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REPORT on Technical Workshop “Data Management for Sustainable Tourism – Moving towards a network of tourism observatories for a better governance in the Mediterranean”

Work Package no. 3 Studying

Date:

09-10.12.2020

Activity:

3.3. Identifying and discussing key areas for development and improvements of tourism competitiveness in MED area in the target areas

Deliverable:

3.3.3. Technical Workshop

Partner:

Lazio Region

EVENT DETAILS:

TITLE: REPORT **Data Management for Sustainable Tourism** – *Moving towards a network of tourism observatories for a better governance in the Mediterranean*

TYPE: Technical workshop.

DATE: 09-10.12.2020.

LOCATION: Zoom platform.

PROGRAMME:

Interreg MED Project “BESTMED” (Beyond European Sustainable Tourism Med Path)

BESTMED PARTICIPATION:

Julia Saiz-Pardo (Lead Partner), Claudia Guzzon (Conference of Peripheral Maritime Regions of Europe, CPMR-IMC), Giuliano Tallone (Lazio Region), Erica Peroni (Lazio Region), Mariza Righetti (Calabria Region), Panagiota Dyonisopoulou (Ministry of Tourism of Greece), Davide Strangis (CPMR-IMC), Maja Turnsek (University of Maribor), José Francisco Benítez (Regional Ministry of Tourism, Regeneration, Justice and Local Administration of Andalusia), Elia Apostolopoulou (Ministry of Tourism of Greece).

Associated Partners: José Luis Córdoba and Ana Moniche (Public Enterprise for the Management of Tourism and Sports of Andalusia).

Panelist on 9th December 2020

Lorenza Bonaccorsi - Ministry of Cultural Heritage and Tourism, Italy

Giovanni Bastianelli - General Director, ENIT Italian Tourism Board tbc

Giovanna Pugliese - Regional Tourism Minister, Lazio Region

Roberto Ottaviani - Director, Regional Tourism Agency, Lazio Region

Natalino Barbizzi PANORAMED

Manuela Bigi - Tourism and Trade Department, Regional Government of Tuscany

Julia Saiz Pardo - El legado andalusí Andalusian Public Foundation, BestMED Lead Partner

Giuliano Tallone - Lazio Region, Regional Tourism Agency

Erica Peroni - Lazio Region, Regional Tourism Agency, BestMED WP3 coordinator

Cristina Bernini -CAST (Center for Advanced Studies in Tourism), BestMED external experts for Lazio Region

Maria Teresa Santoro - ISTAT (Italian Statistics Agency)

Elena Di Raco - ENIT (National Tourism Agency and National Observatory for Tourism)

Davide Bruno - Tuscany Region, Direzione Organizzazione e sistemi informativi

Jose Luis Córdoba - Turismo Andaluz

Tommaso Tanzilli - Federalberghi Roma e Lazio

Sandra Janković - Faculty of Tourism and Hospitality Management in Opatija, University of Rijeka, Croatian Chamber of Economy - Rijeka County Chamber, BestMED partner

Maja Turnsek- Maribor University, BEST MED partner

Ana Moniche - Turismo Andaluz

Arnau Teixidor -IUCN (International Union for Conservation of Nature)

Harry Coccossis -Emeritus Professor University of Thessaly

Sabine Sedlacek - Modul University Vienna

Christian Weismayer- Modul University Vienna

Valeria Minghetti -CISET

Kirsi Hyvaerinen - National Tourism Organisation,
Montenegro

Panellist on 10th December 2020

Jose Francisco Benitez - Regional Ministry of Tourism of
Andalusia, BestMED Partner

Alessia Mariotti -CAST (Center for Advanced Studies in
Tourism), BestMED external experts for Lazio Region

Maria Laura Gasparini - CAST (Center for Advanced Studies in
Tourism), BestMED external experts for Lazio Region

Simone Bozzato - Tor Vergata University

Ilaria Guadagnoli - Tor Vergata University

Claudia Guzzon -CPMR (Conference of Peripheral Maritime
Regions), BestMED Partner

Josep Rodríguez -Coordination MED Sustainable Tourism
Community

Magali Ferrand -Deputy Director of Tourism at the Tourism
and Thermalism Unit, Region of Occitanie

Cristina Núñez Cuesta - Managing Director

Alessandra Sensi -Head of Sector

Alba Lajusticia- Director

Dirk Glaesser -Director, Sustainable Development of Tourism

Giuliano Tallone - Lazio Region, Regional Tourism Agency

Mariza Righetti -coordinator

Dirk Glaesser- Director, Sustainable Development of Tourism

Panagiota Dionysopoulou - Director General for Tourism
Policy

Flaminia Santarelli - Director General for Tourism

Curzio Cervelli -Interreg MED Secretariat coordinator

DESCRIPTION OF THE EVENT

The online workshop on Data Management for sustainable tourism had the purpose to present the overall goals of the project and, in particular, to showcase the results of its study activities coordinated by the Regional Tourism Agency of Lazio Region.

The workshop was an opportunity to analyse and compare goals and management models of existing Tourism Observatories in the Mediterranean area at national, regional and local level and it provided information on relevant EU funded projects and existing standards on data management for tourism.

The workshop is considered the first step in the development of BEST MED's governance approach for sustainable tourism in the Mediterranean area.

The main themes addressed by the event were the use of web platforms for data gathering and management, especially in the field of tourism sustainability indicators and how to use big data for tourism management. Particular attention was paid to the presentation of the new platform developed by BEST MED on the basis of Mitomed+ project's platform.

