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Deliverable 3.1.2: *Comparative analysis – Capitalization of existing experiences, tools and best practices on data collection and management*

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WP3 STUDYING

Activity 3.1

“Data management and organisation: Towards Common Standards and Tools”

Requested by:



Developed by:



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BEST MED Project partners:



Lead partner: *El legado andalusí* Andalusian Public Foundation

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1 Introduction

1.1 BEST MED - (Beyond European Sustainable Tourism MED Path)

BEST MED project is being implemented in nine Mediterranean countries (Spain, Portugal, France, Italy, Croatia, Slovenia, Greece and Montenegro) with the general objective of enhancing Mediterranean Governance, being the main challenges to fight against seasonality and lack of effective cooperation among main tourism actors, including the citizen active participation on the policies design. It aims to have a new integrated and sustainable tourism planning approach, to contribute to the mitigation of seasonality in the MED area, through the connection between coastal and inland regions, such as a path-route method. A testing phase will allow to build a joint model that will be transferred and capitalised, as well as a toolkit and updates set of data indicators.

BEST MED will follow a strategy of previous approaches and outputs, testing an updated toolkit of data and indicators, contributing to the design of a new Green model (MED S&C Path- Sustainable Path & Cultural Routes Model), focusing on integration of tourism planning into wider development strategies, together with mobilizing key players both at local and specifically at transnational level, creating synergies across MED countries and promoting the awareness of the MED area.

More information about the project [here](#)

1.2 Working Package 3 “Studying phase”

The objective of the Working Package 3 is to develop a framework of knowledge about main project goals through:

- Base information for a network of tourism observatories
- Information needed to develop a MED Sustainable Path and Cultural Routes Model (MED S&C Path) on the example of the Mitomed+ project “Green Beach Model”, and of other MED projects

The study will examine existing methodological approaches on tourism data and tourism observatories and analyse previous experiences on tourism data knowledge, finding gaps and needs in data collection management and pinpointing the main results and suggestions from the previous MED projects, to develop adequate policies.

Within WP3, Activity 3.1 “*Data management and organisation: Towards Common Standards and Tools*” aims to establish base information for developing institutional background of data management as a Mediterranean Network of national and regional Tourism Observatories,

expanding cooperation of existing observatories. for developing institutional background of data management.

To this end, **Deliverable 3.1.2** establishes a comparative analysis among past and current EU funded projects that have developed tools and best practices related to tourism data collection and management. The aim is to capitalise the lessons learned and replicate relevant results in the following activities of BEST MED.

When selecting the EU projects, the criteria we have taken to select them was:

- Projects belonging mainly to the Interreg Med programme for the period 2014-2020
- Projects that have developed methodological approaches to data collection and management for tourism planning
- Projects that have integrated Big Data and/ or sustainable tourism indicators to perform monitoring and management of tourism

Since BEST MED aims to adapt the MITOMED PLUS Green Beach Model to its “MED S&C Path” model, greater attention is given to this particular project, as a base for the following deliverables.

The report is organized as follows. Firstly, we will explain the methodology used to select the projects, as well as the tool to make the comparison and the sources of information. Secondly, we will describe the main characteristics of the selected EU funded projects, highlighting the synergies with BEST MED. Finally, we will perform the comparative analysis among the most relevant projects for BEST MED, in order to draw some recommendations and conclusions to move forward.

The present report for Deliverable 3.1.2 is to be considered together with the report for Deliverable 3.1.1 *“Diagnosis - State of the art on collection and management of tourism data”*, as they provide a complete picture to fulfil Activity 3.1 *“Data management and organisation: Towards Common Standards and Tools”*.

2 Methodology

We have adopted a qualitative approach in order to understand the progress made by different EU funded projects dealing with data collection and management. A comparative analysis has been preferred as it allows to identify the similarities and differences between each of the projects, taking a case study approach, and to extract the best practices that could be capitalise by BEST MED.

The information about the projects was collected through desk research, including literature review of relevant academic papers and reports, as well as consulting the official websites of each project (Deliverables Library section). To complement the desk research, CAST has conducted interviews with experts involved in some of these projects, in order to have insights into the main findings.

Several projects were already identified in the BEST MED application form for their relevance, such as Mitomed Plus, Co-Evolve, Destimed, BleuTourMed, among others, so greater attention was given to those. On the other hand, some BEST MED partners were also involved as partners in some of these EU funded projects, making it easier to transfer the knowledge from those past experiences. To collect their input, we have used a technical data sheet called “*Template for Data Gathering*” (Annex 1), where one of the sections was “EU funded projects”.

2.1 Assessment Database

To perform the comparative analysis, we created an **Assessment Database** using an Excel sheet (Annex 2), where we collected the relevant information from past and current EU funded projects.

When selecting the EU projects to include in the Assessment Database, the criteria we have taken was:

- Projects belonging mainly to the Interreg Med programme for the period 2014-2020
- Projects that have developed methodological approaches to data collection and management for tourism planning
- Projects that have integrated Big Data and/ or sustainable tourism indicators to perform monitoring and management of tourism

The categories of information collected in the Assessment Database are the following:

- Project Name and Acronym
- Programme and Period
- Website
- Partners involved

- Short description
- Main outputs
- Data collection and management methods
- Big Data and Sustainability Indicators
- Policy recommendations (if produced)
- Synergies with BEST MED

The Assessment Database was used to quickly visualize and compare each project. Afterwards, the main outputs from each project were transferred to individual tables as a summary of the findings. The categories of information in the tables are the same as the Assessment Database.

A total of 20 EU funded projects were analysed and they are described in detail in the following section.

3 Description of relevant EU funded projects

Project Name and Acronym	1. <i>MITOMED Plus - Models of Integrated Tourism in the MEDiterranean Plus</i>
Programme and Period	INTERREG MED 14-20
Website	https://mitomed-plus.interreg-med.eu
Partners involved	<p>Lead Partner: Tuscany Region</p> <p>Partners: Conference of peripheral maritime regions of Europe (FR), Public Enterprise for Management of Tourism and Sports of Andalusia (ES), Larnaca-Famagusta District Development Agency (CY), Association of Tuscan Municipalities (IT), National Research Council Institute of Biometeorology (IT), Girona University (ES), Institute of Agriculture and Tourism (HR), Network of European Regions for a Sustainable and Competitive Tourism (BE)</p>
Short Description	<p>MITOMED Plus is a follow up of the previous MITOMED project (MED Maritime), which has been working to promote the integrated management of Maritime and Coastal tourism by improving the knowledge of data, products, services through a set of indicators based on the NECSTouR model. MITOMED+ takes further these results aiming to improve the coordination of strategies between territories at transnational level regarding the development of the M&C tourism through cooperation and joint planning between regions.</p>
Main Outputs	<ul style="list-style-type: none"> • Open platform for Maritime & Coastal tourism data collection and share: 26 M&C tourism destinations are testing the indicators system • Test of the “Green Beaches” model: 12 M&C tourism destinations located in Tuscany, Catalunya, Cyprus and Istria implementing the system in public beaches • Plan of Transferability of Results • MED M&C tourism management model into local, regional and national policies: 25 Destination Management Organisations signing the Memorandum of Understanding, and committing to implement the MITOMED+ M&C Management Model
Data collection and management methods	<p>→ A System of 33 indicators selected from ETIS indicators and adapted to the needs of maritime and coastal destinations. Guidelines are available with the explanation of each indicator and how to calculate them. A gap analysis was conducted to select the indicators identifying for each indicator the following issues: 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</p>

→ The [Online common open platform](#), where to collect the indicators and monitor the sustainability of destinations, allowing benchmarking among them. The information gathered through the platform allow policy makers to take evidence-based decisions to manage tourism impacts accordingly. The tool is open to any destination that follows the agreed process of joining. Thanks to the platform the public authorities will be able to upload and monitor data on maritime and coastal tourism, as well as benchmarking with similar destinations or over time.

The data on the platform can be analysed in 4 different ways: My destination option, Comparative option (with other destinations), Evolution option (same destination over time) and Ranking Option. [Platform user manual](#) available

→ A [Manual of Transfer of Best Practices](#): to transfer best practices in the development, implementation and use of these sustainable tourism indicators

→ **The Green Beach Model**: which focuses on the sustainable management of beaches, allowing beach managers to monitor the environmental, economic and cultural impacts. The model defines a set of 8 categories and criteria. The [toolbox](#) includes the explanation of the model, the set of criteria to be use, an audit sheet to check the compliance with criteria and questionnaires to measure the level of satisfaction of beach users. The steps to implement the model are:

Steps 1: Perform an audit to see the status on your beach and prioritize activities to be done to become a green beach - Excel Sheet to perform Audit

Step 2: Prepare an action plan for the Beach's "greening" process and bring in all relevant stakeholders

Step 3: Keep a record of the implemented activities and regularly fill in the audit sheet

The Green Beach model has a total scoring of 850 point, with 550 the minimum to be considered a Green Beach. They proposed 3 levels of "certification" or classification: Gold, Silver and Bronze.

→ [The M&C Tourism Management model](#): this was the final output of Mitomed Plus, which is an integrated tourism management model with 5 steps to implement it in any destination:

Step 1: Leading a collaborating structure

Step 2: Carry out an Assessment of the destination

Step 3: Developing a Shared Vision with an accompanying Budget and Timeframe

Step 4: Formulation, Consultation and approval of the Sustainable tourism development Strategic Plan.

Step 5: Monitoring and evaluating

	The model can be applied together with some of the other tools, such as using the online platform for step 2 (assessment of the destination) and step 5 (monitoring).
Big Data and Sustainability Indicators	The selection of indicators is based entirely on ETIS indicators. No use of Big Data. Indicators are manually inserted in the platform and information is collected through conventional sources (statistics, surveys, etc.)
Full Library of Project's deliverables	https://mitomed-plus.interreg-med.eu/what-we-achieve/deliverable-library/
Policy recommendations	Policy Paper <i>“Towards a Mediterranean Integrated Management Model for Sustainable Maritime & Coastal Tourism”</i> , encourages the use of the Mitomed Plus M&C Management model in Mediterranean destinations, including its tools like the online platform, set of indicators and Green Beach Model
Synergies with BEST MED	<p>The online open platform can be used by BEST MED, adding a section specifically for Cultural Routes, this way extending the use of the platform to hinterland destinations. The indicators set of Mitomed Plus can also be updated by BEST MED, selecting a subset of the most relevant ones for Cultural Routes. The Green Beach Model and the M&C Tourism Management Model can be adapted to create BEST MED S&C Path model.</p> <p>2 partners are also involved in BEST MED: the Public Enterprise for Management of Tourism and Sports of Andalusia and the Conference of peripheral maritime regions of Europe (CPMR)</p>

Project Name and Acronym	2. <i>DESTIMED - Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas</i>
Programme and Period	INTERREG MED 14-20
Website	https://destimed.interreg-med.eu/
Partners involved	Lead Partner: Lazio Region Partners: Association for Protection and Preservation of Natural Environment in Albania (AL), The Italian Federation of Parks and Nature Reserves (IT), Global Footprint Network Europe (BE), International Union for Conservation of Nature (ES), Mediterranean Protected Areas Network (FR), WWF Adria Association for the protection of nature and conservation of biological diversity (HR), WWF European Policy Programme - Branch Office (IT)
Short Description	DestiMED provides a governance system for ecotourism in protected areas, e.g. constituted through a destination management organisation (DMO). Such DMO could harmonize quality standards and tools to monitor compliance, propose attractive ecotourism offers promoted through a lasting brand. Destimed further develops and tests standards, offers and monitoring tools - forming the quality scheme of a future DMO. The offers and tools developed are tested in pilot actions involving local actors as well as the local community. DestiMED builds on the results of the MEET project (Mediterranean Experience of Eco-Tourism), which created and tested planning and marketing approaches and built the foundation of the current MEET network.
Main Outputs	<ul style="list-style-type: none"> • Mediterranean ecotourism destinations standards • Monitoring system to assess the level of sustainability of tourism offer at Park level • DestiMED Ecotourism products • Guidelines for the design of ecotourism management plans for Mediterranean PAs. This is a Manual that resumes the approach step by step and can be used as guidance by any Protected area wishing to apply the methodology
Data collection and management methods	<p>➔ Ecotourism Standard and <u>online monitoring platform, (Destimed Calculator)</u> developed during the DestiMED project and adopted also by MEET Network.</p> <p>➔ Mediterranean ecotourism products standard: DestiMED has developed a series of criteria and indicators, based on ETIS and GSTC and former MEET project, to support protected areas and local service providers in setting up sustainable and viable ecotourism itineraries of several activities. The criteria and</p>

	<p>indicators are linked to a monitoring platform that showcases the results as a dashboard.</p> <p>→ Monitoring system to assess the sustainability of ecotourism products: methodology for the application of the ecological footprint approach to an ecotourism product in a Protected Area and online system to insert data and receive the final Ecological Footprint assessment. The footprint calculator measures the ecological footprint of the itineraries and products created within MEET.</p> <p>→ Performance Monitoring Report Card: this summarizes the more critical and relevant information from the data collection and analysis process</p> <p><u>Guidelines for the design of ecotourism management plans for Mediterranean PA's</u></p> <p>3 Steps to implement the methodology:</p> <ul style="list-style-type: none"> • The establishment of a local public-private partnership (Local Ecotourism Cluster - LEC) composed by key local stakeholders, which acts jointly to develop and manage ecotourism packages according to a common vision. • The design of ecotourism packages following DestiMED criteria targeting the PA and its territory with a focus on nature and culture, which contributes positively to conservation and the local economy, and which has a minimal environmental impact. • The monitoring of the quality of the ecotourism packages by organising package tests with industry experts and the assessment of their sustainability according to indicators including the ecological footprint.
<p>Big Data and Sustainability Indicators</p>	<p>Sustainability indicators are defined but the sources of data are mainly traditional surveys and self-assessment by the Protected Areas management authorities. The information and results from the surveys are collected in the MEET online platform</p>
<p>Full Library of Project's deliverables</p>	<p><u>https://destimed.interreg-med.eu/what-we-achieve/deliverable-database/</u></p>
<p>Policy recommendations</p>	<p>Policy Paper <u>“Towards a multilevel governance of ecotourism in Mediterranean Protected Areas” Key Recommendations for Policy making</u></p>
<p>Additional Information</p>	<p>Destimed Plus is a current project that is building from the results of MEET and Destimed projects. It aims to improve levels of integration between regional tourism and conservation policies in Mediterranean protected areas through the creation of ecotourism itineraries which are developed using a collaborative approach, both locally and regionally. One of the key outputs of DestiMED Plus will be an online monitoring and indicators tool that covers various</p>

	<p>sustainability and quality aspects in addition to the ecological footprint (socioeconomic indicators, water, governance, product and service quality, governance and conservation, etc.). At this moment, they are testing the new indicators and the new platform is scheduled for the end of 2021. They are also currently conducting a training on how to implement the indicators.</p> <p>https://destimed-plus.interreg-med.eu/</p>
<p>Synergies with BEST MED</p>	<p>DESTIMED focus on measuring the sustainability of ecotourism products and BEST MED will do the same for Cultural Itineraries, so possibly the Standard they have defined for ecotourism products could be adapted for Cultural Itineraries. They also developed an online platform where to collect the data, the Destimed Calculator</p>

