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Información : Premisa básica para la toma de decisión



Information: the cornerstone of decision-making

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Project co-financed by the European Regional Development Fund

Models of Integrated TOurism in the MEDiterranean Plus

<http://interreg-med.eu/thematics/sustainable-tourism/>

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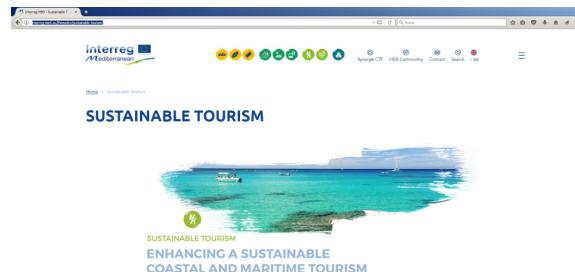
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EUROPEAN PROGRAMME | **Med Cooperation Programme** 2014-2020 (Interreg Mediterranean)**PRIORITY AXIS 3:** NATURAL & CULTURAL RESOURCES. Protecting and promoting Mediterranean natural and cultural resources.**Specific Objective 3.1:** To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area

<http://interreg-med.eu/thematics/sustainable-tourism/>



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El principal objetivo de MITOMED+ es mejorar la sostenibilidad y la responsabilidad en el turismo marítimo y costero



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Tuscany Region - Lead partner - ITALY

ANCI Toscana - Association of
Tuscan Municipalities - ITALY

Institute of Agriculture and Tourism - CROATIA



University of Girona - SPAIN

CPMR - Conference of Peripheral Maritime
Regions of Europe - FRANCEPublic Enterprise for the Management of Tourism
and Sport of Andalusia - SPAINNational Research Council of Italy
Institute for Biometeorology - ITALYLarnaca & Famagusta Districts Development Agency
Larnaca and Famagusta District
Development Agency - CYPRUSNetwork of European Regions for
a Sustainable and Competitive Tourism
NECSTouR - Network of European Regions
for a Sustainable and Competitive Tourism - BELGIUM

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¿Qué nos va permitir?Aumentar el conocimiento y el diálogo social
To increase knowledge and social dialogue

What are we obtaining?

Integrar los resultados en las políticas locales, regionales, nacionales y europeas
Integrate results into local, regional, national and European policiesEstablecer un modelo de gestión del turismo marítimo y costero MED
Setting up a MED maritime and coastal tourism management model

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Sistema de indicadores MITOMED+



System of indicators MITOMED+

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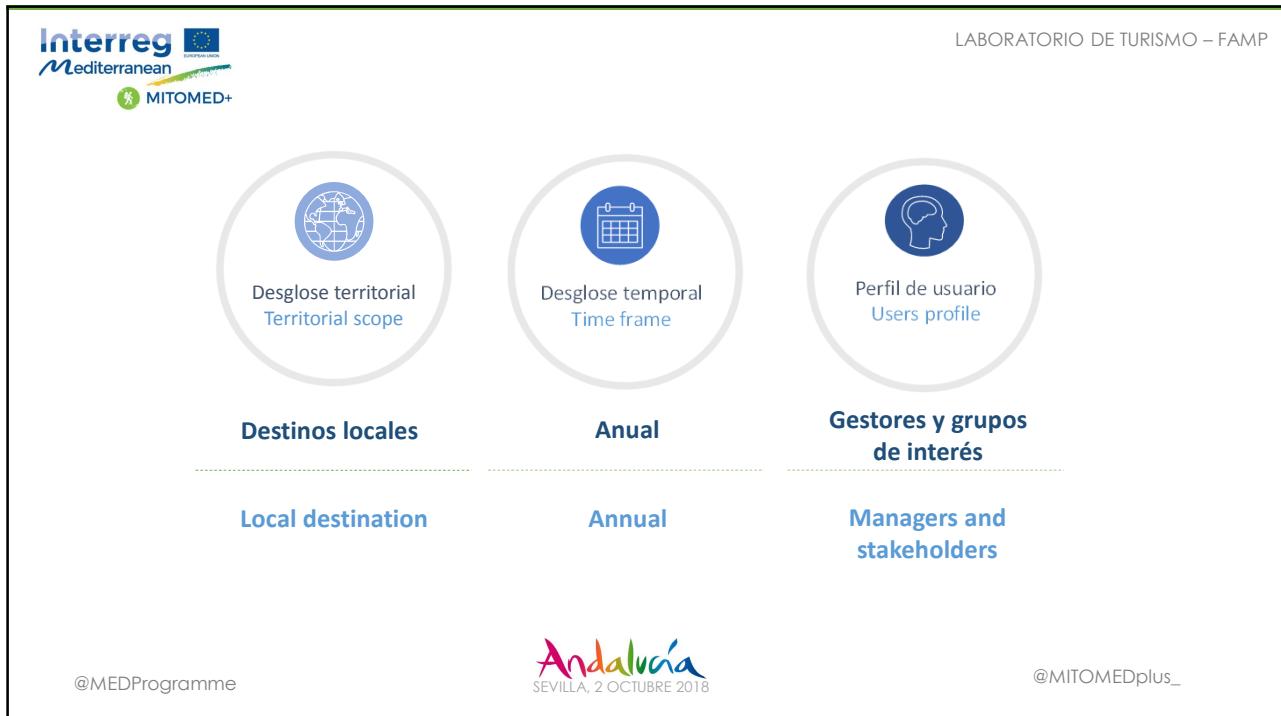
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Models of Integrated Tourism in the MEDiterranean Plus

