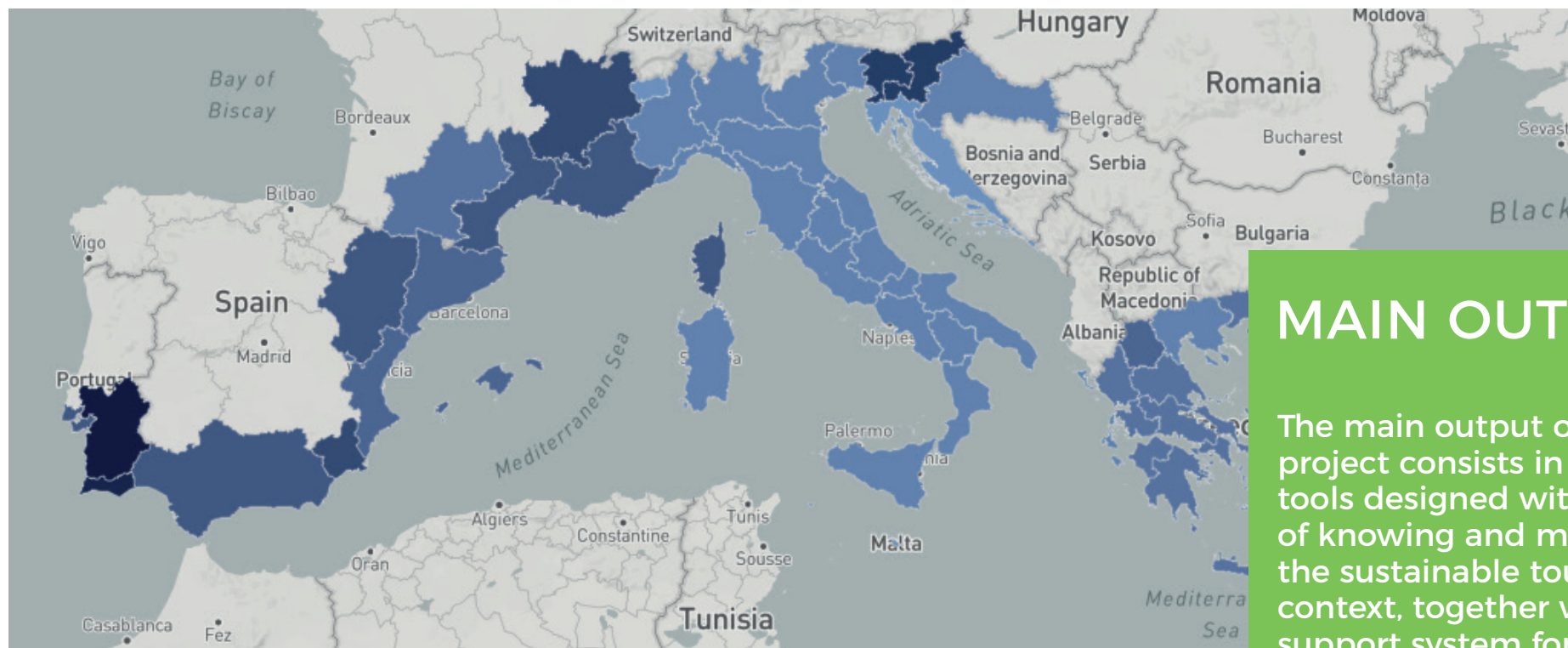


NEW SHAPE AND DRIVES FOR THE TOURISM SECTOR:
SUPPORTING DECISION, INTEGRATING PLANS AND
ENSURING SUSTAINABILITY

Project co-financed by the European
Regional Development Fund



ShapeTourism



<https://shapetourism.interreg-med.eu> | www.shapetourism.eu

MAIN OUTPUT

The main output of the project consists in a system of tools designed with the scope of knowing and monitoring the sustainable tourism context, together with a support system for analysing data and giving useful interpretation for decision making

