

Measuring sustainability in Mediterranean coastal tourism destinations: CO-EVOLVE's approach

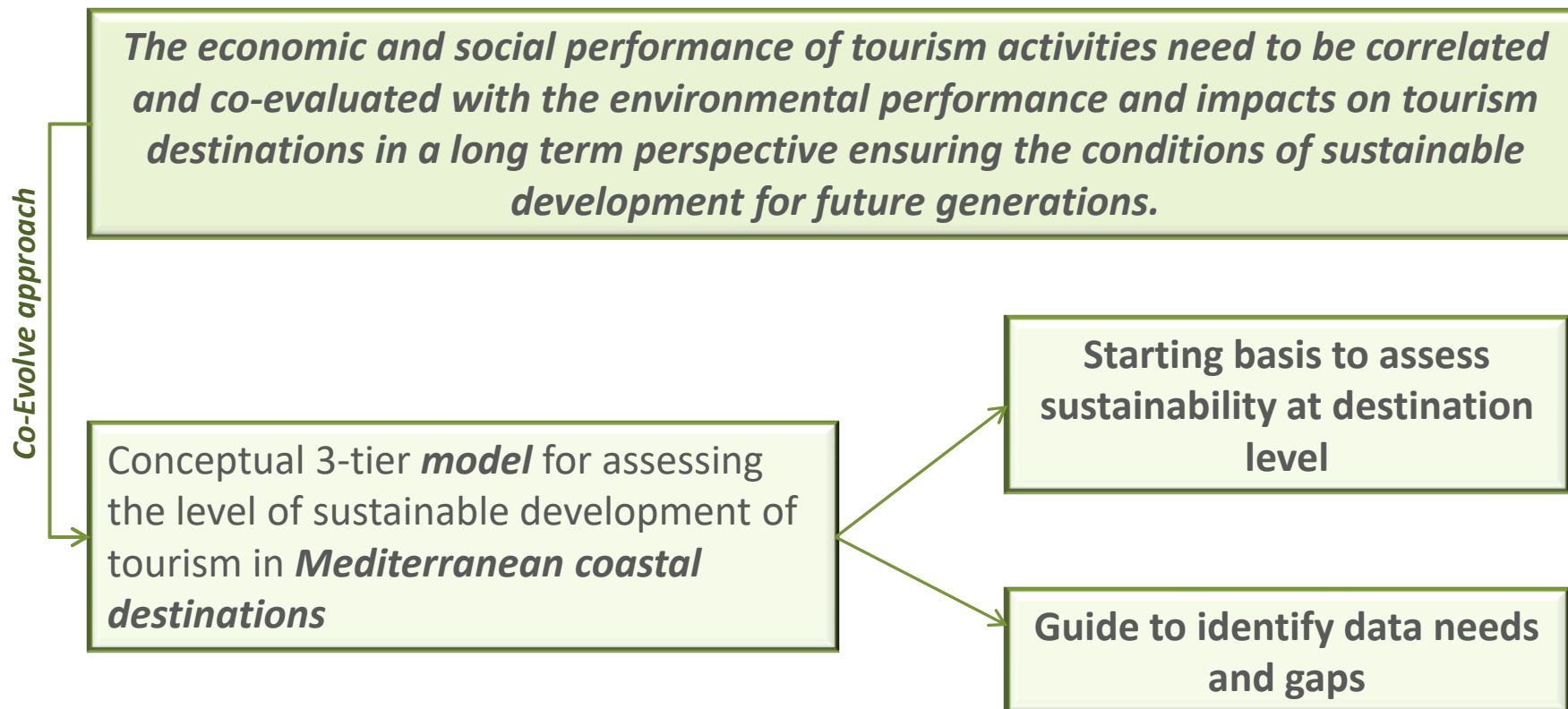
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**TOWARDS SUSTAINABLE MARITIME AND COASTAL
TOURISM COMMUNITIES**

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I. Concept and Objectives



II. Key issues in defining the typology of Mediterranean coastal tourism destinations

Spatial scale

Local administration

Regional level

Supra local

...

Tourism related particularities

Geographical
characteristics

Predominant/
special types
of tourism

Typology of impacts

Resources

Biodiversity

Coastline

...

Dynamics

Developing
destinations

Mature destinations

...