D.n. Indicators guidelines

No.	ETIS Group	INDICATOR DESCRIPTION
1	DESTINATION/ GENERAL	Existence of a strategy for sustainable tourism in the tourism destination
2	DESTINATION/ GENERAL	Percentage of destinations with a sustainable tourism strategy/ action plan, with agreed monitoring, development control and evaluation mechanisms
3	ECONOMIC	Percentage of tourism establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures
4	ECONOMIC	Annual contribution of tourism to the destination's economy (% GDP)
5	ECONOMIC	Average length of stay of tourists (nights)
6	ECONOMIC	Number of days spent in commercial accommodation per month and average for the year
7	ECONOMIC	Daily tourism employment as percentage of total employment per month
8	ECONOMIC	Daily spending per tourist (accommodation, food and drinks, other services)
9	ECONOMIC	Total number of cruise passengers per day, in relation to total population (1 on 1 proportion)
10	ECONOMIC	Number of beds available in commercial urban accommodation in relation to population (1 on 1 proportion)
11	SOCIAL & CULTURAL	Number of beds available in commercial urban accommodation in relation to population (1 on 1 proportion)
12	SOCIAL & CULTURAL	Variation (%) of unemployment rate between low and high season
13	SOCIAL & CULTURAL	Number of tourists per resident (1 on 1 proportion)
14	SOCIAL & CULTURAL	Number of second/rental homes per 1 home (1 on 1 proportion)
15	SOCIAL & CULTURAL	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognized accessibility schemes
16	SOCIAL & CULTURAL	Number of cultural sites and practices acknowledged to be "at risk"
17	SOCIAL & CULTURAL	Average wage in tourism for women compared to men's employment
18	ENVIRONMENTAL	Percentage of destination (area in km²) that is designated for protection
19	ENVIRONMENTAL	Percentage of the destination area under a biodiversity protection plan
20	ENVIRONMENTAL	Volume of solid urban waste produced by destination (relation of tons per person between low and high season)
21	ENVIRONMENTAL	Volume of solid urban waste recycled (relation between low and high season)
22	ENVIRONMENTAL	Water consumption (litres) per person (relation between low season and high season)
23	ENVIRONMENTAL	Energy consumption (kWh) per person per day (relation between low and high season)

No.	ETIS Group	INDICATOR DESCRIPTION
24	ENVIRONMENTAL	Level of pollution in seawater per 100 ml (fecal coliforms, nitrates, phosphates, etc.)
25	ENVIRONMENTAL	Number of berths and moorings for recreational boating in relation to total length of coastline (km)
26	ENVIRONMENTAL	Number of Blue Flags, EMAS, ISO 14000 and other national environmental certifications, in relation to total number of beaches
27	ENVIRONMENTAL	Area and volume of sand nourishment
28	ENVIRONMENTAL	Total Km of free access beach (relative %) to total Km of beaches
29	ENVIRONMENTAL	Percentage of beach accessible to all mobility and sensorial disabilities
30	ENVIRONMENTAL	Percentage of electric energy consumed by renewable sources
31	ENVIRONMENTAL	Number of days when the NO ₂ threshold is trespass
32	ENVIRONMENTAL	Use of land: % developed, % buildings land, % land designated as not for building
33	ENVIRONMENTAL	Kms of cycling routes (versus total kms of roads)