Project Name and Acronym	3. <i>CO EVOLVE - Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism</i>
Programme and Period	INTERREG MED 14-20
Website	https://co-evolve.interreg-med.eu/
Partners involved	<p>Lead Partner: Region of East Macedonia and Thrace (EL)</p> <p>Partners: Conference of peripheral maritime regions of Europe (FR), National Research Council - Institute of Marine Sciences (IT), Department of Herault (FR), Dubrovnik Neretva Regional Development Agency DUNEA (HR), Emilia-Romagna Region (IT), Fundación Instituto Portuario de Estudios y Cooperación de la Comunidad Valenciana (ES), Iuav University of Venice (IT), Po Delta Park Veneto Region Authority (IT), Priority Actions Programme Regional Activity Centre (HR), Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (HR), University of Thessaly (EL)</p>
Short Description	CO-EVOLVE aims at analysing and promoting the co-evolution of human activities and natural systems in touristic coastal areas, allowing sustainable development of touristic activities based on the principles of ICZM/MSP. CO-EVOLVE couples a presently unavailable analysis at MED scale of threats and enabling factors for sustainable tourism with local studies on representative Pilot Areas, to demonstrate through pilot actions the feasibility and effectiveness of a ICZM/MSP-based planning process.
Main Outputs	<p>1. Threats and enabling factors for sustainable tourism in the Mediterranean: complete and integrated analysis, at Mediterranean and Pilot Area scale, of the principal threats and enabling factors for a sustainable and ecosystem-based coastal tourism development, allowing a positive co-evolution of human activities and natural systems.</p> <p>2. Defining and quantifying tourism sustainability in the Mediterranean: develop a sustainability analysis in order to qualify-quantify the sustainability of tourism on pilot areas and address their strategic planning. The activity will build on previous efforts in order to create a conceptual model for assessing the level of sustainable development of tourism in the Mediterranean and develop an operational Tourism Sustainability Toolkit to be applied at Mediterranean scale.</p> <p>3. <u>Developing ICZM/MSP based action plans for sustainable tourism development</u> in pilot areas and transfer at Mediterranean scale CO-EVOLVE aims to produce tourism-driven or tourism-oriented strategic action plans on the basis of the previous outputs and elaborate strategic planning proposals</p>

	for each pilot area, including operative guidelines. A transferability plan at Mediterranean scale will also be produced.
Data collection and management methods	<p>→ Tourism Sustainability Toolkit (3.16.2). CO-EVOLVE's Sustainability Toolkit is a conceptual model for assessing the level of sustainable development of tourism in the MED coastal areas. It consists of an indicators' system that can assess sustainability in terms of criteria corresponding to the four dimensions of sustainability (ENV, SOC, ECO, GOV). It is a 3-tier system:</p> <ol style="list-style-type: none"> 1) 40 indicators are taken from ETIS as Core indicators; 2) another set of indicators is defined for each destination type (beach, urban, cruising, recreational and ecotourism) from other sources like WTO, Mitomed, etc 3) Pilot area specific indicators, developed on the basis of area-specific critical issues with linkages to the main threats, enabling factors and governance issues identified in the Mediterranean coastal areas. <p>CO-EVOLVE's Tourism Sustainability Toolkit includes sets of indicators categorized according to socio-economic, environmental criteria as well as types of tourism (e.g. beach tourism) and adjustable to each destination and provides an assessment of the enabling factor "Governance" tuned at Mediterranean and local level (pilot area scale), offering also indicators for measuring governance issues at both spatial scales.</p> <p>The starting point for adapting the Toolkit to each destination is a list of priority indicators selected from the Toolkit which regard to the most common critical issues and specificities encountered in the Mediterranean coastal tourism destinations. The list is meant to act as a baseline for comparisons among coastal tourism destinations in the Mediterranean</p> <p>More information on the Tourism Sustainability Toolkit</p> <p>→ Tourism driven strategic planning: step-by-step methodology to construct a tourism-driven strategic plan for sustainable development of coastal areas. They integrate the main principles and goals of ICZM and of sustainable tourism.</p>
Big Data and Sustainability Indicators	Indicators have been mainly sourced from ETIS. The sources seem to be traditional sources of information (statistics, surveys). No use of Big Data
Full Library of Project's deliverables	https://co-evolve.interreg-med.eu/what-we-achieve/deliverable-library/
Policy recommendations	Transferability plan at Mediterranean scale (5.3.1) : CO-EVOLVE's Transferability plan analyses and summarises the project's results/best practices relevant for the Med region.

Synergies with BEST MED

One of the partners, Conference of peripheral maritime regions of Europe (CPMR) is also partner of BEST MED.

Co Evolve has developed an operational Tourism Sustainability Toolkit to be applied at Mediterranean scale which BEST MED could take advantage of, either for its indicator set and platform, but also for its aim of creating a Network of tourism observatories at MED level. On the other hand, Co Evolve has designed a tourism management model, similar to Mitomed Plus, but incorporating the ICZM/MSP approach for coastal management.

Project Name and Acronym	4. <i>ALTER ECO - Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity</i>
Programme and Period	INTERREG MED 14-20
Website	https://alter-eco.interreg-med.eu/
Partners involved	Lead Partner: Comunidad Valenciana Partners: Valencian Institute Of Building Foundation (ES); Aristotle University of Thessaloniki – Special Account for Research Funds (EL), City Of Dubrovnik (HR), Ca' Foscari University of Venice (IT), Larnaca-Famagusta Districts Development Agency (CY), The European City of Culture, Tourism and Development (FR), Malaga City Council (ES), Municipality of Genoa (IT), Observatory on Tourism in the European Islands (IT), South Aegean Region (EL)
Short Description	The Mediterranean is under threat due to the inappropriate practice and development associated with mass tourism. As a consequence, areas of high tourist attraction in coastal cities are reaching their limit on carrying capacity, with a direct impact not only on the urban environment but on key elements that define MED Culture. In this context, ALTER ECO enhances the local sustainable development of tourism by promoting Mediterranean Identity through the implementation of alternative tourist strategies in 6 pilots co-designed and implemented by public and private stakeholders. The project provides the opportunity of testing, in representative MED cities, used as LIVING LAB, existing methodologies and tools arisen in previous high impact projects in the field of sustainable tourism or proposed by key stakeholders, with the aim of reaching holistic and realistic tourist strategies at local and regional level that allow transferability in the MED territory. Project results will support policy makers to make more informed and integrated decisions for the governance and management of tourism in the Mediterranean and at the same time will enhance the coordination of actions between public and private stakeholders towards the implementation of the raised strategies in order to create new business opportunities.
Main Outputs	<ul style="list-style-type: none"> • Pilot activities in 4 cities and 2 regions to test alternative tourism strategies to reduce and better manage the impact of tourism activities on the environment by promoting Mediterranean Identity • Model for implementation of innovative tourism strategies • International learning Portfolio backed by Good Practices Database http://alterecotips.com • Proposals-Recommendations for application of the Model in the Med Area

Data collection and management methods	<ul style="list-style-type: none"> → ALTER ECO Toolkit: set of tools and methodologies that have been developed and tested in the frame of the ALTER ECO project and can be used by non-ALTER ECO areas in order to decongest areas with exceeding carrying capacity. Tools and methodologies can be transferred and practically applied taking into consideration the needs of the areas and the policies. The tools include the model for calculating the carrying capacity, the online platform to make this calculation and the Interregional Learning Portfolio website → www.alterecotips.com is an Interregional Learning Portfolio that operates as an open online platform. It includes alternative best practice measures which offer transnational education and transfer good practices from the lessons learnt during the whole process of the ALTER ECO project. The measures that are available at the ALTER ECO Interregional Learning Portfolio are backed by the Database of Good Practices, which can be found in the official project website. There are 38 notable measures available and the user can search among them by using the type of measure, the problem that is addressed or the types of tourism destinations criteria. → Besides, the platform https://quantitas.it/dev/med/cc/ro.html allows to diagnose the level of risk of a tourist destination based on the carrying capacity limit
Big Data and Sustainability Indicators	<ul style="list-style-type: none"> → ICT and Big data use in strategies to tackle over tourism and measure carrying capacity (IoT, use of sensors in beaches in Spain, mobile apps to control traffic in Dubrovnik, etc). → Compilation of ICT initiatives worldwide → Platform https://quantitas.it/ developed within the project to measure carrying capacity in destinations part of the project. → Big Data best practices are identified in the website http://alterecotips.com/
Full Library of Project's deliverables	<p>https://alter-eco.interreg-med.eu/what-we-achieve/deliverables-database/</p>
Policy recommendations	<p>The project provides a Transferability Plan, in order to transfer the project messages and provide a roadmap for the adaptation of the project outputs to other cities, sharing the lessons learned.</p> <p>The Alter Eco Declaration aims to enhance the establishment and continuity of the transnational and multi-stakeholder dynamic cooperation towards the raise of initiatives for the promotion of tourism strategies, while preserving the Mediterranean Identity.</p>
Synergies with BEST MED	<p>The project ALTER ECO provides a deliverable that might be of use in this sustainability assessment phase, as different good practices are shared in the online platform www.alterecotips.com where methodologies for diagnosis of a tourism destination sustainability are seen through practical cases that have</p>

implemented them. Some of these best practices can be interesting for the standard system of Big Data collection that BEST MED aims to propose for Activity 3.2.

Project Name and Acronym	5. <i>HERIT DATA - Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data</i>
Programme and Period	INTERREG MED 14-20 – Currently active project (until January 2022)
Website	https://herit-data.interreg-med.eu/
Partners involved	<p>Lead Partner: Regione Toscana - Department of Infrastructure & Technology (IT)</p> <p>Partners: Foundation for Research and Innovation (IT), Santa Maria Real Foundation of Historical Heritage (ES), City of Dubrovnik development agency (HR), Agency for Sustainable Mediterranean Cities and Territories (FR), Faculty of Science and Technology - New University of Lisbon (PT), Valencia port Foundation for Research, Promotion and Commercial Studies of the Valencian region (ES), Region Occitanie(FR), Conference of Peripheral Maritime Regions of Europe (FR), Agència Valenciana del Turisme – Generalitat Valenciana (ES), Region of Western Greece (EL), Centre for Spatial Research (BH)</p>
Short Description	<p>One of the key objectives of this project is to develop, test and launch a Tourist Flow Management Platform (Snap4City) capable of collecting a huge variety of data from various sources: ports, museums, sites, transportation, and other platforms. The treatment of data from citizens, visitors, companies, public administration bodies and the sites themselves will bring benefits to different stakeholders. Above all, it will give public administration bodies access to better knowledge about the varying flow of tourists, enabling them to regulate it better, while enabling citizens and tourism SMEs to improve planning of trips. This way, public authorities, private companies and tourists themselves will have access to the same information in real time and can thus make coordinated choices to avoid overcrowding at some sites. The focus is especially on old towns and sites of particular archaeological and cultural interest, including UNESCO World Heritage Sites.</p>
Main Outputs	<ul style="list-style-type: none"> • Benchmarking of mass tourism experiences • Measurement of carrying capacity indicators for each selected destination • App for tourists & visitors • Med Strategy for Sustainable Cruise destination towards cultural heritage • Model for mass tourism management • HERIT-DATA Memorandum of Understanding

<p>Data collection and management methods</p>	<ul style="list-style-type: none"> ➔ HERIT-DATA tourism flow management platform (Snap4City): Fully programmable and configurable system made of 100% Open-Source technologies and solutions able to collect a huge variety of data from various sources: ports, museums, sites, transportation, other IoT/Smart City platforms, etc. In Valencia for example, they are installing Wi-Fi sensors in key points in the city, which thanks to mobile phones, allows to monitor the flow of tourists ➔ App for visitors: App for smartphones to facilitate the interaction & decisions of tourists/visitors to improve and enjoy their stay while reducing their impact on the visited sites (protection of heritage sites thanks to an on the-fly visitors' flow reorganisation). ➔ They developed a <u>system of indicators</u> which sources are traditional and big data, there is a sustainability index as well. They are based in ETIS and SIROCCO systems of indicators, but further improved to meet the project needs. This system allows to predict, monitor in real time and obtain a scope of the effects of tourist saturation in a predefined building, space or heritage nucleus. The HERIT-DATA system, therefore, must generate relevant information to reinforce the actions and decision making for a sustainable management of the selected heritage through the control of tourist saturation. The system is divided into 6 categories: E.1 Building / Site Capacity Overcrowded, E.2 Tourist City Flows, E.3 People perception of overcrowded places, E.4 Capacity and quality to services access (heritage area), E.5 Residential quality site, E.0 Characterization of areas of heritage value. 22 indicators components, but more indicators in total. Each pilot area can choose those relevant to them
<p>Big Data and Sustainability Indicators</p>	<p>They use Open and Big data to populate the indicators that are part of the system (see section above)</p>
<p>Full Library of Project's deliverables</p>	<p>https://herit-data.interreg-med.eu/what-we-achieve/deliverable-library/ Work in progress as project is active until January 2022</p>
<p>Policy recommendations</p>	<p>N/A</p>
<p>Synergies with BEST MED</p>	<p>Conference of Peripheral Maritime Regions of Europe (CPMR) is also a partner of BEST MED. Similar to ALTER ECO, proposes to manage the over flow of tourists using ICT tools. This project is focus on urban heritage destinations. It can be useful to identify a common system to collect Big Data (Activity 3.2 of BEST MED). They developed indicators that incorporates Big Data sources</p>

Project Name and Acronym	6. <i>SHAPE TOURISM - New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability</i>
Programme and Period	INTERREG MED 14-20
Website	https://shapetourism.interreg-med.eu/
Partners involved	<p>Lead Partner Ca' Foscari University of Venice - Department of Economics (IT)</p> <p>Partners: Italian Association of the Council of European Municipalities and Regions - Veneta Federation (IT), University of Algarve (PT), University of Split, Faculty of Economics (HR), Cyprus Center for European and International Affairs (CY), Research Centre of the Slovenian Academy of Sciences and Arts (SL), University of Malaga Department of Economics and Management (ES)</p>
Short Description	ShapeTourism improves the tourism knowledge framework, providing analysis and operational tools to pinpoint an integrated methodology to shape and drive tourism sustainable growth, particularly for Cultural Destinations. It supports policymakers and private operators to achieve attractiveness, growth and sustainability, taking into account the major challenges of global competition.
Main Outputs	<ul style="list-style-type: none"> • Tourism Observatory - Smart Integrated Tourism Data System (SITDS) to arrange recommendations and scenarios, improve attractiveness of territorial assets • The Socio-Economic Approach to Management: Planning Solutions to tackle territorial assets sustainable exploitation, while balancing conflicts between landscape conservation and tourism growth pressures and tailoring responses to destinations life cycle • ShapeTourism Protocol based on a Participative Decisional Support System able to create effective synergies and cooperation mechanism for a responsible coastal and maritime integrated management
Data collection and management methods	The Smart Integrated Tourism Data System (SITDS) offers information, scenarios and indicators on reputation, competitiveness, attractiveness and sustainability of tourism. It allows to improve the knowledge framework about tourism health of Mediterranean cultural destinations, and to help stakeholders shaping tourism in a sustainable way. It also generates open data able to overpass informative limitations of conventional statistical analysis. The SITDS has 2 types of dashboards to collect data. One collects the primary data supporting this tool which were collected through a transnational survey. The second dashboard is powered by secondary data published by Eurostat, WEF, etc. This observatory bridges the gap between stakeholders' current

	<p>information needs and traditional statistic responses, using new methods for collecting and processing Big Data. It provides a visualisation of the geographical concentration of Mediterranean regions based on the Driving forces, Pressures, State and Response (DPSR) Model of MED regions at the NUTS 2 level. The visualisation of these clusters provides insights into the Mediterranean regions' heterogeneity within the DPSR framework.</p> <p>The SITDS included a survey carried out to almost 500 tourism related stakeholders from 9 MED countries and provided unique insights into tourism state of health in the Med area today.</p> <p>Other parts of SITDS include:</p> <ul style="list-style-type: none"> -the Carrying Capacity scenarios simulator: regarding specific indicators such as tourism density, tourism intensity and occupancy rate -the Cluster Matrix tool: provides a visualisation of the geographical concentration of Mediterranean regions based on the driving forces, pressures, state and response (DPSR) model. 18 indicators were selected for CULTURAL HERITAGE TOURISM planning and management and divided in to three types of indicators: governance, socio-economical, biological & ecological indicators.
Big Data and Sustainability Indicators	Yes, combination of big data with traditional data sources
Full Library of Project's deliverables	https://shapetourism.interreg-med.eu/what-we-achieve/deliverables/
Policy recommendations	This project produced a document called "Survey policies report"
Synergies with BEST MED	Shape Tourism has an interesting approach for data collection, combining official data taken from Eurostat, surveys to experts and big data sources. It would be advisable to contact a responsible person from the project to better understand what sources of Big Data were integrated into the platform. The platform is currently hosted in the Shape Tourism project website.