During the workshop a special focus was placed on the presentation of the "Best Med Sustainable & Cultural path model" meant to improve the sustainability policies along the Cultural Routes of the Mediterranean Basin, since Best Med's intervention field is also the promotion of tourism sustainability planning in local territorial systems. This model will be further developed in the next phases of BEST MED project, using for example Francigena South in Lazio Region as pilot area.

The Workshop set the knowledge basis for the next activities of the project and, in particular, paved the way for the creation of a network of Tourism Observatories in the Mediterranean area based on a participatory approach.

09 December

The first day of the workshop was introduced by the greetings from the ministers representing tourism in the national Ministry of Cultural heritage and Activities and Tourism **Loredana Bonaccorsi** and at regional level **Giovanna Pugliese**, and by the regional director of the Tourism Agency **Roberto Ottaviani**.

The workshop was introduced by **Natalino Barbizzi**, PANORAMED's Italian Country Coordinator, and by **Manuela Bigi**, who illustrated the main goals of the PANORAMED about tourism: improve data collection and data harmonization, data sharing, knowledge transfer and knowledge networks. Reasumed in a Policy Paper that can be translated to regional and national tourism policies.

The introduction was followed by **Julia Saiz Pardo's (El Ilegado andalusì Andalusian Public Foundation)** presentation. As Lead Partner of BestMED's project she described the overall project.

First session: DATA MANAGEMENT AND TOURISM OBSERVATORIES

The session was moderated by Giuliano Tallone from the Regional Tourism Agency of Lazio Region (Best Med Partner and coordinator of WP3 - Studies) who opened the debate introducing the theme of **data** gathering and management for tourism. He gaved then the floor to the panelists to illustrate the best practices in terms of data management from official statistics and from big data. The objective of the study Work package is to give a contribution to a common management of data at Mediterranean level, so the scope of this session was a sharing of experiences and methodologies towards a unique common system.

Erica Peroni from the Regional Tourism Agency of Lazio Region introduced an overview on the Studies Work package, while Cristina Bernini from the Center of Advanced Studies in Tourism (Cast) of the University of Bologna describes the result of the study commissioned by Lazio region: Observatories

Scenarios and data gathering methods, Gaps and needs for data in tourism. She describes the state of the art, gaps and needs on data collection, Tourism Observatories, Big data, Indicators, illustrates the main recommendations for regional policies to fill in the gaps and needs, and implications for BestMED project to be developed in the WP6 Capitalization phase.

Maria Teresa Santoro from the ISTAT (Italian Statistics Agency) and Elena Di Raco (National Tourism Agency and National Observatory for Tourism) expose how the two organizations are experiencing the use of Big Data. An important theme is how Big data can be integrated in the official Statistics sources.

The following presentation was about the results of an InterregMED project HERIT DATA. Davide Bruno from Tuscany Region described the open platform created as a free open data tool, encouraging not to create new tools, but to work for the mainstreaming and eventually update of existing ones.

Another example of an attempt of public and private collaboration for data collection was illustrated by Jose Luis Córdoba Andalucía Lab, Turismo Andaluz. The ToT LAB experience, coordinated by NECSTOUR. The experience is based on the assumption that destinations are increasingly aware of the importance of the use of data to make better decisions.

The last part of the session was dedicated to the private sector. Miriam Vitale on behalf of Tommaso Tanzilli from the hotels organization “Federalberghi Roma and Lazio”. She underlines the importance of data as tools for the ordinary planning private sector, and even more important during emergency situation such as Covid_19, describing the activities of the Latium EBTl tourism observatory.

Sandra Jankovic as representative of the Croatian Chamber of Economy illustrates the “Croatian Hotel Industry Benchmarking project” based on the collection and comparison international reporting standards for hotels.

Second session: DATA MANAGEMENT WEB PLATFORM

The session is moderated by Maja Turnsek by Maribor University (Best Med Partner), responsible for the realization of the platform for the benchmarking of destinations linked to the S&C Path Model. She illustrates the platform for BestMED project and gives then the floor to the panelists to illustrate their experiences on indicators on sustainable tourism and their management platforms.

Ana Moniche from Turismo Andaluz, Arnau Teixidor from IUCN and Harry Coccossis from University of Thessaly illustrate the work for building a system of sustainability indicators and their platforms created for InterregMED projects MITOMED +, DESTIMED and COEVOLVE. BestMED project is working at the capitalization of these projects in particular.

Sabine Sedlacek and Christian Weismayer from Vienna Modul University illustrated the ESPON related project and it's platform based on an integrated use of statistical and big data.

Valeria Minghetti from Ciset (University of Venice) describes the main results of the S.LI.DES projects, and the Smart Destination datahub, pin pointing the main challenges, such as difficulties in purchasing big data from businesses, difficulties in identifying the "data holder/owner", not homogeneous data format.

Kirsi Hyvaerinen for the National Tourism Organisation of Montenegro presented their activity on applying the GSTC Criteria in the Montenegro National scheme as green destination.

The session was closed by Elia Apostolopulous, Ministry of Tourism, Greece.

10 December

First session: Best MED S&C PATH MODEL FOR CULTURAL ROUTE

The session is moderated by Jose Francisco Benitez from the Regional Ministry of Andalusia (Best Med Partner) who opens

the debate describing the **concept of sustainability**. He gives then the floor to the panelists to illustrate the first draft of the BEST MED Sustainable & Cultural Path Model.