Eliminated indicators

No.	ETIS Group	INDICATOR DESCRIPTION
	ENVIRONMENTAL	Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type)

Kms of cycling routes (versus total kms of roads)

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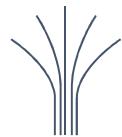
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Transferencia | Herramientas

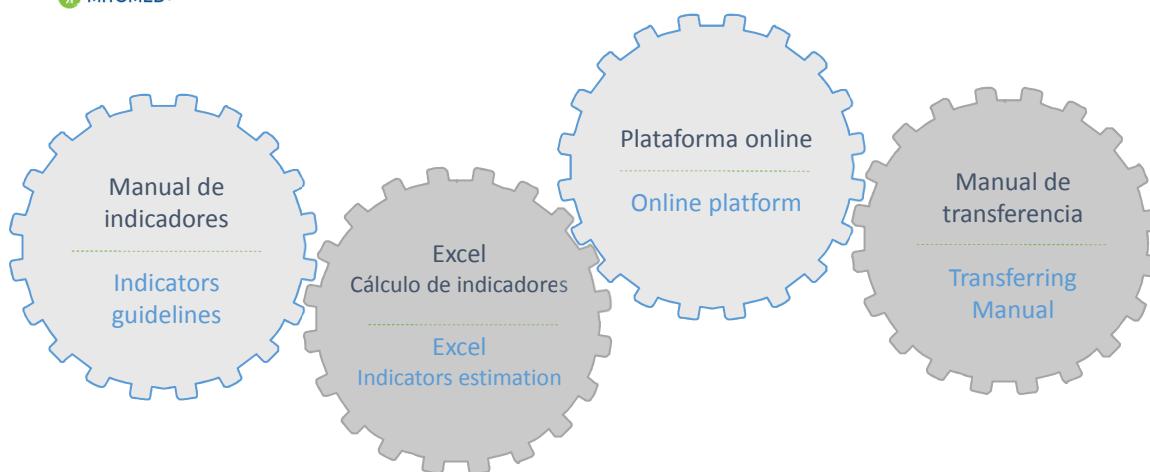


Transferring | Tools

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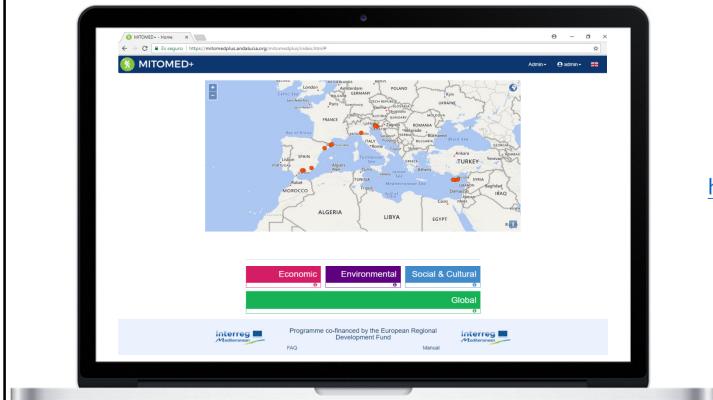
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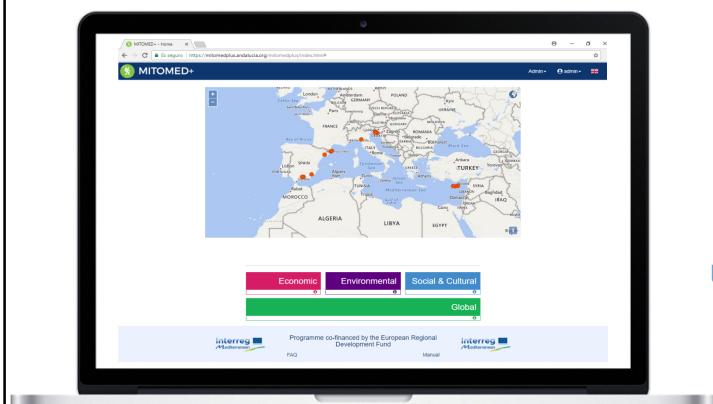
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Plataforma online MITOMED+<https://mitomedplus.andalucia.org/mitomedplus/>**Online platform MITOMED+**

