

Interreg
Mediterranean



SUSTAINABLE
TOURISM

Sustainable Tourism Community Catalogue of Outputs *November 2022*



Project co-financed by the European
Regional Development Fund
<https://sustainable-tourism.interreg-med.eu>

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Pecchioli on Unsplash

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INTRODUCTION

This catalogue presents the most important outputs of the projects implemented within the Sustainable Tourism Community (STC) of the INTERREG MED 2014 - 2020 programme. The selection of outputs was made on the basis of better promoting common integrated actions that could boost the sustainable and responsible development of coastal and maritime tourism in the Mediterranean region. To do so, a collaborative process driven by the Sustainable Tourism Horizontal project through constant communication and exchange with each project individually took place. In total 41 outputs have been identified representing 15 projects. The catalogue includes a series of the most tangible outputs produced by the STC which can be further used for transferring and capitalization purposes.

The ultimate goal of this catalogue is to promote the outcomes of the STC in order to assist their transferring to different areas of the Mediterranean and incorporation in tourism related policies at various spatial scales. To facilitate the wider application of the outputs, some critical information regarding their attributes is provided.

Policy targets

Each output is related to expected results that could help potential stakeholders, willing to adopt it, to fulfill various policy targets in tourism but also in other domains. In total 12 policy targets have been identified by the STC as better expressing the directions on which projects have worked during their lifetime. This information is critical so as to understand the utility of adopting an output, especially with regard to shaping operational programmes for the period 2021-2027.

Purpose

A short description and purpose of each output is provided including information on the tool's usefulness and the needs and challenges it addresses.

Implementation areas

A map with the pilot areas where the output was tested and transferred is provided and a brief example of the implementation results is presented so as to showcase the applicability of the proposed outputs and the types of destinations they address.

Stakeholders involved

Some information about the engagement of essential stakeholders for the successful implementation of the output is also provided.

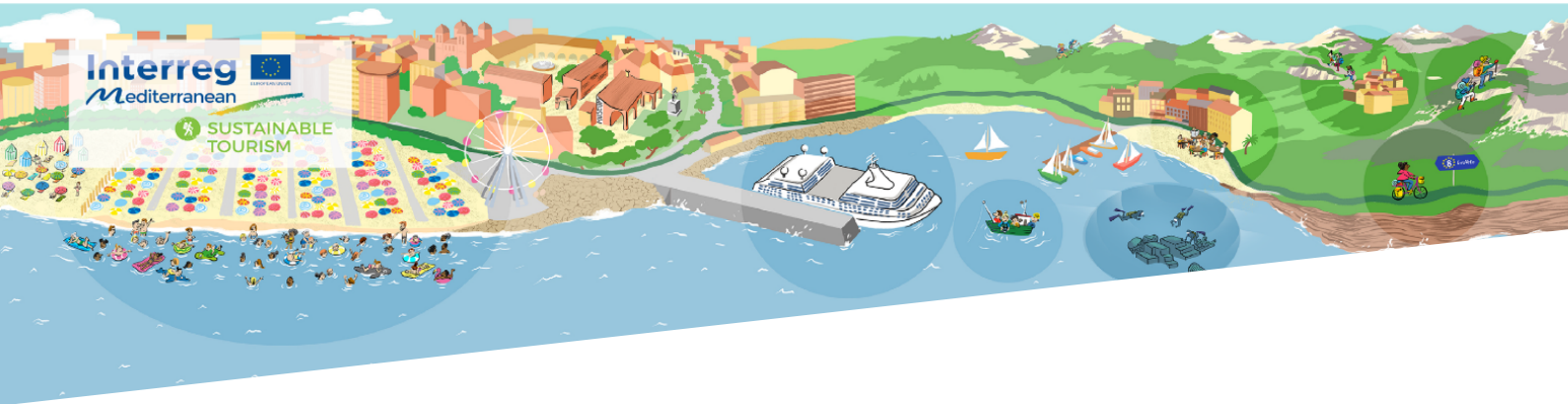
Replicability

The replicability conditions for the transferring of the outputs are briefly described including human resources, infrastructure, software and other conditions needed for the effective implementation of the outputs.

Recovery

A summary of how each specific output could contribute to the recovery of the tourism sector from the pandemic crisis.

Although the projects have developed a large number of outputs, the ones presented here are selected as being the easiest to be replicated. Therefore, readers are encouraged to dive deeper into the projects' outputs in order to find additional information that could be useful for their efforts for making Mediterranean a more sustainable place. The mission of the STC Horizontal project partnership is to support the replication of the Community's results and ensure its effectiveness.



ALTER ECO (PLUS)

Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity

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.



1

BEST MED

Beyond European sustainable tourism Med

The general objective of BEST MED project is to enhance Mediterranean Governance, being the main challenge 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 touristic planning aiming at the mitigation of seasonality in the MED area. 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.



2

BLUEISLANDS

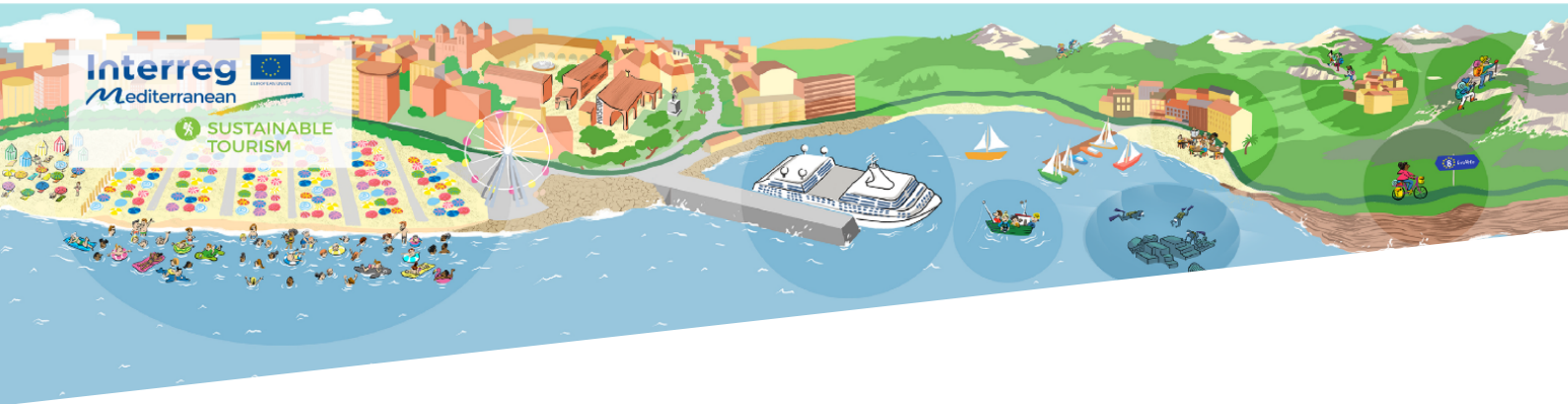
Seasonal variation of waste as a result of tourism

BLUEISLANDS 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.



3





BLUEMED (PLUS)

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

BLUEMED aims to support competent government authorities to develop strategies, plans and policies for local coastal and island economies of the Mediterranean region in adopting a sustainable and responsible model for tourism development. This will be achieved by planning, testing and coordinating Underwater Museums, Diving Parks and Knowledge Awareness Centres (KACs). Main objective is the valorisation and protection of underwater natural and cultural heritage in accordance with UNESCO 2001, the raising of public awareness and tourism attractiveness.



4

CASTWATER

Coastal areas sustainable tourism water management in the Mediterranean

CASTWATER project aims at supporting sustainable tourism policies & practices on water efficiency in coastal areas and has the overall objective to support sustainable tourism water management in Med coastal areas by improving the monitoring and assessment of the water sustainability performance of the tourism sector. The main goal of the project is to provide means for managing environmental risks linked to tourism activities in the CASTWATER area, supporting sustainable tourism water management, generating the vibrant involvement of public authorities, and the tourism sector.



5

COASTING (PLUS)

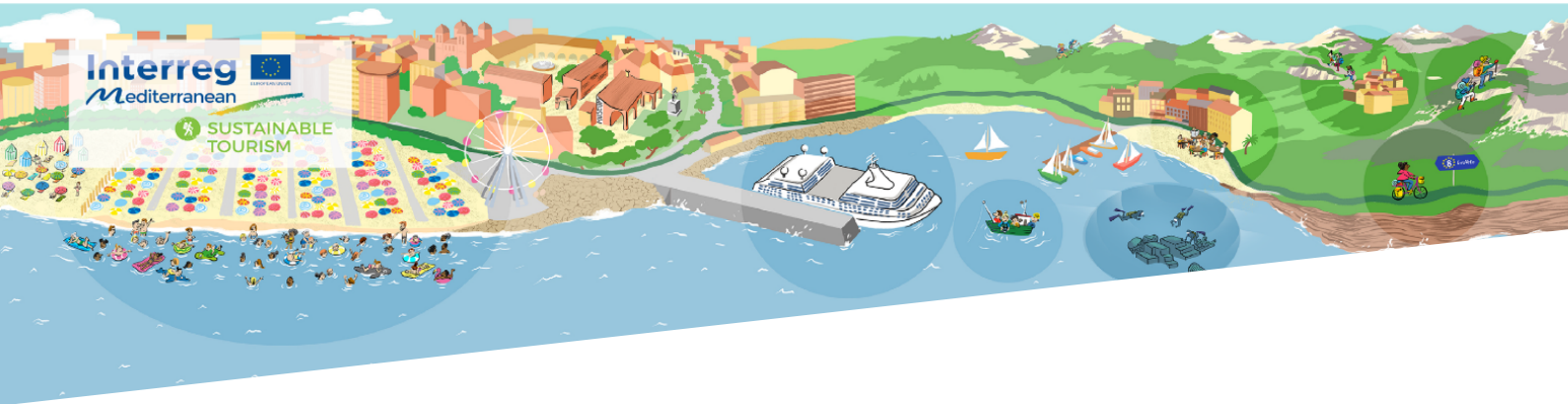
Coastal INtegrated Governance for Sustainable Tourism

COASTING is a capitalisation project based on the ICZM principles application, aiming at enhancing the effectiveness of a multilevel governance tool like Coast Contract, fully framing coastal management and tourism sustainability issues. It aims to enhance qualification and use of natural resources and create social accountability through a participation process to develop a coherent framework for coastal recovery and management. COASTING transnational partnership will activate synergies and cooperation to share specific solutions for an integrated and responsible management of coastal areas, particularly invested by tourism criticalities.



6





CO-EVOLVE

Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism

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.



7

CONSUME-LESS (PLUS)

Consume Less in Mediterranean Touristic Communities

Consume-Less aims to develop integrated sustainable energy, water and waste management strategies and promote sustainable tourism models in Mediterranean cities. The project demonstrates the effectiveness of a sustainable tourism model based on the qualification of the coastal cities as “consume-less” locations and through an innovative communication and territorial marketing campaign, both implemented by directly involving all interested actors. This will bring multiple benefits, that will be carefully monitored and accounted for through the use of a suitable set of indicators, based on the European Tourism Indicators System.