Project Name and Acronym	7. BLEU TOUR MED – Med Sustainable Tourism Community
Programme and Period	INTERREG MED 14-20
Website	https://sustainable-tourism.interreg-med.eu/
Partners involved	Coordinated by DIBA - Barcelona Provincial Council (Barcelona, Spain) in partnership with UNIMED - Mediterranean Universities Union(Rome, Italy), University of Thessaly (Thessaly, Greece), Arco Latino, a network of local public authorities (Tarragona, Spain), NECSTour - Network of European Regions on Sustainable and Competitive Tourism (Brussels, Belgium), Plan Bleu UNEP MAP, the Regional Activity Centre of Mediterranean Action Plan (Marseille, France), Adriatic and Ionian Euroregion (Pula, Croatia), RDA Green Karst Regional Development Agency (Pivka, Slovenia)
Short Description	<p>The MED Sustainable Tourism Community is featured by BleuTourMed_C3 Project, a three-year Horizontal Project financed by the ERDF within the Interreg MED Programme whose aim is to facilitate the knowledge sharing and the capitalisation of results of the 17 Modular Projects. Since 2019, five new territorial cooperation projects have joined the Community that now gathers 22 projects co-funded by the European Regional Development Fund (ERDF), almost 300 organisations (public authorities, private companies, universities, NGOs and international organisations) active in 12 European-Mediterranean coastal areas. Besides, two Strategic Projects, approved in October 2019, focusing on governance of sustainable tourism will join forces with the Community (one of them is BEST MED). The community role has been extended until June 2022.</p> <p>Link to see projects part of the community</p>
Main Outputs	<p>Capitalization of the results of the modular projects part of the community through Working groups discussing key topics and the elaboration of policy factsheets, policy papers and recommendations.</p> <p>Dissemination through different workshops and conferences</p>
Data collection and management methods	<p>→ 4 Working Groups made by MP representatives and open to participation of external experts and policy makers</p> <ol style="list-style-type: none"> 1- Monitoring tourism sustainability: data gaps in tourism for policy-making 2- How to reduce the environmental-cultural-social impacts of tourism in the Mediterranean region? 3- How can the tourism sector ensure a sustainable and responsible economic growth and prosperity in the Mediterranean region? 4- Governance mechanisms to guide a wide variety of stakeholders towards a more sustainable and responsible tourism?

	<p>Each working group produce certain policy factsheets and recommendations on their specific topic, targeted to tourism policy makers</p> <p>→ Another tool developed by the community is the Search the Med Library: allows to search outputs from different EU funded projects as well as reports, papers, etc</p>
Big Data and Sustainability Indicators	Several of the projects that are part of the community are using Big Data sources (Shape Tourism, Alter Eco, Herit Data) and sustainable tourism indicators (Mitomed Plus, Co-Evolve, etc)
Full Library of Project's deliverables	https://sustainable-tourism.interreg-med.eu/
Policy recommendations	<p>Policy recommendations were presented at the final conference of the Community in June 2019. Policy factsheets for each of the 4 working groups. Thematic papers, most relevant to BEST MED are:</p> <ul style="list-style-type: none"> • Identifying challenges and gaps towards sustainable and responsible coastal and maritime tourism in the Mediterranean • Measuring Tourism Sustainability in the Med area • Improving tourism governance in the Med area
Synergies with BEST MED	Several, since BEST MED is moving forward on the basis of the work carried out by many of the projects that are part of the community. We are taking into consideration their policy recommendations to build from there our recommendations and proposals

Project Name and Acronym	8. <i>CASTWATER - Coastal areas sustainable tourism water management in the Mediterranean</i>
Programme and Period	INTERREG MED 14-20
Website	https://castwater.interreg-med.eu/
Partners involved	Lead Partner: Municipality of Rethymno (EL) Partners: Departmental Council of Herault (FR), Institute of Agriculture and Tourism (HR), Euromediterranean Water Institute Foundation (ES), Emilia Romagna Region (IT), InnDEA - Foundation of the Valentinian Community to promote strategic urban development and innovation (ES), Malta Regional Development and Dialogue Foundation (MT), Veneto Region (IT), Sustainable Energy and Water Conservation Unit (MT), University of Patras (EL), Water Board of Lemesos (CY)
Short Description	CASTWATER aims to support sustainable tourism water management in MED coastal areas. CASTWATER brings together 11 partners from 7 countries to reduce the impact of tourism activities on environmental heritage and to improve management of water resources. It supports sustainable tourism policies and practices on water efficiency in coastal areas. The transnational challenge is to reduce the impact of tourism activities on environmental and cultural heritage and to improve management of the increased pressure on water resources.
Main Outputs	<ul style="list-style-type: none"> • Water sustainability indicators and evaluation criteria to measure the tourism sector performance in water efficiency • Online tool for SMEs to monitor, compare and self-assess their water efficiency status and for public authorities to identify trends, patterns, and assess the overall situation of their territories • Learning and knowledge resources and local workshops for public authority's staff on sustainable tourism water management • Transferability plans for public authorities to support the policy integration of the sustainable tourism water management approach into policies and measures, and for enterprises to integrate best practices in their day to day operations
Data collection and management methods	<p>➔ Good practice guide on the adoption of sustainable tourism water management solutions by SMEs: Collection of good practices and case studies on sustainable tourism water management gathered from regions of the wider Med area where tourism sector's SMEs have applied innovative water management solutions.</p> <p>➔ Evaluation toolkit for public authorities to monitor and assess sustainable tourism water management: A set of performance indicators and evaluation criteria, to provide the basis for the</p>

	<p>design of a monitoring online tool to assess sustainable tourism water management performance in the partnership areas.</p> <p>→ Online tool to monitor, compare and grade performance in sustainable tourism water management: Online tool/service to support and promote the self-assessment of SMEs, stakeholders and organisations involved in the tourism sector to monitor, compare and grade performance on sustainable tourism water management.</p> <p>The online tool allows SMEs to perform a self-assessment of their water management performance, and public authorities to monitor the sustainability of the uses of water by tourism businesses in their territories</p> <p>-The categories for self-assessment of SMEs are: Water saving technologies and infrastructure, Strategic planning and management services, awareness raising and water consumption. Each with several indicators</p> <p>-The categories for monitoring of PAs are: Policy framework, territorial context and Water availability, quality and environment</p>
Big Data and Sustainability Indicators	They have developed an Indicators System which is customised to the issue of water sustainability in the tourism sector in the Mediterranean territories
Full Library of Project's deliverables	<p>https://castwater.interreg-med.eu/what-we-achieve/deliverable-database/</p> <p>Indicators List</p> <p>Toolkit Part 1</p>
Policy recommendations	N/A
Synergies with BEST MED	The online platform and the good practices guide could serve as inspiration for BEST MED. Some indicators could be integrated but they are only related to water efficiency.

Project Name and Acronym	9. <i>MEDFEST - MED culinary heritage experiences: how to create sustainable tourist destinations</i>
Programme and Period	INTERREG MED 14-20
Website	https://medfest.interreg-med.eu/
Partners involved	<p>Lead Partner: Research Centre of the Slovenian Academy of Sciences and Arts (SL)</p> <p>Partners: Troodos Network Thematic Centers (CY), AZRRI – Agency for Rural Development of Istria Ltd. Pazin (HR), Rural Development Association (IT), Purpan Engineering School (FR), In Loco Association (PT), Technical Institute of Heraklion Chamber of Commerce and Industry (EL), University of Barcelona (ES)</p>
Short Description	<p>MEDFEST is tackling the challenge of diversifying traditional sun and sea' tourist destinations, with new and sustainable products based on rich and renowned culinary heritage of the Mediterranean. Project's objective is to create tools and instruments for designing new sustainable culinary experiences, which will be offered to visitors to: 1) diversify the tourism sector in terms of products and its seasonality; 2) bring tourism development to the coastal hinterland; 3) safeguard culinary heritage for future generations</p>
Main Outputs	<ul style="list-style-type: none"> • Online map of sustainable culinary experiences in MED • Action plans of designing sustainable culinary experiences in 8 MED territories • Strategy of planning and managing sustainable culinary tourism
Data collection and management methods	<p>→ Developed a set of criteria and indicators: Inspired by existing approaches (European Tourism Indicator System, Global Sustainable Tourism Council) and by scientific works, this proposal has been improved and strengthened by a dialogue with the project partners, in direct connection with the realities of countries.</p> <p>At this stage, 4 mains topics were identified, all including aspects of sustainability:</p> <ul style="list-style-type: none"> -The content of the experience -The organization/ governance of the experience -The local/ territorial anchoring of the experience -The embedment of the experience in local or regional strategies/ policies <p>→ Strategy of planning and managing sustainable culinary tourism: Strategy based on how to improve the capacities of the small-scale food and culinary sector in order to form long-term alternative and sustainable tourist destinations in MED space focusing on three target groups: A) producers/holders; B) tour providers, tourist organisations; and C) public policy-makers, institutional actors.</p>

	→ Catalogue of Best Practices : 18 culinary experiences from 8 different Mediterranean countries
Big Data and Sustainability Indicators	They based their selection of indicators on ETIS indicators.
Full Library of Project's deliverables	https://medfest.interreg-med.eu/what-we-achieve/deliverable-library/
Policy recommendations	N/A
Synergies with BEST MED	They focus on hinterland destinations, which is also a key area for BEST MED, but on developing new culinary experiences. However, they did developed a set of criteria and indicators, so some of those indicators could be considered when defining BEST MED indicators, since it is also referring to a cultural experience

Project Name and Acronym	<i>10. SIROCCO - Sustainable InterRegional cOastal & Cruise maritime tourism through COoperation and joint planning</i>
Programme and Period	INTERREG MED 14-20
Website	https://sirocco.interreg-med.eu/
Partners involved	<p>Lead Partner: Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County (HR)</p> <p>Partners: Port Authority of Civitavecchia (IT), Larnaca-Famagusta District Development Agency (CY), Centre for Research and Technology Hellas (EL), Regione Lazio - Direzione Tumor (IT), South Aegean Region (EL), Commission for Regional Development and Coordination of Lisbon and Tagus Valley (PT)</p>
Short Description	<p>Main objective: to enhance the sustainability of cruise maritime/coastal tourism in the MED Area. Solutions will be based on the outcomes of studying five real-life cruise value chains in different Mediterranean countries and will be migrated to the MED level. As cruise tourism grows, the challenge for the Mediterranean is to exploit its full potential in a (environmentally, socially & economically) sustainable way. Addressing this challenge is hindered by three factors: 1) existing knowledge is insufficient & data gaps still exist; 2) coastal regions struggle to fully capture benefits generated by cruise tourism; 3) coordination of strategies and policies at regional & transnational level is limited.</p>
Main Outputs	<ul style="list-style-type: none"> • Current state assessment and future foresight of the Mediterranean cruise tourism • Sustainable cruise maritime/coastal tourism certification system • Sustainable Cruise Tourism Joint Action Plan, proposing solutions for enhancing cruise tourism's environmental, social & economic sustainability in the MED • Interregional strategy coordination recommendations, identifying opportunities, potential benefits and actions required for coordinating regional strategies on cruise tourism
Data collection and management methods	<p>➔ Sustainable cruise maritime/coastal tourism certification system: Cruise-customised tool (following the logic and structure of ETIS to safeguard compatibility) for assessing tourism sustainability and certifying cruise value chains (destinations) in the MED area. SIROCCO project developed a Sustainable Cruise Tourism Certification System (SCTCS) that includes an indicator structure linking each indicator to the respective cruise value chain's actor, providing the required data, proposing data sources and collection methods</p> <p>➔ Sustainable Cruise Tourism Joint Action Plan: It integrates actions from each value chain based on their relevance, wider acceptance, and opportunity for capturing synergies of scope</p>

	<p>and geography. A MED wide e-consultation (SIROCCO e-Forum) validates it.</p> <p>→ Interregional strategy coordination recommendations: Report on the opportunities, potential benefits and actions required for coordinating regional strategies validated by a MED-wide e-consultation process (SIROCCO e-Forum)</p>
Big Data and Sustainability Indicators	Build from ETIS indicators
Full Library of Project's deliverables	https://sirocco.interreg-med.eu/what-we-achieve/deliverable-library/
Policy recommendations	Future scenarios for the cruise tourism industry
Synergies with BEST MED	The set of indicators could be revised although they are not available in the project's library and they might be too specific for the cruise tourism product

Project Name and Acronym	11. <i>EMbleMatic - "Emblematic Mediterranean mountains as coastal destinations of excellence"</i>
Programme and Period	INTERREG MED 14-20
Website	https://emblematic.interreg-med.eu/
Partners involved	Lead Partner: Syndicat Mixte Canigó Grand Site (FR) Partners: Himara Municipality (AL), Development Agency of Berguedà (ES), Gal Gran Sasso Velino Soc. Cons. Ar.I. (IT), Pieriki Anaptixiaki S.A.-O.L.A. (EL), Gal Terre dell'Etna e dell'Alcantara S.C.C.A.R.L (IT), Consell de Mallorca - Environment department (ES), Akomm-Psiloritis S.A Development Agency of Local Government (EL), Estudis d'hoteleria i turisme CETT, SA (ES), Métropole d'Aix Marseille Provence (FR)
Short Description	The objective of the EMbleMatic project is to create and test a new and radically different tourism offer based on the features of nine Mediterranean mountains and to create an alternative to the traditional holiday on the beach model. This project will contribute to re-balancing tourist influx between the sea and the mountain (especially piedmont), to extend the season and to improve economic returns for the territories. Several experiments will lead the territories toward the definition of an umbrella brand based on a sustainable and responsible tourism approach. Should the evaluation prove positive, more mountains could join the network to evolve their tourism policies.
Main Outputs	<ul style="list-style-type: none"> • Common methodological framework for the emblematic characterization and for the participative approach • Definition of a brief marketing for slow tourism in the coastal med mountains • Nine emblematic slow tourism eco-itineraries developing the emblematic dimension specific to each partner territory • Transfer guide for the implementation of eco-itinerary for Emblematic Mediterranean Mountains as coastal destinations of excellence
Data collection and management methods	→ The project agreed on 10 common criteria and 30 attributes that the mountain destinations have to comply to be part of the Network. Each mountain destination then creates their product, called Ecojourney, respecting the criteria and attributes defined. Complying all the criteria the itineraries are certified with the label "Ecojourney Emblematic Mediterranean Mountains". More information on the Marketing brief and terms of reference for a slow tourism in Mediterranean Coastal Mountains : The «marketing brief» for an operational implementation of a slow tourism in the coastal Mediterranean mountains will act as the terms and conditions for the local implementation of pilot activities. It will include a model of

	<p>technical form for tourism product locally adaptable, that each partner will adjust and use for its own pilot activity. Starting from a common strategy defined by 30 agreed attributes and establishing common. 10 common criteria to be defined as Emblematic.</p> <p>→ Guidelines on how to implement an ecojourney</p> <p>→ Local stakeholders cluster and European network of EMbleMatiC Mediterranean Mountains: Two types of clustering are elaborated: a local one, with local stakeholders involved in consecutive steps and a European one, the network of nine coastal mountains. Involvement of local stakeholders, elected representative's forum and training: Local stakeholders participate in every step of decision making leading to a final product that is considered as their "work", participatory bottom up approach. The elected representatives of the involved areas create a forum and training sessions will be organised.</p>
Big Data and Sustainability Indicators	They include a selection of 10 ETIS indicators and provide the link to the full ETIS indicators if a destination wants to apply the whole system
Full Library of Project's deliverables	https://emblematic.interreg-med.eu/what-we-achieve/deliverable-library/
Policy recommendations	N/A
Synergies with BEST MED	<p>The concept is similar to Destimed as the type of product is mainly ecotourism itineraries. It could be an interesting example for designing the S&C Path Model for Cultural routes. They developed 10 criteria and 30 attributes to create eco-itineraries, which are mainly trails in mountain destinations.</p> <p>Also regarding the European network of Emblematic Mediterranean Mountains</p>