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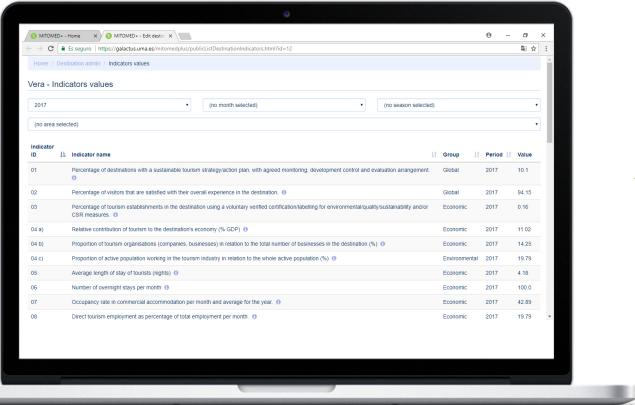
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Entorno amigable e intuitivo**User friendly and intuitive interface**

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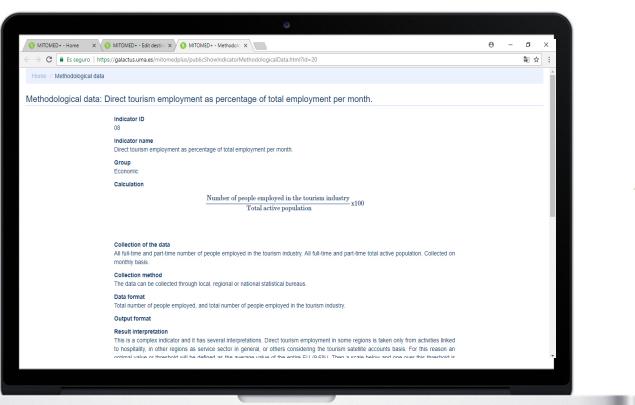
Recopilación de indicadores a través de un archivo o formulario web

Collection of indicators via pre-formatted file or via web-form

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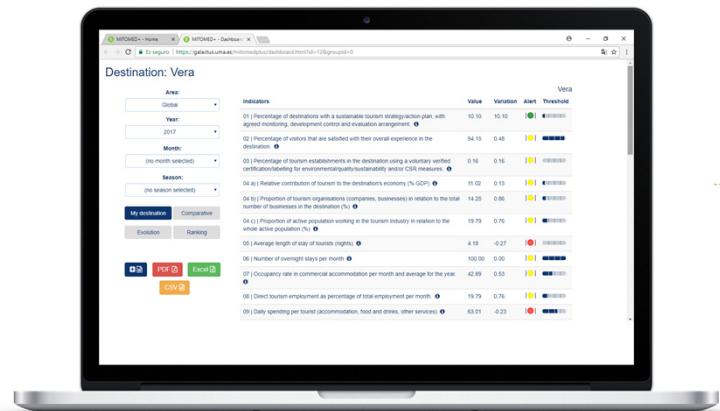
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Fichas metodológicas de los indicadores

Indicators methodological sheets

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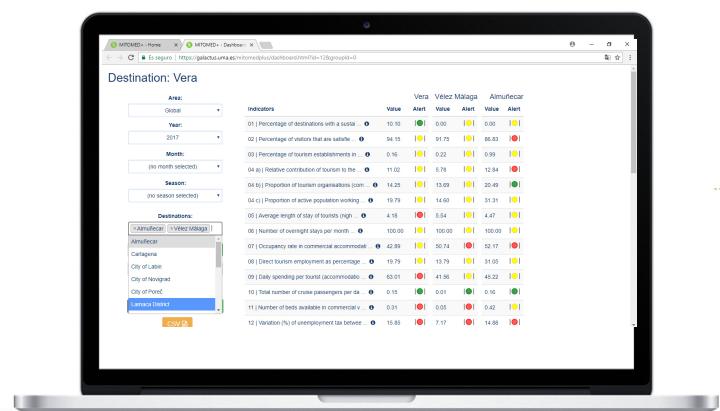
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Visualización de resultados Cuadro de mando