Maria Laura Gasparini from the Center of Advanced Studies in Tourism (Cast) of the University of Bologna explains that the model developed by BEST MED aims at developing an approach to **support the sustainable and integrated planning and management of Mediterranean routes and paths**. It capitalizes on the results of other EU projects and in particular on the Green Beach Model of the project MITOMED+. **The model aims to improve the governance of routes and paths, achieving greater levels of cooperation between local and regional authorities, managers of cultural routes/paths and other key stakeholders**. Target audience of the model area the management structure of the cultural routes or the association/legal entity in charge of managing other types of itineraries and policymakers at regional level. Maria Laura Gasparini describes the methodology that has led to the identification of the main criteria for MED S&C Path model (based on sustainable management, economic sustainability, socio-cultural sustainability, environmental sustainability) and to the design of a toolbox which includes an implementation guide and tools. Next step will be the **application of the MED S&C Path model in the pilot areas selected**. After this test phase the feasibility of the model will be assessed and gaps and needs evaluated in order to develop a refined “Med S&C Path Model” **to be shared among stakeholders and to be proposed as a standard at international level**.

Claudia Ribeiro de Almeida of the University of the Algarve illustrates the perspectives for testing Best Med Path model in the project’s testing phase. After finalizing the MED Sustainable Path and Cultural Routes model, selecting Routes criteria and organizing the policy learning seminars with the relevant stakeholders, the project’s activities will focus on the **testing phase**. This phase will go through three different stages. The first one will be dedicated to the facilitation of the market uptake and the promotion and communication of new

sustainable interregional and transnational touristic model. The second one will focus on testing the set of indicators through the sustainable tourism evaluation tool. The final one will focus on the development and implementation of a common “MED S&C Path Model”. This will be achieved through focus group meetings with sectorial stakeholders and regional and local development associations who will evaluate the activities of the previous stages.

Ilaria Guadagnoli from the University of Tor Vergata of Rome presents the Cult Ring project. The project’s objective is to capitalize the best practices achieved in the various routes and to start processes of shared governance. Taking into account Lazio Region’s ROP 2014-20 (action 3.3.1: support for the competitive repositioning of territorial entrepreneurial systems) and the Lazio Region’s law “Provision for the construction, maintenance, management, promotion and enhancement of the Lazio Region Routes Network”, **Cult Ring provides for interventions on the Via Francigena aimed at developing a regional governance model of the cultural itinerary.** In particular, it aims to create territorial business systems based on collaboration between university departments, research institutes, LAGs and small and medium-sized enterprises with the aim of implementing smart innovation strategies in tourism promotion policies.

Eleonora Berti (Director of the European Federation of Napoleonic Cities – Destination Napoleon, and independent expert of the European Union Cultural Heritage Forum) illustrates the **connection between sustainability and Cultural Routes.**

European Institute for Cultural Routes worked with NECSTOUR and also with the team in charge of ETIS. European Routes are complex systems. **Finding a toolkit to measure the sustainability of such projects is quite hard.** It’s really important to develop a comprehensive toolkit for measuring the sustainability along the routes.

When we talk about sustainability we don't only mean the environmental one but all the pillars (social, cultural, economic). According to the definition of the Council of Europe a cultural route is a cultural cooperation, sustainable territorial development and social cohesion project, something dynamic. **Sustainability is linked to territorial cooperation and development and social cohesion.**

Criteria for getting and maintaining certification are a European theme common to many country, the implementation of different kinds of action (research, interpretation and narrative function, creation of new economies, cultural tourism and sustainable cultural development), a European network (bringing together different kind of stakeholders). The priority fields of action are cooperation for research and development, enhancement of European memory, history and heritage, Cultural and educational exchanges for young Europeans, Contemporary cultural and artistic practice, cultural tourism and sustainable cultural development. Every 3 years the certified cultural routes have to demonstrate that they're still implementing those fields of actions.

A recommendation for Best MED is to take into account that the scope and the work of Cultural Routes is not collecting indicators. **Cultural routes have to find their interest in collecting indicators or filling in forms. This kind of data collection has to be synthetic and quick to be filled in.**

Round Table's report (10-12-2020)

First session

Interreg Mediterranean BEST MED

DATA MANAGEMENT FOR SUSTAINABLE TOURISM

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ROUND TABLE

DEBATE ON BUILDING NETWORKS: TOWARDS A NETWORK OF OBSERVATORIES IN THE MEDITERRANEAN AREA

PRESENTATION OF THE MED NETWORK OF TOURISM OBSERVATORIES

MODERATED BY: Claudia Guzzon
Projects and Policy Officer, Intermediterranean Commission CPMR, BEST MED Partner

SPEAKERS:

Lazio Regional Observatory of Tourism
Giuliano Tallone
Head of Study, Innovation and Statistics, Regional Tourism Agency, Lazio Region, BEST MED Partner

Calabria Regional Observatory of Tourism
Mariza Righetti
Coordinator, BEST MED Partner

Ministry of Tourism, Greece
Panagiota Dionysopoulou
Director General for Tourism Policy, BEST MED partner

Barcelona Tourism Observatory
Alba Lajusticia
Director

Claudia Guzzon (IMC-CPMR), describes the purpose of the round table which is to present one of the key outputs of BEST MED: the **Mediterranean Network of Sustainable Tourism Observatories (NSTO)** to get input, feedback and recommendations from the panellists in particular on **how a Med NSTO should be built to be a real and effective governance tool** and also on **how it should interact and cooperate with relevant stakeholders and existing initiatives**. Through this NSTO, BEST MED will contribute to an **integrated participatory multi-level approach to tourism**, to improve governance dynamics in the Mediterranean in relation to planning and managing M&C Tourism. Furthermore, the NSTO should allow the sharing of **information and practices on data monitoring and management, facilitating the exchange of expertise and experience** (coming from different initiatives and stakeholders). The idea is also to create a sort of **resource centre/info hub on data management** embedded at least initially in the BEST MED project website. This should be a virtual networking space to collect and systematise relevant information and knowledge. Lazio Region will be responsible for the development of the NSTO.

