

# *MITOMED PLUS PROJECT and its sustainable tourism instruments*

*5 April 2018, Malaga*



# MITOMED PLUS

## Models of Integrated Tourism in the MEDiterranean Plus

Building sustainable coastal and maritime tourism policies for  
mediterranean destinations – Malaga 5-6 April 2018

### Partnership:

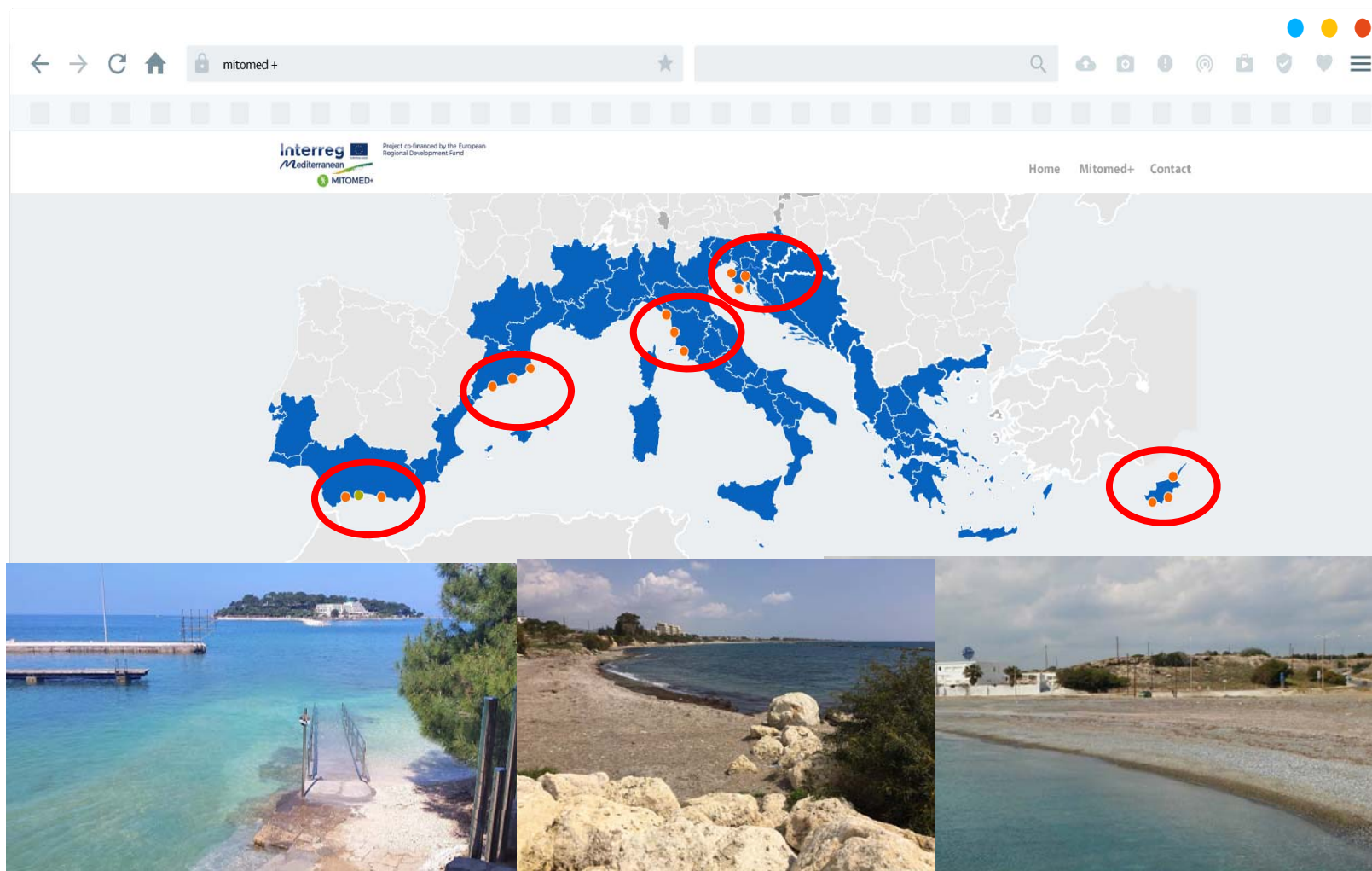


Total budget:  
2,650,000.00  
(ERDF 2,252,500.00)

### keywords:

sustainable tourism, indicators,  
integrated management model,  
knowledge, planning,  
measurement, social dialogue,  
destinations, green beaches

## Locations of the Pilot activities



## Specific objective 3.1 “Enhance the development of sustainable and responsible M&C tourism in Mediterranean destinations”