III. CO-EVOLVE Typology of destinations (1/2)

Variables

01

Average share of overnight stays at each destination against the total overnight stays in the Mediterranean destinations

02

Average annual growth of overnight stays at each destination

Average Annual Growth

Developing destinations with high tourism dynamic

Mature destinations with high tourism dynamic

Developing destinations with potential in tourism development

Mature destinations with further potential in tourism development

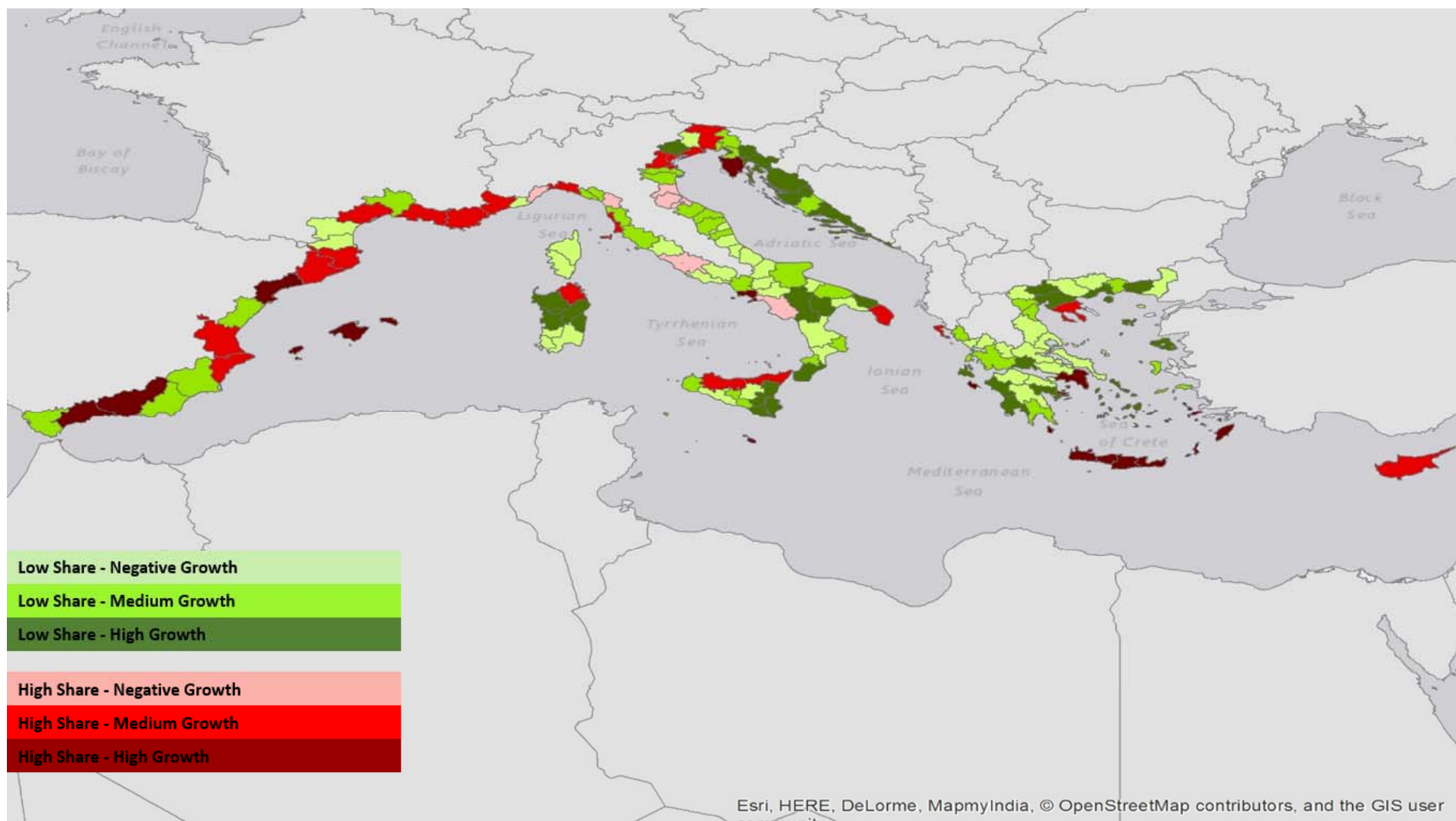
Developing destinations with low prospects in tourism development

Mature destinations with low prospects for further tourism development

Average Market Share



III. CO-EVOLVE Typology of destinations (2/2)



IV. Tourism Sustainability Toolkit – Analysis of the CO-EVOLVE model

1 Core Indicators

40 indicators from ETIS to serve as the basis for comparison of the level and trends of sustainable development