Giuliano Tallone (Regional Agency for Tourism of the Lazio Region) explains that the **NSTO** should be an **open and light-structured infrastructure for communication, information exchange, and co-operation** among observatories and experts that can help sharing information, experiences and best practices on sustainable tourism management with the aim to improve the knowledge, capacities and the effectiveness of the work of each network's node. The network should feed and exploit the **resource centre/info hub** to be created and linked to BEST MED website, that could be developed as a virtual web page, linked to all existing web platforms dealing with tourism (including the UfM platform on Blue Economy). This web page would allow to centralize in a single hub:

1) **Tourism data management tools & platforms** (i.e. Mitomed+ Data Platform, BEST MED Data Platform, etc.), **best practices, studies;**

2) A **visual map** showing all the “observatories” and main contacts/web sites.

Furthermore, the formal NSTO establishment will be stated in a **specific point in the “Granada Charter”** and will foresee a formal agreement to engage the joining observatories for cooperation in the network (starting from project partners, but that would remain open to other stakeholders interested in the future)..

Mariza Righetti presents the Regional Observatory of Tourism of Calabria which uses the platform “Ross1000” (real-time data platform). In her opinion, **official data seem to be insufficient and it would therefore be useful to gather further data**, such as on transport, reason for traveling, target clients. ISTAT could help in that, considering that self-made surveys are very expensive. Furthermore, **all data should be updated quickly** because the tourism market runs quickly too, although this task has high costs (in terms of human resources, too). Through official analysis (e.g. ISTAT), it would be possible to save some costs in this sense.

Panagiota Dionysopoulou explains that the Ministry of Tourism of Greece is currently **working on establishing a National Tourism Observatory for Sustainable Tourism Development, which will be interlinked with regional and local observatories**. At regional level, there are a number of initiatives of relevance for the future NSTO: the **Aegean Islands Observatory is an INSTO member** since 2013, the **Region of Thessaly and Crete are in the process of establishing regional observatories**.

In terms of steps to be taken for the development of a National Observatory (also relevant for NSTO), the following should be considered:

- Policymakers need to perceive the **sustainability principles as a priority for a resilient future tourism model** and integrate them in their tourism planning (through **integrated participatory multilevel approach, cross-sectorial collaboration to improve governance mechanisms**).
- **Data collection is of great importance to implement an effective decision-making process. Data collection and sharing among relevant stakeholders is the key fundamental ground for establishing an NSTO which will facilitate the policy-making process thanks to this continuous collaboration between national and regional levels.**
- For the development of the NSTO it will be essential to **identify the appropriate indicators** and the corresponding **data providers to ensure trends analysis at the different levels. Focus/working groups** could be established and assigned with specific well-defined tasks and competences for a clear structure and to avoid overlaps. **Members of academia, research centres and universities** should be involved in this working groups for their expertise. The allocation of **proper funding resources** is a of great importance. The engagement and support of **local communities and regional authorities** is also crucial. **Annual tourism sustainability reports**

should be also produced. This procedure applies to the creation of both national tourism observatories and the Med Network. **The NSTO should serve as coordination body to share and monitor consistent and complete data on sustainable tourism in the Med, facilitating the exchange of experiences for more informed policy-making.**

Alba Lajusticia from the the Barcelona Tourism Observatory highlights The main recommendations based on the Observatory experience for the future NSTO:

- The main objective of the network should be to **benchmark** (having common KPIs for comparing and sharing data).
- It is important to **avoid redundance** (not to repeat what has been already done), so try to link the work between each other).
- It is crucial to focus on **common aligned objectives** (not only creating new ones but rather moving towards a common path among the partners involved).
- It is recommendable to **proceed step by step** (gradually), at least to start.

Second session

Interreg
Mediterranean
BEST MED

DATA MANAGEMENT FOR SUSTAINABLE TOURISM

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ROUND TABLE
DEBATE ON BUILDING NETWORKS: TOWARDS A NETWORK OF OBSERVATORIES IN THE MEDITERRANEAN AREA

POTENTIAL SYNERGIES AND COOPERATION WITH EXISTING INITIATIVES AT MEDITERRANEAN AND EU LEVEL TOWARDS A MED NETWORK OF TOURISM OBSERVATORIES

MODERATED BY: Davide Strangis
Executive Director, Conference of Peripheral Maritime Regions, BEST MED Partner

SPEAKERS:

SMART MED Project (Strategic – Interreg MED)
Magali Ferrand
Deputy Director of Tourism at the Tourism and Thermalism Unit, Region of Occitanie

MED Sustainable Tourism Community
Josep Rodriguez
Coordination MED Sustainable Tourism Community

Union for the Mediterranean
Alessandra Sensi
Head of Sector - WEDE Division - UFM Secretariat

NECSTouR (Network of European Regions for a Sustainable and Competitive Tourism)
Cristina Núñez Cuesta
Managing Director

UNWTO INSTO (International Network of Sustainable Tourism Observatories of Tourism)
Dirk Glaesser
Director, Sustainable Development of Tourism

Innovative Tourism Statistics – the results of ESSnet Big Data project
Marek Cierpiał-Wolan
Director of Statistical Office in Rzeszów

DEBATE

Davide Strangis (CRPM) explains that the objective of the second part of the Round Table is to identify potential synergies and cooperation opportunities with existing initiatives towards the setting up of the NSTO in the Mediterranean.

Magali Ferrand says that tools allowing to share knowledge and best practices are crucial. **One of these tools is indeed the NSTO for both BEST MED and SMARTMED.** More broadly, the main results of **all Interreg MED projects should contribute to this collaborative platform**, since there is a lot of knowledge and practices to be capitalised.

