

MITOMED+: Models of Integrated Tourism in the MEDiterranean Plus

Brussels, 08 November 2018



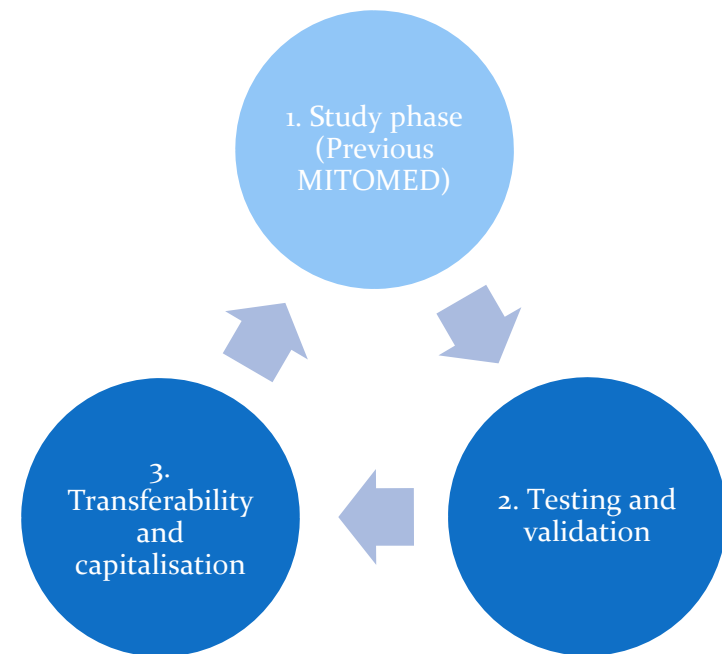
MITOMED+: an overview

The project in context:

- MITOMED (M₁ study)
- MITOMED+ (M₂ Testing+ M₃ Capitalisation): 36 months

Main goal: to enhance the sustainability and responsibility in Maritime and Coastal tourism, by:

- Increasing **knowledge and social dialogue** on the development of M&C tourism for better decision-making,
- improving M&C **tourism planning at destination level** and its coordination for transnational governance,
- mainstreaming its results into local, regional and national policies to set up a MED **M&C tourism model**.



MITOMED Plus Project partners:



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



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

National Research Council of Italy



National Research Council - Institute of Biometeorology - ITALY



Larnaca and Famagusta District Development Agency - CYPRUS



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



MITOMED+ Pilot Action 1: *indicators to measure sustainability of M&C destinations*

Pilot Action 1: indicators

- Development of a system of 33 indicators on social, economic and environmental issues for M&C destinations.
- Online open platform to help local and regional policy makers monitor impacts of M&C tourism, and benchmark with other tourism destinations;
- Promoting social dialogue with local stakeholders and policy-makers to share information and knowledge about M&C tourism management.

MITOMED+ indicators set: an overview

	A	B	C	D	E	F	G
	N.	Group	INDICATOR DESCRIPTION	Year1	Year2	Year3	Year4
1	1	DESTINATION/ GENERAL	Existence of a strategy for sustainable tourism in the tourism planning documents. Percentage of destination affected by or included in the plan.				
2	2	DESTINATION/ GENERAL	Percentage of visitors that are satisfied with their overall experience in the destination				
3	3	ECONOMIC	Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures.				
4	4	ECONOMIC	Relative contribution of tourism to the destination's economy (% GDP)				
5	5	ECONOMIC	Average length of stay of tourists (nights)				
6	6	ECONOMIC	Number of overnight stays per month				
7	7	ECONOMIC	Occupancy rate in commercial accommodation per month and average for the year				
8	8	ECONOMIC	Direct tourism employment as percentage of total employment per month				
9	9	ECONOMIC	Daily spending per tourist (accommodation, food and drinks, other services)				
10	9 BIS	ECONOMIC	Tourism industry structure: number of businesses per type. Within each type, number of organisations holding an environmental certification.				
11	10	ECONOMIC	Total number of cruise passengers per day, in relation to total population				
12	11	SOCIAL & CULTURAL	Number of beds available in commercial visitor accommodation				
13	12	SOCIAL & CULTURAL	Variation (%) of unemployment tax between low and high season				
14	13	SOCIAL & CULTURAL	Number of tourists per resident				
15	14	SOCIAL & CULTURAL	Number of second/rental homes per 1 home (1 on 1 proportion)				
16	15	SOCIAL & CULTURAL	Percentage of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes.				
17			Number of cultural sites and practices under some protection label and number of cultural sites				

Revision of ETIS' 67
indicators (MITOMED 1)