2 Destination Indicators

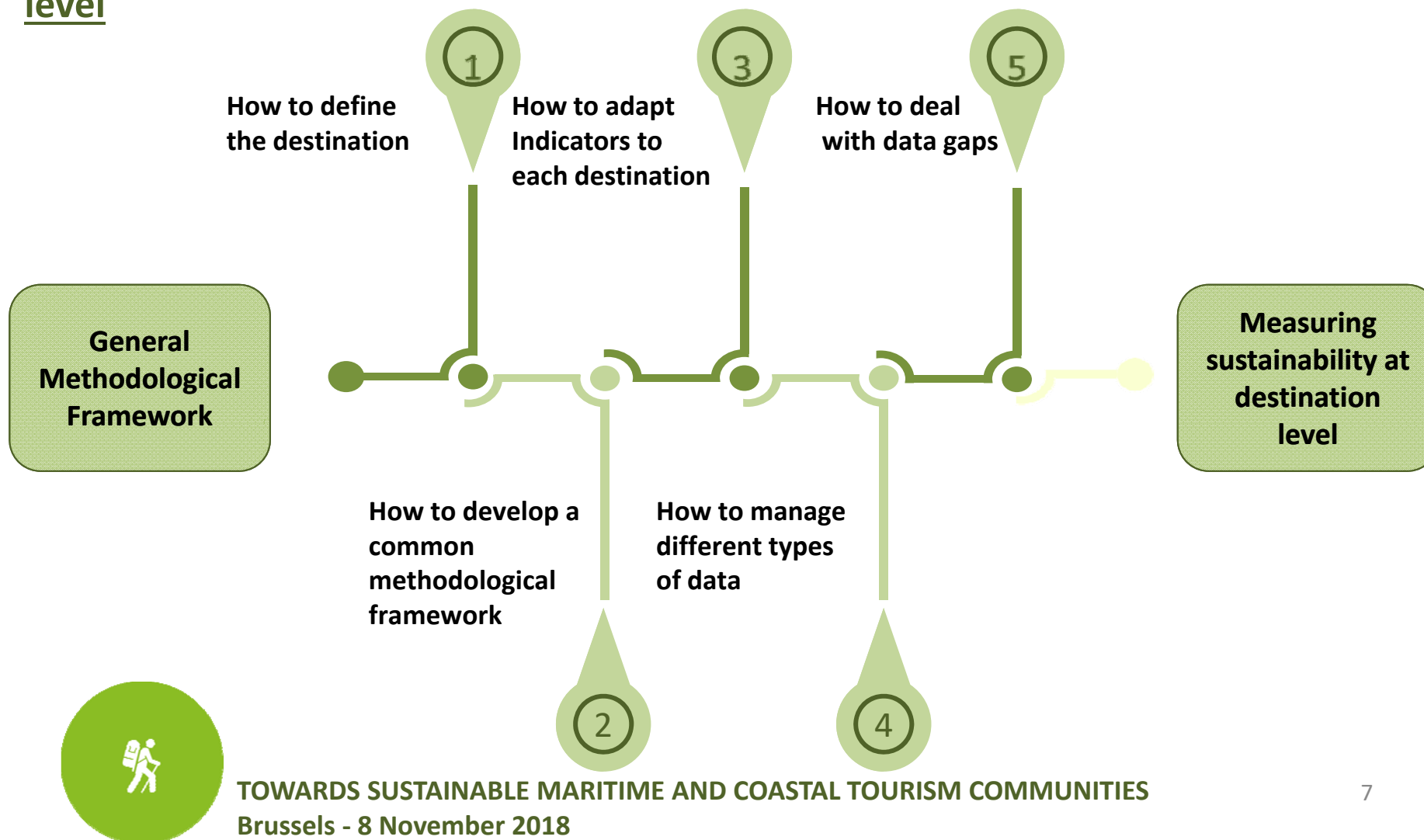
2nd set to address the specific issues of coastal areas according to the characteristics and particularities of the predominant type of tourism activity in each type of destination

3 Pilot Area Specific Indicators

3rd set to address area-specific critical issues with specific linkages to the main threats, enabling factors and governance issues