Project Name and Acronym	<i>12. MEDCYCLETOUR - Mediterranean cycle route for sustainable coastal tourism</i>
Programme and Period	INTERREG MED 14-20
Website	https://medcycletour.interreg-med.eu/
Partners involved	Lead Partner: Regional Government of Andalusia (ES) Partners: European Cyclists' Federation (BE), Cyprus Tourism Organisation (CY), Conseil départemental des Alpes- Maritimes (FR), Region Friuli Venezia Giulia (IT), Consorzio Oltrepò Mantovano(IT), Regional development centre Koper (SL), Croatian National Tourist Board (HR), Directorate General for Tourism of the Generalitat of Catalonia (ES), Region Of Western Greece (EL), Cluster for Eco-Social Innovation and Development CEDRA (HR)
Short Description	The project use transnational cooperation along the long distance cycle route EuroVelo 8 Mediterranean Route in order to achieve a commitment to invest in cycle tourism, raise awareness and improve practices (e.g. to implement investment measures, service development, promotion-marketing and monitoring-impact assessment). EuroVelo 8 – Mediterranean Route is a long-distance cycle route that connects the whole Mediterranean from Cyprus to Cádiz. The overall objective of the project is to use this route as a tool to influence regional and national policies in favour of sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean.
Main Outputs	<ul style="list-style-type: none"> • Transnational, national and regional action plans for the development of EuroVelo 8 – Mediterranean Route • Policy recommendations to improve conditions for cycling tourism along the Mediterranean region • Promotional applications for portable devices providing geographical information, general tourist information and related offers • Pilot projects implemented along the route
Data collection and management methods	<p>➔ Action Plans for the development of the Mediterranean route: Action plans in different scales: transnational, national and regional. Definition of how the authorities can implement the EuroVelo routes in their territories.</p> <p>➔ Sets of policy recommendations: Summary of the usage-related figures and the calculation of the direct and indirect project impacts (on different time horizons)</p>
Big Data and Sustainability Indicators	Applications for portable devices providing geographical information
Full Library of Project's deliverables	https://medcycletour.interreg-med.eu/what-we-achieve/deliverable-library/

Policy recommendations	Charter for Sustainable and Responsible Tourism in the MED Area: A clear one-page document summarizing the benefits, the objectives of and the actions for the development of cycling tourism in the MED area. The Charter is a perfect tool to involve stakeholders across the Mediterranean region in the development of cycling tourism and EuroVelo 8 – Mediterranean Route.
Synergies with BEST MED	They use an existing cycling route (Euro Velo8) which could be similar to using a Cultural Route

Project Name and Acronym	13. <i>CONSUMELESS - Consume less in Mediterranean tourism communities</i>
Programme and Period	INTERREG MED 14-20
Website	https://consume-less.interreg-med.eu/
Partners involved	<p>Lead Partner: The Energy and Water Agency (MT)</p> <p>Partners: Ambiente Italia srl (IT), Malaga County Council Urban Waste Consortium (ES), EuroMediterranean Center for the sustainable development (IT), Provincial Government of Malaga (ES), EGTC Efxini Poli - SolidarCity Network (EL), Ministry for Gozo (MT), Municipality of Naxos and Small Cyclades Islands (EL), Saranda Municipality (AL), Sicilian Region (IT).</p> <p>Six pilot areas are involved: Gozo, Vélez-Málaga, Saranda, Ragusa, Realmonte and Naxos.</p>
Short Description	<p>Consume-less specifically aims to reduce energy, water use and waste. The model can easily be replicated in other regions that want to make their territories more sustainable. The Consume-less tourism model and the ConsumelessMed branding guideline will support this process. Destinations first need to set up a managing board for the label at local level. This is important in order to better manage the adherence, to promote and to monitor the territorial “ConsumelessMed” brand. They will then be enacting the application of the label in synergy with the economic operators of the tourism sector. The communication and marketing strategy of the ConsumelessMed brand will thus allow to: Discover the ConsumelessMed destinations; Meet the real people living in the destination and get to know their stories; Visit the map and choose the ConsumelessMed facilities and Enlarge the network.</p>
Main Outputs	<ul style="list-style-type: none"> • Consume-less tourism model for public actors • ConsumelessMed branding guideline for tourism facilities • ConsumelessMed platform for promoting the brand at international level • Communication and marketing strategy • Demonstrative measures for reducing the use of resources and the production of waste in the Consume-less destinations • Policy Paper capitalizing the Consume-less tourism model. Over 40 tourism SMEs have signed the MoU.
Data collection and management methods	<p>→ Consume less Med tourism model: It is a model to develop integrated energy, water and waste management strategies. The ConsumelessMed tourism model identifies a set of integrated activities that should be implemented in a Mediterranean touristic territories for increasing the sustainability of tourism. The model activities include:</p> <p>-Consumeless Med Label implementation by service providers</p>

	<ul style="list-style-type: none"> -Consumeless Med demonstrative measures implemented at city level, aimed at reducing energy, water use and waste production -Consumeless Med raising awareness campaign for travellers -Consumeless Med Monitoring using the Monitoring sheet -Consumeless Med Marketing strategy to promote the brand at territorial level <p><u>Consumeless Med brochure</u>: summary of the model</p> <p>The model targets the local Municipalities or DMO's in charge of coordinating public services in the destination. Ultimately, implementing the Consume-less model will contribute to the monitoring of impacts at destination level, which can be measured using ETIS.</p> <ul style="list-style-type: none"> → Consumeless Med Label: inspired by the EU Eco label and other international initiatives but simplifying the procedure to make it accessible to small organizations to join → Consumeless Med Platform: A platform directed to travellers to raise awareness about the <i>ConsumeLess Med Label</i>, but also to tourism companies and local governments to join the network and apply the model. → <u>Guidelines to become a Companion</u> (business implementing the model)
Big Data and Sustainability Indicators	In synergy with ETIS indicators, aiming to make the connection for the long term use of the Consumeless model after the project is finished.
Full Library of Project's deliverables	https://consume-less.interreg-med.eu/what-we-achieve/deliverable-library/
Policy recommendations	<u>Policy paper promoting the Consume-less tourism model</u>
Synergies with BEST MED	The Consumeless Med model could be taking as example, incorporating some aspects into the S&C Path model, for example the implementation strategy with the 5 integrated activities at destination level. Even though BEST MED does not pursue a label for Cultural Routes, it could replicate certain components of the model, such as involving tourists, tourism providers and local governments in the approach.

Project Name and Acronym	14. BLUEMED - Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean
Programme and Period	INTERREG MED 14-20
Website	https://bluemed.interreg-med.eu/
Partners involved	Lead Partner: Regional Development Fund - Region of Thessaly (EL). Partners: Atlantis Consulting Sa (EL), Dubrovnik Neretva Regional Development Agency DUNEA (HR), Foundation University Enterprise of The Region of Murcia (ES), Ministry of Cultural Heritage and Activities and Tourism of Italy (IT), Ministry of Culture and Sports of Greece - Ephorate of Underwater Antiquities (EL), University of Cyprus (CY), University of Zagreb - Faculty of Electrical Engineering and Computing (HR), University of Calabria (IT), University of Patras (EL)
Short Description	The project studies and tests the combination of Underwater Museums, Diving Parks and Knowledge Awareness Centres, in 4 MED coastal regions. The project pursues cooperation with national/local authorities and societies, following principles for sustainable and responsible tourism development and blue growth. Additionally, BLUEMED promotes best practices in protecting natural and cultural resources in MED, enhancing their attractiveness as poles of economic growth for local societies
Main Outputs	<ul style="list-style-type: none"> • Consolidated instrument (i.e. reports in terms of Best Practices, Action Plans, Policy Recommendations) to enhance the development of sustainable and responsible tourism in BLUEMED pilot sites • Preparatory, deployment and testing activities in pilot sites • Roadmap on deploying transferable BLUEMED results and operating KACs in other MED regions • Plan for the restoration/conservation and protection activities required to preserve the underwater museums in the pilot sites and protect sensitive marine areas
Data collection and management methods	<p>➔ Preservation protocol: Methodology and guidelines for designing and implementing restoration and conservation plan of underwater cultural heritage</p> <p>➔ <u>Underwater Natural and Cultural Heritage Routes (UNCHR) web-based platform:</u> http://meddiveinthepast.eu/web/bluemed Aims to ensure the participation of various stakeholders in the BLUEMED network and the interaction among Management authorities of MPAs, UMs, Diving Parks, Tourism Operators,</p>

	<p>Local Authorities and Local Economic Actors, and to ensure maximum promotion and networking of underwater natural and cultural heritage sites</p> <p>→ Networking activities and setting up of transnational network: Development of BLUEMED network to bring together all stakeholders from participating countries in BLUEMED, as well as interested parties/groups from the Mediterranean region, including the signing of Memorandum of Understanding (MoUs)</p> <p>→ Establishment/ consolidation of underwater museums and diving parks and knowledge awareness centres: The output will diversify the local tourism product as it will make it possible to visit underwater attractions with Virtual Reality tools</p>
Big Data and Sustainability Indicators	Use of underwater localization systems, employing GPS capabilities, virtual reality system for dive session planning and 3-D exploration of the underwater site; virtual guide running on an underwater tablet equipped with a hybrid tracking system.
Full Library of Project's deliverables	https://bluemed.interreg-med.eu/what-we-achieve/deliverable-library/
Policy recommendations	Policy recommendation for tourism valorisation of underwater natural and cultural heritage
Synergies with BEST MED	Possibly, the web-based platform could be useful to check for BEST MED. However, their product is very specific (underwater cultural and natural heritage) therefore most studies are related to the marine ecosystem and underwater experiences

Project Name and Acronym	15. BLUEISLANDS - Seasonal variation of waste as effect of tourism
Programme and Period	INTERREG MED 14-20
Website	https://blueislands.interreg-med.eu/
Partners involved	<p>Lead Partner: Ministry of Agriculture, Rural Development and Environment (CY)</p> <p>Partners: Rhodes Municipality (EL), Association of Cities and Regions for Recycling and Sustainable Resource Management (BE), Autonomous University of Barcelona (ES), Council of Mallorca Environment Department (ES), EA Eco-Enterprises (FR), Municipality of Mykonos (EL), Network of the Insular CCI of the European Union (EL), National Inter-University Consortium for Marine Sciences (IT), Primorje and Gorski Kotar County (HR), Sardinia Region - Department for Tourism, Handicraft and Commerce (IT), Region of Crete (EL), Taormina Etna Consortium (IT), Wasteserv Malta Ltd. (MT)</p>
Short Description	BLUEISLANDS Project brings together 14 partners from 8 countries in a systematic effort to properly identify, address and mitigate the effects of the seasonal variation of waste generation on MED islands as an effect of tourism. The quantity and composition of waste generated over a twelve-month period on nine MED islands will be measured and the correlation between the quantified waste generated and both the number of tourists and the presence of litter in the coastal environment will be examined
Main Outputs	<ul style="list-style-type: none"> • Monitor the generation and assess the composition of waste/ quantifying its seasonal variation as a direct effect of tourism • Deploy pilot mobile Reverse Vending Recycling Centre and evaluate its usefulness • Develop common guidelines for local and regional strategies to support new waste management plans effectively dealing with seasonal variation in waste generation • Online tool for decision makers responsible for waste management and the seasonal variation of waste generation <p>Destinations part of the project: Mallorca, Sardinia, Sicily, Malta, Rab, Mykonos, Rodos, Crete and Cyprus</p>
Data collection and management methods	<p>→ Tool encompassing various Action Plans addressing all major aspects of waste water and marine litter. Data referring to quantities and composition of the islands' waste around the year are assessed for the correlation of tourism volumes vs. waste volumes and composition.</p> <p>→ <u>Waste Management Handbook</u> with the best practices implemented by partner destinations</p> <p>→ Waste characterization study: 3 phase methodology</p>

	<p>1) Studying phase, which included a survey protocol specifically designed to periodically monitor the amount and type of marine litter found on three selected beaches (marine litter surveys and sand samples) of each island, as well as in the surface waters running the length of these beaches. The beaches were selected in order to encompass different case-scenario including highly touristic beaches, remote beaches (likely less impacted) and beaches mainly used by locals. These surveys were conducted during both the high and low touristic seasons in order to assess the impact of tourism on the generation of waste (including both the micro- and macroplastics) on these beaches.</p> <p>2) Developing action plans and testing</p> <p>3) Transferring, including Online tool for decision makers (mainly for local authorities)</p> <p>→ <u>Charter of Commitment Blue Islands</u>: The Charter is available for local and regional authorities and international stakeholders, including cities, islands and regions to be signed. By signing the Charter, public authorities express their intentions to reduce waste generated by tourists and the tourism service providers and improve waste management.</p>
Big Data and Sustainability Indicators	Does not seem to use Big Data, but traditional sources (surveys)
Full Library of Project's deliverables	<p><u>Blue Islands Factsheet</u></p> <p><u>Summary of results</u></p> <p><u>https://blueislands.interreg-med.eu/results/deliverable-library/</u></p>
Policy recommendations	The Waste Management Handbook includes recommendations and best practices at political, societal and technical level
Synergies with BEST MED	Similar to the case of CAST WATER which was focused on water consumption, some of the actions implemented by Blue Islands could be replicated in BEST MED S&C Path model, especially regarding waste management.

Project Name and Acronym	<i>16. INHERIT- Sustainable Tourism Strategies to conserve and valorise the Mediterranean Coastal and Maritime Natural Heritage</i>
Programme and Period	INTERREG MED 14-20 (Active project, until January 2022, 48 months)
Website	https://inherit.interreg-med.eu/
Partners involved	<p>Lead Partner: Region of Peloponnese (EL)</p> <p>Partners: Ministry of Tourism - Republic of Croatia (HR), Emilia Romagna Region (IT), Region of Murcia - General Directorate of Natural Environment, Tourism, Culture and Environmental Council (ES), Puglia Region - Department of Tourism, Economy of Culture, Territory (IT), Departmental Council of Hérault (FR), Public agency for promotion of entrepreneurship and developing projects of Municipality of Izola (SL), Larnaca and Famagusta Districts Development Agency (ANETEL) (CY), Malta Regional Development and Dialogue Foundation (MT), International Association for Mediterranean Forests (FR), Seneca Foundation – Science and Technology Agency for the Region of Murcia (ES), University of Patras (EL), Institute of Agriculture and Tourism (HR), Parks Dinarides – network of Protected Areas of Dinarides (ME), Association for Preservation of the Heritage of Mertola (PT)</p>
Short Description	INHERIT is an integrated project with 15 partners from 10 MED countries aiming to conserve and valorise natural heritage in MED coastal and maritime tourist destinations. The project will test and deploy a new approach adapted to MED specificities protecting natural heritage from the adverse effects of intensive tourism. It will promote sustainable tourism alleviating seasonality and tackling the surpassing of the hosting capacity, by designing and implementing a bottom-up protection approach relying on self-regulation and monitoring by local society and tourism stakeholders.
Main Outputs	<ul style="list-style-type: none"> • Best practice guide for monitoring methods of tourism impacts on MED natural heritage • Elaborating measures to relieve mass tourism pressures via complementary sustainable tourism • Study on MED multi-destination natural heritage tourism itineraries • Examining the integration of the INHERIT approach in tourism labelling schemes • Adapting the INHERIT protection approach to the needs of MED remote islands
Data collection and management methods	→ For the moment they have carried out surveys to collect information useful to design a kind of management model and label for protected areas.