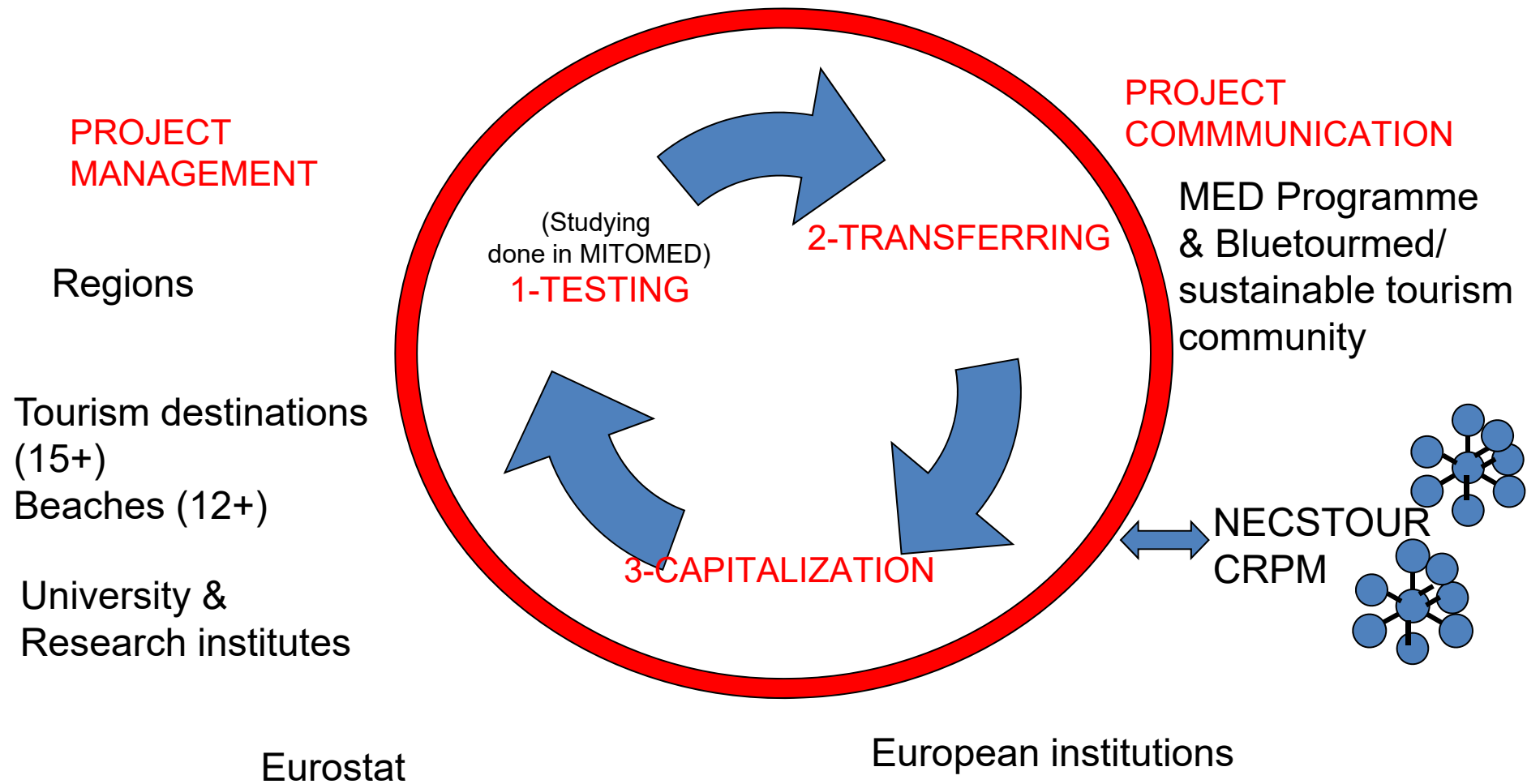
- ☐ Increase of knowledge and social dialogue / informed decision-making
- ☐ Improvement of coastal tourism planning at tourism destination level and its coordination at MED area level for a transnational governance
- ☐ Mainstreaming into local, regional and national policies (policy recommendations and MED M&C tourism management model)

Indicators:

- ☐ n. of destinations included in the programme
- ☐ n. of agreements signed
- ☐ instruments developed to enhance sustainable and responsible coastal destinations