8

DestiMED

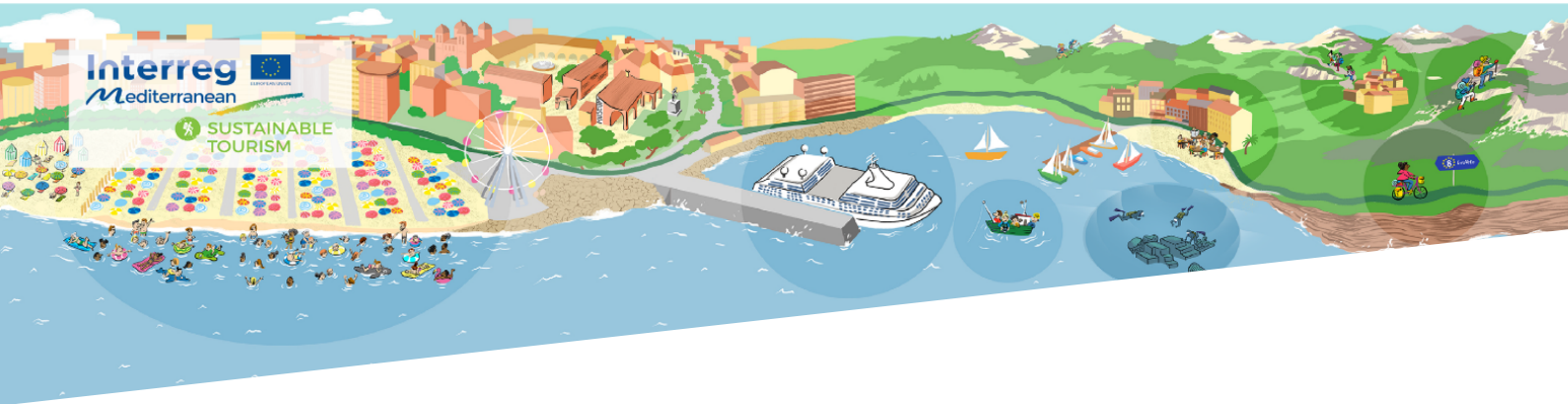
Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas

DestiMED is building the foundation of a Destination management Organization (DMO), which will ultimately be responsible for promoting ecotourism in the Mediterranean. The DMO will support product development efforts, develop a recognized and trusted brand, and encourage collaborative marketing strategies. It will further develop and test standards, offers and monitoring tools - forming the quality scheme of a future DMO. The offers and tools developed will subsequently be tested in pilot actions involving local actors as well as the local community.



9





DESTIMED PLUS

Ecotourism in Mediterranean Destinations: From Monitoring and Planning to Promotion and Policy Support

DestiMED PLUS is the next step on a journey to evolve the Mediterranean into an internationally recognized ecotourism destination, where regions support protected areas through improved planning, policies and promotion strategies that link tourism with conservation. The project 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. The project's game-changing approach establishes a consortium of regional administrations representing conservation and tourism, which will work together to make tourism in protected area more sustainable.



10

EMbleMatiC (PLUS)

Emblematic Mediterranean Mountains as Coastal destinations of excellence

EMbleMatiC project aims to create and test a new form and offer of sustainable tourism, located in the hinterland coastal area, based on the identarian singularities of 9 mountains from the Emblematic Mediterranean Mountains (EMM) network. The project's approach is to develop a study to characterize the "EMbleMatiC dimension", establish eco-itineraries in each of the 9 territories and to create an umbrella brand and common communication tools.



11

HERIT-DATA

Innovative solutions to better manage tourism flows impact on cultural and natural heritage sites through technologies and big data

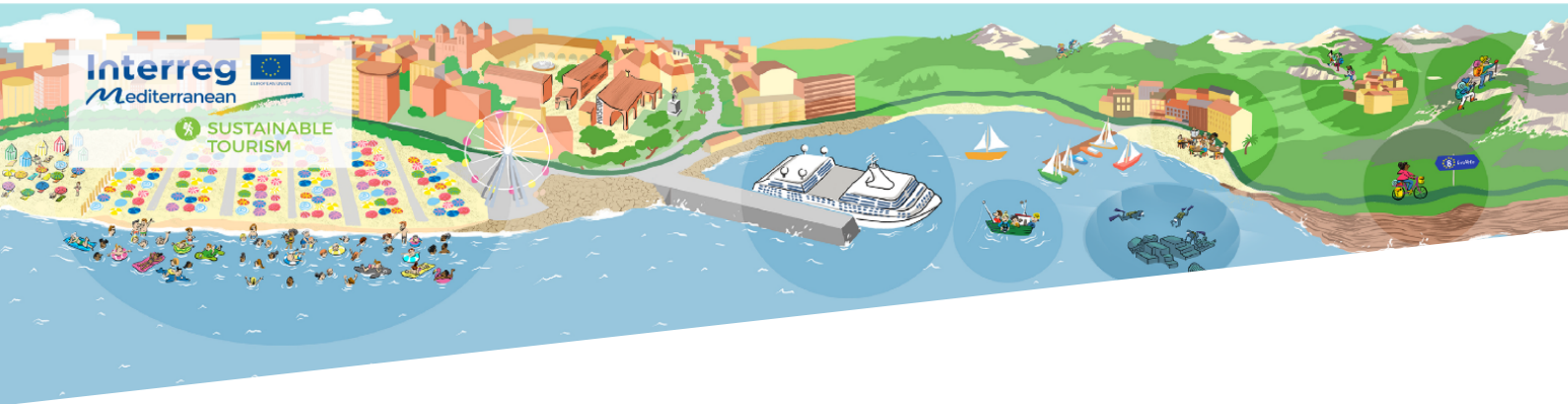
The project aims to identify innovative solutions, with the support of new technologies and big data, to reduce the negative impacts of tourism on cultural and natural heritage sites. The partners will develop, test and transfer a series of knowledge and solutions in line with the current sectoral changes and characteristics of smart destinations, able to collect, generate, integrate and analyse information and transform it into behaviour changes, according to ICZM recommendations. The results will also contribute to decision-making processes from a holistic perspective and for all stakeholders (planners, visitors, local stakeholders and host citizens).



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INCIRCLE

Support INSular and low density areas in the transition towards a more CIRCULAR tourism Economy

INCIRCLE will build upon previous projects, capitalising knowledge and available tools to test a new methodology that will apply the principles of circular economy to the tourism sector, with a focus on the particular needs of islands and low density areas. INCIRCLE tailored policies will address mobility, energy efficiency, use of limited resource as water and waste production, while enhancing community prosperity and quality of life. Durable and easily adaptable outputs are envisaged to provide MED decision makers with concrete tools and testing opportunities to improve their capacity in terms of assessing and planning sustainability in territories where resources are already scarce, to disclose new funding and concrete replication opportunities, establishing a critical mass for a MED sustainable and circular growth.



13

INHERIT

Sustainable tourism strategies to conserve and valorise the mediterranean coastal and maritime natural heritage

INHERIT aims to conserve and valorise natural heritage in MED coastal and maritime tourist destinations, alleviating the adverse effects of overcapacity tourism in these areas through the promotion of sustainable tourism. The project will test and deploy a new approach in promoting sustainable tourism that includes a novel mix of measures to protect its natural heritage from mass tourism effects and a strategy of transnational cooperation to form a network of MED areas, namely INHERITURA areas, which will prioritise the enhanced protection of their natural heritage as an asset to develop sustainable tourism activities and to ensure responsible development.



14

LABELSCAPE

Integration of sustainability labels into Mediterranean tourism policies

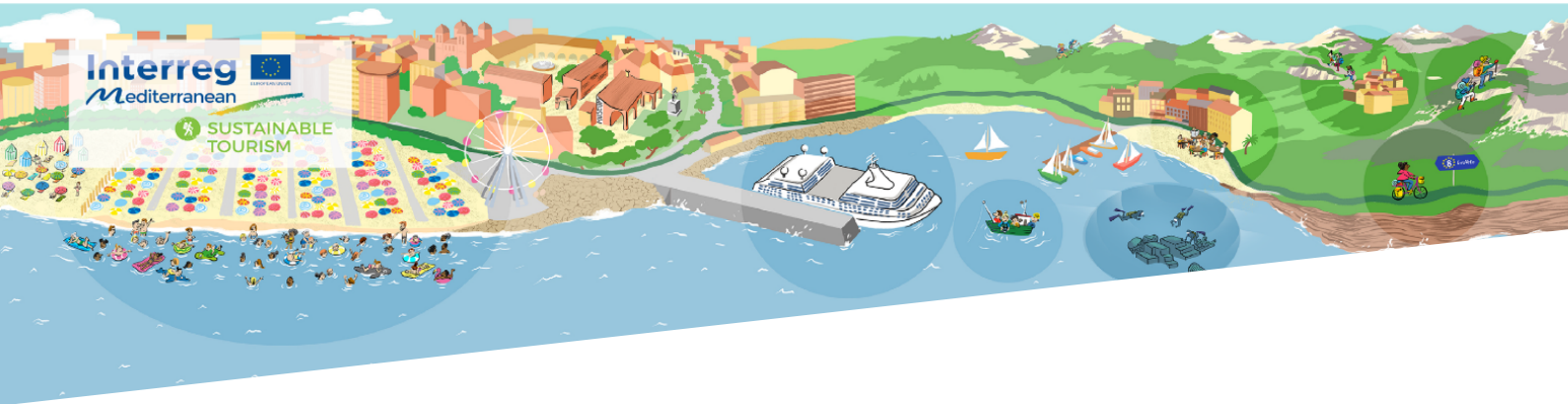
The overall objective of LABELSCAPE project is to develop mechanisms for integrating sustainability labels in wider tourism policies at national, regional and local level, and to provide support for destination-based initiatives in the certification process. The project is not creating new sustainability labels, but capitalises on the existing certification initiatives. It addresses also the latest challenges of certified destinations and businesses: increased recognisability, complementarity with User Generated Content and digital transformation.



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MEDCYCLETOUR

MEDiterranean CYCLE route for sustainable coastal TOURism

The overall objective of the project is to use the long-distance cycle route EuroVelo 8 – Mediterranean 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. The main outputs will be action plans and policy recommendations; pilot actions and updated information and promotion related to EuroVelo 8.



16

MEDFEST

MED Culinary heritage experiences: how to create sustainable tourist destinations

MEDFEST is tackling the challenge of diversifying traditional 'sun & sea' tourist destinations, with new and sustainable products based on the rich and renowned culinary heritage of the Mediterranean. The project's general objective is to create and improve existing strategies related to sustainable tourism development within the traditional MED small-scale culinary sector by creating 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.



17

MITOMED+

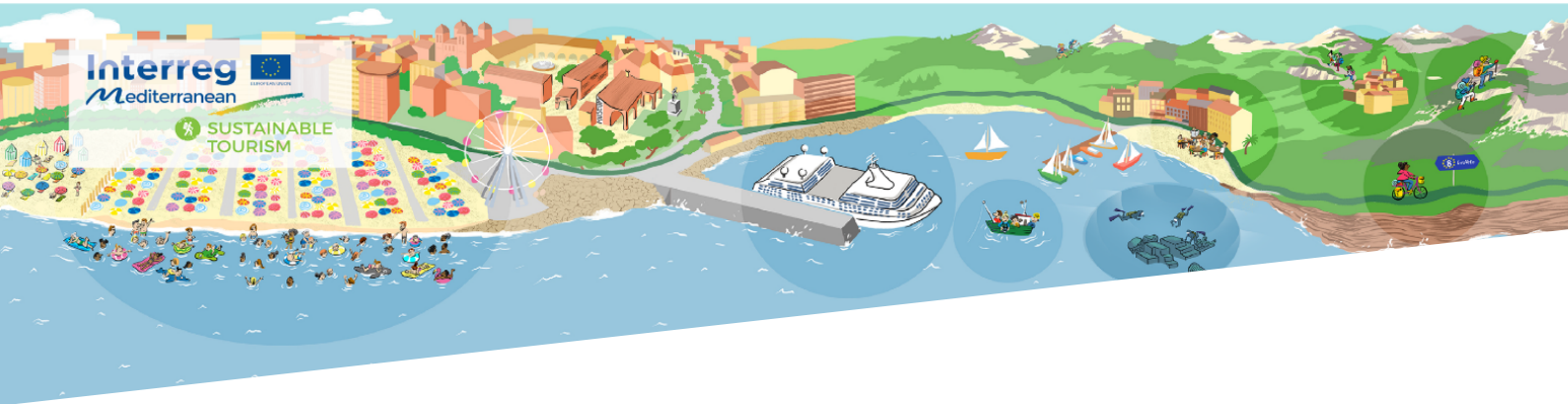
Models of Integrated Tourism in the MEDiterranean Plus

The main objective of the projet is to enhance sustainability and responsibility in maritime and coastal tourism by improving local and regional strategies and policy actions and by coordinating them at a wider MED transnational level. The project aims to increase knowledge and social dialogue regarding the development of a sustainable and responsible M&C tourism in each partner region through the implementation of joint planning tools, action plans and transfer of good practices.