Visualisation of results Dashboard



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Comparación de resultados con otros destinos

Comparability with other destination



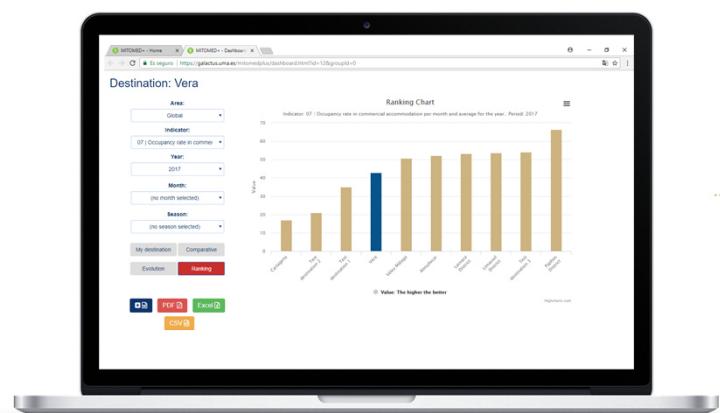
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**Evolución****Evolution**

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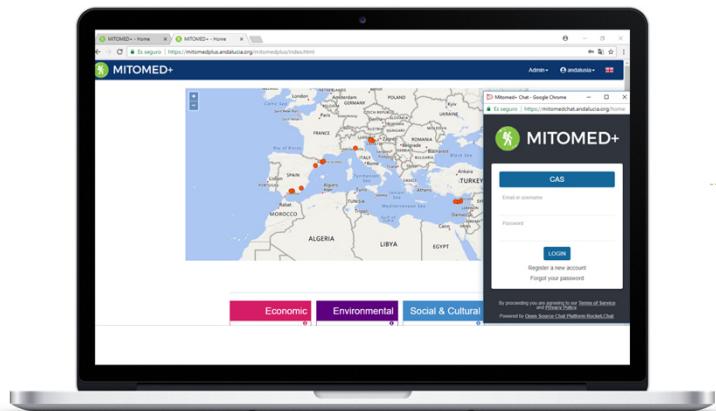
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**Ranking****Ranking**

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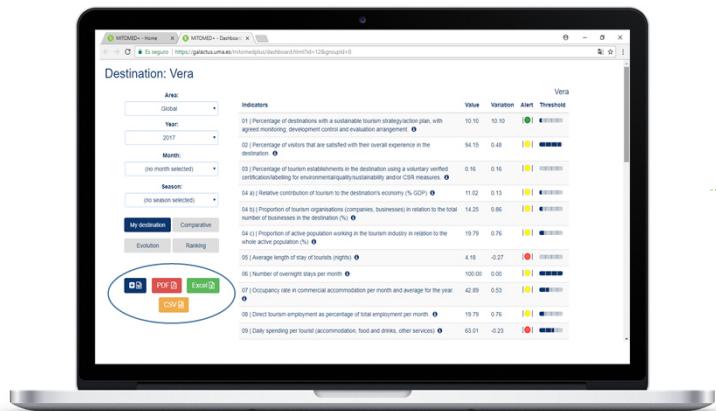
Herramienta de comunicación interna

Internal Communication tool

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Descargas (Word | Excel | PDF | CSV)

Downloads
(Word | Excel | PDF | CSV)

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Las mejores prácticas en el desarrollo, implementación y uso de indicadores de turismo sostenible

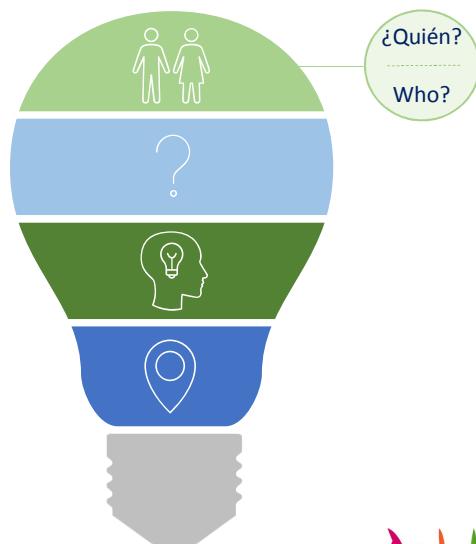


The best practices in the development, implementation and use of sustainable tourism indicators