# Project logical framework/components

## Multi-module testing & capitalization



# Overall time plan

		2017												2018												2019												2020	
WP / Activity	Under the coordination of	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1		
WP1 Project Management	Tuscany																																						
A1.1 Project Management	Tuscany	D.1.1.2	D.1.1.1					D.1.1.1						D.1.1.2	D.1.1.1					D.1.1.1							D.1.1.2	D.1.1.1				D.1.1.1				D.1.1.1			
A1.2 Project monitoring and reporting	Tuscany								D.1.2.1						D.1.2.1						D.1.2.1							D.1.2.1					D.1.2.1					D.1.2.1	
WP 2 Project Communication	ANCI																																						
A2.1 Communication Plan	ANCI			D.2.1.1																																			
A2.2 Project Communication	ANCI			D.2.2.1 D.2.2.2 D.2.2.5			D.2.2.2			D.2.2.2			D.2.2.2			D.2.2.2		D.2.2.2 D.2.2.5		D.2.2.2 D.2.2.5			D.2.2.2			D.2.2.2 D.2.2.5			D.2.2.2			D.2.2.2 D.2.2.5			D.2.2.2 D.2.2.5			D.2.2.2 D.2.2.5	
A2.3 Horizontal coordination	CRPM												D.2.3.1													D.2.3.1												D.2.3.1	
A2.4 Programme web platform update and networking	ANCI				D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1	D.2.4.1		
A2.5 External events	Necstour												D.2.5.1													D.2.5.1												D.2.5.1	
WP 4 Testing	Tuscany																																						
A3.1 Pilot Preparation	Tuscany			D.3.1.1	D.3.1.2	D.3.1.3 + D.3.1.4 + D.3.1.5	D.3.1.3 + D.3.1.4 + D.3.1.5	D.3.1.6																															
A3.2 Pilot Phase 1	Tuscany										D.3.2.1			D.3.2.2																									
A3.3 Intermediate evaluation	Girona																																						
A.3.4 Pilot Phase 2	ANETEL				D.3.4.1					D.3.4.1						D.3.4.2 + D.3.4.3																							
A3.5 Final evaluation	Girona																																						
WP 5 Transferring	Andalusia																																						
A4.1 Development of Plan of Transferability of results	Andalusia																			D.4.1.1																			
A4.2 Transfer of Plan of transferability of results to destinations	NECSTOUR																																						
WP 6 Capitalisation	CRPM																																						
A5.1 Mainstreaming	CRPM																																						
A5.2 Integrated M&C tourism management mod	CRPM																																						

we are here

## Pilot actions preparation - development of the indicators system, methodologies and tools (indicators list, GAP analysis, guidelines open platform...)

Initial steps:

- Information gathering
- Thresholds

For each indicator the following issues have been investigated:

- Data Issues
- Adaptation to Coastal and Maritime areas
- Comparability and transferability
- Issues with the goal and definition of the indicator
- Problems derived from the indicator basis
- Data collection system (s)



Pilot 1 – data collection and input in the Online Platform

Easy and intuitive Web form to introduce the data

Provide a realistic diagnosis of the baseline situation and to monitor the evolution of the variables included in our system of information

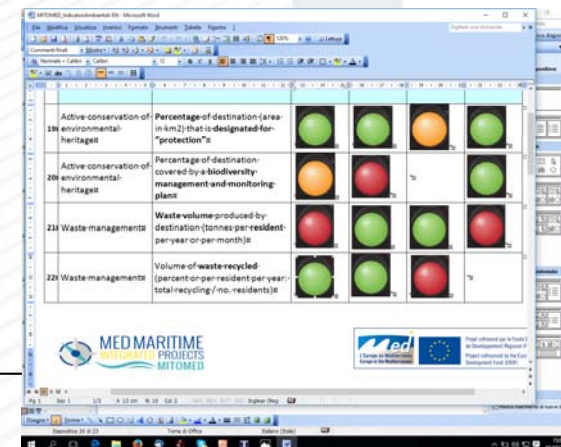
Data are discussed via participatory processes and used for planning of tourist development

Methodological sheet / how to insert data

benchmarking

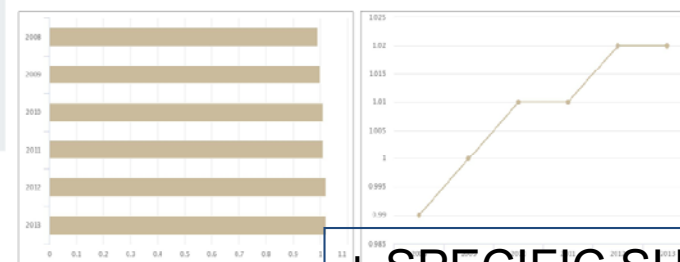
- Indicator 1
- Indicator 2
- Indicator 3
- Indicator 4
- Indicator 5
- Indicator 6
- Indicator 7
- Indicator 8

