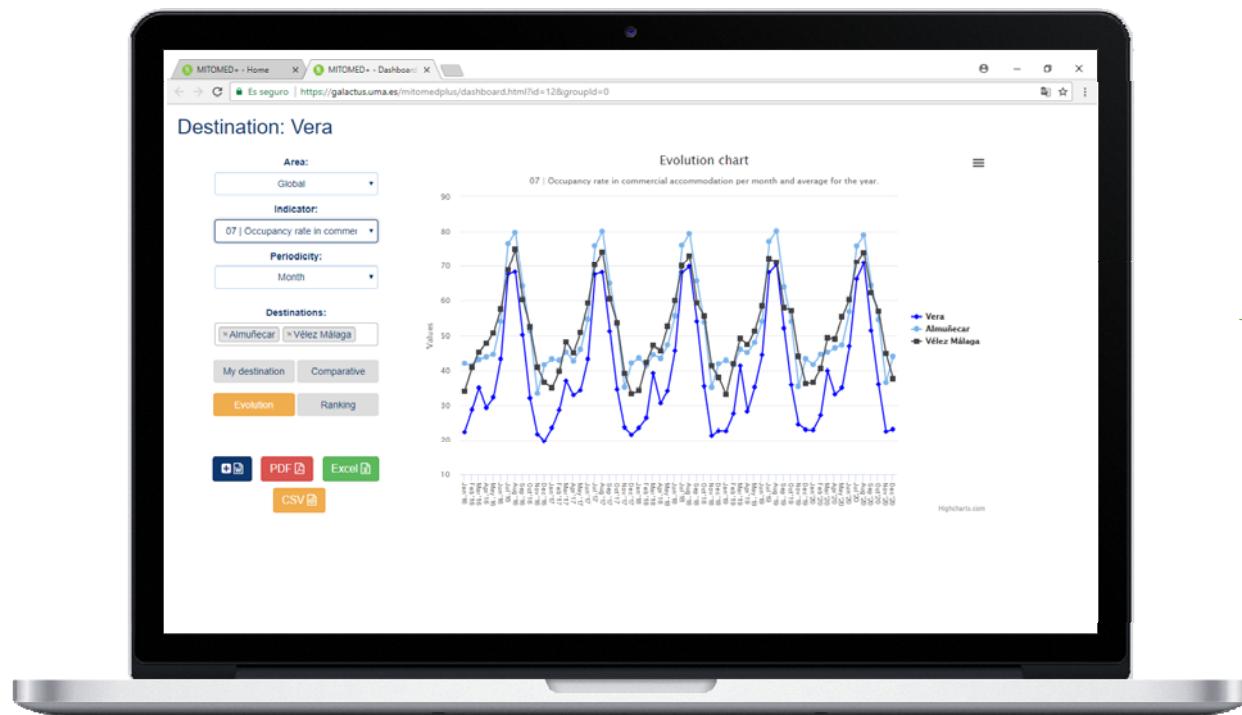
Visualisation of results
Dashboard



Indicators	Vera		Vélez Málaga		Almuñecar	
	Value	Alert	Value	Alert	Value	Alert
01 Percentage of destinations with a sustainable tourism strategy	10.10	●	0.00	○	0.00	○
02 Percentage of visitors that are satisfied with their stay	94.15	○	91.75	○	86.83	●
03 Percentage of tourism establishments in the destination	0.16	○	0.22	○	0.99	○
04 a) Relative contribution of tourism to the local economy	11.02	○	5.78	○	12.84	●
04 b) Proportion of tourism organisations (complaints)	14.25	○	13.69	○	20.49	●
04 c) Proportion of active population working in tourism	19.79	○	14.60	○	31.31	○
05 Average length of stay of tourists (nights)	4.18	●	5.54	○	4.47	○
06 Number of overnight stays per month	100.00	○	100.00	○	100.00	○
07 Occupancy rate in commercial accommodation	42.89	○	50.74	●	52.17	●
08 Direct tourism employment as percentage of total employment	19.79	○	13.79	○	31.05	○
09 Daily spending per tourist (accommodation included)	63.01	●	41.56	○	45.22	○
10 Total number of cruise passengers per day	0.15	●	0.01	●	0.16	●
11 Number of beds available in commercial accommodation	0.31	●	0.05	●	0.42	○
12 Variation (%) of unemployment tax between 2016 and 2017	15.65	●	7.17	●	14.88	●