Josep Rodriguez explains that the Sustainable Tourism Community brings together a variety of tourism stakeholders in the Mediterranean and is then placed in a privileged position to understand the priorities and needs of the sector in the area (and provide feedback on the NSTO). **The cooperation in the STC helps the community building and disseminates information but also good practises and the results of projects.** The first contribution the STC can offer is **spreading the results of BEST MED** (e.g. platform, etc.). The STC was also involved in the first phase (of study) of BEST MED, providing relevant documents and results coming from different projects (DESTIMED, MITOMED+, etc.). The STC has in fact produced thematic papers, policy factsheets related to the measurement of sustainability for the management of destinations. **The aim of the STC is to transfer and capitalize the results of projects.** In this sense the platform (info hub) that could collect and systematise resources and information on data would be very interesting. In the policy factsheets produced by the STC some priority actions have been identified, and indeed one of them is to **build an online Mediterranean platform to gather successful tourism experiences and support the decision-making process.** So the work of BEST MED is perfectly in line with this recommendation. **It's also crucial to align this work with the recommendations of the EU Institutions.** In the last European Tourism Convention (October 2020), 10 priority actions have been identified and BESTMED platform responds

to most of those priorities. **The key recommendations in this work would be to complement the work of BEST MED with existing results/platforms and start working on the sustainability from the beginning (reflecting on how to keep it working once the project ends).** We have seen in the current crisis scenario, the **importance of monitoring data to make decisions.** We have an opportunity now with the recovery and resilience plans to work further in this sense.

Alessandra Sensi from the UfM underlines that the Southern and Eastern partners that are indeed crucial for the success of this project and in particular of the NSTO. **The Mediterranean should be considered as a whole, when talking about of this kind of initiatives.** The UfM gathers 42 Mediterranean countries and **is by itself a platform for exchange and coordination.** The UfM expects the adoption of a ministerial declaration on Blue Economy on February which will also include the sustainable tourism topic. **Within this declaration the issue of monitoring, evaluation, and statistics, is indeed particularly tackled, together with other aspects such as investments, fiscal policies, digitalisation, etc.** Within this context, **the proposal of an NSTO is very much welcome and in line with the specific points (evaluation and statistics) mentioned of the upcoming declaration (and could be even integrated in that).** The UfM has also its **Med Blue Economy Platform**, that has already been used to enrich the community and there is a broad section with literature, activities, including training modules, etc. This could be also used as a tool for the wider Med community to support the relaunch of the sector. **For the UfM, the participation of non-EU countries is essential because the Mediterranean needs to work as one single area beyond the EU context.**

Cristina Núñez points out that we cannot manage what we cannot measure, and this is why, on behalf of NECSTOUR, she **advocates for a proper statistical product to measure and benchmark the tourism performance for an effective monitoring of initiatives and decision-making (quantitative and qualitative indicators are both needed).**

Destinations & SMEs are not fully prepared to take advantage of digitalisation and the potential of data as a source of intelligence. The COVID-19 has certainly accelerated all these urgent needs. The bottlenecks of destinations & SMEs remain there: **fragmentation of data, lack of managerial focus and technical skills, financial and technical constraints, difficulties in aggregating different sorts of data** (due to methodological issues but also ownership/commercialisation aspects linked to big data, etc.). **That's way the NSTO proposal could be very relevant.**

It is crucial to translate the principles of the EU Data Strategy and adapt them to the reality and the needs of tourism sector, that is the most affected one. This is a big challenge that need a EU leadership and a common framework, starting from the Med area, which is the most visited destination of EU but also the one having most of risks in terms of natural preservation. **it will be very interesting to listen to UNWTO. Wouldn't the NSTO be interested in becoming some kind of antenna of the INSTO? This would help define BEST MED's sustainability strategy and the next steps. Also, it is important to reflect on who are going to be the users and who will manage the NSTO in the long-term. It's important to have a long-term vision for tourism and think about all pillars of sustainability (social, environmental and economic) in this sense. Some lessons learned are linked to the urgency of boosting cooperation with data providers and combining big data and official statistics.** NECSTOUR vision is that it matters to measure and benchmark at NUTS 2 level: when talking about users (different levels of NUTS), it would be important to think about what we have in common in order to measure/benchmark and **perhaps the NSTO would be more specific and focus in the beginning on this exchange of experiences to later become some sort of intelligence for future projects dealing with measurements, to guide them in relation to measuring sustainable tourism data, optimising the tools and methodologies developed in BEST MED.**

The recommendation would be to **reflect on the users**: who is going to use and who is going to manage the NSTO? **This will shape also how formal/informal the statutory organisation wants to become. Synergies with the Sustainable Tourism Community and SMARTMED are really necessary.** In addition, monitoring and working closely how the next MFF is going to be shaped and the 10 priorities of the EU Tourism Convention will be implemented are also crucial points. Finally, **bear in mind that Commissioner Breton also proposed an idea to develop an EU tourism data space. What would be the role of BEST MED / NSTO in this framework?**

Dirk Glaesser (UNWTO-INSTO) says it is very important to see the NSTO not as a simple element of a project, but as something that creates some lasting value. A strong participatory approach is fundamental in this sense.

It's very important to avoid making wrong investments, choosing the wrong providers, so we need to understand what technology we need, which platforms are working, how to measure local satisfaction, etc. Data management is one of the main issues when talking about sustainability at destination level.

A “network” thinking is crucial because it can with no doubt help destinations benefit from each other.

Nowadays evidence is at the heart of all SDGs discussion. However, creating evidence on the different SDGs is not easy and in tourism this is really not helping. That's why there is a strong need at destination level to create evidence and to be indeed committed to the development of sustainability.