	<p>→ Set of 16 criteria and a number of indicators for each criteria (page 13 of this document). The INHERITURA label is a sustainability and environmental accreditation, awarded to MED (coastal) areas making a remarkable effort to conserve and valorise natural heritage with respect for the local environment and nature.</p> <p>Particular emphasis is placed upon sustainable tourism development through bottom-up approaches and collaborative, participatory efforts of local stakeholders</p>
Big Data and Sustainability Indicators	Sustainability indicators are used to measure compliance with the set of 16 criteria
Full Library of Project's deliverables	https://inherit.interreg-med.eu/what-we-achieve/deliverables-database/ Work in progress as project is active until January 2022
Policy recommendations	N/A
Synergies with BEST MED	When available, the Best practices for monitoring methods could be useful, although the project is focused on protected areas, similar to Destimed

Project Name and Acronym	<i>17. WINTERMED - Winter Islands Network for all year-round Tourism ExpeRIence in the MEDiterranean</i>
Programme and Period	INTERREG MED 14-20 – Active project until June 2022 (36 months)
Website	https://winter-med.interreg-med.eu/
Partners involved	<p>Lead partner: ANCI Toscana</p> <p>Partners: EGTC EFXINI POLI - GREECE, Development Agency of South Aegean Region - GREECE, Institute of Agriculture and Tourism - CROATIA, Larnaca&Famagusta District Development Agency - CYPRUS, Dubrovnik Neretva Regional Development Agency - CROATIA, Confesercenti Toscana - ITALY, Corsican Tourist Agency - FRANCE, CPMR - Conference of Peripheral Maritime Regions of Europe - FRANCE, Mallorca Chamber of Commerce - SPAIN, Agency for Tourism of the Balearic Islands - SPAIN. Associated partners: Tuscany region, NECSTouR, Croatian National Tourism Board, Thessaly Region Greece and South Aegean Region Greece</p>
Short Description	<p>WINTER MED is an Interreg MED modular project belonging to thematic community 3.1 – Sustainable Tourism. It aims to promote the transition from the current overexploitation of insular tourist destinations during the summer to an alternative, sustainable, all-year round use of these territories, by delivering a transnational strategy and the tools for changing and upgrading one of the key sectors of the Mediterranean area. The project is built on the potential of capitalisation, especially of the past Sustainable Tourism Community, BleuTourMed (CO-EVOLVE; MITOMED+; ALTER ECO etc.): analysing, assembling, adapting and testing available tools and methodologies to deliver a transnational strategy for the development of all-year round sustainable and responsible tourism in Mediterranean island destinations</p>
Main Outputs	<p>The project is divided into two phases:</p> <ul style="list-style-type: none"> • The first phase combines the results of key projects and related pilot experiences and case studies to deliver a joint transnational WINTER MED strategy and transfers the lessons learned into Regional Action Plans in 6 partner’s territories: Tuscany, Cyprus, South Aegean, Dubrovnik-Neretva, Corse and Balearic Islands. The Regional Action Plans will be co-designed in two phases, the first one focusing on policy learning process and continuous social dialogue in partner’s regions and the second on transnational networking and policy exchange between partners and their regional stakeholders. • The second phase capitalises the main results through their mainstreaming into regional policies and extension to other MED and EU regions

Data collection and management methods	<p>For the moment they are working on the WP3 which consists of integrate the outputs and results of past projects focusing on tourism and adapt them to the insular areas to develop the first draft of the WINTER MED strategy for off season tourism development</p> <ul style="list-style-type: none"> → <u>Compilation of capitalised policies, measures and tools</u>: a comparative analysis of EU funded projects, identifying the good practices that can be transferred. This report is a good complement to our analysis of Deliverables 3.1.1 and 3.1.2 → Transnational tourism context analysis, focusing in the six Winter Med partners' areas → They are developing a Toolbox, made up of outputs/results, that will be presented and shared with other stakeholders in the Mediterranean islands in the future
Big Data and Sustainability Indicators	<p>As they are capitalising existing tools from past projects, they will probably encourage the use of Big data and sustainability indicators in their proposed transnational Winter Med strategy. In fact, in the compilation of policies, measures and tools several of them are described, such as the Co Evolve Sustainability toolkit, the online platform and indicators from Mitomed Plus, and the software development kit from the Smart Destination project</p>
Full Library of Project's deliverables	<p>https://winter-med.interreg-med.eu/what-we-achieve/deliverables-database/</p>
Policy recommendations	<p>N/A</p>
Synergies with BEST MED	<p>As they are also an Interreg MED project focusing on capitalising existing projects, there are many synergies with BEST MED and potential to work together to employ existing tools and best practices in their respective projects. Besides, the Conference of Peripheral Maritime Regions of Europe (CPMR) is partner of both projects, so the transfer of knowledge could be easier</p>

Project Name and Acronym	<i>18. SMART DESTINATION - Participatory design and experimentation of an integrated model of Smart Destination to support the development and enhancement of the transnational territorial tourism offer</i>
Programme and Period	INTERREG MARITTIME ITALY-FRANCE 14-20 – Active project until March 2021 (36 months)
Website	http://interreg-maritime.eu/it/web/smartdestination/progetto (available in Italian and French)
Partners involved	Regione Toscana, Regione Liguria, Regione Sardegna, Métropole Nice Côte d’Azur, Centro di Assistenza Tecnica Confesercenti di Pisa srl, Fondazione Sistema Toscana, CCI Provence Alpes Côte-d’Azur
Short Description	SMART DESTINATION aims to support and relaunch the competitiveness of the transnational tourism supply chains by launching a process of integration of information flows and databases currently available to the public-private system with the territorial tourism offer. Apart from fostering cross border tourism promotion between destinations, it will improve the management of the cross border tourism destination through a system of homogeneous data exchange
Main Outputs	Through an activity path led by a partnership representing the various powers and interests of the stakeholders from the cross-border area, the project aims to: <ul style="list-style-type: none"> • Identify a common architecture with shared application interfaces (APIs) to integrate a selection of local data, allowing companies to market cross-border products and users to use a borderless system • Agree on a joint action plan for the cross-border area, to complete the implementation of the system, disseminate technological solutions, providing for the opening to third parties, businesses and users • Experimenting the SMART DESTINATION model in pilot cross-border areas to verify its efficiency and potential in different contexts • Involve regions, companies, organizations, associations and sector stakeholders in every phase of the work process through innovative (Living Lab) and traditional approaches.
Data collection and management methods	→ Software SDK (software development kit): https://gitlab.com/sd-team1/smart-destination This kit allows to make applications (web, desktop or mobile) interoperable with a cross border database that contains all the tourist information of the regions Partners: Tuscany, Liguria, Paca and Sardinia. The software is open source, to be able to access it is necessary to request authorization with a GitLab account.

	<p>It is one of the first examples in the EU of building a digital ecosystem of cross border tourist offer. It allows to integrate local offering systems into a larger and therefore more attractive tourist system especially for international tourists. It is useful for governments, to share information between different regions in the Med but also for private companies, who are interested in accessing these public sources of information</p> <p>In order to transfer the practice, it needs the following operational steps:</p> <ol style="list-style-type: none"> 1. mapping the information present in the regional tourist portals 2. definition of a unique ontology 3. cross border API and DB development 4. adjustment of regional portals 5. involvement of categories of tourism associations for the dissemination of it specifications <p>➔ Currently developing 2 apps to test the system:</p> <ul style="list-style-type: none"> -SMART MONIT app: governance tool to monitor tourism activities, make predictions, etc. Some of its functions include data analysis of territorial platforms (e.g. content statistics), in-app data analysis, flow control with advanced features such as Heatmaps, etc. The results of the testing will be available in May 2021 -Smart Tour App: trilingual app for sailing tourism in the cross border area. This one is mainly directed to tourists to test planning of activities from the app
Big Data and Sustainability Indicators	The project connects the tourism websites of regions involved in the project to feed a new platform, Smart Destination
Full Library of Project's deliverables	Not available in the project's website
Policy recommendations	N/A
Synergies with BEST MED	Their cross border digital ecosystem can be taken as example for BEST MED study on developing a common system of Big Data collection in tourism.

Project Name and Acronym	19. INTENSE – Sustainable Tourism Itineraries
Programme and Period	INTERREG MARITTIME ITALY-FRANCE 14-20
Website	http://interreg-maritime.eu/web/intense/progetto (available in Italian and French)
Partners involved	Regione Toscana, Anci Toscana, Regione Liguria, Ente Parco Montemarcello Magra Vara, Comité Regional de Tourisme Cote d'Azur, Conseil départemental des Alpes-Maritimes, Département du Var, Agence du Tourisme de la Corse, Mairie d'Ajaccio, Communauté d'Agglomération de Bastia, Regione Sardegna Assessorato del Turismo, Artigianato e Commercio, Agenzia FOrrestale REgionale per lo Sviluppo del Territorio e dell'Ambiente della Sardegna (FoReSTAS), Centro di Ricerca, Sviluppo e Studi Superiori in Sardegna - CRS4 surl, Università degli Studi di Cagliari - CIREM sez. CRENoS
Short Description	The INTENSE project provides for the development of sustainable tourism, integrated with soft mobility and intermodality, as a prospect of socio-economic growth for the cross-border area, through the identification and integrated management of sustainable tourist itineraries and the promotion of cycling and hiking tourism that enhance the natural-cultural heritage of the partner territories. The general objective: To increase the number and attendance of tourists throughout the year in the cross-border area, through a joint management plan of the sustainable tourist itinerary, identified during the project activities.
Main Outputs	<ul style="list-style-type: none"> • Definition of shared technical standards for the realization of the sustainable tourist itinerary of the cross-border area, from which a manual in Italian and French was born. • Completion of the feasibility study of the itinerary • In Tuscany, three green beaches have been created, i.e. beaches conceived as a place for recreation but respecting the environment. The three Municipalities that tested the MITOMED+ Green Beach Model, adopted the INTENSE approach to develop the cycling route along the coast. The route included the Green Beach of MITOMED+ as a stop point, with connected services for cyclists (parking, repair point..), as well as the connection of the cycling route with the train station
Data collection and management methods	<p>→ Shared technical standards for the transnational tourist itinerary</p> <p>→ Feasibility Study of the itinerary</p> <p>→ Reports from the working groups for the definition of the shared governance model of the transnational itinerary</p> <p>The project partners are working on the development of an application for smartphone dedicated to the INTENSE itinerary.</p>

Big Data and Sustainability Indicators	Not mentioned in the project website
Full Library of Project's deliverables	Not available in the project's website. However, some documents are available (in Italian) in the ANCI Toscana website https://ancitoscana.it/protocolli-2017/1416-intense.html
Policy recommendations	N/A
Synergies with BEST MED	<p>INTENSE has also integrated the Green Beach model from Mitomed Plus, which BEST MED aims to adapt for cultural routes.</p> <p>This project has many synergies with similar Interreg Med projects, such as Emblematic and MedCycleTour, as it aims to create trekking and cycling tourist itineraries in geographical areas where both this projects have tested their models. BEST MED has in common with these projects the interest on itineraries, in BEST MED case are specifically cultural routes. However, these projects are more related to product development while BEST MED focus on impact monitoring and governance model.</p>

Project Name and Acronym	<i>20. INNOXENIA - Innovation in Tourism in the Adriatic-Ionian Macroregion</i>
Programme and Period	INTERREG ADRION 14-20 – Active project until December 2020 (36 months)
Website	https://innoxenia.adrioninterreg.eu/
Partners involved	Lead Partner: Region of Western Greece Partners: Albanian Development Fund, Alma Mater Studiorum (University of Bologna, CAST), Athena Research and Innovation Center in Information, Communications and Knowledge Technologies (EL), City of Mostar (Bosnia and Herzegovina), Consortium European Port Teramo, Institution for development of competence, innovation and specialization of Zadar County (HR), Province of Rimini (IT), RDA Green Karst, Ltd (SL)
Short Description	The InnoXenia project aims at enhancing the innovation capacity of the tourism sector in the wider Adriatic-Ionian Sea area through delivering highly innovative products, processes and services specifically targeted at the countries involved. These products can complement the various natural and cultural offerings of the area and are regarded as important tools towards safeguarding the continuation of the socio-economic growth of the region.
Main Outputs	<ul style="list-style-type: none"> • The project will network the transnational ADRION quadruple helix tourism community into an Adriatic Ionian Tourism Technology Platform with active involvement throughout the project. • A Tourism Innovation Observatory will provide a platform for modelling ADRION innovative tourism, equipped with a Tourism Innovation Decision Support System providing the ability to evaluate the impact of potential interventions on the competitiveness and sustainability of tourism destinations, structures and services. • Based on a wide consensus built in the area among quadruple helix stakeholders, a Strategic Agenda on Innovation in Tourism will be produced offering the strategy for tourism innovation enhancement and combined with an Action Plan issuing policy recommendations and guidelines for investments as well as potential accessible funding.
Data collection and management methods	<p>➔ Adriatic Ionian Tourism Technology Platform (AITTP) aiming at the creation of a transnational networked tourism community in the macro region comprising different stakeholders of the quadruple helix.</p> <p>➔ Tourism Innovation Observatory (TIO): The Tourism Innovation Observatory (TIO), serves as a platform which provides tourism public and private decision makers with reliable services and understandable and coherent knowledge, supporting them in developing and planning innovative tourism</p>

	<p>strategies, new services, facilities and infrastructural interventions aiming at improving the tourism product of the related area. TIO will provide the necessary framework of the project, utilizing carefully selected subsets of indicator systems from the European Tourism Indicators System (ETIS) and Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR) as well as innovation Best Practices DB, innovation surveys and Web Data coming from public and private sources. The combination of all the above provide the necessary Big Data framework for representing the impact of foreseen innovative services and structural interventions on sustainability and competitiveness of tourist destinations and private facilities. The establishment of a Tourism Innovation Observatory (TIO) serves the purposes of maintaining a framework structure for consultation and benchmarking as well as a platform for sharing knowledge and capitalization of best experiences in the field of tourism.</p> <p>→ InnoXenia Tourism Innovation Decision Support System: Associated to the TIO, a Tourism Innovation Decision Support System has been developed. TIDSS allow to interrogate the TIO thanks to a set of new developed indexes giving the final user an overview about the performances at different territorial scales of tourism innovation and sustainability. TIDSS allows to benchmark single destinations, municipalities up to country level based on specific parameters and performances. When a single destination is performing under the mean value of the ADRION partners' area, the system automatically shows best practices and solutions adopted in other countries to improve the specific performance</p>
Big Data and Sustainability Indicators	Innoxenia employs both, big data sources and sustainability indicators (ETIS) to populate the Tourism Innovation Observatory www.innoxenia.eu , first transnational co-created Big Data platform within the ADRION macro region.
Full Library of Project's deliverables	https://innoxenia.adrioninterreg.eu/library Most deliverables are not available in the Library. However, CAST is a partner of the project and has access to all the relevant information
Policy recommendations	Adriatic Ionian Strategic Agenda for Innovation in Tourism , including policy recommendations
Synergies with BEST MED	There are several synergies with Innoxenia. BEST MED can take as example the subset of indicators that Innoxenia has created on the basis on ETIS, to create its own subset. The Tourism Innovation Observatory platform can be taken as example for BEST MED study on developing a common system of Big Data collection in tourism

4 Comparative analysis of relevant EU funded projects

After analysing in depth twenty EU funded projects, in this section we will perform an assessment of their relevance to BEST MED. The purpose of this assessment is that, having tested and ready to use tools developed by previous projects, BEST MED can capitalise those tools and good practices that could be implemented in the following phases of the project.

Therefore, the main interesting points will be discussed and afterwards we will draw some conclusions and provide useful recommendations, both for BEST MED partners, as well as for other European projects aiming at measuring and monitoring tourism sustainability.

In table 1, the main outputs of the projects are described, with regards to data collection and management, sustainability indicators and big data sources.