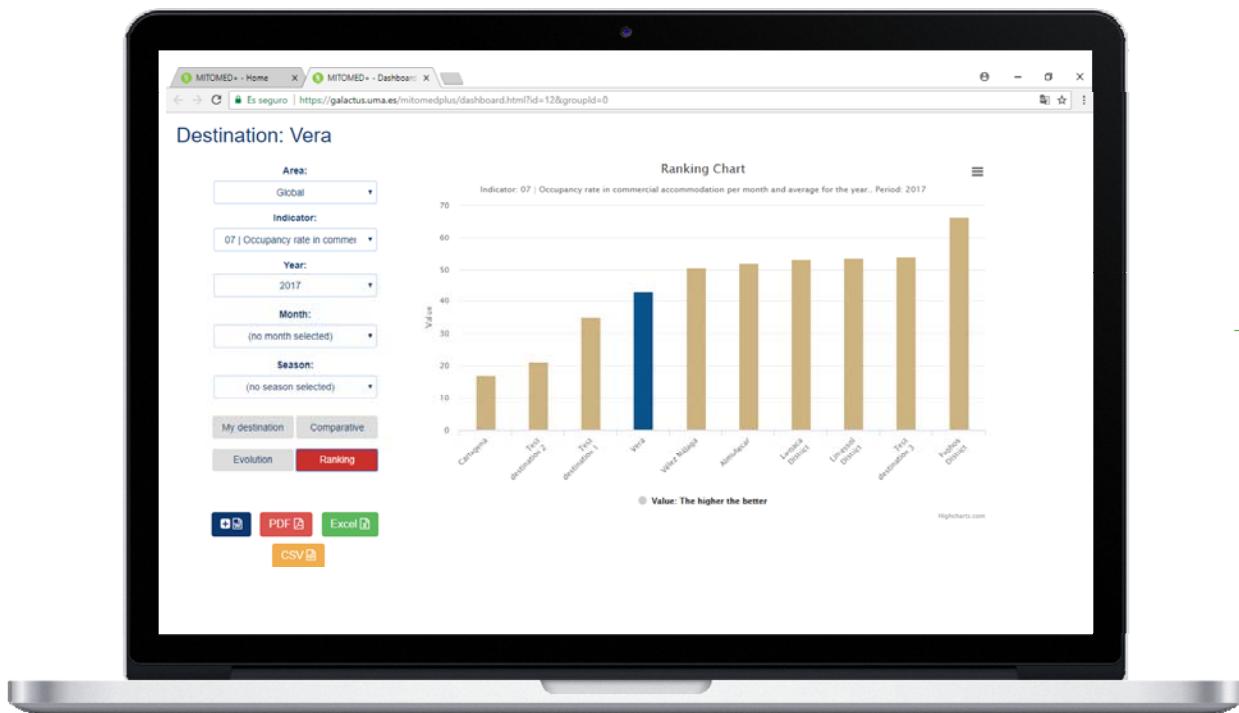
Comparación de resultados con otros destinos