18





Shape Tourism

New shape and drive for the tourism sector: supporting decision, integrating plans and ensuring sustainability.

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. The project supports policy makers and private operators to achieve attractiveness, growth and sustainability, taking into account the major challenges of global competition. It also aims to foster the balance between divergent public and private interests by gearing tourism development toward an holistic, highly operational and sustainable approach.



19

SIROCCO

Sustainable InterRegional cOastal & Cruise maritime tourism though COoperation and joint planning

SIROCCO aims to enhance the sustainability of cruise maritime/coastal tourism in the MED Area, being a very important component of the whole Mediterranean M&C tourism sector characterised by strong economic growth, high value-adding potential for the local communities and significant challenges in conserving the Mediterranean natural and cultural heritage. The project provides solutions for reducing the negative impacts of cruise maritime/coastal tourism in the MED, enhancing and integrating cruise maritime/coastal tourism development into wider strategies and identifying ways for coordinating regional strategies.



20

SMARTMED

Empower Mediterranean for SMART Tourism

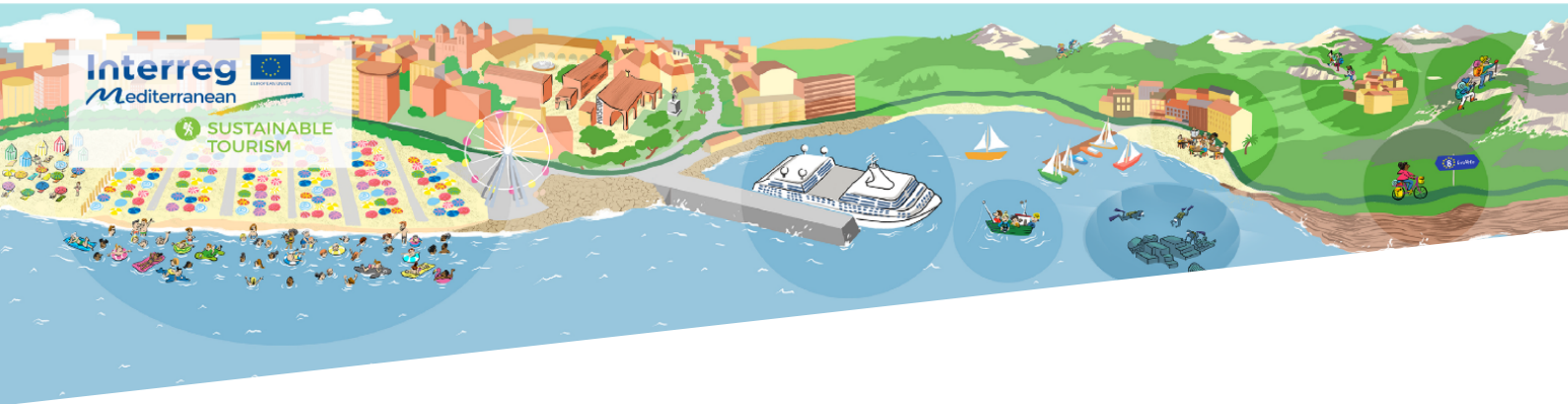
SMARTMED will contribute to the development of an attractive, smart and inclusive MED destination, maintaining its leading position through coordinated policies and capable public and private sector stakeholders. This will be achieved by an enhanced and more structured cooperation that will empower multi-level stakeholders to develop and deliver integrated tourism policies and innovative solutions for smart MED destinations through a new business model, supported by a permanent collaborative stakeholders platform for cross-sectorial cooperation.



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SuSTowns

Enhancing SUSTainable tourism attraction in small fascinating med TOWNS

The project aims to intervene at the peak of the growing curve of tourist flows, making sure that these towns maintain the highest tourist flows, averting any risk of alteration of their fragile ecosystems. The project will produce planning documents to address tourism marketing, new methodologies and technological tools that will contribute to the strategy focused on stabilizing tourism flows. The main objective is to preserve the heritage of such towns which otherwise would see their existence compromised by the effects of overtourism. The challenge of the project is to associate small towns to jointly govern these processes, preserve local traditions and cultural heritage, by avoiding the collapse of public services due to excessive tourist flows.



22

TOURISMED (PLUS)

Fishing Tourism for a Sustainable tourism development in the Mediterranean area

TOURISMED aims at testing and transferring a fishing tourism business model in coastal territories as a way to promote a sustainable approach to tourism, while fostering the preservation of the marine ecosystem and traditional fishing culture of the MED region. The areas involved in the project face the common challenge of finding new solutions for the worrying depletion of marine resources, the decline of the artisanal fishing sector and the negative impacts of tourism such as social dislocation, loss of cultural heritage and ecological degradation.



23

WINTER MED

Winter Islands Network for all year round Tourism ExpeRience in the MEDiterranean

WINTER MED promotes 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 (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. From this objective and approach stems the holistic intervention aligned and contributing to ICZM and MSP in the area. The final transnational strategy provides the tools for the demonstration of the benefits of policy learning and evidence-based decision-making.



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Tourism Carrying Capacity Calculation Tool

by ALTER ECO (PLUS) project

Type of tool

Tool for assessing models' sustainability

Type of stakeholders involved

Local, provincial or regional authorities | Destination Management Organizations | Tourism observatories

Policy Targets

Reducing seasonality



Addressing carrying capacity



Integrating ICZM/MSP principles

Addressing climate change /risk management



Promoting Clustering and Innovation

Improving social well-being



Improving capacity building/ stakeholder engagement



Improving accessibility

Generating employment

Diversifying & differentiating the tourism product



Monitoring tourism sustainability

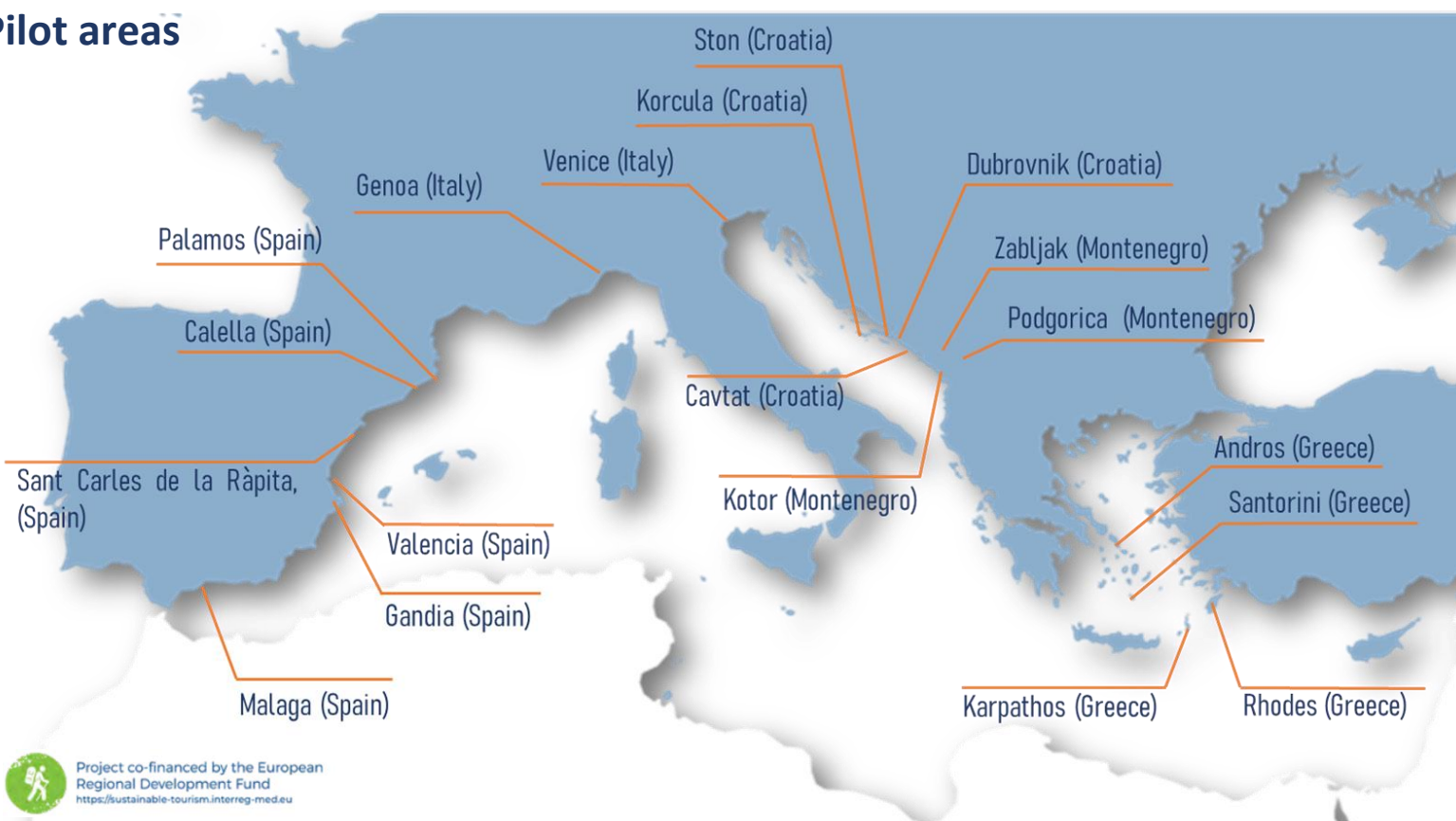


Increasing gross value added

Purpose

The continuous increase of tourism flow in urban areas and its undesirable effects and now the need to regulate flows for sanitary conditions due to the COVID-19 pandemic lead the ALTER ECO projects to develop the Tourism Carrying Capacity tool. This tool allows the calculation of the carrying capacity limit and suggests, based on the result, possible measures to be applied that have already been tested during the project duration.

Pilot areas



Implementation

Calculating the carrying capacity of a tourism destination using a linear programming method is a process that follows these operative steps:

1. Identify the tourism subsystems of a destination, especially regarding tourism facilities and services;
2. Classify the type of users that are often utilizing those sub-systems;
3. Determine the level of usage of these subsystems by user profile;
4. Proceed with the quantitative analysis with the fine scope to maximize the revenue of the destination through understanding the daily expenditure per each profile.



Replicability conditions

Urban areas that would like to implement the Tourism Carrying Capacity tool need to complete the areas of the software. The resources required must be differentiated according to the level of data available at the destination:

Scenario 1 - If the destination does not have the data, it needs the intervention of different experts, as well as the help of a university, a study center or a tourism observatory to manage the collection. The process can take a year and a half or 2 years.

Scenario 2 - If the destination already has the necessary data, the process is faster because only the web tool needs to be filled. In this case, it is necessary to update the data at least once a year and to call on experts to interpret the results in order to facilitate the action of local administrations.

Contribution to tourism recovery

The COVID pandemic has led to situations where capacity control in public places is essential. Through this tool, the carrying capacity of an area is known, which is essential to be able to manage post-COVID recovery in a sustainable and safe way.