Area 1



#### T201 | HUMAN PRESSURE ON TERRITORY

Understand the pressure of the overall population on the area of the tourist destination



support



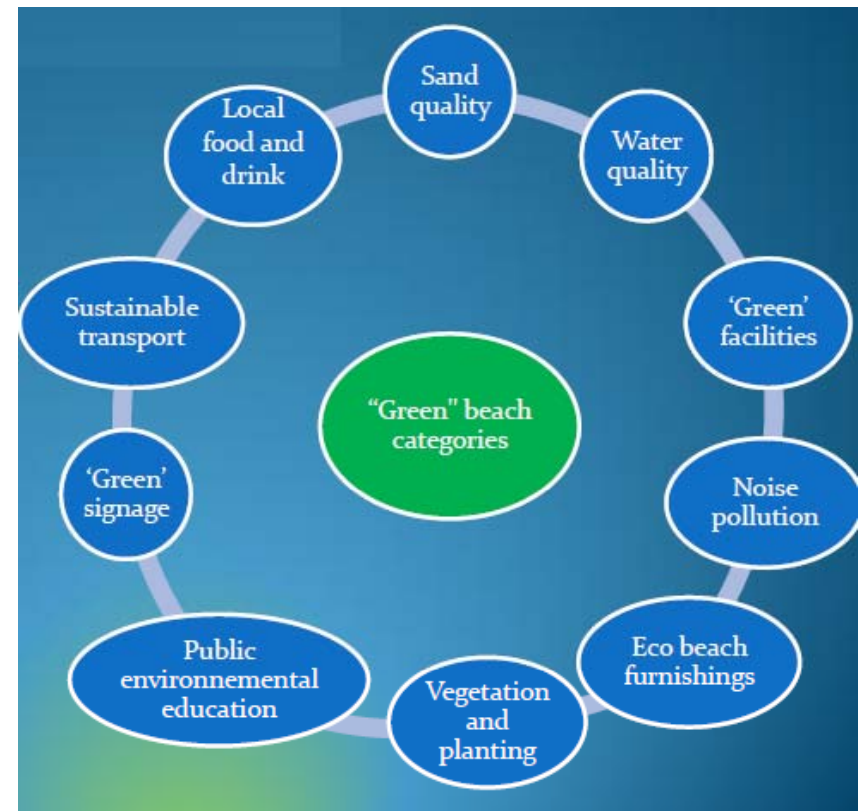
+ SPECIFIC SURVEYS



## Pilot 2 “Green beaches” (Cyprus green beaches, blue flags programme, ISO 13009:2015: Tourism and related services, Green Destinations Standard, Quality coast award, Q for quality award, Costa Nostrum, Spiaggia libera tutti, eco sustainable beach requirements... )

- ❑ **“Green beach” Standard: debate around the broad categories,** related to various aspects of sustainable development, that can be applied to any recreational beach.

- ✓ Quality of bathing waters
- ✓ Quality of the beach
- ✓ Safety
- ✓ Accessibility to all
- ✓ Eco-sustainable furnishings
- ✓ Sustainable transport
- ✓ Management
- ✓ Information and education



# Pilot 2 “green beaches” Evaluation & output

Outputs:

❑ Toolkit with the criteria that every beach can use in order to become a “Green Beach”