Comparability with other destination



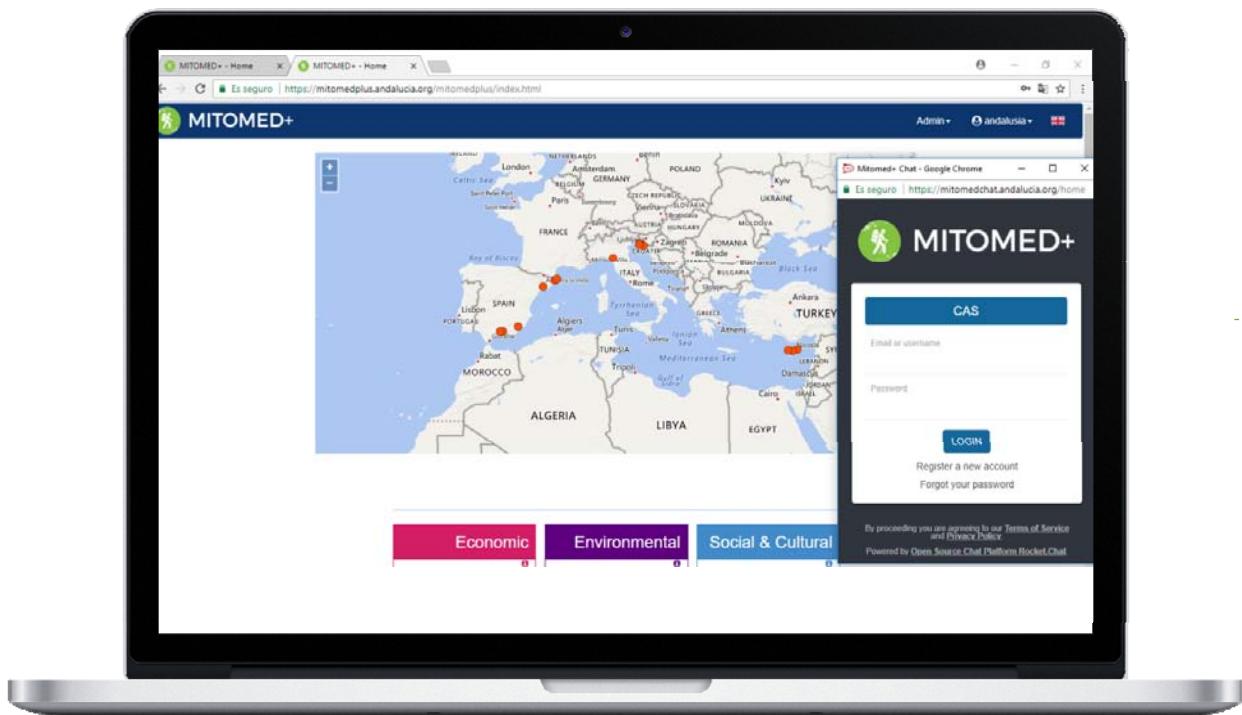
Evolución

Evolution



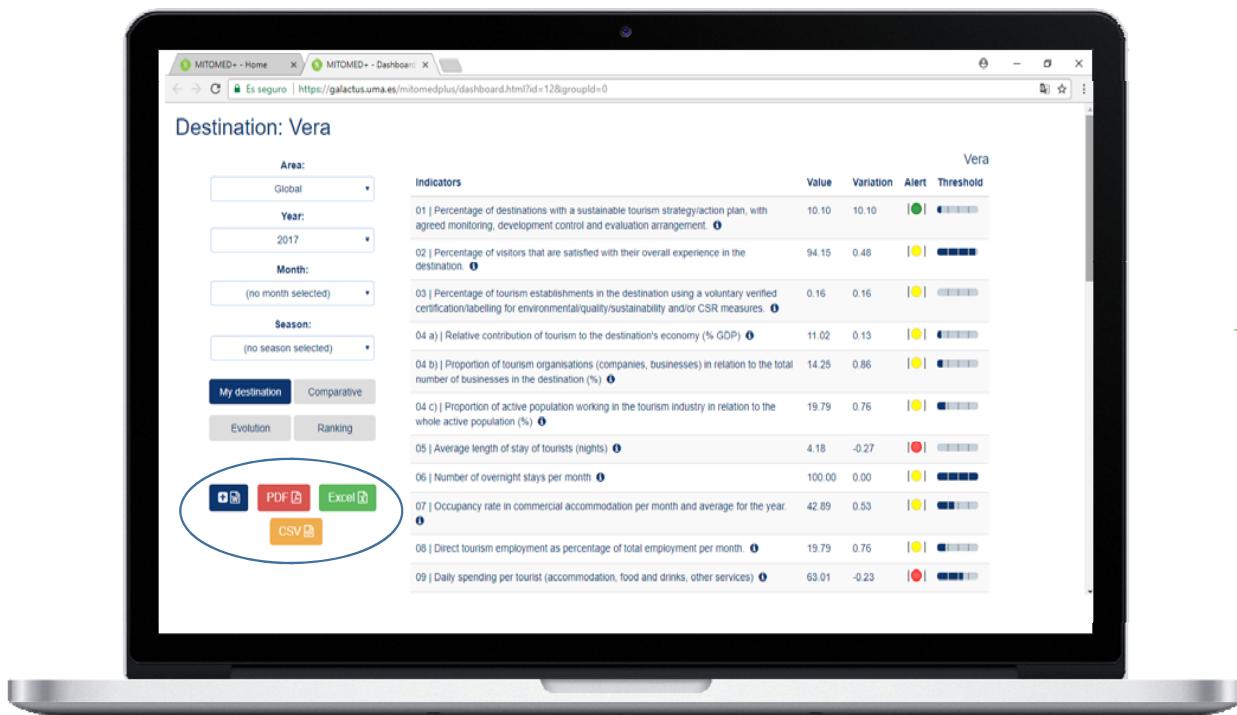
Ranking

Ranking



Herramienta de comunicación interna

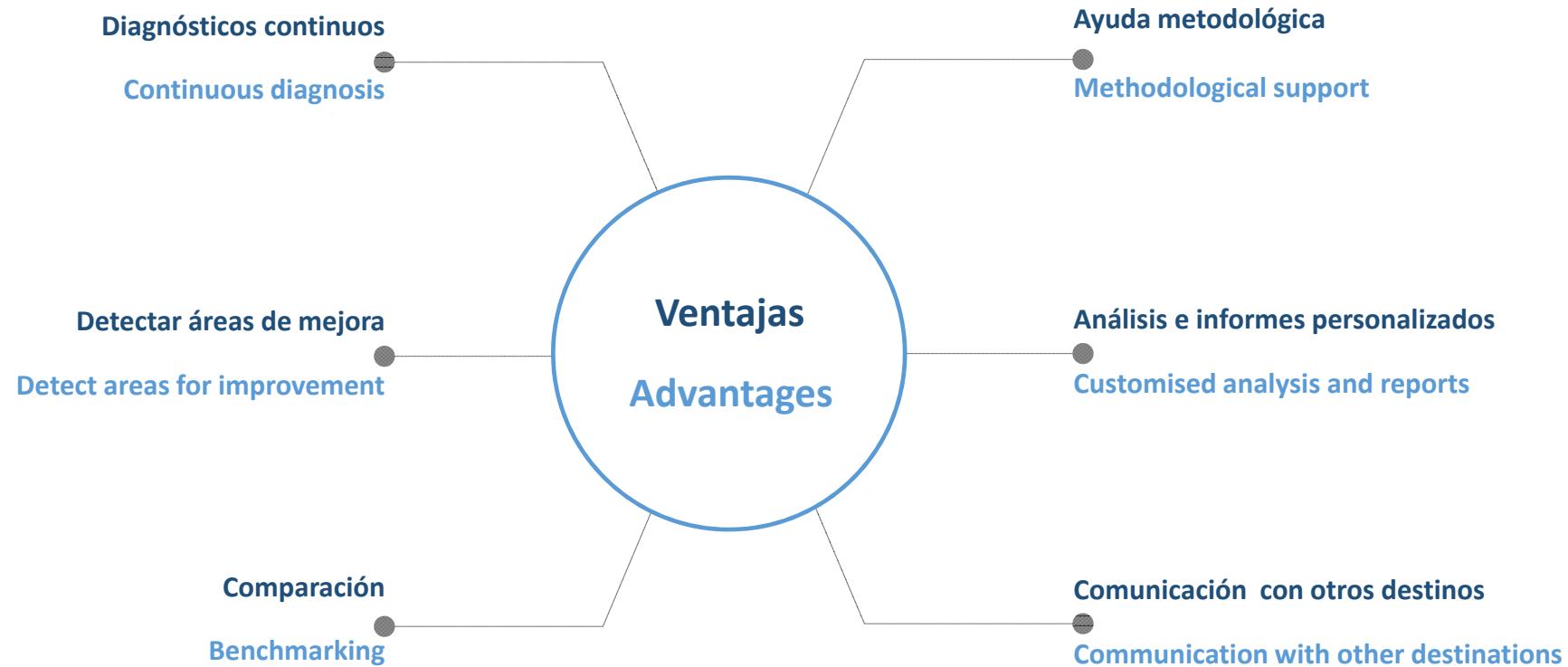
Internal Communication tool



Indicators	Value	Variation	Alert	Threshold
01 Percentage of destinations with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement.	10.10	10.10		
02 Percentage of visitors that are satisfied with their overall experience in the destination.	94.15	0.48		
03 Percentage of tourism establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures.	0.16	0.16		