Project name	Data collection and management tools	Sustainability Indicators	Big Data sources
MITOMED +	-Open platform for Data collection -Green Beach Model -M&C Tourism management Model	Set of 33 sustainable tourism indicators based on ETIS	N/A
DESTIMED	-Ecotourism Standard -Monitoring platform with Ecological footprint calculator	Set of criteria and indicators based on ETIS, GSTC and MEET	N/A
COEVOLVE	-Tourism Sustainability Toolkit (Excel sheet)	3-tier set of indicators. Core indicators are based on ETIS	N/A
ALTERECO	-Carrying capacity web tool -Interregional Learning Portfolio (Alter Eco Tips)	N/A	Yes, to feed platform and best practices suggested
HERIT DATA	Tourism Flow Management Platform (Snap4City)	System of indicators based on ETIS and SIROCCO	Yes, to populate the indicators and platform

SHAPETOURISM	Smart Integrated Tourism Data System (SITDS) – Tourism Observatory (including Carrying capacity scenarios and Cluster matrix tool)	18 indicators based on the DPSR model	Yes, combination of big data and conventional data sources (transnational survey)
CASTWATER	Online platform to monitor water management	Indicators system customised to the issue of water management. Based on ETIS and US Advisory Committee on Water Information	N/A
MEDFEST	-Strategy to plan and manage culinary tourism -Catalogue of 18 best practices	Set of criteria and indicators based on ETIS and GSTC	N/A
SIROCCO	Sustainable Cruise Tourism Certification System (SCTCS)	Set of indicators based on ETIS	N/A
Emblematic	Guidelines for product development (eco-journeys)	10 criteria and 30 attributes to receive label “Emblematic Mediterranean Mountains”. 10 ETIS indicators are included to apply at destination level	N/A
MEDCYCLETOUR	EuroVelo8 monitoring tools (database for exchange of good practices and usage monitoring database)	Set of common questions developed by ECF for surveys to route’s users	Experience-based app for tourists, but no monitoring actions specified
CONSUMELESS	Consumeless Tourism Model, including the Consumeless Med Label and Online Platform	Criteria for tourism service providers related to energy, water and waste management. ETIS indicators suggested at destination level	N/A

BLUEMED	Web based platform for promotion of underwater heritage sites and networking	N/A	Use of ICT tools to feed the platform: underwater localization systems, virtual reality system
BLUE ISLANDS	Waste Management Handbook with best practices	N/A	N/A
INHERIT	-INHERITURA Label for coastal natural heritage sites -Best practice guide for monitoring methods (in progress)	Set of 16 criteria and a number of indicators	N/A
WINTERMED	Compilation of capitalised policies, measures and tools from past and current EU funded projects	Capitalisation of indicators developed by other projects (in progress)	Capitalisation of indicators developed by other projects (in progress)
SMART DESTINATION	-Smart Destination cross border platform to collect data from different databases -SMART Monit App: governance tool -SMART Tour App: for tourists	N/A	Yes, connects the tourism websites of regions involved in the project to feed a new platform, Smart Destination
INTENSE	Standard for development of a transnational tourist itinerary	N/A	N/A
INNOXENIA	-Tourism Innovation Observatory (TIO) online platform	Subset of indicators based on ETIS	Yes, some sources of information for the platform (Booking.com)

Table 1 Comparative Analysis EU funded projects. Source: Own elaboration

4.1 Measuring tourism sustainability

As we have seen in the precedent section, most of the identified projects worked on measuring tourism sustainability, apart from a few of them who were mainly dealing with product diversification.

From those projects suggesting a set of indicators for measuring tourism sustainability, most of them are building from the ETIS knowledge and adapting the system of indicators to their specific needs. Due to the fact that ETIS is an initiative from the European Commission, it is not surprising that EU funded projects take the system as the logical base where to start. This result has also been confirmed by Niavis et al. (2019) in a study on 14 projects part of the Mediterranean Sustainable Tourism Community, where ten of these projects considered ETIS as the most useful tourism sustainability assessment initiative.

With regards to applying sustainability indicators, it is interesting to see that most projects concentrate their attention on developing their own sets of indicators and online platforms where to collect them, while less attention seems to be given to the implementation process. According to Miller and Twining-Ward, *“an implementation framework is an integral part of the indicator development programme”* to ensure the results are used in tourism management (2005, p. 65). To this end, ETIS provides an implementation framework (the 7-step methodology) that requires an important involvement from local stakeholders to implement. Whereas the set of indicators and online platform to collect data are certainly useful instruments, not giving enough importance to the implementation process and having the “buy in” of the relevant stakeholders might lead to the failure of these initiatives.

Moreover, ten of the twenty projects covered in this report have developed an online platform, in many cases also with similar purposes, such as measuring tourist destinations carrying capacity (Shape Tourism, Alter Eco, Herit Data) or measuring tourism impacts using indicators (Mitomed Plus, Castwater, Destimed). Therefore, it is important for BEST MED to consider the availability of these websites and the possibility to update them instead of creating a new platform with similar capabilities.

Another pattern we have identified analysing the projects is the multiplication of sustainability labels and certifications (Emblematic Mediterranean Mountains, Consumeless Med, Green Beach, Sirocco certification, INHERITURA). Although it is true that some are specific for certain tourism products, in other cases they are quite similar, as they basically promote sustainable destination management. It is worth noting that a large amounts of labels might have the contrary effect in local stakeholders and tourists; instead of persuading them to join the initiative or choose the product, it might confuse them and get them overwhelmed.

Focusing on the Mediterranean Sustainable tourism community of projects, which is the main group of projects we have analysed in the present study, according to their policy paper on “*Measuring Tourism Sustainability in the Med Area*”, there are two categories of indicators being developed by projects: Destination indicators and Sector specific indicators. While destination indicators take a broader approach, including several topics concerning the tourism development and its impacts in the destination, the sector specific indicators focus on certain tourism products and services (for example ecotourism, cruise tourism, cycling tourism, etc) (2018).

Destination Indicators	Sector Specific indicators
Mitomed +	Destimed (ecotourism packages)
Co Evolve	AlterEco
Shape Tourism	Consumeless (water, energy and waste generation)
	MedCycleTour (cycling tourism)
	MedFest (culinary)
	BlueMed (underwater heritage)
	CastWater (water efficiency)
	Sirocco (cruise tourism)

Table 2 Type of Indicators developed by projects. Source: (Rodríguez, Codina, Niavis, & Papatheochari, 2018)

As it is possible to see from Table 2, most projects developed sector specific indicators, while only three of them have developed destination indicators. For our purpose (capitalising past experiences to apply in BEST MED), both categories of indicators are useful, since we are interested in hinterland destinations and cultural routes, which can be both a type of tourism (cultural tourism, pilgrimage tourism) but also they concern specific destinations along the itinerary, in most cases rural hinterland destinations.

Regarding the projects which develop destination indicators, we can take advantage of several of the tools developed by them.

Mitomed Plus is taken as an important basis, since most of the tools developed by this project could be capitalised by BEST MED. The online open platform can be used by BEST MED, adding a section specifically for cultural routes, this way extending the use of the platform to hinterland destinations. The indicators set of Mitomed Plus, which are a subset of ETIS

indicators, can also be updated by BEST MED, selecting the most relevant ones and adapting them for cultural routes. Mitomed Plus pays high attention to environmental indicators, especially related to maritime and coastal destinations, which BEST MED will have to adjust to the needs of rural, hinterland destinations.

On the other hand, Co Evolve has developed an operational Tourism Sustainability Toolkit to be applied at Mediterranean scale, which BEST MED could take advantage of, both for its indicator set and online platform, as well as for its aim to create a Network of tourism observatories at Mediterranean level. In the toolkit, Co Evolve include an excel datasheet to collect indicators and defined three tiers of indicators:

- Core indicators, which are a selection from ETIS and are common to all types of destination
- Specific indicators, by type of tourism destination (beach, cultural, cruise, etc)
- Pilot area specific indicators.

Besides these three tiers of indicators, Co Evolve add a Priority Indicators list, recognizing that data availability might be limited, so destinations can concentrate on a limited number of essential indicators, tackling the issues most relevant to the destination. This priority list is also useful to establish comparisons across coastal tourism destinations, which is usually the problem found when destinations employed different indicators (comparability of data). Nevertheless, it is expected that each pilot area testing the toolkit, add to this priority list those indicators relevant to their specific destination, in order to personalise them. In fact, the Co Evolve approach is currently being transferred to Co Evolve 4BG, part of the MEDCOAST4BG project, including other Mediterranean countries.

Destimed focus on measuring the sustainability of ecotourism products and BEST MED will do something similar for cultural itineraries, so possibly the standard they have defined for ecotourism products could be adapted for cultural itineraries. They also developed an online platform where to collect the data, the Destimed Calculator. Moreover, the Lazio Region was the lead partner of this project, so the transfer of knowledge could be easier.

To this regard, Destimed Plus is currently building from the results of MEET and Destimed projects. One of the key outputs of Destimed Plus will be an online monitoring and indicators tool that covers various sustainability and quality aspects in addition to the ecological footprint (socioeconomic indicators, water, governance, product and service quality, governance and conservation, etc.). At this moment, they are testing the new indicators and the new platform is scheduled for the end of 2021. They are also currently conducting a training on how to implement the indicators. This is definitely an interesting initiative to research further, as there could be several synergies with BEST MED goals.

4.2 Big data sources

Big Data is becoming more and more relevant as a way to complement conventional sources of information. In tourism, there are many sources of Big Data that are being generated and that can assist tourism impacts monitoring, including sensors and mobile phones, social media posts and websites' information, booking systems, etc. This data is considered secondary sources, as it is not specially collected for tourism purposes but can assist a great deal to manage tourism in a destination, without incurring in additional burden with surveys.

As an example from the projects analysed, Alter Eco and Herit Data have used big data sources (including Wi-Fi sensors connected to a main platform) to manage the overflow of tourists and measure the carrying capacity of tourist destinations hotspots. On the other hand, Herit Data and Smart Destination developed an open source informatics software that takes the information from different sources, including ICT technologies, tourism offices' websites, etc.

Their respective platforms or at least some of their sources of information could be incorporated to BEST MED in its own platform. In this sense, the Innoxenia Tourism Innovation Observatory (TIO) is another interesting example to combine Big Data sources and ETIS indicators in a platform able to provide useful information on tourism innovation and sustainability. Finally, Shape Tourism has an interesting approach to data collection, combining official data taken from Eurostat, surveys to a large sample of tourism experts and big data sources.

All of their approaches could be useful to define a common standard on Big Data use for tourism management, which is exactly the purpose of the upcoming deliverable 3.2.1 (proposal for a standard system of big data sets available at Med level).

4.3 Tourism management models

With regards to tourism management models, the Green Beach Model and the Maritime and Coastal (M&C) tourism management model from Mitomed Plus can be adapted to the specific needs of cultural routes to create the Sustainable Path and Cultural Route (S&C) model from BEST MED. To this end, an advantage is that several countries part of Mitomed Plus are also part of BEST MED: Italy, Spain, Croatia and Greece, therefore a possibility would be to integrate the coastal destinations who applied Green Beach and/or M&C model to hinterland destinations part of a cultural route testing BEST MED.

This is for instance what is being done with the Intense project, connecting destinations that applied the Green Beach Model in Tuscany with the cycling itinerary passing along these beaches.

Intense project has many synergies with similar Interreg Med projects, such as Emblematic and MedCycleTour, as it aims to create trekking and cycling tourist itineraries in geographical areas where both these projects have tested their models. BEST MED has in common with all these projects the interest on itineraries, which in the case of BEST MED are specifically cultural routes. However, Emblematic, MedCycleTour and Intense are more related to product development and diversification, while BEST MED focus on impact monitoring and governance model.

On the other hand, the Consumeless Med model could be taking as example, incorporating some aspects into the S&C Path model, for example its implementation strategy with the five integrated activities at destination level. Even though BEST MED does not pursue a label for cultural routes, it could replicate certain components of the model, such as involving tourists, tourism providers and local governments in the approach.

Finally, the Emblematic project defined 10 criteria and 30 attributes to create eco-itineraries, which are mainly trails in mountain hinterland areas. Each partner has to comply with these criteria in order to receive the label “Emblematic Mediterranean Mountains” and this way guarantee a common quality standard across the nine itineraries. They have also worked on developing the European Network of Emblematic Mediterranean Mountains which can be further study to replicate it in the context of cultural routes and Mediterranean tourism observatories.

5 Conclusions and recommendations

The main aim of this study was to further enhance our understanding based on experiences from past and present EU funded projects with regards to tourism data collection and management, in order to capitalise the lessons learned and replicate relevant results in the following activities of BEST MED.

We have found a richness of tested, ready to use tools, implemented by different projects that BEST MED and future projects could take advantage of. Precisely, another ongoing Interreg MED project, WINTER MED, also aims at capitalising existing tools and best practices, so there is potential to work together to employ those tools in our respective projects. Besides, the Conference of Peripheral Maritime Regions of Europe (CPMR) is partner of both projects (BEST MED and WINTERMED), so the transfer of knowledge and collaboration would be natural.

In that sense, we recognised as particularly important the role of the Med Sustainable Tourism Community, as the coordinator of this network of projects, favouring the transferability and capitalisation of the knowledge produced by the network.

Some key recommendations for BEST MED partners to move forward are summarised in Table 3.

Key Recommendations for BEST MED	
Indicators Set	<ul style="list-style-type: none"> • Build from Mitomed Plus set of 33 indicators and Co Evolve 3-tier indicator set, to design an updated set of indicators, covering main sustainability dimensions as well as adapting it to meet the specific needs from cultural routes • Limit the number of indicators, focusing on those core indicators where information is already available for most destinations • Take into consideration ETIS supplementary indicators for “Transnational Cultural Routes” to include some of them in the set of indicators
Online Platform	<ul style="list-style-type: none"> • Consider using an existing platform from the projects described in this study, and the possibility to update them instead of creating a new platform with similar capabilities • The Mitomed Plus online platform could be updated, adding a section specifically for cultural routes, this way extending the use of the platform and linking coastal with hinterland destinations
MED Sustainable Path and Cultural Routes Model (MED S&C Path)	<ul style="list-style-type: none"> • The Green Beach Model and the M&C Tourism Management Model from Mitomed Plus can be adapted to the specific needs of cultural routes to create BEST MED S&C Path model • Destimed, Destimed Plus, Emblematic and MedCycleTour projects can provide interesting insights as they all deal with itineraries which is the focus of BEST MED • Collect feedback from cultural routes managers and members during the design and testing of the model to ensure its usefulness
Big data sources	<ul style="list-style-type: none"> • Research further the methodologies used by HERIT DATA, ALTER ECO, SHAPE TOURISM, SMART DESTINATION and INNOXENIA to collect and combine big data sources with conventional sources of information and provide recommendations
Network of Tourism Observatories	<ul style="list-style-type: none"> • Build from the experience of INSTO network to contribute to the development of a Mediterranean network • Contribute to the re-activation of the Virtual Tourism Observatory, an initiative from the European Commission regarded by several ETIS destinations as the natural platform where to share and benchmark the sustainability level of different European destinations

Table 3 Summary of Key recommendations. Source: Own elaboration

Implementing sustainable tourism is definitely a task that involves a number of stakeholders, at local, national and Mediterranean level, therefore coordination and collaboration is paramount. Although in general several issues are identified to measure sustainability, related to data availability, lack of time and resources, lack of political engagement, among others, the only way to improve the management of tourist destinations is by measuring and monitoring the impacts, both positive and negative that tourism generates.

Perhaps with the current Covid-19 pandemic, over tourism won't feel like a pressing issue, however if this crisis has shown something, is that we need to pursue a holistic tourism development model, articulated with other economic activities, making sure destinations are first of all good places to live and therefore to visit.

As a final note, and making echo of the recommendations expressed in the policy factsheet *"Ensuring an effective monitoring of tourism sustainability in the Mediterranean region"* (2019) , we recognised the importance of defining a common methodological framework to measure tourism sustainability at Mediterranean level. Thanks to the advancements that each of the project described in this report have provided, together with initiatives at European level, combining big data sources and a set of sustainability indicators to complement official statistics, we can keep advancing towards that direction.

The present report is to be considered a complement of the report for Deliverable 3.1.1 *"Diagnosis - State of the art on collection and management of tourism data"* , as they together provide a complete picture to fulfil Activity 3.1 *"Data management and organisation: Towards Common Standards and Tools"*.

This deliverable and its results produced in the project co-funded by the Interreg MED Programme is open to the public and free of rights. It can be used for information and communication purposes.