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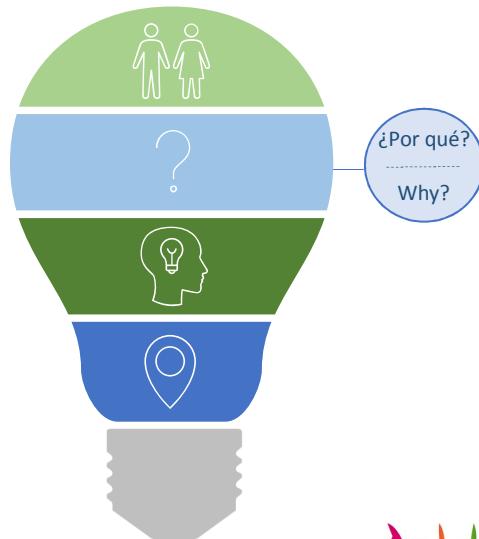
Políticos y personal técnico a cargo del desarrollo e implementación de las políticas de turismo

Politicians and technical staff in charge of the development and implementation of tourism policies

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**Tomar mejores decisiones de gestión
y políticas turísticas**

**To take better management and
policy decisions**



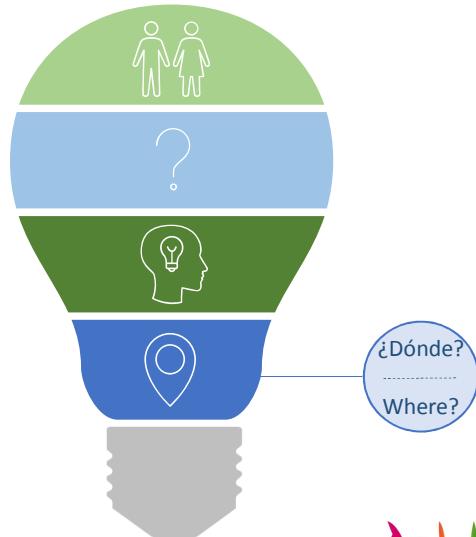
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**Adoptando un enfoque de solución de
problemas, identificando los desafíos
comunes a los que se enfrentan los
gestores de destinos turísticos**

**To take a problem solving approach by
identifying common challenges faced
by tourism destination managers.**



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Destinos turísticos europeos con especial referencia a destinos mediterráneos

Touristic destinations across Europe with special reference to Mediterranean destinations



Estructura del Manual



Structure of the Manual

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4 pasos y 11 preguntas
4 steps and 11 questions

Lenguaje simple
Simple language

Formato visual
Visual format

20 casos de estudio
20 cases study

20 casos de estudio
20 cases study

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El manual esta organizado en 4 pasos:

The manual is organized in 4 steps:

Step 01
Learn about indicators

Step 02
Adopt indicators

Step 03
Using indicators

Step 04
Benefitting from indicators

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The manual is organised in four steps that you go through to learn about something and change your behaviour based on that learning

 1 Step 1. Learn about indicators a. Why generate management information with sustainability indicators? p7 b. What instruments do you use to collect sustainability information in your destination? p10 c. What kind of indicators can we elaborate in the measurement of sustainability? p13	 2 Step 2. Adopt indicators a. How has the system of indicators been adjusted to your needs and your territorial reality? p17 b. How have stakeholders collaborated in the collection and transfer of the necessary data? p19 c. How did you overcome the challenges of calculating indicators? p22	 3 Step 3. Using Indicators p25 a. How have you used indicators to inform decision-making? p25 b. How have you overcome the difficulties in the use of sustainability data for tourism management? p28 c. How have you changed your organisation to optimise the management of sustainability? p31	 4 Step 4. Benefiting from Indicators a. How do you upscale from an individual sustainability measure to a complete sustainability strategy? p35 b. What aspects of your destination have improved and in what way, thanks to the use of indicators? p38
Time for action p41			
Thank you case studies p42			