Further information

ALTER ECO PLUS Project website: <https://alter-eco.interreg-med.eu/>

Output links: [Tourism Carrying Capacity Calculation Tool](#)

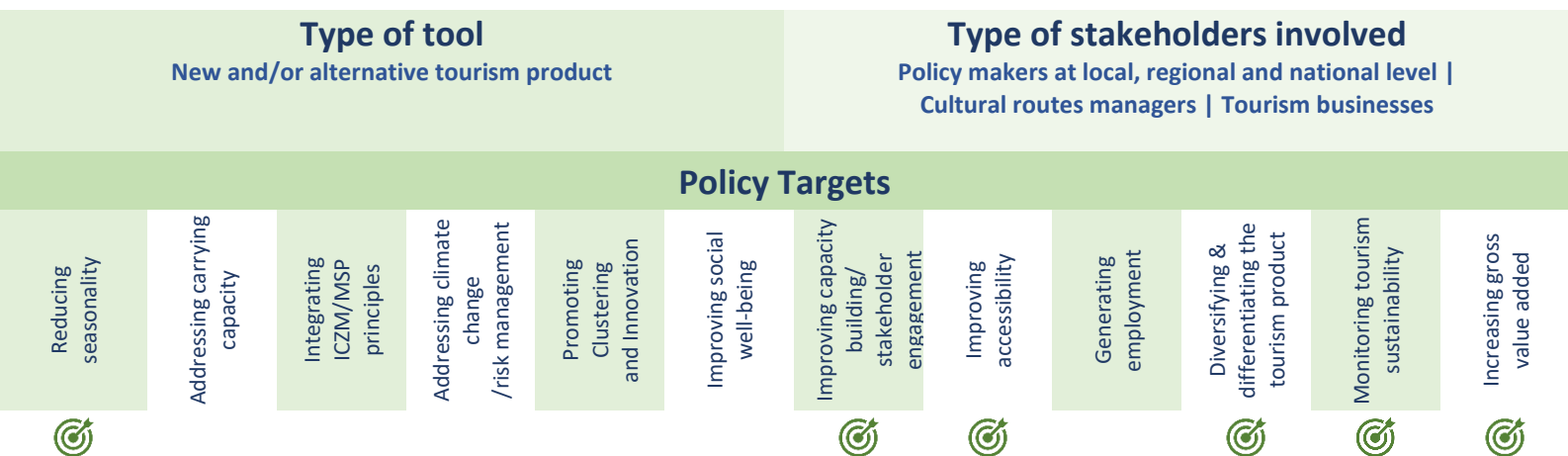
Responsible partner contact info:

Ca' Foscari University of Venice - Nicola Camatti

E-mail : nicola.camatti@unive.it

Sustainable Path & Cultural Routes Model

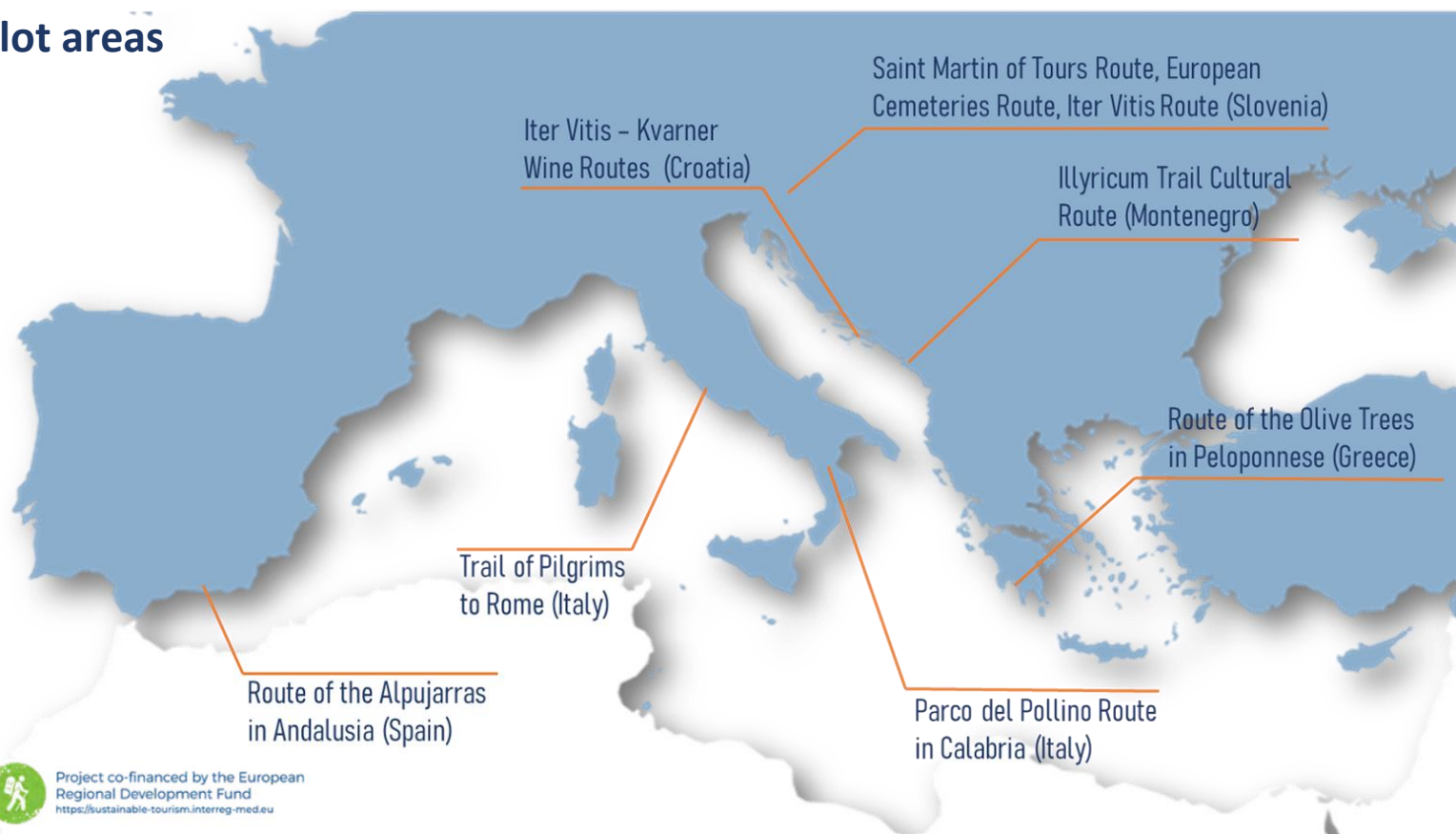
by BEST MED project



Purpose

The BEST MED project highlights the importance of cultural heritage to support local sustainable development in particular through tourism products and fight seasonality through the redistribution of tourist flows. The aim of the MED Sustainable & Cultural Path Model is to contribute to better governance of routes and paths, achieving greater levels of cooperation between regional authorities, the managers of cultural routes/paths and the private and public stakeholders in the territory.

Pilot areas



Implementation



The model includes a toolbox and a step-by-step methodology to successfully apply the model to a cultural route or path. These tools include a self-assessment audit sheet, a set of indicators, a benchmarking method, recommendations on best practices and action plans to implement sustainability in the route/path, an online platform with indicators and two sets of questionnaires. The implementation process defines 5 steps that should allow all stakeholders properly implement the system using the tools provided.

Contribution to tourism recovery

The valorisation of cultural routes can bring great benefits to a tourism destination as they contribute to the reduction of seasonality, extending the touristic seasons and its geographical scope, and also benefit SMEs, especially in rural areas and less-known destinations. As a key tool, the Model will contribute to improving tourism planning with a strong sustainability approach in the years to come, thus help the recovery of the sector from the current crisis, proposing an alternative greener offer.

Replicability conditions

The implementation of the Med S&C Path Model targets three main audiences: The management structure of the cultural routes or associations/ legal entities in charge of managing other types of itineraries, the Regional Public sector and other key stakeholders in the territory. In terms of replicability, the main support should come from the involvement of all stakeholders, the participation of networks and access to funding. Other added values that were identified for the replication of the results are the possibility of Good Practices sharing and the high relevance for tourism policies.

Further information

BEST MED Project website: <https://best-med.interreg-med.eu/>

Output link: [BEST MED Sustainable Path and Cultural Routes Model](#)

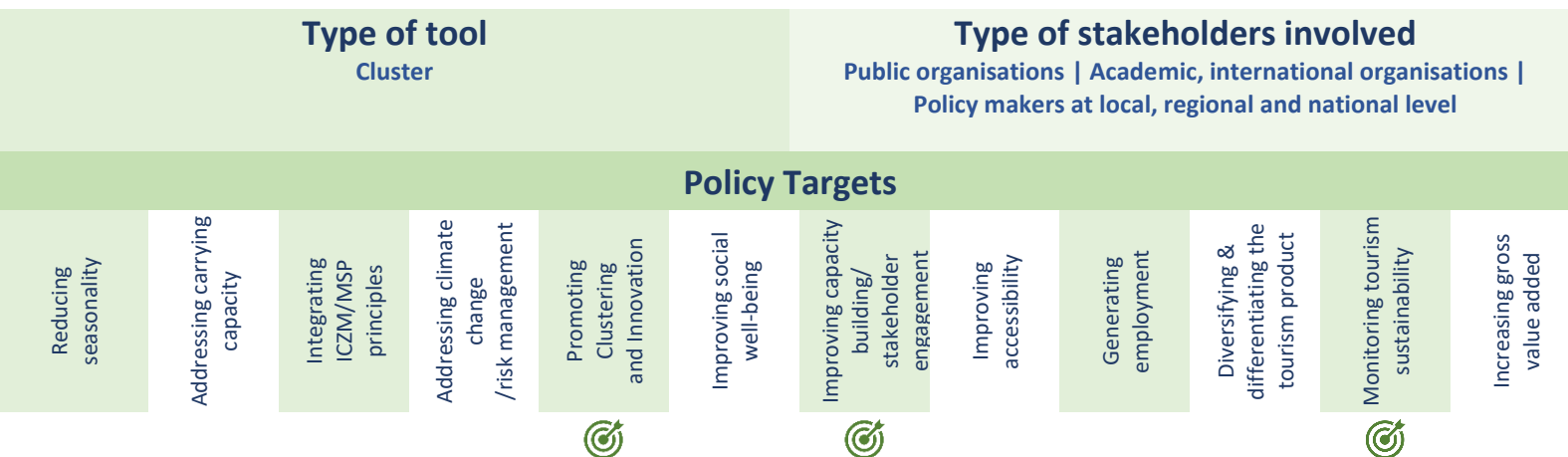
Responsible partner contact info:

El Legado Andalusi Fundación Pública de la Junta de Andalucía - Ms. Julia Sáiz-Pardo

E-mail: jsp@legadoandalusi.es

Network of Sustainable Tourism Observatories for the Mediterranean

by BEST MED project



Purpose

The Mediterranean Network of Sustainable Tourism Observatories (MED NSTO) brings together entities and experts working on sustainable tourism data collection & management to cooperate by sharing information, methods, standards, tools, developing joint initiatives and actions. The purpose of the MED NSTO is to fill an existing gap in the Mediterranean by offering a networking space for sharing general, technical and sectoral knowledge related to sustainable tourism data monitoring and management, thus collecting and systematizing relevant information in the field and facilitating experts' cooperation. The final aim is to enhance a transnational dialogue between sustainable tourism observatories operating in different Mediterranean areas to converge towards shared methodologies and standards in tourism data collection and management.

Pilot areas

Italy

Osservatorio Turistico della Regione Calabria
Osservatorio del Turismo Regionale Federato-Regione del Veneto
Agenzia Regionale del Turismo - Lazio
Osservatorio Turistico e dello Sport - Regione Siciliana
Observatory of Tourism for Islands Economy
Osservatorio del Turismo Pugliapromozione - Regione Puglia
Osservatorio Innovazione Digitale nel Turismo

Slovenia

University of Maribor-Faculty of Tourism
Factory of Sustainable Tourism GoodPlace
Statistical Office of the Republic of Slovenia

Croatia

Croatian Sustainable Tourism
Observatory-Institute for Tourism
Institut for Tourism

Montenegro

MONSTAT - Statistical Office
National Tourism Organisation of Montenegro
Montenegro Airports

Portugal

Algarve Sustainable Tourism
Observatory
Observatório de Turismo
Sustentável do Alentejo-ASTO

Spain

Sistema de Inteligencia Turística de la
provincia de Jaén-SIT
Observatory of Tourism in Barcelona
Sistema de Análisis y Estadística del
Turismo de Andalucía

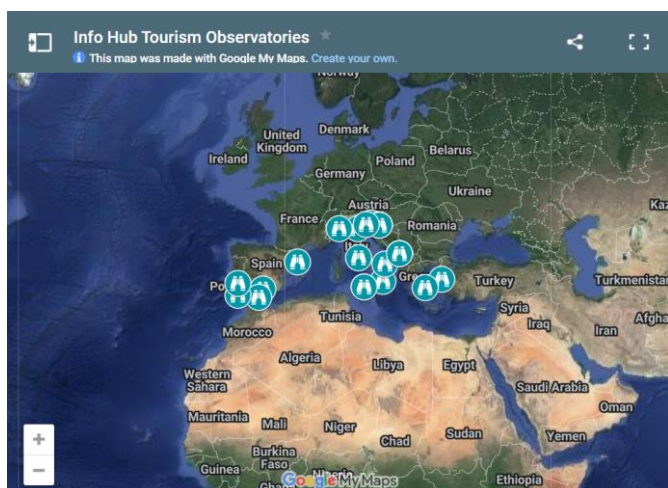
Greece

South Aegean Tourism Observatory
Ministry of Tourism of Greece



Implementation

The MED NSTO Info Hub – currently in an embryo phase- takes the form of a virtual web page integrated in the Interreg MED virtual platform and linked to all existing web platforms dealing with tourism, and features a library section, a regularly updated section of news about relevant activities and events and an initial mapping of entities that will contribute to build the MED NSTO. Its Roadmap foresees the sharing of tourism data management tools, platforms, best practices, etc., an updated map showing all the participants in the network, relevant results of MED and other EU programmes projects and a strategic vision for sustainable tourism planning. It is foreseen to make it evolve towards a fully-fledged Knowledge Center developed as a search engine and hosting a joint statistical container and joint studies coming from the observatories.