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Annexes

Annex 1: Template for data gathering D. 3.1.1 and D 3.1.2

Name of the country	
Official statistics	
Who is collecting tourism data at NATIONAL level?	<i>Please indicate whether or not the Country has a National Statistics Office dealing with tourism data. Write the name of the office in charge of collecting tourism data; provide the link to the website of the public national institution dealing with tourism data;</i>
Which data are available? Consistency, flows, other?	<i>Please indicate which data are available:</i> <i>Dimension of the tourism industry (number of hotels and similar accommodation facilities; number of holiday and other short stay accommodation; camping grounds, recreational vehicle parks and trailer parks; average dimension of accommodation facilities in number of beds;)</i> <i>Tourism flows (number of arrivals both domestic and international, average length of stay, data about daily visitors, distribution of domestic and international tourists by type of accommodation facility)</i> <i>Other data collected (socio-cultural variables such as employment; tourism density over local population; number of cultural tourism attraction; economic variables such as tourism expenditure; tourism contribution to GDP; occupancy rates, etc.; environmental variables: energy consumption; water consumption, waste management, etc.)</i>
At which territorial/geographical scale the data are observed?	<i>Please indicate at which geographical scale the above-mentioned data are available:</i> <i>National, Regional, province or department, destination</i>
How often data is collected? Are there data series available? Which years?	<i>Please indicate how often data are collected:</i> <i>annually, monthly, weekly, daily are there time series available? If yes for which data and which geographical scale?</i>
Data accessibility (free of access, payment required, etc.)	<i>Please indicate whether data are free of access or not</i>

Link (if existing) to the database	<i>Please indicate the link to the database</i>
Who is collecting data at REGIONAL (subnational) level?	
Who is collecting data at DESTINATION/MUNICIPAL level?	
Are there research institutions/observatories specialized on data gathering for tourism?	
Open Big data	
Who is developing big data on tourism?	
What type of data are collected, at which geographical level and how often?	
Data accessibility (free of access, payment required, etc.)	
Are data integrated with national and local level in terms of tourism management?	
Link (if existing) to the Big Data providers	
Sustainable tourism indicators	
Is the country collecting sustainable tourism indicators?	Yes No
If yes give details about the data collection strategy/program.	<i>Please give evidence about indicators relevant for sustainable tourism (ETIS, other EU projects or initiatives, SDGs), which are collected by both public and private entities at any geographical scale. Are there time series available?</i>

Are ETIS indicators used in the country?	<i>Please explain if the indicators system is still operating and in use or if stemming from the ETIS experience other initiatives have been developed by single destinations.</i>
Data accessibility (free of access, payment required, etc.)	<i>Please indicate whether data are free of access or not</i>
Link (if existing) to the database	<i>Please indicate the link to the database</i>
EU funded projects on tourism data	
Have you participated in previous EU funded projects dealing with tourism data collection and management?	<p><i>Yes/ No</i></p> <p><i>Please indicate the name, programme (Interreg, COSME, EASME, E+, H2020 etc.), scope and objective of the project:</i></p> <p><i>Provide the link to the website and any additional information/documents about it.</i></p>
Do you know about other interesting projects or best practices in tourism data management to suggest?	<p><i>Please indicate the name, scope and objective of the project:</i></p> <p><i>Provide the link to the website and any additional information/documents about it.</i></p>
Based on your previous experience, would you suggest a list of key stakeholders dealing with tourism data collection and management?	<i>Please specify name and website if institutions or contact details if individuals</i>

Annex 2: Example of the Assessment Database

1- Comparative Analysis EU funded projects ☆ 📄 🌐

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A	B	C	D	E	F	G	H	I	J
	Project Acronym	Notes	Project name	Programme and period	Type of project (Sustainable tourism, Indicators, Big Data, Cultural Routes)	website	Currently active (Yes/No)	Partners	Short description
	MITOMED PLUS	Main project taken as base for BestMed, particularly the online platform and indicators, and the Green Beach Model. They include the management part with the M&C Tourism Management Model. CPMR was a partner	Models of Integrated Tourism in the MEDiterranean Plus	INTERREG MED 14-20	Destination Indicators	https://mitomed-plus.interreg-med.eu	No, finished in January 2020 (36 months)	9 partners: Tuscany Region (Lead partner), Larnaca-Famagusta District Development Agency (CY), Association of Tuscan Municipalities (IT), Conference of peripheral maritime regions of Europe (FR), National Research Council Institute of Biometeorology (IT), Public Enterprise for the Management of Tourism and Sport of Andalusia (ES), Girona University (ES), Institute of Agriculture and Tourism (HR), Network of European Regions for a Sustainable and Competitive Tourism (BE)	MITOMED+ is a follow up of the previous MITOM project (MED Maritime), which has been working promote the integrated management of Maritime Coastal tourism by improving the knowledge of data, products, services through a set of indicators based on the NECSTO model. MITOMED+ takes further these results aim to improve the coordination of strategies between territories at transnational level regarding the development of the M&C tourism through cooperation and joint planning between regions. Such objectives have been turned into Pilot Actions implemented
	DESTIMED	Focus on measuring the sustainability of ecotourism products. Ecotourism Standard and online monitoring platform. The Standard outlines the criteria while the monitoring platform provides the tools to ensure compliance with the Standard	Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas	INTERREG MED 14-20	Sector specific Indicators	https://destimed.interreg-med.eu/	No, finished February 2019 (30 months) but continuation is Destimed Plus	Lazio Region (Lead Partner), Association for Protection and Preservation of Natural Environment in Albania (AL), The Italian Federation of Parks and Nature Reserves (IT), Global Footprint Network Europe (BE), International Union for Conservation of Nature (ES), Mediterranean Protected Areas Network (FR), WWF Adria Association for the protection of nature and conservation of biological diversity (HR), WWF European Policy Programme - Branch Office (IT)	DestiMED provides a governance system for ecotourism in protected areas, e.g. constituted through a destination management organisation (DMO). Such DMO could harmonize quality standards and tools to monitor compliance, propose attractive ecotourism offers promoted through a lasting brand. Firstly, it will further develop and test standards, criteria and monitoring tools - forming the quality scheme future DMO. The offers and tools developed will subsequently be tested in pilot actions involving local actors as well as the local community. Project designed to support parks in the
	DESTIMED PLUS	Not much information as it's a new project. Maybe the online monitoring platform will be developed during this project	Developing ecotourism in Mediterranean Protected Areas	INTERREG MED 14-20	Sector specific Indicators	https://destimed-plus.interreg-med.eu/	Yes, just started like BEST MED and last 32 months	9 mediterranean protected areas. Project Manager Regione Lazio, Iacopo Sinibaldi: isinibaldi@regione.lazio.it Communications & Press IUCN Med (Comms Coordinators): info@medecotourism.org	DestiMED Plus builds on the successes of MEE and DestiMED projects and aims to improve level integration between regional tourism and conservation policies in Mediterranean protected areas through the creation of ecotourism itineraries which are developed using a collaborative approach both locally and regionally. DestiMED PLUS will improve policy coordination between tourism and

1- Comparative Analysis EU funded projects ☆ 📁 🌐

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VITOMED+ Online Platform

A	B	K	L	M	N	P	Q
Project Acronym	Main Outputs	Data collection methods	Data management methods	BIG DATA AND INDICATORS	Linkage with Best Med	Policy recommendations	Pc
MITOMED PLUS	<p>Toolbox 1 presents the steps to be taken to implement Pilot Action 1 which pursued the development of a system of indicators and of an online common open platform to gather the data with the purpose of helping local and regional policy-makers to monitor economic, social and environmental impacts of maritime and coastal tourism. The resources developed include: The Indicators list, Indicators Guidelines, Platform user manual, Manual of Transfer of Best Practices.</p> <p>Toolbox 2 presents a set of actions and assessments to be performed in order to implement Pilot Action 2, which regards the implementation of the "Green Beach</p>	<p>1-Set of Indicators: Basing on the "ETIS – European Tourist Indicator System" and through a detailed "gap analysis", MITOMED+ consortium defined a set of indicators aimed at adopting a more intelligent approach to tourism planning. To select the indicators they conducted an Analysis of tourism data at transnational level, focusing on each type of indicator (destination, economic, environmental and socio-cultural). In total they analysed 35 indicators. The Gap Analysis is done within</p>	<p>1- Mitomed Plus M&C Tourism Management model: integrated, multi governance approach The MITOMED+ M&C Management Model aims to improve sustainable and responsible maritime and coastal tourism planning in the Mediterranean area through a series of recommendations, tools and practices based on the work and results of the MITOMED+ project, the CPMR-IMC and NECSTouR policy works, and the Interreg MED Sustainable</p>	<p>As far as I understood, they based the selection of their set of Indicators entirely on ETIS indicators. No use of Big Data. Indicators are manually inserted in the platform and information is collected through traditional sources (statistics, surveys, etc)</p>	<p>MITOMED+ Online Platform as a shared tool for all Med destination. New deliverable/outputs can be a general agreement on the development of use of Green Beach Model that can be used in Med area, with involvement of sector's stakeholders. Common platform complementary to activities 3.1 and 3.2 related to data collection and management. The M&C tourism</p>	<p>Policy Paper Towards a Mediterranean Integrated Management Model for Sustainable Maritime & Coastal Tourism: Encourage the use of the Mitomed Plus M&C Management model in Mediterranean destinations, including its tools like the online platform, set of indicators and Green Beach Model</p>	
DESTIMED	<ul style="list-style-type: none"> • Mediterranean ecotourism destinations standards • Monitoring system to assess the level of sustainability of tourism offer at Park level • DestiMED Ecotourism products • Guidelines for the design of ecotourism management plans for Mediterranean PAs. This is a Manual that resumes our approach step by step and can be used as guidance by any Protected area wishing to apply the methodology 	<p>Ecotourism Standard and online monitoring platform, developed during the DESTIMED project and adopted also by MEET Network. 1- Monitoring system to assess the sustainability of ecotourism products: methodology for the application of the ecological footprint approach to a ecotourism product in a Protected Area and online system to insert data and receive the final Ecological Footprint assessment. The footprint calculator measures the ecological footprint of the itineraries and products</p>	<p>Local Ecotourism Clusters in protected areas: Formal cooperation group (park management body and ecotourism related main local stakeholders) that reinforces the capacities of all actors in the sustainable tourism planning of their destination. The Local Ecotourism Cluster (LEC) brings together both private and public stakeholders to develop a common vision for ecotourism while innovating and managing new</p>		<p>New deliverable/outputs can be a general agreement on monitoring tools that can be used in Med area</p>	<p>"Key recommendations for policy making"</p>	
DESTIMED PLUS		<p>DestiMED PLUS will develop online tools for measuring and improving the sustainability of ecotourism products and for building capacity among local ecotourism stakeholders. The monitoring platform will enhance the Ecological Footprint calculator developed in DestiMED, incorporating socio-economic, governance and conservation indicators. The training</p>					

Annex 3: Mediterranean Tourism Observatories Database

Name	Website	Country	Geographical scale	Brief Description	Data collected
VTO - Virtual Tourism Observatory	https://ec.europa.eu/growth/tools-databases/vto/	BEL	European	The Virtual Tourism Observatory provides access to a broad collection of information, data and analysis on current trends in the tourism sector. It includes the latest available figures on the sector's trends and volumes, economic and environmental impact, and the origin and profile of tourists. It aims to support policy makers and businesses to develop better strategies for a more competitive European tourism sector.	Statistics Illustrated is a powerful visualisation tool that displays monthly and annual data on tourist flows, accommodation capacity, occupancy, expenditure and other data on the trips of EU residents. The data collected concerns Economy information, such as GDP, current prices (in million euro) and unemployment; Tourism Demand data, like: - Arrivals at tourist accommodation establishments (Number in million) - Arrivals at tourist accommodation establishments (Change from previous year) - Nights spent at tourist accommodation establishments (Number in million) - Nights spent at tourist accommodation establishments (Change from previous year) - Average number of nights spent per arrival, yearly - Trips (Number in million) - Trips Domestic/Outbound, yearly (Number in million) - Average number of trips per tourist, year. Moreover, we can find information about Tourism Intensity , which refers to the number of nights spent in the destination; Occupancy ; Travel in travel services and Employment , considering persons by selected tourism industries.
European Observation Network for	https://apps.eson.eu/etms/	LUX	European	The ETMS aims at continuous observation and monitoring of territorial trends in relation to policy	The following Territorial Observations are available: 1. "Population development and migration"

Territorial Development and Cohesion (ESPON)				<p>objectives of Territorial Cohesion. This tool, developed under the ESPON European Territorial Monitoring System project (ETMS), provides statistical information and practical evidence on territorial trends, dynamics, patterns and structural changes related to Europe's main territorial policies and objectives.</p>	<ol style="list-style-type: none"> 2. "Accessibility" 3. "Economic Performance of European Regions" 4. "Internet Roll-out" 5. "Creative Workforce" 6. "Regions and cities in the global economy" 7. "Natural Hazards and Climate Change in European Regions" 8. "Regions Integrating Land and Sea" 9. "Gateway Functions in Cities" 10. "Potentials and Challenges for Iceland, Liechtenstein, Norway and Switzerland – and for the European Union" 11. "European Neighbourhoods" 12. "Economic Crisis and the Resilience of Regions" 13. "Evidence for a European Urban Agenda"
UNWTO International Network of Sustainable Tourism Observatories (INSTO)	http://insto.unwto.org/	ESP	International	<p>Network of tourism observatories monitoring the economic, environmental and social impact of tourism at the destination level.</p>	<p>INSTO establishes nine mandatory issue areas that observatories must monitor: tourism seasonality, employment, destination economic benefits, governance, local satisfaction, energy management, water management, waste water (sewage) management, and solid waste management. Members are free to choose the specific indicators to be used, as long as they respond to the issue areas.</p>
World Travel and Tourism Council Data Gateway (WTTC Data Gateway)	https://wttc.org/ https://wttc.org/Research/Economic-omic-	GBR	International	<p>The WTTC provides monitoring of tourism data for most countries in the world.</p>	<p>The tool measure business tourism spending, direct contribution to employment, direct contribution to GDP, domestic tourism spending, individual government expenditure, internal travel and tourism consumption, investment (capital investment), leisure</p>

	Impact/Data-Gateway				tourism spending, outbound travel and tourism expenditure, total contribution to employment, total contribution to GDP and visitor exports (foreign spending). WTTC Data Gateway provides data for the last 20 years and projections until 2028.
Osservatorio Innovazione Digitale nel Turismo - School of Management Politecnico di Milano	https://www.osservatori.net/it/ricerche/osservatori-attivi/innovazione-digitale-nel-turismo	ITA	National	The aim of this Observatory is to study and understand the evolution of Tourism. In particular, taking in consideration technology.	It focuses on the tourism market, start-ups, Digital Tourist Journeys, retailing, mobility and business travel.
CROSTO - Croatian Sustainable Tourism Observatory (part of INSTO)	http://www.crosto.hr/en/	HRV	National	The main objective is to support the continuous improvement of sustainability and resilience in the tourism sector through systematic, timely and regular monitoring of tourism performance and impact. Furthermore, to connect dedicated destinations in order to better understand destination-wide resource use and foster the responsible management of tourism	Sustainable measurement processes, considering socio cultural impacts. CROSTO considers three main categories, which are the economic one, the social one, the environmental one and the spatial one. For the economic and the social sector there are four (4) indicators; for the environmental five (5); and for the spatial two (2).
Lisbon Tourism Observatory	https://www.visitlisboa.com/en/about-turismo-lisboa/d/docum	POR	Local	Its main objectives are: The sustained tourism development in its area of intervention; The promotion of Lisbon as a tourist destination in leisure articles; The promotion of	The data collected concerns: <ul style="list-style-type: none"> ● Hotel information by area, ● safety, ● cruise passengers,

	ents/observatorio			Lisbon as a venue for congresses, fairs and as an incentive trip destination; The provision of Information and support for visiting tourists	<ul style="list-style-type: none"> ● congress participants, ● purpose of trip, ● satisfaction and image, ● visitor activities.
Asturias Tourism Information System	http://www.sita.org/	ESP	Local and Regional	Tourism data for Asturias, Northern Spain	<p>Detailed tourism data including about its economic impact. Research papers. We can find reports with data concerning:</p> <ol style="list-style-type: none"> 1. classification and number of travellers 2. classification of tourists considering their place of origin 3. number of night stays, according to the type of accommodation structure 4. Indicators of profitability of the hotel industry 5. tourist demand <ol style="list-style-type: none"> a. purpose of the trip b. choice of Asturias as destination c. type of trip (alone or in company) d. organisation of the trip e. lodging f. expenses 6. tourism offer <ol style="list-style-type: none"> a. hotel industry (choice between camping, hotels, hostels etc)
Azores Tourism Observatory (part of INSTO)	http://www.observatorioturismoacores.com/	POR	Local and Regional	To promote the analysis, dissemination and monitoring of the evolution tourism activity	The Azores Tourism Observatory analyses and disseminates statistics on tourism in the Azores produced by the Azores Regional Statistics Service (SREA), the entity responsible for the official production of statistics.