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CASE STUDY MAP

- 1 Use indicators to support planning and public support proposals (Magistral National Park, Malta) p6
- 2 Create a culture of trust and collaboration (Skyros Island, Aegean, Greece) p9
- 3 Establish quality and the value added to the strategic objectives of the destination (Poreč, Istra County, Croatia) p11
- 4 Standardise data collected by bodies responsible for destination-level monitoring (The Gurne and Cliffs of Moher Geopark, The Gurne, Ireland) p12
- 5 Use unique geographical indicators to create dialogue amongst stakeholders (South Sardinia, Italy) p4
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- 15 Build trust and momentum among stakeholders by addressing their needs (Samaria National Park, Crete, Greece) p32
- 16 Use indicators to justify funding for sustainability measures (Durango, Navarre, Spain) p32
- 17 Use indicators as part of a national certification programme (Slovenia) p36
- 18 Use indicators to demonstrate the competitiveness of your destination (Torroella de Montgrí-L'Estartit, Catalonia, Spain) p38
- 19 Use indicators to improve the private sector (Sant Llorenç des Cardassars, Catalonia, Spain) p39
- 20 Make a status of your resources in your destination to innovate your tourism products (Terres Ardo iubenienses, La Rioja, Italy) p40

SUSTAINABLE TOURISM INDICATORS PAGE 5

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CASE STUDY: MAJJISTRAL NATIONAL PARK, MALTA

**Use data to support fundraising and public support proposals****OUR STORY**

Darren Saliba (Manager, The Heritage Parks Federation) [darren@majjistral.org] uses data from a variety of sources to create a business case to expand and improve the Majjistral National Park. The Heritage Parks Federation team consists of four full time staff and volunteers. Despite being only 25km² of coastal area, this is the largest protected area in Malta, where the main island is already 73% urbanised.

OUR ACTIONS

Darren's team uses a portfolio of data sets to support a business case to expand the national park, and to fundraise to set up visitor infrastructure. The team is proposing to expand the area of the park by a factor of six as part of an application to become a Geopark. They are also seeking funding to repurpose the military facilities as tourist infrastructure and park management offices.

The team uses data to support both investment proposals. Their local promotional budget means they need to be creative with data collection, yet credible enough to convince funders and politicians, and to generate public support.



The rangers and volunteers collect visitor centre statistics, feedback from site visitors, site usage data on engagement in organised and desired activities as well as tramping and non-authorised activities. They also use independently published data on demand for ecotourism, as well as preliminary results from the Mediterranean Experience of Ecotourism (MEET) project development of ecotourism packages, to forecast demand for new services. Finally, they host university teams to collect peer-reviewed evidence on the geological and cultural significance of the site to support the heritage value of the site.

OUR RECOMMENDATIONS

Be clear about what is the purpose of collecting data

Combine data sets to create a collective picture of your site

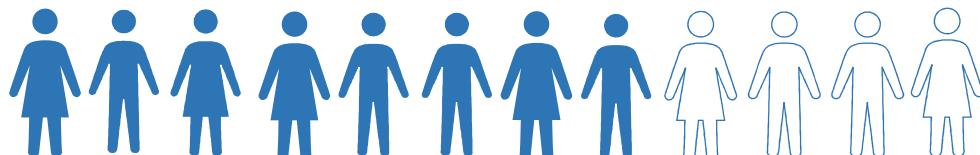
Present your data based on the needs and interests of the people that you want to influence

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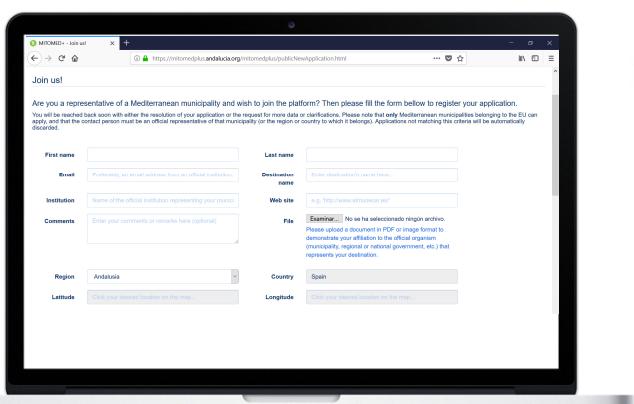
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Gracias por su atención

Inmaculada Gallego
igallego@andalucia.org

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mitomedplus@andalucia.org

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