Contribution to the recovery

The Mediterranean Network of Sustainable Tourism Observatories would allow the creation of a secure information channel on the tourism situation between all the regions and countries joining the project. The involvement of public and private bodies dealing with data collection and analysis, will contribute not only to improve the way they assess tourism trends for different purposes, but also for developing and boosting deeper analysis in their own tourism strategies.

Replicability conditions

The MED NSTO initiative is open to public and private bodies involved with data collection and analysis, not only for improving the way they assess tourism trends for different purposes, but also for developing and boosting deeper analysis and their own tourism strategies. The signature of a MoU between BEST MED project and the observatories or entities working with data is needed to commit to recognise the MED NSTO as a framework for cooperation in future, promote and mainstream the work of the MED NSTO or participate in meetings. At a more advanced stage, a number of organisations will be able to make use of the data collected, and the possibility of access by the interested general public will be also considered.

Further information

BEST MED Project website: <https://best-med.interreg-med.eu/>

Output link: [BEST MED Tourism Observatories: concept note, reflection paper and roadmap](#)

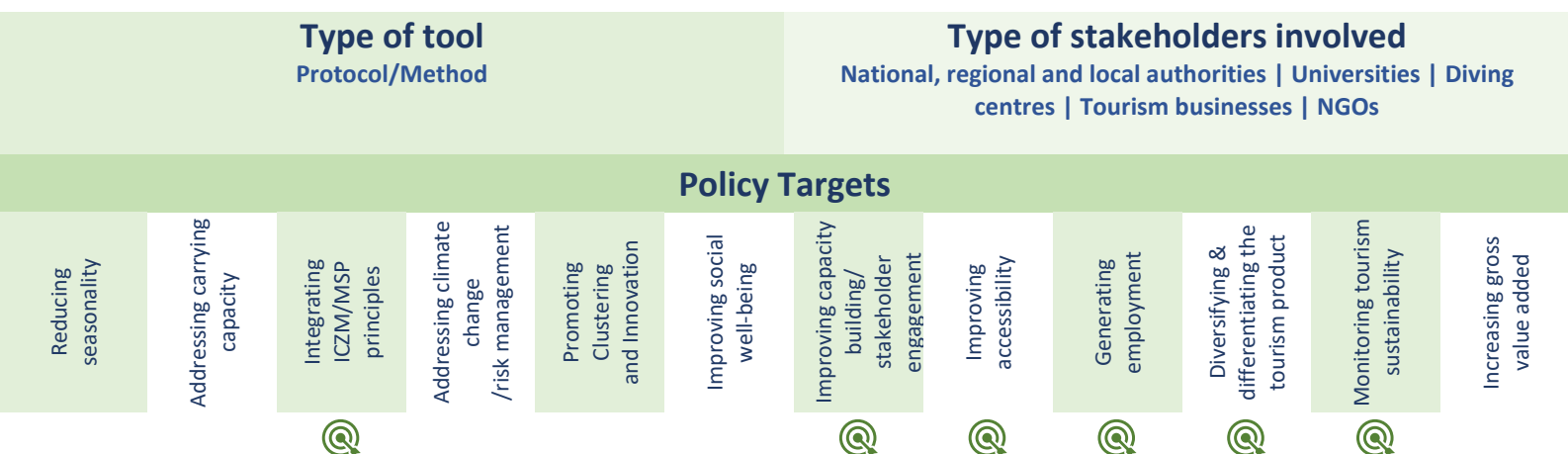
Responsible partner contact info:

El Legado Andalusi Fundación Pública de la Junta de Andalucía - Ms. Julia Sáiz-Pardo

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Roadmap for promoting cultural diving tourism

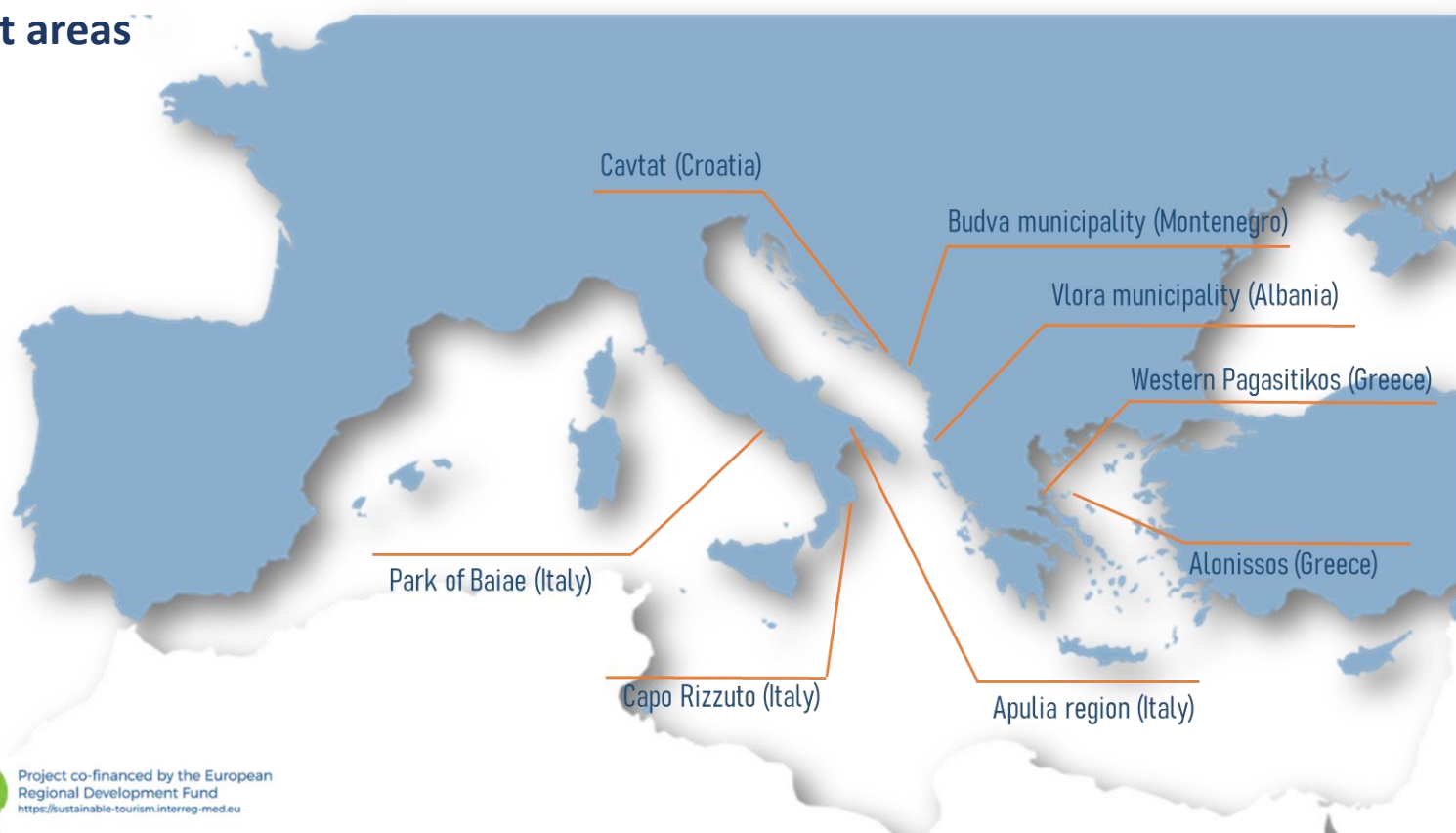
by BLUEMED (PLUS) project



Purpose

The output includes a multidisciplinary model and action plan for the operation of accessible Underwater Cultural Heritage (UWCH) sites (i.e. UW Museums/Diving Parks) and Knowledge Awareness Centres (KACs), as a catalyst to support sustainable and responsible tourism development and promote Blue Growth in MED coastal areas and islands. The roadmap also describes how to adopt technologies as Augmented Diving through innovative underwater tablets and Virtual Diving Systems. Its impact will be to promote Blue Growth, towards an integrated, sustainable, and responsible management of cultural tourism ecosystems embedded in Integrated Coastal Zone Management, Maritime Spatial Planning and Integrated Regional Development Policies.

Pilot areas





Implementation



The BLUEMED roadmap has already been demonstrated in three pilot areas in Capo Rizzuto (Italy), Western Pagasitikos, Sporades (Greece) and Cavtat (Croatia) by creating new accessible UWCH sites or improving the existing ones.

Through the project, new “receiving territories” in Puglia (Italy), Vlora (Albania) and Budva (Montenegro) will develop their specific Action Plans to implement the roadmap for the sustainable touristic promotion of their underwater cultural heritage.

Contribution to tourism recovery

The potential economic development and the recovery of the tourism sector that could be generated by the promotion of UWCH assets through BlueMed PLUS is enormous. Based on the specific characteristics of each UWCH site, it is possible to identify favorable geographic configuration in which various territories can be networked to create new multi-destination tourism products that promote sustainable tourism development in environmentally fragile ecosystems while, at the same time, preserving their cultural and natural assets for future generations.

Replicability conditions

In order to implement the Roadmap in new territories, the identification of some accessible UWCH sites is needed. These sites should have favorable conditions in terms of: diving safety conditions and easy reachability for the diving centers. In addition, the responsible authority should authorize, under specific conditions and rules, the access to the sites by qualified diving centers as well as the protection measures and actions to safeguard the site from any potential risk. Moreover, diving centers have to be trained about the official accessibility rules, the historical and cultural significance and about the importance of preserving the natural and cultural value of the site. Finally, it is important to provide financial support to the private sector that has to offer high quality touristic services and also to the public bodies that have to implement supportive actions, such as the establishment of Knowledge Awareness Centres.

