

# MITOMED+: Models of Integrated Tourism in the MEDiterranean Plus

Màlaga – 4/4/2018





## Main Actions of MITOMED Plus project:

### 1) Testing and validation phase:

- **15 destinations**, located in 4 different countries and 5 different regions: Andalusia, Catalunya, Cyprus, Istria, Tuscany.

#### 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;
- Meetings with local and regional stakeholders to share information and knowledge about M&C tourism management.

#### Pilot Action 2: Green Beach Model

- Creation of the 'Green Beach' model: eco-sustainable beach model to be tested in 12 public beaches located in Tuscany, Catalunya, Cyprus and Istria.
- Production of practical documents for the transferring and extension of the Green Beach model certification to other regions.

# Indicators to measure sustainability of M&C destinations

- Examples of the indicators set

	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/labeling 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

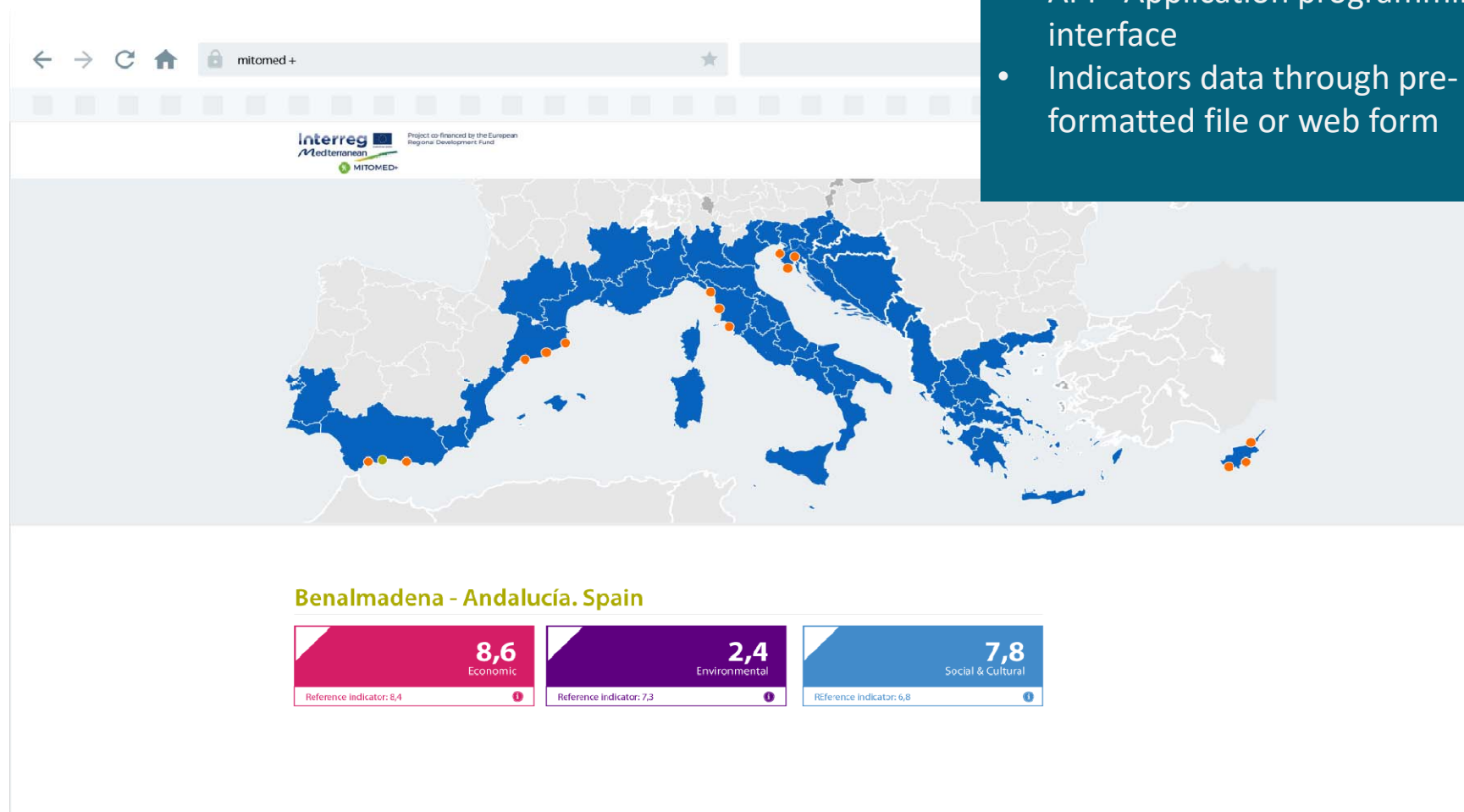


MITOMED Plus' 33 indicators for M&C destination management

## *Indicators: an interactive online platform for decision-making*

- Online platform pilot version

- API - Application programming interface
- Indicators data through pre-formatted file or web form





## ***M&C Sustainability Indicators main Challenges (I)***

- Conceptual differences
  - e.g. cycling paths, beach, accessible attraction, tourism sector

### **GAP analysis and common definitions**

- Homogeneity
  - sources, units and methodologies for calculations to ensure valid comparison

### **Indicators guidelines.**

- Lack of data for some of the indicators
  - e.g. Average salary women and men; quality of water in harbours

### **Development of proxies**



## ***M&C Sustainability Indicators main Challenges (II)***

- Adaptive
  - Different profiles, diverse outputs, comparability possibilities

### **Platform usability**

- Individual and collective positioning at the same time
  - How am I evolving? Myself / or in relation to...

### **Specific Trhesholds per indicator**

- Data assurance
  - Control of non possible values

### **Filters development, Cathegorisation of profiles (work in progress)**



## Actual thoughts for a near future

- How to make the platform more attractive
  - Continuously improving the platform
  - Increasing its possibilities
- Development of Sustainable initiatives to ensure the continuity of the platform after project end.





# Time for questions



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The logo of the University of Girona, featuring the text 'Universitat de Girona' in a blue serif font, flanked by two blue curly braces.



## MITOMED Plus Project partners:



**Regione Toscana**

Tuscany Region - Lead partner - ITALY



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turizam Poreč

Institute of Agriculture and  
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Institute of Agriculture and Tourism - CROATIA



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and Sport of Andalusia - SPAIN

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NECSTouR - Network of European Regions  
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