04 a) Relative contribution of tourism to the destination's economy (% GDP)	11.02	0.13		
04 b) Proportion of tourism organisations (companies, businesses) in relation to the total number of businesses in the destination (%)	14.25	0.86		
04 c) Proportion of active population working in the tourism industry in relation to the whole active population (%)	19.79	0.76		
05 Average length of stay of tourists (nights)	4.18	-0.27		
06 Number of overnight stays per month	100.00	0.00		
07 Occupancy rate in commercial accommodation per month and average for the year	42.89	0.53		
08 Direct tourism employment as percentage of total employment per month.	19.79	0.76		
09 Daily spending per tourist (accommodation, food and drinks, other services)	63.01	-0.23		

Descargas
(Word | Excel | PDF | CSV)

Downloads
(Word | Excel | PDF | CSV)





MANUAL

02



MITOMED+

**Manual de transferencia
de mejores prácticas**

**Manual of transfer
of best practices**

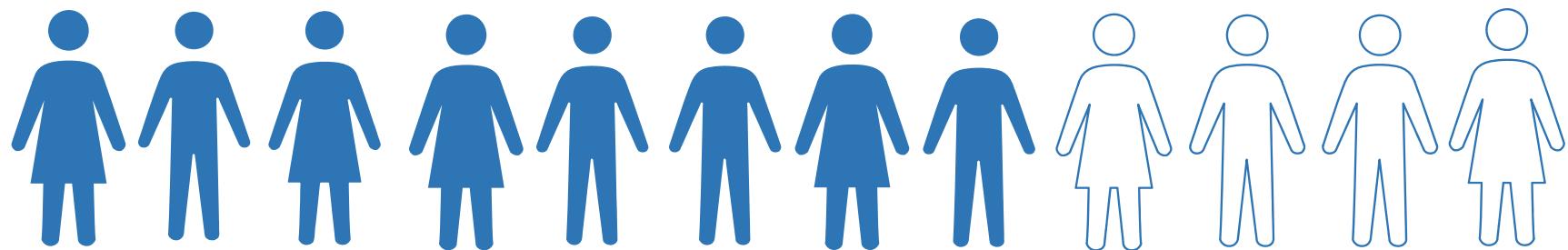


Identificar los desafíos comunes

Identificar buenas prácticas

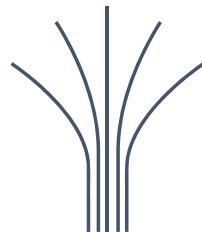
To identify common challenges

To identify best practices

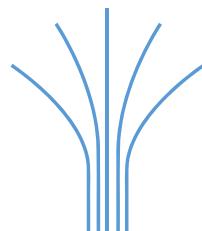


Únete a MITOMED+

Join MITOMED+



Gracias por su atención



Thanks for your attention