

MITOMED PLUS project

Sustainable planning of maritime and coastal destinations
in Tuscany and Europe

Mitomed Plus 9th Project meeting and steering group

***Data management for the sustainable
development of tourism***

4th of September 2018

Maria Luisa Mattivi – Regione Toscana



Program objectives

- 1) To enhance sustainable development policies for a more efficient valorization of natural resources and cultural heritage in coastal and adjacent maritime areas;
- 1) To enhance sustainable and responsible coastal and maritime tourism in the MED area.

Project objectives

- a) Increase of **knowledge** and social dialogue regarding the development of a sustainable and responsible M&C tourism in each partner region for informed decision-making and awareness increase
- b) Improvement of sustainable and responsible maritime and coastal tourism **planning** at tourism destination level and its coordination at MED area level for a transnational governance
- c) **Mainstreaming** into local regional and national policies (policy recommendations and MED M&C tourism management model)

The partnership



Regione Toscana

Tuscany Region - Lead partner - ITALY



Institut za poljoprivredu i
turizam Poreč Institute of Agriculture and
Tourism Poreč

Institute of Agriculture and Tourism - CROATIA



University of Girona - SPAIN



ANCI Toscana - Association of
Tuscan Municipalities - ITALY



CPMR - Conference of Peripheral Maritime
Regions of Europe - FRANCE



CONSEJERÍA DE TURISMO Y DEPORTE

Public Enterprise for the Management of Tourism
and Sport of Andalusia - SPAIN



Institute for Biometeorology

National Research Council - Institute
of Biometeorology - ITALY



LARNACA & FAMAGUSTA DISTRICTS DEVELOPMENT AGENCY

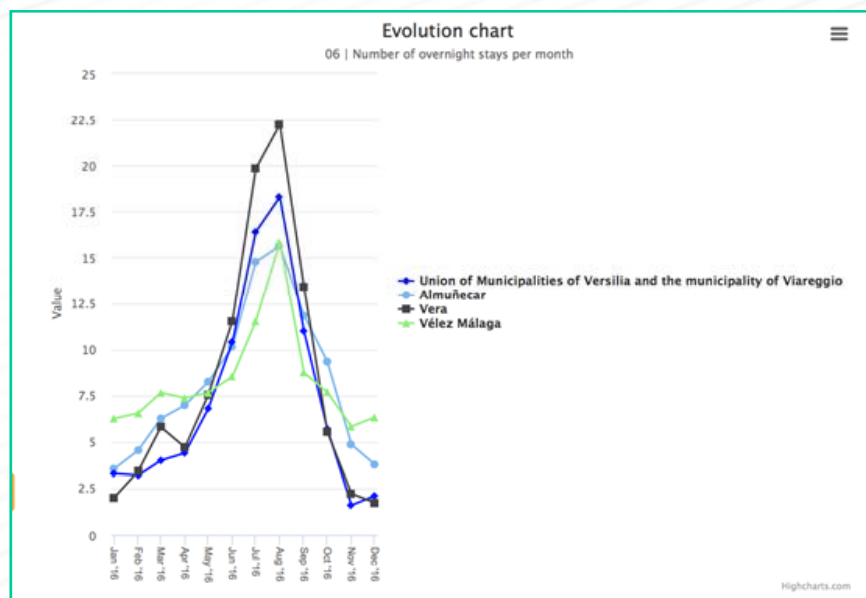
Larnaca and Famagusta District
Development Agency - CYPRUS



Network of European Regions for
a Sustainable and Competitive Tourism
NECSTouR
NECSTouR - Network of European Regions
for a Sustainable and Competitive Tourism - BELGIUM