Pre-selection of 35
indicators relevant to M&C
destinations management



GAP Analysis and
applicability to all pilot
regions



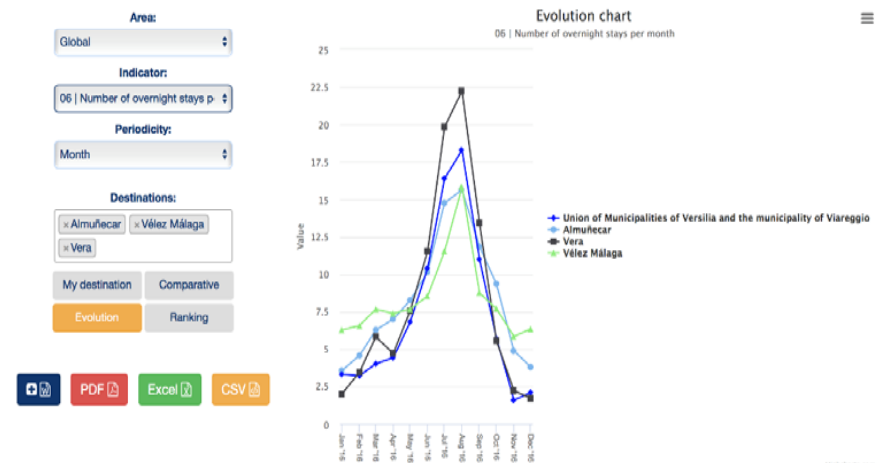
MITOMED Plus' 33
indicators for M&C
destination management

MITOMED+ interactive online platform for decision-making

- Comparison amongst destinations;
- Decision making for improved sustainability measures in destinations.



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



Testing phase with pilot destinations:

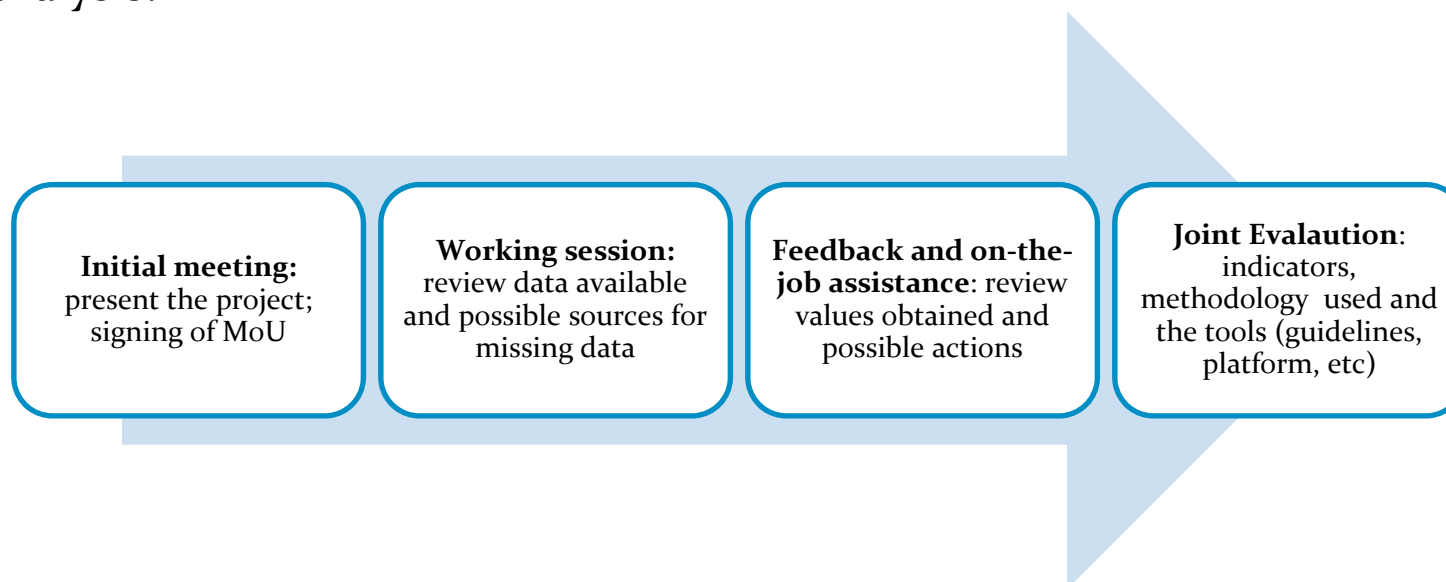
15 destinations, located in 4 different countries and 5 regions:

Croatia	Andalucía	Catalonia	Italy - Tuscany	Cyprus
<ul style="list-style-type: none">• Novigrad• Poreč• Labin	<ul style="list-style-type: none">• Vera• Almuñecar• Vélez Málaga	<ul style="list-style-type: none">• Sant Antoni de Calonge• Torredembarra• Lloret de Mar	<ul style="list-style-type: none">• Union of Municipalities of Versilia	<ul style="list-style-type: none">• Paphos• Limassol• Larnaca