Further information

BLUEMED (PLUS) Project web-site: <https://bluemed.interreg-med.eu/>

Output links:

[Study for land planning of Knowledge Awareness Centres](#)

[Sustainability Key Performance Indicators checklists](#)

[Preservation protocol: methodology and guidelines for designing and implementing restoration and conservation plan of UCH](#)

Responsible partner contact info:

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Online monitoring tool for sustainable water management

by CASTWATER project

Type of tool

Tool for assessing models' sustainability

Type of stakeholders involved

Decision-makers | Administrative and operation managers | Tourism sector SMEs | Tourism organizations | Public authorities

Policy Targets

Reducing seasonality

Addressing carrying capacity

Integrating ICZM/MSP principles

Addressing climate change /risk management

Promoting Clustering and Innovation

Improving social well-being

Improving capacity building/ stakeholder engagement

Improving accessibility

Generating employment

Diversifying & differentiating the tourism product

Monitoring tourism sustainability

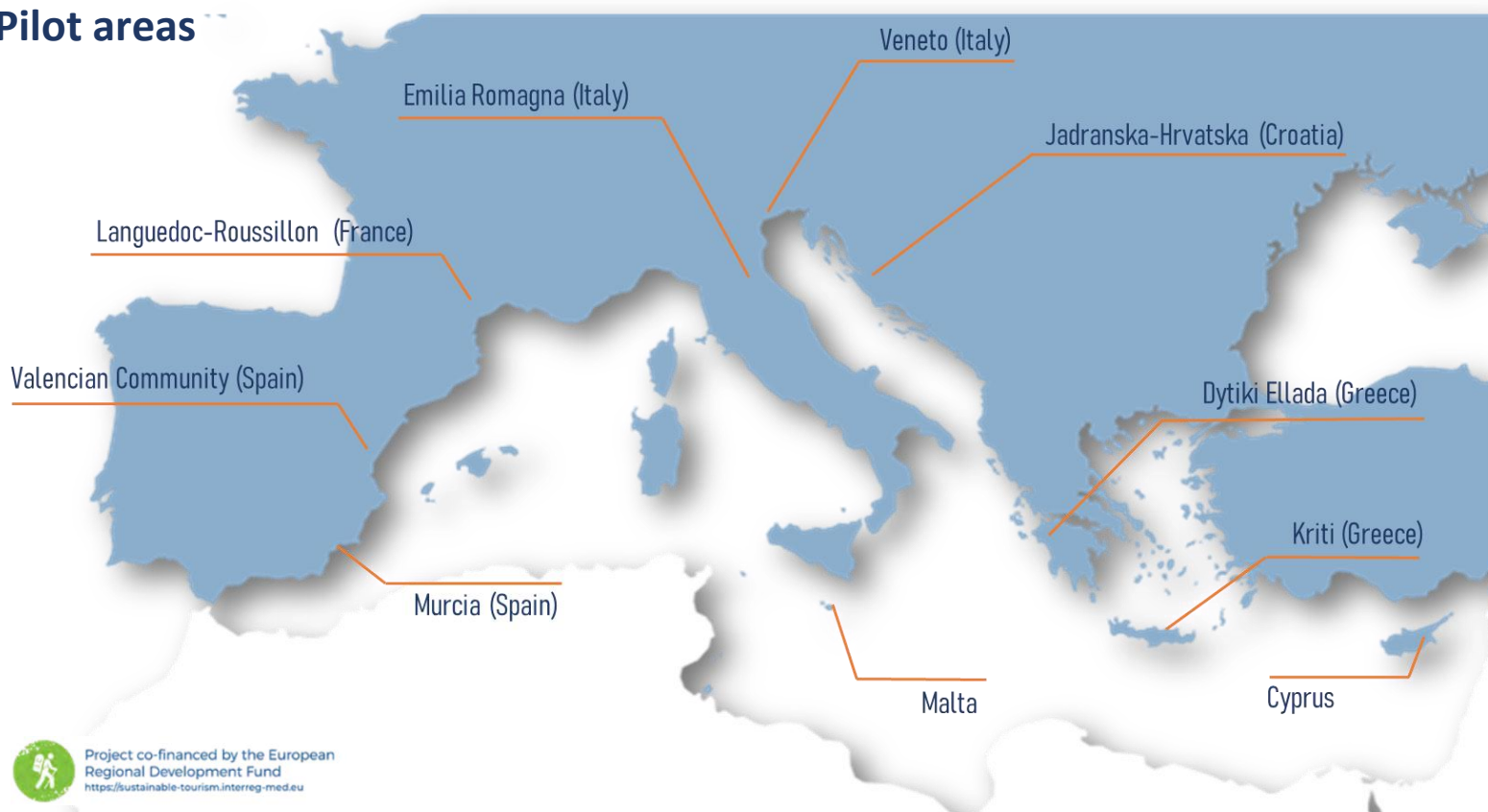
Increasing gross value added



Purpose

The online monitoring tool aims at enabling small and medium enterprises (SMEs) in the tourism sector to **self-evaluate** their performance in water efficiency and management and to understand how to promote water efficiency in their establishment. It also allows the public authorities to measure the degree of good governance and the effectiveness of water-tourism policies and to improve sustainable water management, especially at regional and local level.

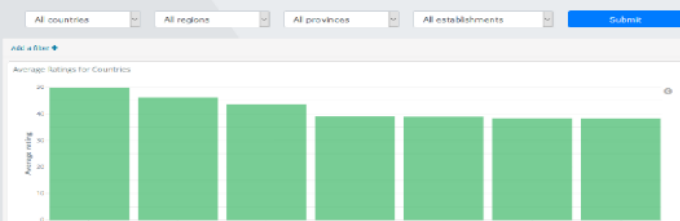
Pilot areas



Implementation

The implementation activities included the development of a beta version, testing, validation, adjustments, final field-testing and evaluation by end-users (SMEs). 154 SMEs from 7 different MED countries completed the evaluation survey and were able to rate their level of achievement in implementing measures that promote water efficiency and review the recommendations on how to improve their water management performance in the areas where more actions are required. Drawn from SMEs' replies, the monitoring allows evaluation of whether the systems of governance for water resources are functioning properly and yields indicators for implementation areas to measure the effectiveness of the existing water management policies.

self assessment statistics



Contribution to tourism recovery

The online monitoring tool can provide valuable inputs and strategic guidance for the sustainable recovery of the tourism sector by improving resource efficiency and sustainable water management in tourism value chain. It can contribute to the establishment of a circular economy in coastal tourist destinations both at the operational and administrative level.

Replicability conditions

The tool is available online, easy to access and use. The evaluation process conducted by the project has revealed that the tool can be easily transferable in the case of other tourism related businesses. The time frame needed for its implementation is minimum.

Further information

CASTWATER Project website: <https://castwater.interreg-med.eu/>

Output links:

[CASTWATER online tool](#)

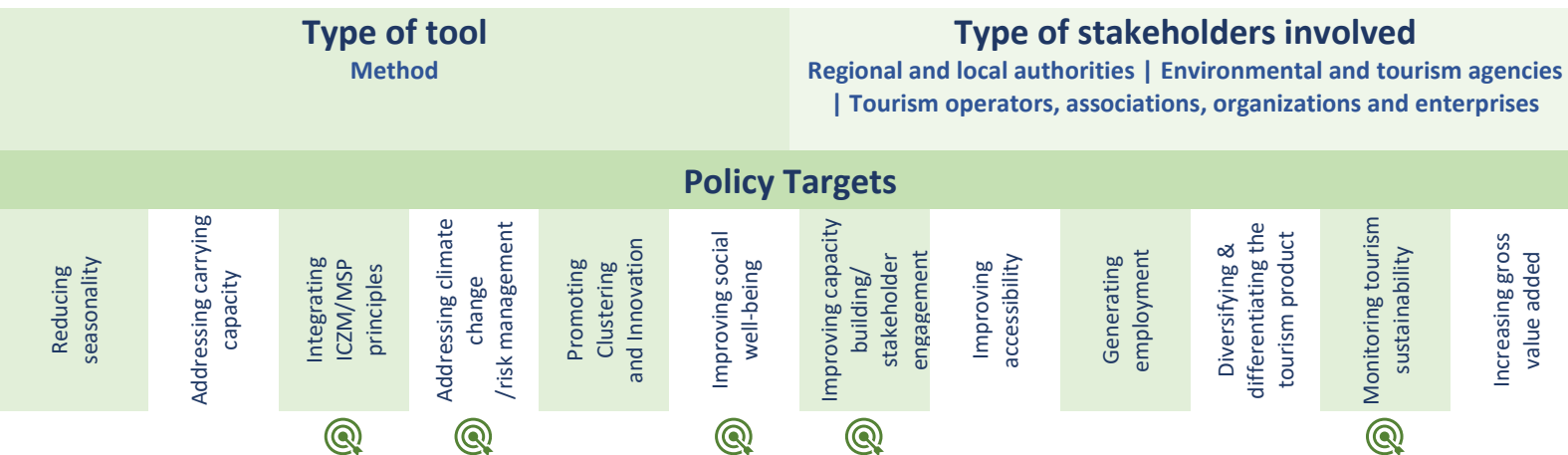
[Evaluation report on usability, effectiveness and transferability of the online monitoring tool](#)

Responsible partner contact info:

Municipality of Rethymno-Vasilis Myriokefalitakis

E-mail : vmirioke@rethymno.gr

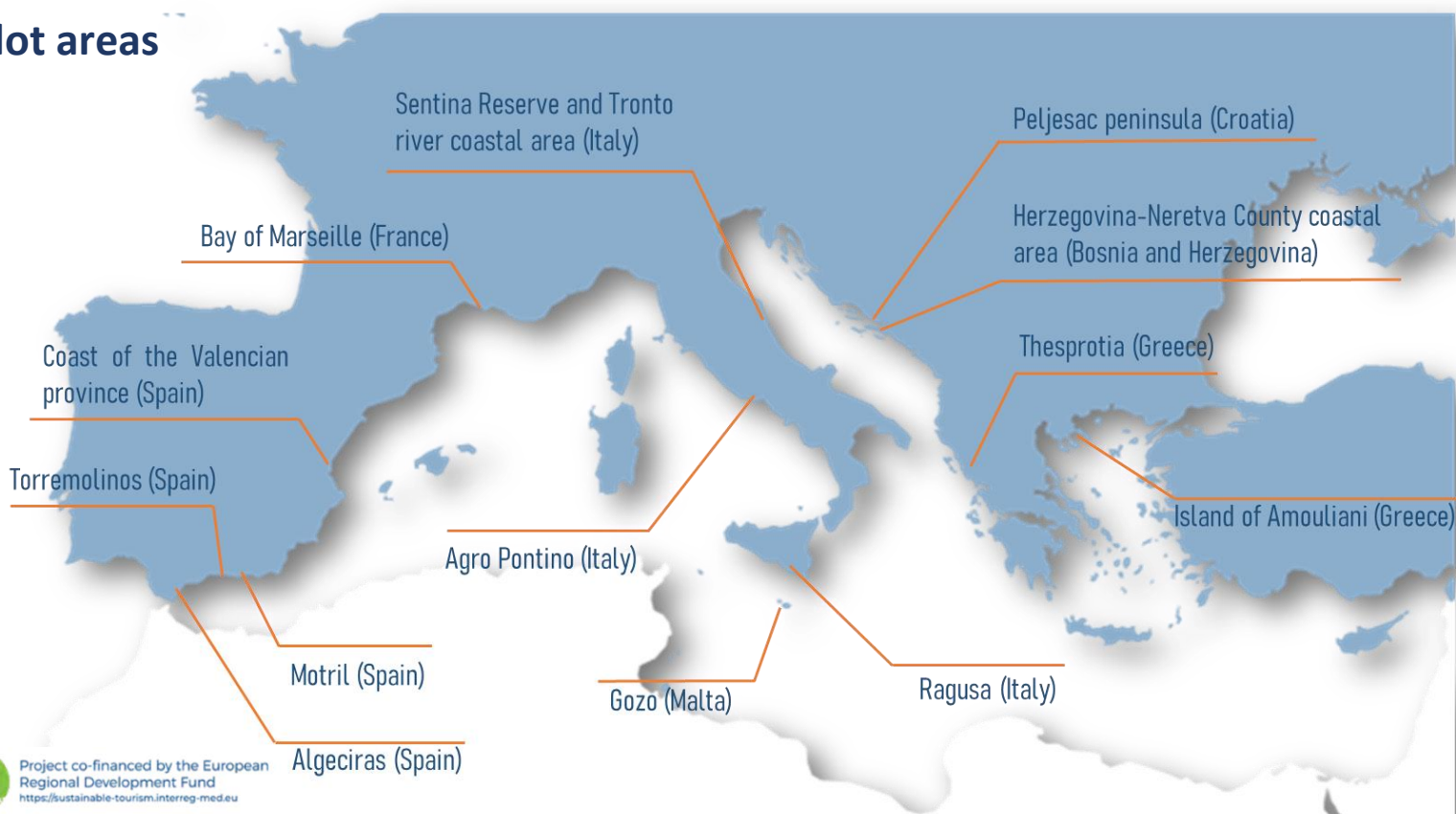
Common methodology for integrated governance of sustainable coastal tourism by COASTING (PLUS) project



Purpose

The main objective of the output is to foster the coordination among key stakeholders to enhance the development of a sustainable and responsible coastal and maritime tourism in the Mediterranean area, by transferring a multi-stakeholder and multi-level voluntary governance tool (based on Coast Contract developed in COASTING project). The common methodology is transferred in 5 new target territories, launching participatory processes at local level while working at transnational level, strengthening synergies and cooperation among Mediterranean actors in favor of an integrated governance of sustainable tourism.