Two pilot actions

Platform for the management of data on tourism



Green Beach Model

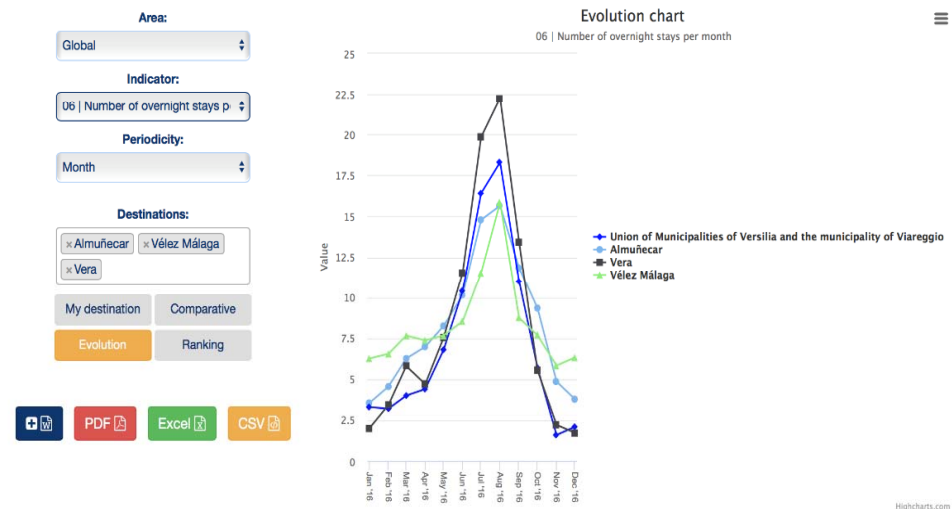


Pilot 1 – System of indicators

At the moment 21 destinations are active in the platform.

- **Catalan Region: 3**
- **Andalusia Region: 3**
- **Tuscany Region: 6**
- **Istria Region: 3**
- **Larnaca-Famagusta Region: 3**
- **Balearic Island (non partner): 1**

Destination: Union of Municipalities of Versilia and the municipality of Viareggio



In Tuscany other municipalities asked to be involved in the process

Pilot 1 – Social Dialogue

- 1) **Meetings and workshops at destination level** aiming to sharing information and knowledge about M&C tourism management
- 2) **Questionnaire** for Destination Management Organizators (Public Bodies), Companies and residents



Pilot 2 – Green Beach Model



The **8** categories are subdivided into **28** criteria. Each criterion has been allocated an individual weighting/importance score.

The «Green beach» model has a total scoring of 850 points. For your beach to be assigned as Green Beach it needs to collect at least 550 points