From the last UWTO year report it emerged that countries that place tourism high in the national agenda have policies with a stronger commitment to sustainability. The problem is that – at national level – although the importance of sustainability is recognised, tools for measuring/monitoring are lacking and performance progresses unavailable publicly.

It is important to use the SDGs as a framework in destinations' strategies, embrace innovative approaches (especially circularity), incorporate geospatial data (to contrast different data sets at different levels), prioritize regular and timely measurement and monitoring of tourism development and impacts.

Currently, the INSTO includes 31 recognised observatories around the world. An **observatory is finally recognised when INSTO sees a serious effort and a roadmap to cover and report regularly on the mandatory issue areas (so far they were 9):** tourism sustainability, employment, destination economic benefits, governance, local satisfaction, energy management, water management, waste water management, solid waste management. Now, to address recent challenges, **two new mandatory issue areas have been added** (accessibility and climate action) and need therefore to be reported on regularly and transparently (results have to be publicly accessible in reports). On the INSTO website there is a specific section dedicated to Q&A and the application procedure, although **nowadays those who are planning to establish new observatories are talking directly to the ones already established in a very constructive manner.**

The future NSTO might also be a very good supporting mechanism for those who are just starting from scratch and have a lot of very basic questions, and once they are excelling we are very happy to welcome them in the INSTO and include them in our regular discussions (e.g. now public health and how destinations deal with this topic is very much discussed). There are many different examples: observatories that have been established on their own, or others that have served the local community already for long time, such as the leading one of Barcelona that has a very long tradition and innovative approach. **INSTO has the pleasure to support destinations through this process, in a feasible way, in particular by connecting partners to each other, helping answer questions with practical answers, and supporting those destinations in their effort of turning towards a sustainable development**

based on evidence, a strong participatory approach and a very transparent performance reporting. So, INSTO wants a real commitment of a destination or an observatory to report for the decades to come, to ensure that for instance - during the current pandemic - tourism sector can prove its resilience. To conclude, as INSTO we are confident that we can find a very constructive way to support the NSTO you wish to create.

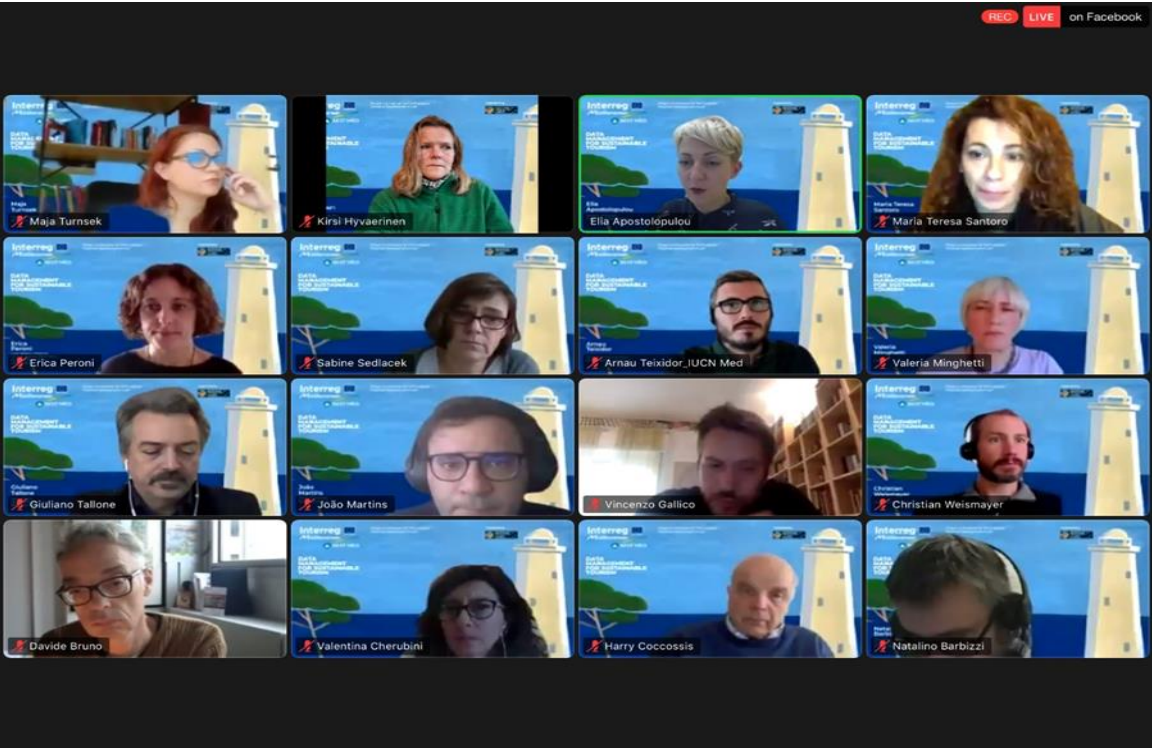
Marek Cierpiat-Wolan from the Statistical Office in Rzeszów presents the project “ESSnet Big Data” which involves 8 countries and has a specific working package on Innovative Tourism Statistics. The main goal of the project is to set up a **prototype of tourism integration and monitoring system**, supporting statistical production in the field of tourism by integrating various big data sources with administrative registers and statistical databases using innovative statistical methods. A flow model will be created in the framework of “ESSnet Big Data”. The project has created a unique tool for visualising and relating different sources. The project created also a visual modeler. **The most important point to be highlighted in tourism data gathering is the need for high frequency data.**

Flaminia Santarelli from the the Directorate General for Tourism of the Italian Ministry of Cultural Heritage and Activities and Tourism (MIBACT) highlights that the national strategic plan for Tourism focuses on 3 strategic principles: sustainability, innovation and accessibility. The National Strategic Plan for Digital Tourism confirms the priority of digital transformation for MIBACT, foreseeing the development of a single digital platform to collect national data on tourism from different sources/bodies. A MoU between MIBACT & ISTAT is currently under the renewal process. The crisis linked to the pandemic can be an opportunity for the sector to promote a more inclusive, responsible, sustainable growth that contributes to local communities’ development. MiBACT supports evidence-based decision-making tourism: **an NSTO could provide an effective tool for galvanising local actions,**

for reinforcing the performance of policies and programmes, or driving investment and development projects.