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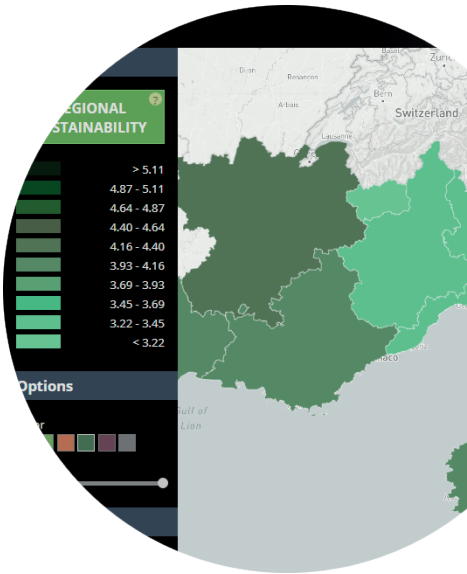


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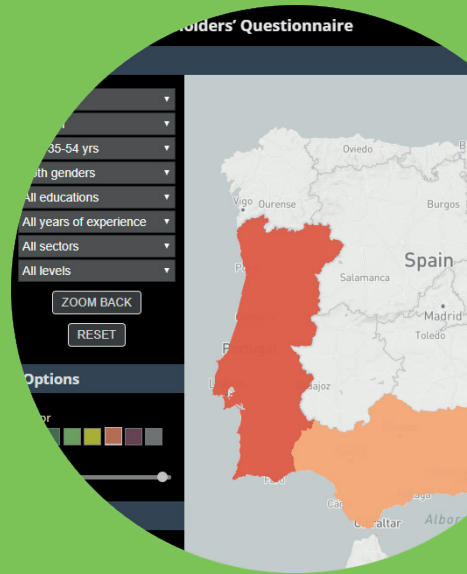
The ShapeTourism Observatory



In order to improve the knowledge framework about the tourism health of MED cultural destinations, and help stakeholders to “shape tourism in a sustainable way”, the Smart Integrated Tourism Data System offers information, scenarios and indicators on reputation, competitiveness, attractiveness and sustainability. The Innovative observatory integrates traditional data with broad mass of data, using new methods for collecting and processing BigData and generate open data able to overpass informative limitations of conventional statistical analysis.

The observatory will bridge the gap amid stakeholders' current information needs and traditional statistic responses.

The ShapeTourism Survey

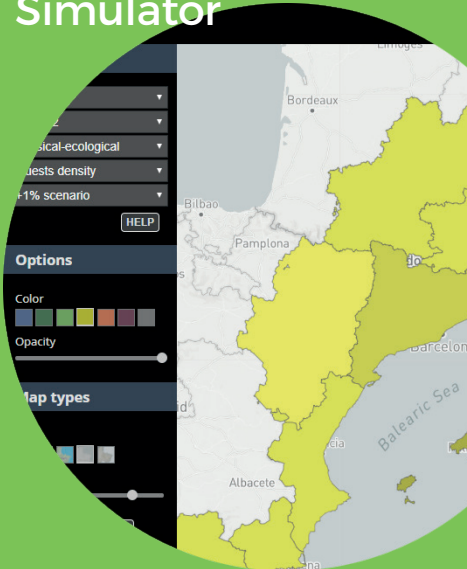


The tool provides unique insights into tourism's state of health in the Mediterranean area today.

The objectives:

- ★ evaluate the tourism industry's dynamics and trends;
- ★ predict the possible impacts of global changes on sustainable tourism development;
- ★ understand local reactions to global trends in tourism sustainability;
- ★ measure tourism externalities;
- ★ assess stakeholders' perceptions of their destination's life cycle stage;
- ★ identify sustainable practices into private stakeholders' operations;
- ★ appraise public stakeholders' opinions of how to enhance the sustainability of tourism development and operations.

The ShapeTourism Carrying Capacity Scenarios Simulator



The simulator provides a useful tool for interpreting the future scenarios of the Mediterranean regions in relation to established indicators:

- ★ **tourism density** (ratio of the total number of arrivals / nights spent at tourist accommodation establishments relative to the total area (km2) of the region)
- ★ **tourism intensity** (ratio of the total number of arrivals / nights spent at tourist accommodation establishments relative to the total permanent resident population of the region)
- ★ **occupancy rate** (ratio of the average number of nights spent at tourist accommodation establishments, per day, relative to the number of bed places).

The scenarios are based on possible future evolutions of demand and supply tourism indicators.

The ShapeTourism Cluster Maps



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.

The visualisation of these clusters provides valuable insights into the Mediterranean regions' heterogeneity within the DPSR framework. Together with the ShapeTourism Observatory, Survey and Scenarios Maps tools, the Cluster Matrix is a key tool for analysing regional drivers of the tourism industry.