V. Key issues encountered towards measuring sustainability at destination level



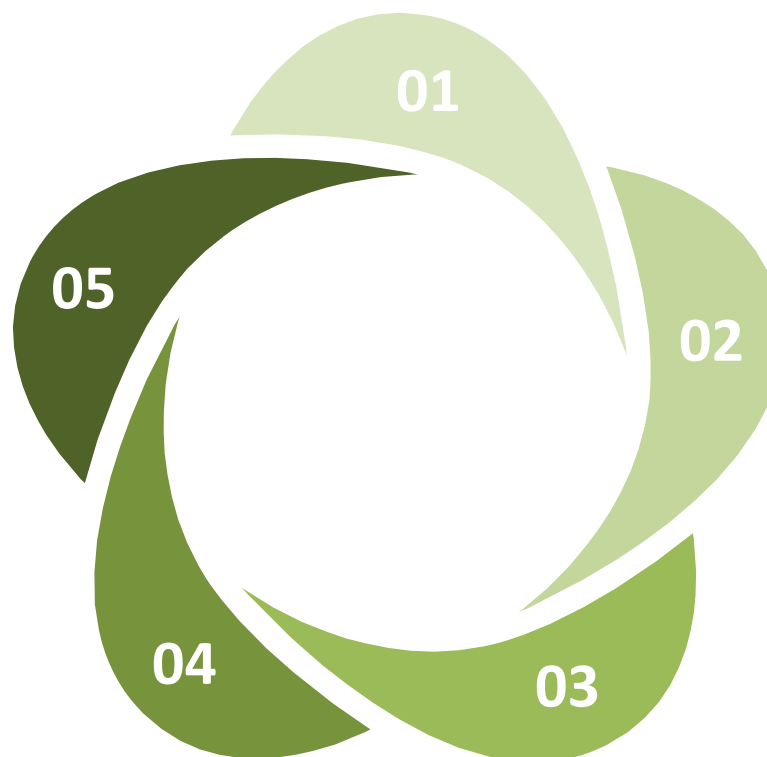
VI. Key steps for measuring sustainability at destination level in CO-EVOLVE

1 Sustainability Toolkit

Extended and flexible
Tourism Sustainability
Toolkit

2 Priority Indicators List

Selection of the most
common critical issues
and specificities
encountered in
Mediterranean coastal
destinations



3 Prioritization of Indicators & Data Availability

a) Limit the range of possible indicators and
b) Highlight the most important ones

4 Customization of Pilot Area Indicators

a) Final measurement/assessment
b) Estimations on satisfaction levels and trends evaluation

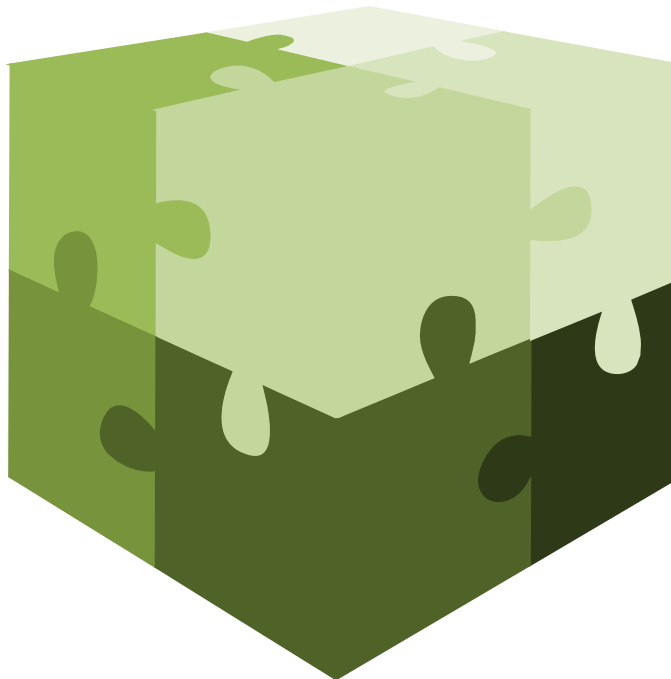
5 Pilot Area Customized Toolkits




Basic guide for data collection, evaluation and monitoring tourism development



VII. Use of sustainability indicators for policy-making

-  Provide hints for improving existing or shift towards alternative tourism models
-  Highlight existing data gaps & provide guidelines towards relative measurements
-  Measure and quantify stakeholders' perceptions



- Define eventual thresholds 
- Develop probability scenarios to adjust future planning actions and policies 
- Monitor changes in sustainability in the future and feedback 



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