					<p>The key indicator areas are the following:</p> <ol style="list-style-type: none"> 1. Tourism seasonality 2. Energy management 3. Water management 4. Solid waste management 5. Waste water (sewage) management 6. Local satisfaction with tourism
Balearic Islands Tourism Observatory	http://www.caib.es/sacmicrofront/contenido.do?mkey=M10072911244127834137&lang=EN&cont=23165	ESP	Local and Regional	Observatory monitoring the main economic indicators of tourism in the Balearic Islands	Relevant economic tourism indicators, e.g. demand, accommodation, labour market data, monthly reports.
Basque Tourism Observatory	http://observatorioturisticodeeusyadi.basquetour.net/SitePages/index.aspx#	ESP	Local and Regional	The Observatory was created by the Basque Government in 2011 as an instrument included in the Tourism Competitiveness and Innovation Plan 2010-2013, to provide a global and constant vision of the situation and evolution of the tourist industry	<p>The Basque Tourism Observatory currently collects the following data:</p> <ul style="list-style-type: none"> ● Tourism Demand (Profile and behaviour of tourists and tourist movements in the Basque country) ● Markets (study on the positioning of Euskadi in a post Covid-19 scenario) ● System of tourist intelligence (STI) including indicators such as tourist movements across borders, tourist expenditure divided by gender, profile and behaviour of male and feminine tourists

Canary Islands Tourism Observatory	http://www.gobcan.es/turismo/viceconsejeria/viceconsejeria.htm	ESP	Local and Regional	Tourism data for the Canary Islands	Statistics, tourism situation, ad-hoc research.
Cote d'Azur Tourism Observatory (Touriscope)	http://www.cotedazur-touriscope.com/v2/home/	FRA	Regional	To undertake survey work & analysis of supply and demand tourist destination. Works towards continuous improvement of data. Ensures reliability, uniformity and comparability of data produced on tourism. Control of internal statistical databases on tourism.	General tourism information. For example: <ul style="list-style-type: none"> ● frequency of travel in the region ● origin of the travellers ● purpose of the trip ● travel alone/in company choice ● occupancy of hotels ● number of night stays
Italian National Tourism Observatory	http://www.ontit.it/ont/	ITA	National	Strategic planning in the drafting of key documents, building an integrated system of sector information, promotion of statistical data homogeneity on a European level.	A portal containing a document library, statistical databases, analyses, press reviews, event information etc. Information about international tourism, tourism flows and tourism indicators. This information can be gathered also from Italian official statistic websites, such as ISTAT and BANCA DI ITALIA.
Plan Bleu - Mediterranean environment and sustainable development observatory	http://www.planbleu.org/indexUK.html	FRA	European	The Plan Bleu produces information and knowledge in order to alert decision-takers and other stakeholders to environmental risks and sustainable development issues in the Mediterranean	Information about activities, data, publications and a "toolbox". Tourism is one of the topic areas for which information is available.

Spanish Responsible Tourism Observatory	http://turismoycooperacion.org/fundacion/index.php?option=com_content&view=article&id=66&Itemid=57	ESP	Regional and National	Information about Corporate Social Responsibility (CSR), International Cooperation and other aspects of responsible tourism	Guides and Manuals, Reports, articles, interviews, opinion, Project Experiences and Case Studies. Its focus is on sustainable development of Spanish Ecotourism destinations.
Alentejo Sustainable Tourism Observatory (INSTO OBSERVATORY)	https://www.visitalentejo.pt/pt/	POR	National	Provide official tourism data	Community Participation, Tourism Seasonality, Competitiveness of Tourism Businesses, Water Availability and Conservation, Local Satisfaction with Tourism; Destination Economic Benefits; Employment
Algarve Sustainable Tourism Observatory (part of INSTO)		POR	Regional and National	The observatory has the aim to improve the region to become a more sustainable tourism destination.	The observatory will aim to study, analyse and monitor the Algarve's performance in the areas of economic, social and environmental sustainability.
Sustainability Observatory Ibiza	https://ibizapreservation.org/project/ipf-sustainability-study/	ESP	Regional	Coordinate a Sustainability Observatory to contribute to the long-term prosperity of Ibiza by preserving the island's natural resources.	Data on key themes such as biodiversity, waste, water, energy, territory and tourism. For what concerns tourism we can find this information: <ol style="list-style-type: none"> 1. TOURIST DEMAND · Arrival of tourists · Tourist expenditure · Overnight stays · Average stay · Tourists for every 100 inhabitants · Arrival of passengers (air and sea) and cruises; 2. TOURISM OFFER · Tourist accommodation · Tourist accommodation occupation ·

					<p>Profitability of the hotel sector · Tourist places for every 100 inhabitants · Overnight stays by tourist place · EMAS certification;</p> <p>3. MOTIVATIONS AND EVALUATIONS · Motivation of the trip · Assessment of fate · Trend analysis on Twitter · TripAdvisor analysis · Residents'; opinion on tourism.</p>
<p>Navarre Tourism Observatory (INSTO OBSERVATORY)</p>	<p>https://www.turismo.navarra.es/eng/profesionales/Observatorio-turistico/presentacion/presentacion.htm</p>	ESP	National	<p>It seeks to be the reference point for partners at all levels and to assist them with Tourism Intelligence in the effective expansion of tourism as a strategic operation for the country in a sense of full sustainable growth.</p>	<p>The observatory reports include (Kingdom of Navarre, n.d.):</p> <ul style="list-style-type: none"> ● Supply and demand in tourist accommodation ● Revenue from tourism ● Employment in tourism ● Tourist Information Offices ● Way of St. James: pilgrims ● Website visits ● Tourism resources ● Air travel.
<p>Greece National Tourism Observatory</p>		GR	National	<p>The working group will gather information to create a sustainable tourism index, submit proposals to the government for the development of an information system on tourism data, and gather data on tourism trends at the local, regional, national, and international levels, making it possible to make timely decisions for the</p>	<p>It produces official tourism data</p>

				management and promotion of Greece as a destination.	
Aegean Islands Observatory (part of INSTO)	http://tourismobservatory.ba.aegean.gr/	GR	Regional and National	Provide official tourism data	The monitoring efforts focus on the environmental, social and economic impacts of tourism in the Aegean archipelago and seek to serve as a model to expand the concept to a national level.
The South Tyrol Sustainable Tourism Observatory (part of INSTO)	http://insto.unwto.org/observatories/south-tyrol-italy/	ITA	Local	The Observatory is aiming at continuously monitoring, evaluating and communicating on South Tyrol's (i.e. the Autonomous Province of Bolzano/Bozen) tourism developments and the impacts they have. With the generated data in areas such as mobility, climate change, regional products and quality control, employment and many other topics, the Observatory will support awareness-raising activities and decision-making processes of different stakeholders' groups, serving the local community as think-tank that fosters communication, collaboration, and evidence-based destination management	INSTO Key Issue Areas, plus Innovation Sustainable Consumption and Production Ski Tourism and other Nature Sports Biodiversity and Nature Protection Cultural Heritage and Traditions Mobility Land Use and Spatial Planning Visitor Management and Satisfaction Adaptation to Climate Change
OTIE Observatory on tourism for	https://www.otie.org/	ITA	European	The activities of the Observatory are focused on updating the Databank on Insular Tourism, creating a Documentation Centre on the	The activities of the Observatory are focused on updating the Databank on Insular Tourism, creating a Documentation Centre on the islands, conducting studies and research work, organizing forums and

islands economy				islands, conducting studies and research work, organizing forums and seminars and participating in European projects on cooperation and social development.	seminars and participating in European projects on cooperation and social development.
Shape Tourism Observatory	https://shapetourism.interreg-med.eu/index.php?id=13080&path=1	Transnational	Mediterranean	The observatory was developed in the framework of the Shape Tourism EU funded project, which provides analysis and operational tools to pinpoint an integrated methodology to shape and drive tourism sustainable growth, particularly for Cultural Destinations in the Med region. The platform includes maps to visualize data collected, as well as the results of a survey to experts, carrying capacity scenarios and cluster maps	Interactive maps that represent an interpretative tool of tourism dynamics based on the four dimensions: Reputation, Attractiveness, Competitiveness, and Sustainability covering the 52 Mediterranean Regions. These Maps can be explored at a Macro-Area level, a Regional level and at a single urban administrative division as well
Tunisian Observatory of Economy (TOE)	https://www.economie-tunisie.org/en/observatory	TUN	National	The Tunisian Observatory of Economy seeks to provide guidance to citizens with regard to economic policies and their impact on development through independent, objective, documented and critical information.	Several of their data analysis topics are related to the tourism sector, for example, Public-Private Partnerships (PPPs), employment within tourist establishments, etc.
Observatoire Régional du	https://observatoire.art-grandest.fr/	FRA	Local and Regional	The regional observatory, attached to the Agence Régionale du	Website available only in French

Tourisme du Grand Est				Tourisme du Grand Est, is in charge of measuring tourist activity and informing local stakeholders and professionals.	
Valle d'Aosta: Osservatorio Turistico della Valle d'Aosta	https://www.osservatorioturistici.covda.it/	ITA	Regional	The main purpose of this Observatory is to map tourism movement, flows and events organised in the region. Moreover, data is collected in order to apply adequate strategies and policies in the tourism sector.	It deals with the measurement of tourism phenomena, concerning the displacements, the tracking of flows and the activities performed by professionals of the tourism sector.
Piemonte: Osservatorio turistico	https://www.regione.piemonte.it/web/temi/cultura-turismo-sport/turismo/osservatorio-turistico	ITA	Regional	Thanks to the Regional Observatory it is possible to analyse in a dynamic way the statistical data concerning tourists' flows.	It's the tool used for the analysis of tourism offer, the trend and the evolution of the demand and tourism markets. It aims to monitor promotion activities, information and tourist reception in Piemonte.
Liguria: Regione Liguria	https://www.regione.liguria.it/homepage/turismo/osservatorio-turistico-regionale.html	ITA	Regional	The data available allows both the public and private sector to be updated on the progress of the sector and to be aware of the correct decisions to make, concerning programming and corporate strategies.	It is possible to find data about tourism satisfaction, investments in the sector, international tourism and provisional scenarios.

Lombardia: Regione Lombardia	https://www.regione.lombardia.it/wps/portal/istituzionale/HP/DettaglioRedazionale/servizi-e-informazioni/Enti-e-Operatori/promozione-del-turismo/promozione-turistica/osservatorio-regionale-del-turismo	ITA	Regional	Data is collected in order to study the evolution of the demand and supply of the tourism sector and to monitor the activities of promotion, information and tourism reception in the Region.	Through the management of tourism data, it is possible to identify the hospitality structures and to measure the tourism flows.
Trentino Alto Adige: ISPAT	http://www.statistica.provincia.tn.it/statistiche/settori_economici/turismo/	ITA	Regional	The purpose of this Observatory is to gather information about tourism in order to compare it with previous years and develop new strategies.	Tourism expenses, tourism flows, seasonal tourism and the propention to digital innovation in the hospitality branch
Veneto: Regione del Veneto	http://statistica.regione.veneto.it/banche_dati/economia_turismo.jsp	ITA	Regional	The aim of this website is to make the statistical information currently possessed by the U.O. Sistema Statistico Regionale of the Veneto Region easily available.	Tourism movements

Friuli – Venezia Giulia: Regione Autonoma Friuli Venezia Giulia	https://www.regione.fvg.it/rafv/g/cms/RAFVG/GEN/statistica/	ITA	Regional	Data is collected to keep people updated on the latest news and to inform them about the statistical data of the Region.	In this link we can find information about the development of tourism policies, data about flows and expenses on hospitality branches, events and catering.
Emilia Romagna: Regione Emilia Romagna	https://statistica.regione.emilia-romagna.it/documentazione/relazioni/turismo	ITA	Regional		Regione Emilia Romagna shares statistical data about tourism movements, the detection of tourism demand and hospitality offer.
Emilia Romagna: Unioncamere Emilia Romagna	https://www.unioncamere.comcom.it/	ITA	Regional		Unioncamere Emilia Romagna shows data concerning tourism (financial statements, expenditure on destinations, events, etc)
Toscana: Regione Toscana	https://www.regione.toscana.it/statistiche/banca-dati-turismo	ITA	Regional		The data collected is: movements of clients in the tourism (arrivals and departures) and the hospitality sectors.
Umbria: Regione Umbria	https://www.regione.umbria.it/turismo-attivita-sportive/statistiche-del-turismo1	ITA	Regional		The data gathered refer to the demand and supply of tourism, at a regional level, and data referring to the region and state of origin of tourists

Marche: Regione Marche	http://statistica.regione.marche.it/statistiche-per-argomento/turismo	ITA	Regional	Data is collected in order to develop information systems coordinated with different institutional levels. Moreover, the aim is to inform the population and the decision makers.	In this section we can find data regarding tourism flows (arrivals, Italian tourists and foreign tourists) and the accommodation capacity (number of structures and typology, number of available beds, rooms, etc.).
Lazio: RADAR of Regione Lazio	http://www.visitlazio.com/osservatorio/	ITA	Regional	The aim is to gather all information telematically by all entities of the tourism sector in the Region.	This information system provides information about tourism flows.
Abruzzo: Regione Abruzzo	https://www.regione.abruzzo.it/content/osservatorio-turistico-regionale	ITA	Regional		The regional observatory of tourism shares statistical data about arrivals and tourism attendances and accommodation capacity of the available structures
Molise: Regione Molise	http://www.regione.molise.it/web/turismo/turismo.nsf/0/26BB5CDCF69EE990C125758B0036A7EC?OpenDocument	ITA	Regional		From this webpage, we can find information about the tourism flows, tourists' satisfaction and the number of Italian tourists in the region.
Campania: Rilevatore Turistico Regionale of Regione Campania	http://www.rilevatoreturistico.regione.campania.it/EPT/home.do	ITA	Regional	The region of Campania has collected information concerning the tourism flows in order to ease the communication system among the hospitality structures and the tourism offices.	Tourism flows

Puglia: Agenzia Regionale del Turismo PUGLIAPROMO ZIONE of Regione Puglia	https://www.agenziapugliapromo.it/portale/web/guest/osservatorio-del-turismo	ITA	Regional	The aim of the Observatory is to gather information in an ordered way in order to keep track of the increasing popularity of the Region.	In this section it is possible to find quantitative data concerning accommodation, tourism flows and significant tourism areas.
Basilicata: APT Basilicata	https://www.aptbasilicata.it/Sistemativa-Informativa-Statistica-Turistica.2098.0.html	ITA	Regional	Data is collected in order to incentive tourism in the Region	Tourism flows
Calabria: Osservatorio Turistico	https://portale.regione.calabria.it/website/portaltemplates/view/view.cfm?15101	ITA	Regional		Tourism flows
Sicilia: Osservatorio Turistico Regione Siciliana	https://osservatorio.turistico.regione.sicilia.it/public/default	ITA	Regional	The aim is to monitor and improve the tourism offer in the Region.	The region gathers and analyses the information regarding the accommodation capacity and the tourism flows.
Sardegna: SIREN	https://sirend.sardegna.it/	ITA	Regional	Data is collected in order to fulfil the obligation towards ISTAT in gathering statistical information.	SIREN is an information system of gathering and elaborating data concerning accommodation capacity and tourism flows