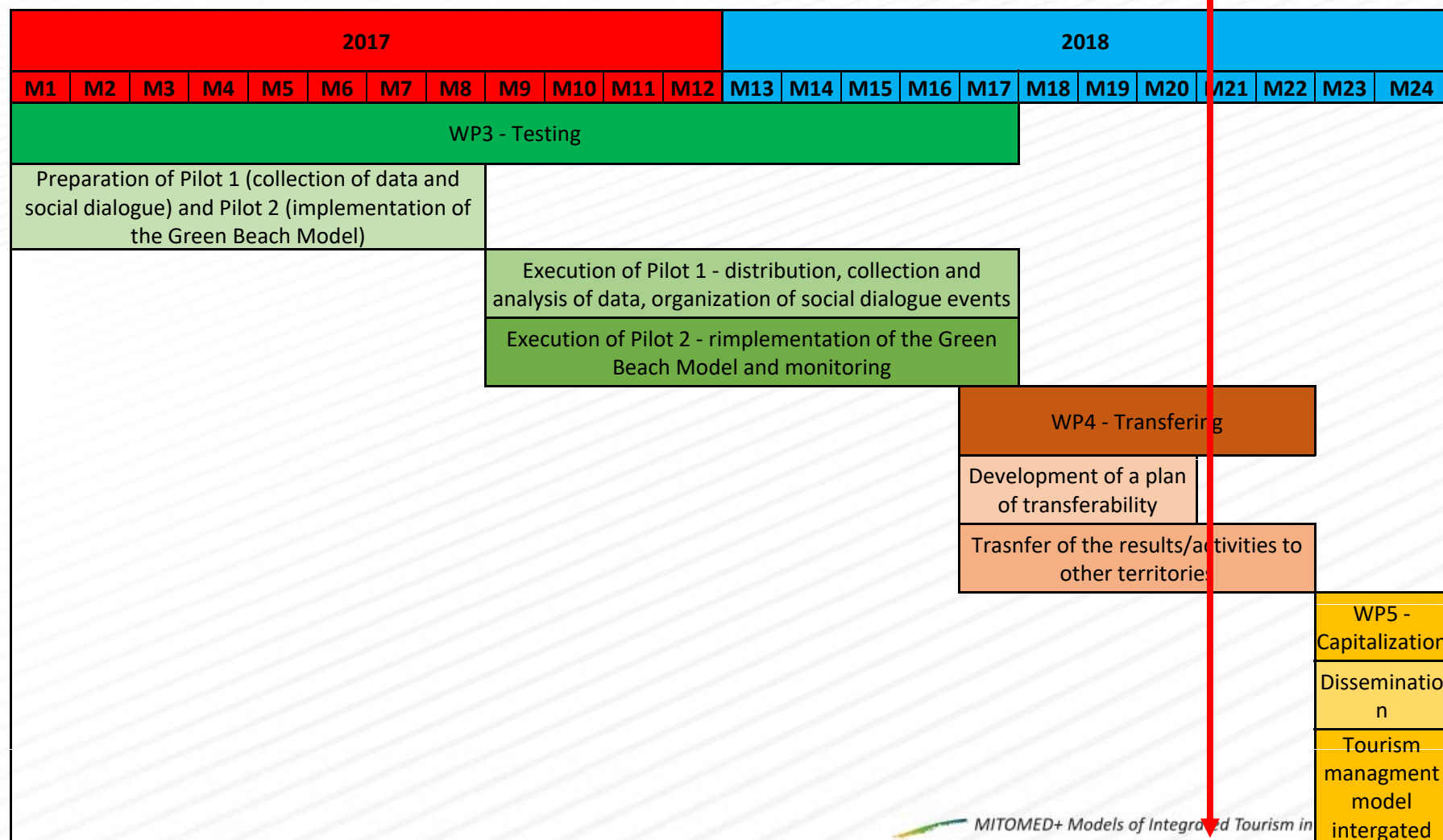
Pilot 2 – Participating destinations

At the moment 12 Green Beaches are available in Europe:

- Catalan Region:** 3 (Sant Antoni de Calonge. Torredembarra and Lloret de Mar)
- Istria Region:** 3 (Gradsko kupalište, Karpinjan and Girandella)
- Larnaca-Famagusta Region:** 3 (Alaminos, Zygi and Ormidia)
- Tuscany Region:** 3 (San Vincenzo, Caastiglione della Pescaia and Montignoso)



Activities 2017 and 2018 - we are here



Transferring activities

Based on the lessons learnt during the testing activities and their evaluation, this task will develop a **plan of transferability of the results** as a methodological tool for the M&C tourism destinations.

The main aim is to create synergies and cooperation mechanisms between the M&C tourism destinations also beyond the project partnership.

Capacity building events will be organized in each target country.



Capitalization

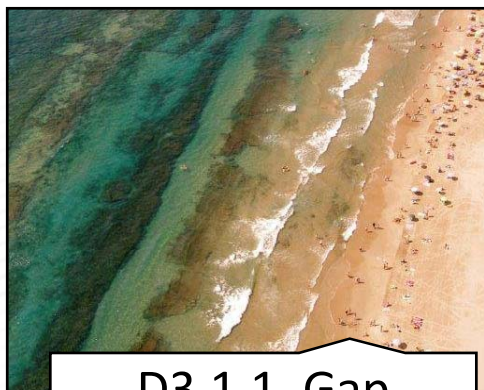
Results of the testing and transfer activities will be disseminated among the **CPMR and NECSTOUR network**. Regions will be invited to officially endorse the main project results and capitalize on them to improve their own tourism policies.



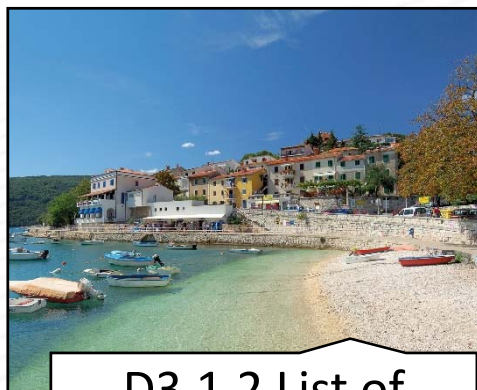
Main outputs:

- 1) **Policy Paper**, proposing policy improvements of the regional policies in M&C tourism development
- 2) **MED M&C tourism management model**, that will be refined through the implementation of “policy learning” activities as well as the organisation of capitalisation conferences
- 3) **Memorandum of Understanding**, to transfer the MED M&C management model to other MED and EU regions

Project results



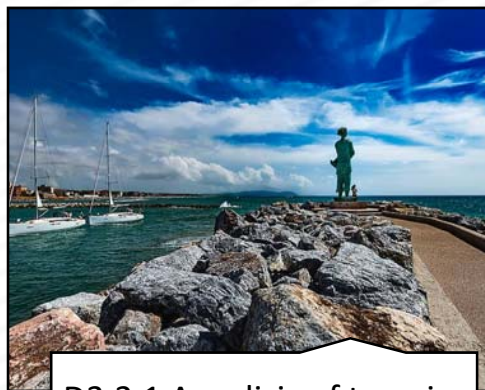
D3.1.1. Gap
Analysis



D3.1.2 List of
indicators



D3.1.2a Indicators
Guidelines (added r.)



D3.2.1 Anaylisis of toursim
data at transnational level



D3.2.2 Common open
platform for data indicators
collection and saharing



D3.4.1 The Green
Beach Model



Maria Luisa Mattivi, Regione Toscana
mitomed@regione.toscana.it