Curzio Cervelli, on behalf of INTERREG MED Programme, highlights that the NSTO proposed is exactly what we the Programme expects from a strategic project, gathering external and institutional partners. The Programme is actually proposing to the member states of the Programme to go in the same direction. It would be important not only to think about the NSTO itself but in particular how this would work and how to implement it. The NSTO should be a reference in the future for all Med actors working in Sustainable Tourism (not only as a website or info hub). So, it's important to continue to create and consolidate the institutional linkages and keep working on transferring. So, not only focus on synergies but also on the transfer and mainstream (not only at National and Regional levels but also at EU level for thematic programmes).

PHOTO GALLERY



9th December session.



10th December session.

AGENDA

Interreg 
Mediterranean

Project co-financed by the European Regional Development Fund

 **BEST MED**

BEST MED PROJECT TECHNICAL WORKSHOP

DATA MANAGEMENT FOR SUSTAINABLE TOURISM

Moving towards a network of tourism observatories for a better governance in the Mediterranean

**09
10** DECEMBER

Organized by  **REGIONE LAZIO**

Online meeting on  **zoom**

2020 Live streaming on 

The online workshop on Data Management for sustainable tourism is the first technical event organized by BEST MED. It has the purpose to present the overall goals of the project and, in particular, to showcase the results of its study activities coordinated by the Regional Tourism Agency of Lazio Region.

The workshop is an opportunity to analyse and compare goals and management models of existing Tourism Observatories in the Mediterranean area at national, regional and local level. It intends to provide information on relevant EU funded projects and existing standards on data management for tourism, especially on official statistics (Eurostat System), big data for tourism management, use of sustainability indicators.

Themes

One of the main themes addressed by the event is the use of web platforms for data gathering and management, especially in the field of tourism sustainability indicators. Particular attention is paid to the presentation of the new platform developed by Best Med on the basis of Mitomed+ project's platform.

Best Med's intervention field is also the promotion of tourism sustainability planning in local territorial systems. To this purpose during the workshop a special focus is placed on the presentation of the "Best Med Sustainable & Cultural path model" meant to improve the sustainability policies along the Cultural Routes of the Mediterranean Basin. This model will be further developed in the next phases of BEST MED project, using pilot areas as well (Francigena South in Lazio Region).

Goals

The event aims at setting the knowledge basis for the next activities of the project and, in particular, at paving the way for the creation of a network of Tourism Observatories in the Mediterranean area based on a participatory approach.

In this perspective, the workshop must be considered the first step in the development of Best Med's governance approach for sustainable tourism in the Mediterranean area.

Wednesday
09
 December
 2020

- 
9:30 – 10:00
INSTITUTIONAL OPENING SESSION
- 
10:00 – 10:30
INTRODUCTION
- 
10:30 – 12:00
DATA MANAGEMENT AND TOURISM OBSERVATORIES
- 
12:00 – 13:30
INDICATORS OF SUSTAINABILITY: DEVELOPING A BEST MED DATA MANAGEMENT WEB PLATFORM
- 
QUESTIONS & ANSWERS SESSION

Thursday
10
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 2020

- 
9:30 – 10:45
BEST MED S&C PATH MODEL FOR CULTURAL ROUTES – A FIRST DRAFT
- 
10:45 – 13:15
ROUND TABLE
DEBATE ON BUILDING NETWORKS: TOWARDS A NETWORK OF OBSERVATORIES IN THE MEDITERRANEAN AREA
- 
OPEN DISCUSSION
- 
13:15 – 13:30
CONCLUSIONS

Project cofinanced by the European Regional Development Fund



Wednesday
09
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 **9:30 – 10:00**
INSTITUTIONAL OPENING SESSION

Lorenza Bonaccorsi
Under-Secretary of State at the Ministry of Cultural
Heritage and Activities and Tourism, Italy

Giovanna Pugliese
Regional Tourism Minister, Lazio Region

Roberto Ottaviani
Director, Regional Tourism Agency, Lazio Region

 **10:00 – 10:30**
INTRODUCTION

MODERATED BY: Natalino Barbizzi
PANORAMED's Italian Country Coordinator,
Marche Region

SPEAKERS:

**Mediterranean scenarios for data
management in tourism
planning - PANORAMED**

Manuela Bigi
Tourism and Trade Department, Tuscany Region

BEST MED Project

Julia Saiz Pardo
El legado andalusí Andalusian Public Foundation, BEST
MED Lead Partner

 **10:30 – 12:00**
**DATA MANAGEMENT AND TOURISM
OBSERVATORIES**

MODERATED BY: Giuliano Tallone
Lazio Region, Regional Tourism Agency, BEST
MED Partner

SPEAKERS:

Introduction to BEST MED study activities

Erica Peroni
Lazio Region, Regional Tourism Agency, BEST MED's
studies work package coordinator

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BEST MED study activities' results on Observatories Scenarios and data gathering methods, Gaps and needs for data in tourism

Cristina Bernini

CAST (Center for Advanced Studies in Tourism), BEST MED external experts for Lazio Region

Official Statistics in Italy

Maria Teresa Santoro

ISTAT (Italian Statistics Agency)

Use of big data in tourism planning

Elena Di Raco

ENIT (National Tourism Agency and National Observatory for Tourism)