Pilot areas



Implementation



The implementation of this output mainly lays on 5 protocols including site-specific roadmaps for the establishment of a Coast Contract for sustainable tourism in each new target area.

It is also needed to agree on the adoption of the Methodology (by receivers) or renewing the commitment for its application (by givers) and to advocate transferring and institutional uptake (by both givers and receivers).

The interested stakeholders receive 2 training actions and a toolkit (matrix and templates) for the adoption of the COASTING Methodology to target contexts.

Contribution to tourism recovery

The role played by this tool in the recovery of tourism lies in its capacity to focus tourism policies in a more sustainable coastal and maritime tourism in the Mediterranean, a sector which has suffered during this pandemic but has also highlighted its impacts on marine and coastal ecosystems when reducing tourist flows.

Replicability conditions

The main condition for the transferability of the methodology is the commitment of the public administrations responsible for the pilot areas and the public and private key stakeholders in these areas.

Furthermore, another replicability condition of the project that is already fulfilled is the experience of FAMP and DUNEA in the COASTING project and the methodology developed.

Further information

COASTING (PLUS) Project website: <https://coasting.interreg-med.eu/>

Output links:

[Guidebook. Methodology for governance and sustainable tourism](#)

[CoastingWiki](#)







Responsible partner contact info:

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Tourism Sustainability Toolkit

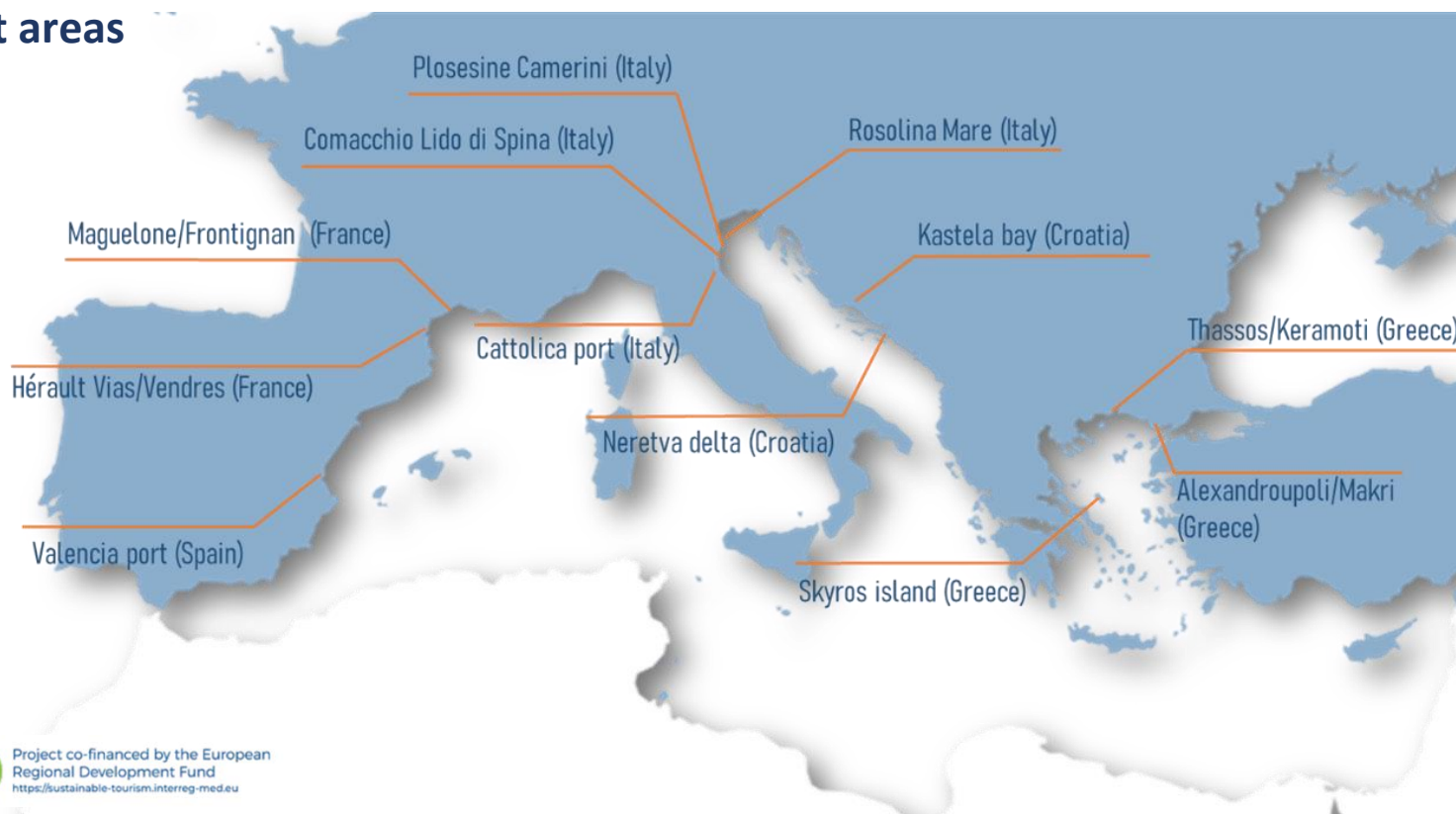
by CO-EVOLVE project

Type of tool					Type of stakeholders involved						
Indicators for tourism sustainability					Regional and local authorities Agencies SMEs Tourist operators Scientific and technical experts						
Policy Targets											
Reducing seasonality	Addressing carrying capacity	Integrating ICZM/MSP principles	Addressing climate change /risk management	Promoting Clustering and Innovation	Improving social well-being	Improving capacity building/ stakeholder engagement	Improving accessibility	Generating employment	Diversifying & differentiating the tourism product	Monitoring tourism sustainability	Increasing gross value added
											

Purpose

The Tourism Sustainability Toolkit aims at establishing monitoring and evaluation schemes in order to measure the impacts of tourism in relation to the economy, society, the environment and governance. The toolkit addresses the challenge of adapting existing indicators schemes to the particularities of the destinations under assessment. It provides a framework that measures and monitors sustainability at the local level by introducing a three-tier system of indicators. The toolkit manages to incorporate different types of tourism activities as well as special characteristics of coastal tourist destinations in the Mediterranean while allowing for comparisons among them.

Pilot areas



Implementation



The toolkit addresses five types of coastal tourist destinations which have been identified as critical in the case of the Mediterranean: beach/maritime destinations, urban/cultural, cruising, recreational boating and nature/ecotourism destinations. It was tested in 11 pilot sites which selected indicators based on key priorities for tourism sustainability, the dominant types of tourism activity and area-specific issues related to critical particularities for the sustainability of the destination. The process resulted in 11 sets of sustainability indicators as in the case of Alexandroupoli-Makri where a customized toolkit of 17 indicators was developed.

Contribution to tourism recovery

COVID-19 crisis has highlighted the need to move beyond hard economic indicators and 'invest' in ensuring the sustainability and resilience of the sector. The demand for a more diversified tourism product, greener and environmentally friendly destinations has increased, highlighting the importance of incorporating all sustainability dimensions into tourism destination management. The toolkit incorporates all aspects of sustainability (society, economy, environment, governance) providing the framework for an integrated approach of coastal destinations. It also provides the opportunity for measuring and monitoring sustainability regularly and, therefore, its implementation results assist in building better management plans, continuously test the reaction and capacity of the destination towards tourism development and drafting better tourism policies.

Replicability conditions

Due to the lack of available data at the destination level, the engagement of local stakeholders is imperative for the effective implementation of the toolkit. Stakeholders with diversified background –policy makers, technical and administrative authorities, scientific experts, universities – need to be engaged in order to ensure the reliability of the selected set of indicators and the stakeholders' commitment in the measuring and monitoring process. Their responsiveness will frame the indicators selection time. Workshops can simplify and speed up the process. The time needed for measuring depends on the number of selected indicators and the available data. Since sustainability is an ongoing process, it needs to be measured periodically to monitor the advancements at the destination level. Staff costs may be needed but no technical costs are required. The software for the toolkit with user guidelines is provided by CO-EVOLVE project and requires minimum training.

Further information

CO-EVOLVE Project website: <https://co-evolve.interreg-med.eu/>

Output link: [Tourism Sustainability Toolkit](#)

Responsible partner contact info:

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ConsumeLess Tourism Model and Guidelines

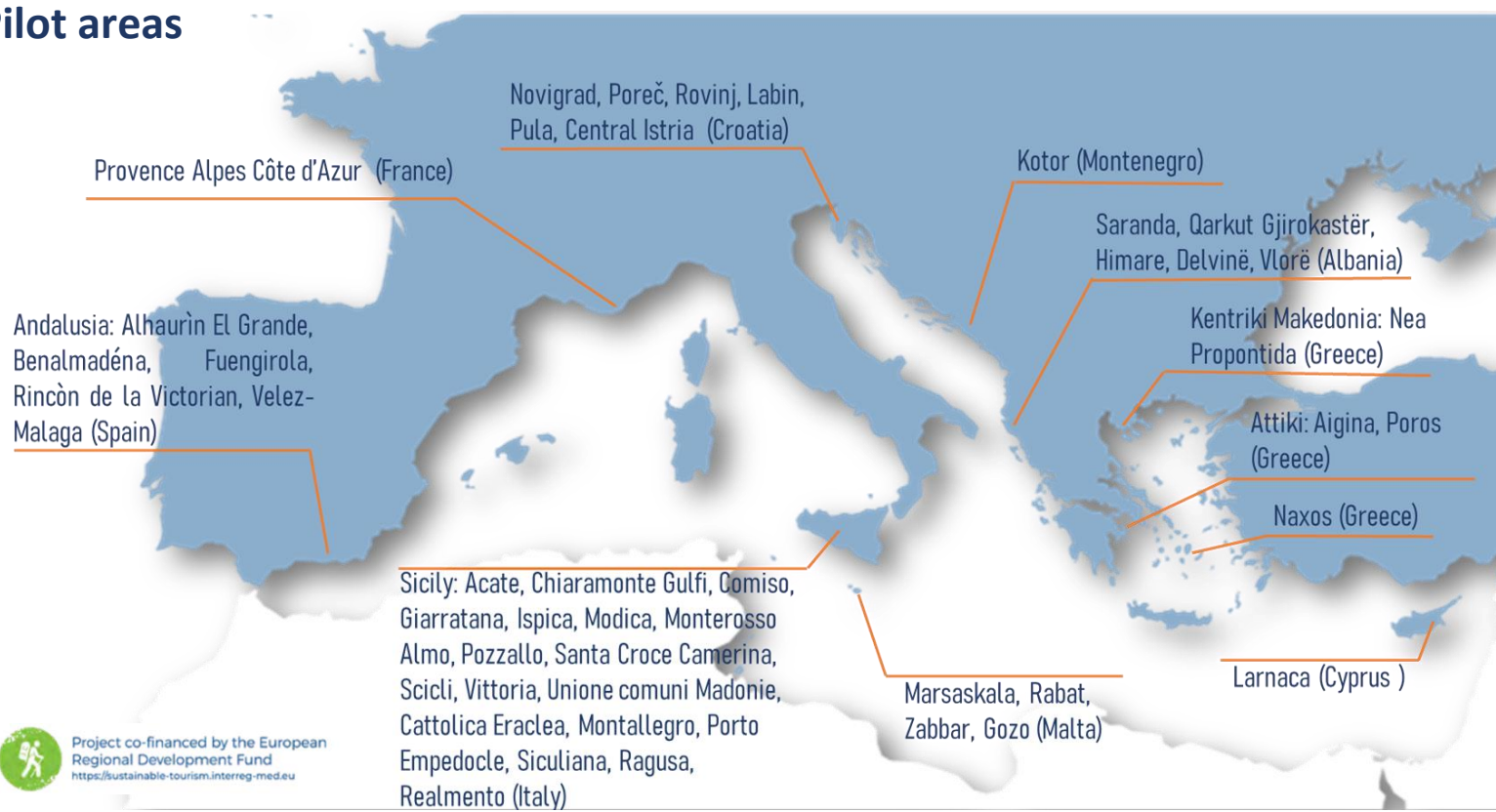
by CONSUME-LESS (PLUS) project

Type of tool						Type of stakeholders involved					
Toolkit for improving tourism sustainability						Public authorities Tourism sector SMEs Tourism organizations					
Policy Targets											
Reducing seasonality	Addressing carrying capacity	Integrating ICZM/MSP principles	Addressing climate change /risk management	Promoting Clustering and Innovation	Improving social well-being	Improving capacity building/ stakeholder engagement	Improving accessibility	Generating employment	Diversifying & differentiating the tourism product	Monitoring tourism sustainability	Increasing gross value added
											

Purpose

A ready-to-use toolkit useful for Local Committee set up, to join public and private actors aiming at reducing the consumption of water, energy and waste generation in the tourism sector. The environmental added value, results of the demonstrative measures adopted by the public authorities and the ConsumelessMed label assigned to the tourism facilities, is valorised at economic level by using innovative communication and a marketing strategy at local and international level (consumelessmed.org). A key factor is the involvement of the local communities and travelers, as ambassadors of the ConsumelessMed destination towards environmentally sound lifestyles whilst on holiday.