Testing phase with pilot destinations:

Testing process based on ongoing accompaniment of the pilots on data collection and analysis:



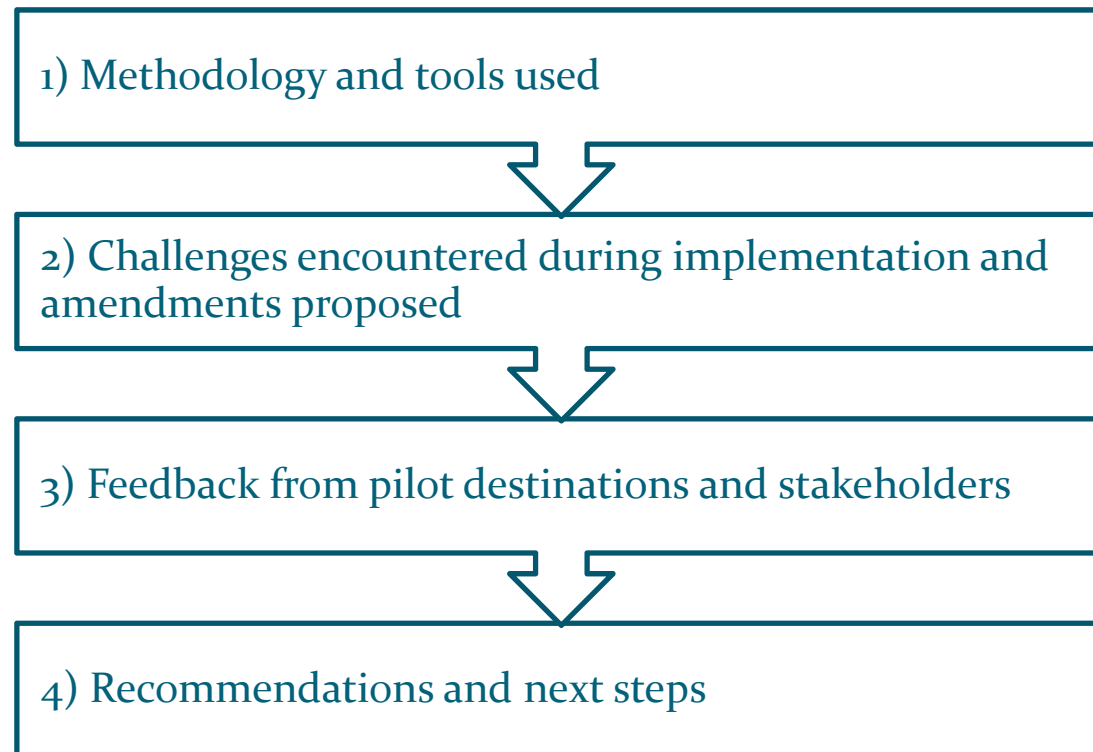
Tools produced and used during testing:

- **Methodological guidelines** (indicators formula, source, data format, etc.)
- **Excel tool**
- **Glossary of terms**



Evaluation phase with pilot destinations:

- **Outline of the evaluation process:**





Evaluation phase with pilot destinations:

- **Main challenges encountered:**

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



Evaluation phase with pilot destinations:

- **Main challenges encountered (cont'd):**

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



Evaluation phase with pilot destinations:

- **Feedback from pilot destinations:**

“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.*



Evaluation phase with pilot destinations:

- **Recommendations and next steps:**
 - Finalise the “Glossary” of key terms for defining the main concepts;
 - Elaborate the classification for the categories to be considered for each of the indicators to ensure proper comparison;
 - Test the reference values for the indicators with the data introduced in the online platform;
 - Finalise the Excel tool and introduce it as an interface in the platform;

Transferring and capitalising indicators system beyond the pilot destinations

Main actions of the transferring and capitalisation phase:

- **5 regional capacity building events** and **3 EU wide conferences** to extend the results to other tourism destinations, both inside and outside the projects partnership
- **Policy Paper**, proposing policy improvements of the regional policies in M&C tourism development;
- **MED M&C tourism management model**, that will be refined through the implementation of “policy learning” activities;
- **Memorandum of Understanding**, to transfer the MED M&C management model to other MED and EU regions.

• Specific project outputs:

- Sustainability initiatives to ensure continuity of online platform after end project.
- Integrate new destinations in the platform; consider extending it to countries in the Southern basin of the Mediterranean.
- Seeking synergies with other horizontal projects like CO-EVOLVE.



Thank you for your attention!

Dr. Josep Maria Aguirre: joosepmaria.aguirre@udg.edu



Project co-financed by the European
Regional Development Fund


**Universitat
de Girona**