Big data in Tourism experiences - HERIT DATA Project

Davide Bruno

Tuscany Region, Management and IT Department

The ToT LAB experience: public and private collaboration for data collection and management

Jose Luis Córdoba

Andalucia Lab, Turismo Andaluz

Needs of data in tourism planning for private sector

Tommaso Tanzilli

Federalberghi Roma and Lazio

Hotel, campsite, marina and hostel benchmarking for future positioning

Sandra Janković

Faculty of Tourism and Hospitality Management, University of Rijeka, for the Croatian Chamber of Economy - Rijeka County Chamber, BEST MED partner

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 **12:00 – 13:30**

**INDICATORS OF SUSTAINABILITY: DEVELOPING
A BEST MED DATA MANAGEMENT WEB
PLATFORM**

MODERATED BY: Maja Turnsek
Maribor University, BEST MED partner

SPEAKERS:

**The web platform for data management
of BEST MED Project**

Maja Turnsek
Maribor University

**The experience of MITOMED+ Project on
data management and web platform for
sustainability indicators of coastal tourism**

Ana Moniche
Turismo Andaluz

**Use of sustainability evaluation
methods in ecotourism packages
DESTIMED Plus Project**

Arnau Teixidor
IUCN (International Union for Conservation of Nature)

**Sustainability indicators in coastal
destinations and sustainability models –
Coevolve - Coevolve4BG Projects**

Harry Coccossis
University of Thessaly

**ESPON Targeted Analysis “Carrying
capacity methodology for tourism” –
insights into the visualization dashboard
based on statistical and big data**

Sabine Sedlacek and Christian Weismayer
Modul University Vienna

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**Building a Smart Destination Datahub:
main challenges. Evidence from the
Interreg S.LI.DES project**

Valeria Minghetti

CISSET

**Experience at local level & perspectives in
use of sustainability indicators – Global
Sustainable Tourism Criteria & Green
Destinations**

Kirsi Hyvaerinen

PRÁTTO Consulting d.o.o., for the National Tourism
Organisation of Montenegro, BEST MED partner

 **QUESTIONS & ANSWERS SESSION**

MODERATED BY: Elia Apostolopoulou

Ministry of Tourism, Greece, BEST MED Partner

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 **9:30 – 10:45**

**BEST MED S&C PATH MODEL FOR CULTURAL
ROUTES – A FIRST DRAFT**

MODERATED BY: Jose Francisco Benitez

Regional Ministry of Tourism of Andalusia, BEST
MED Partner

SPEAKERS:

**Presentation of the First Draft of BEST
MED S&C Path Model**

Alessia Mariotti and Maria Laura Gasparini

CAST (Center for Advanced Studies in Tourism), BEST MED
external experts for Lazio Region

**Perspectives for testing BEST MED Path
Model in WP4 Testing phase Destinations**

Claudia Ribeiro de Almeida and João Martins

Algarve University, BEST MED Partner

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**CULT-RING Project (Interreg Europe)
experiences in sustainability evaluation of
cultural paths**

Simone Bozzato and Ilaria Guadagnoli

Tor Vergata University

**Sustainability principles along the Cultural
Routes of the Council of Europe**

Eleonora Berti

European Federation of Napoleonic Cities – Destination
Napoleon, Director Independent Expert, European Union
Cultural Heritage Forum

 **QUESTIONS & ANSWERS SESSION**

**ROUND TABLE
DEBATE ON BUILDING NETWORKS:
TOWARDS A NETWORK OF
OBSERVATORIES IN THE
MEDITERRANEAN AREA**

 **10:45 – 11:30**

**PRESENTATION OF THE MED NETWORK OF
TOURISM OBSERVATORIES**

MODERATED BY: Claudia Guzzon

Projects and Policy Officer, Intermediterranean
Commission CPMR, BEST MED Partner

SPEAKERS:

Lazio Regional Observatory of Tourism

Giuliano Tallone

Head of Study, Innovation and Statistics, Regional Tourism
Agency, Lazio Region, BEST MED Partner

Calabria Regional Observatory of Tourism

Mariza Righetti

Coordinator, BEST MED Partner

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Ministry of Tourism, Greece

Panagiota Dionysopoulou

Director General for Tourism Policy, BEST MED partner

Barcelona Tourism Observatory

Alba Lajusticia

Director

 **11:30 – 13:00**

POTENTIAL SYNERGIES AND COOPERATION WITH EXISTING INITIATIVES AT MEDITERRANEAN AND EU LEVEL TOWARDS A MED NETWORK OF TOURISM OBSERVATORIES

MODERATED BY: Davide Strangis
Executive Director Conference of Peripheral Maritime Regions, BEST MED Partner

SPEAKERS:

SMART MED Project (Strategic – Interreg MED)

Magali Ferrand

Deputy Director of Tourism at the Tourism and Thermalism Unit, Region of Occitanie

MED Sustainable Tourism Community

Josep Rodríguez

Coordination MED Sustainable Tourism Community

Union for the Mediterranean

Alessandra Sensi

Head of Sector - WEBE Division - UfM Secretariat

NECSTouR (Network of European Regions for a Sustainable and Competitive Tourism)

Cristina Núñez Cuesta

Managing Director

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UNWTO INSTO (International Network of Sustainable Tourism Observatories of Tourism)

Dirk Glaesser

Director, Sustainable Development of Tourism

 **DEBATE**

 **13:00 – 13:30**

CONCLUSIONS BY

Flaminia Santarelli

Director General for Tourism - Ministry of Cultural Heritage and Activities and Tourism (MiBACT), Italy

Curzio Cervelli

Interreg Med Programme Joint Secretariat coordinator