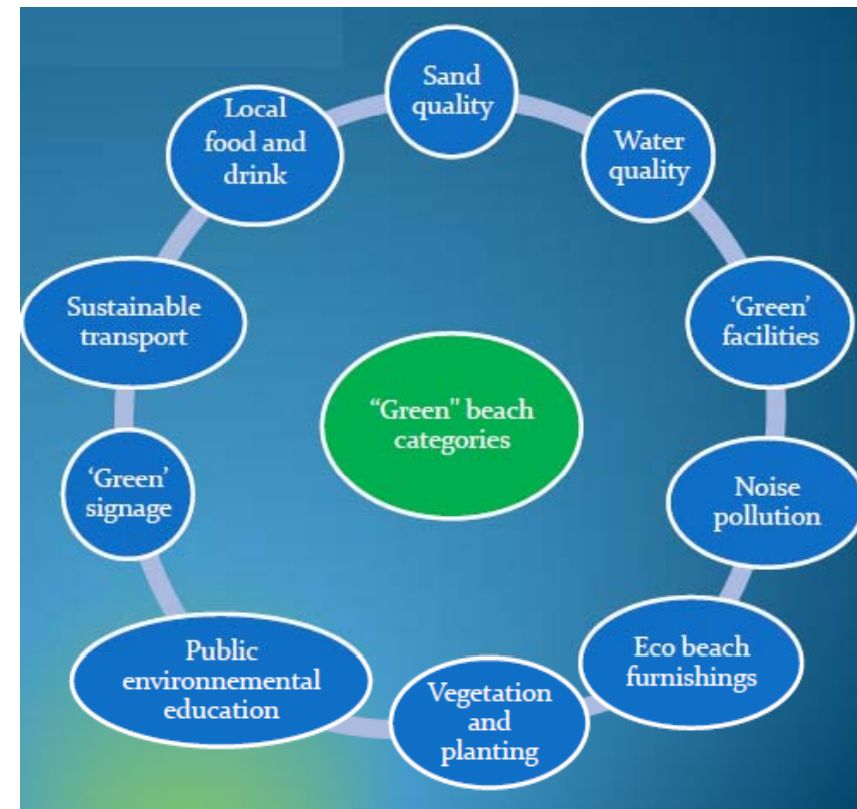
❑ Green Beaches Handbook

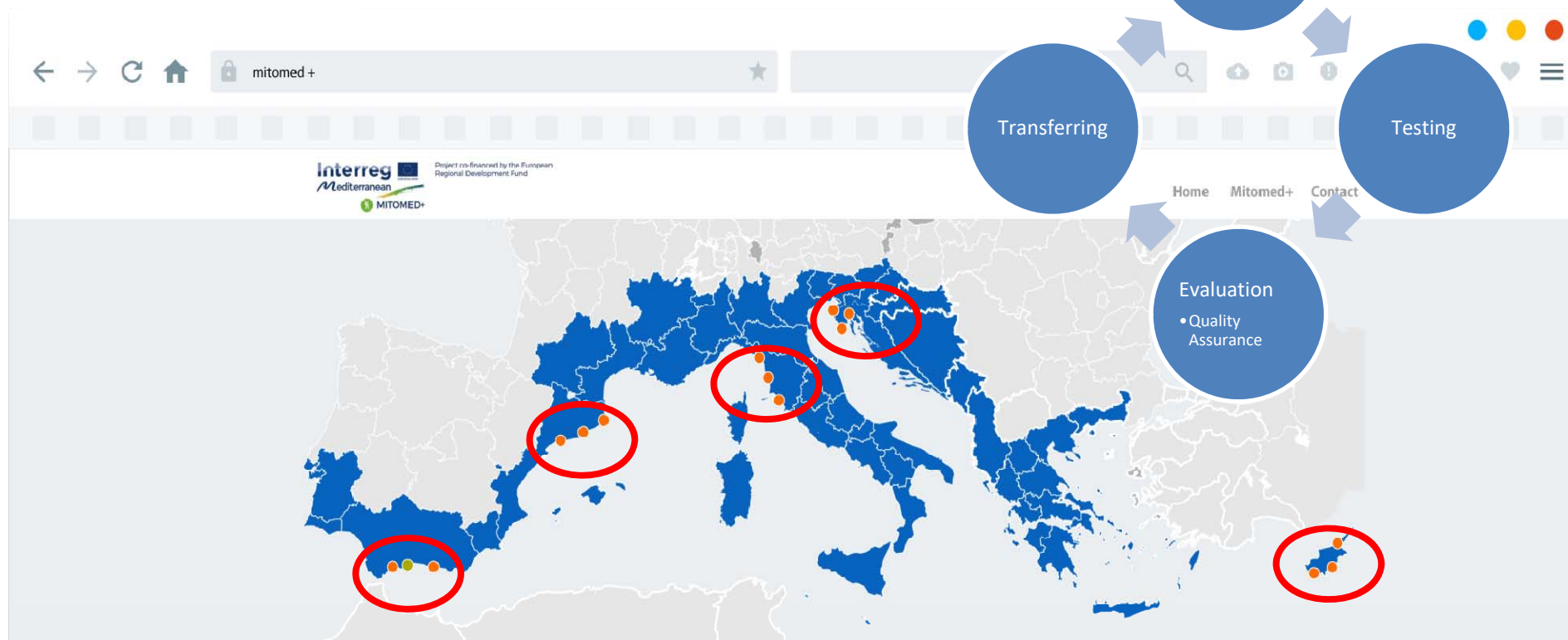
❑ Audit/monitoring sheets

❑ Action plan template

❑ Ranking according to total score

❑ Mitomed award & flag





From 1 May 2018



TRANSFERRING

# ...THANK YOU!



Maria Luisa Mattivi, Regione Toscana  
[Mitomed@regione.toscana.it](mailto:Mitomed@regione.toscana.it)