Pilot areas



Implementation



One of the pilot areas is the Ragusa department in Sicily, where the Local Committee is composed of the 12 municipalities, the provincial authorities, trade association, network of economic operators etc. About 100 facilities have adopted the label and the demonstrative measures addressing water scarcity, with a very innovative grey water natural treatment system (nature-based solution) applied in a beach resort saving about 300/400 lt of drinking water per day, normally used for secondary use (i.e., WC, irrigation, cleaning etc.) (more info [here](#)). Great attention has been dedicated to the promotion of the destination as a ConsumeLess destination, producing a video awarded as best monthly video by the Lonely Planet (watch the video [here](#)).

Contribution to tourism recovery

From now on, travelers will increasingly choose destinations, experiences and tourism products that are focused on environmental, economic and social sustainability. ConsumeLess is an easy way to rethink a territory in order to become a “hospitable destination” aimed at reducing waste and use of resources, preserving and empowering of local culture, communities and products. Through the ConsumeLess model, tourism operators can connect with their travelers on all of mentioned points of interest. Furthermore, the ConsumeLess model turns tourists and residents into allies in local development projects, whilst building a vision of destinations that can attract travelers and be enjoyed without being “consumed”.

Replicability conditions

The first step for the adoption of the model is to set up the Local Committee (LC) to manage the ConsumeLess model and related label ConsumelessMed, at a local level, involving human resources from each member of the Committee to assess the local action plan, involving staff to identify the local tourist facilities awarded with the ConsumelessMed label, coaching them to increase their environmental sustainability and to raise the awareness of their customers. LC members will identify budget (internally/external funds) to launch the awareness campaign and print the tailored ConsumeLess products, such as gadgets, posters, and brochures. The LC identifies the demonstrative measures, existing initiatives or new ones (depending on available budget), aimed at reducing water and energy consumption or waste production, that can have a high visibility for tourists and that will be promoted during the ConsumeLess awareness campaign and marketing strategy. New ConsumeLess destinations and ConsumelessMed facilities are promoted by the Consumelessmed.org platform.

Further information

CONSUME-LESS (PLUS) Project website: <https://consume-less.interreg-med.eu/>

Output links:

[ConsumeLess Model](#)

[ConsumelessMed Guidelines](#)

Responsible partner contact info:

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SVI.MED. - Barbara Sarnari - b.sarnari@svimed.eu

MEET Network

by DestiMED project

Type of tool

Cluster

Type of stakeholders involved

Protected Areas Management | SMEs: Local Inbound Operators, Suppliers | International Outbound Operators | Local Communities, NGOs | Managing Authorities, Regional Governments

Policy Targets

Reducing seasonality



Addressing carrying capacity



Integrating ICZM/MSP principles

Addressing climate change /risk management



Promoting Clustering and Innovation



Improving social well-being



Improving capacity building/ stakeholder engagement

Improving accessibility



Generating employment

Diversifying & differentiating the tourism product



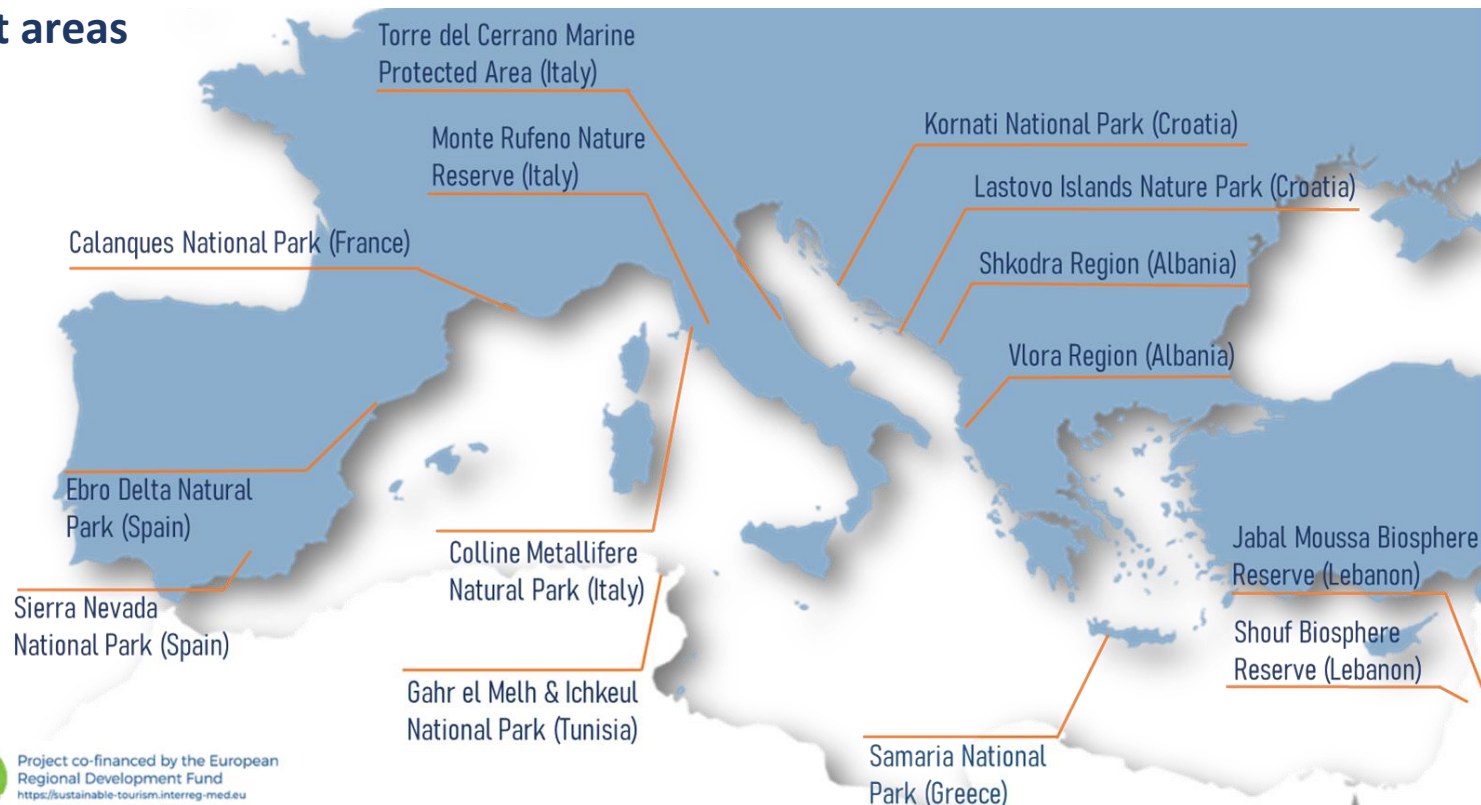
Monitoring tourism sustainability

Increasing gross value added

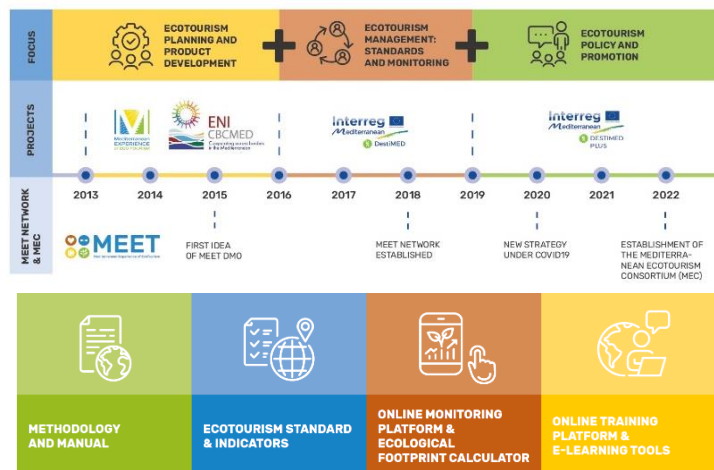
Purpose

The Mediterranean Experience of Ecotourism (MEET) is a membership-based non-profit association of Protected Areas based in the Mediterranean Basin that is dedicated to strengthening the conditions for the region to become a leading ecotourism destination. The MEET approach encourages public and private stakeholders from the conservation and tourism sectors to work together and build high-quality ecotourism products that put the Protected Area at the heart of the traveller experience while benefiting conservation, respecting local culture and generating economic benefits for local communities. MEET has received support from projects funded by Interreg MED, ENI CBC MED and MAVA Foundation.

Pilot areas



Implementation



The MEET Network unites protected areas across the Mediterranean in the form of a non-profit association that supports members by providing access to common tools for sustainable ecotourism development, capacity building and knowledge exchanges, and through advocacy to help the Mediterranean to become a viable ecotourism destination. MEET also provides a common promotional platform and brand for selling quality and sustainably managed ecotourism products on the international marketplace, via its commercial partners and its B2B brokering. Membership to the network is available for protected areas across the Mediterranean, but also for organisations aligned with MEET's values (NGOs, Tourism Boards, etc.).

Contribution to tourism recovery

Tourism has been seriously hit by COVID-19, and new trends show a high demand for regenerative, immersive, nature-based experiences. MEET Network provides the tools to tackle the barriers to ecotourism development in Mediterranean Protected Areas by:

- Strengthening relationships in protected area destinations through the development of Local Ecotourism Clusters, which bring together tourism and conservation stakeholders to develop and manage ecotourism.
- Developing a methodology for evidencing sustainability. MEET provides Protected Areas and their value chain with the tools to measure and monitor the environmental and social impact of ecotourism on the park and surrounding communities.
- Promoting ecotourism products, which often struggle to reach the market due to lack of resources and capacity at a local level.

Replicability conditions

The MEET Network provides continuity to all the methods and tools developed in different projects, becoming an organisation open to destinations that want to enhance collaboration between tourism and conservation to develop ecotourism experiences that benefit protected areas and their communities. The network also strives to help other regions establish similar approaches, in order to build international uptake and credibility.

The [MEET Model](#) champions a robust measuring and monitoring system that ensures the quality and sustainability of the destinations and products. It can be easily replicated across Mediterranean protected areas, thanks to the availability of different materials and tools ([MEET Manual](#), [Ecological Footprint Calculator](#), etc.), as well as the support offered to members on market access. To join the network, protected areas and other organisations can fill the contact form on the MEET's website.

Further information

DestiMED Project website: <https://destimed.interreg-med.eu/>

Output link: [MEET network](#)

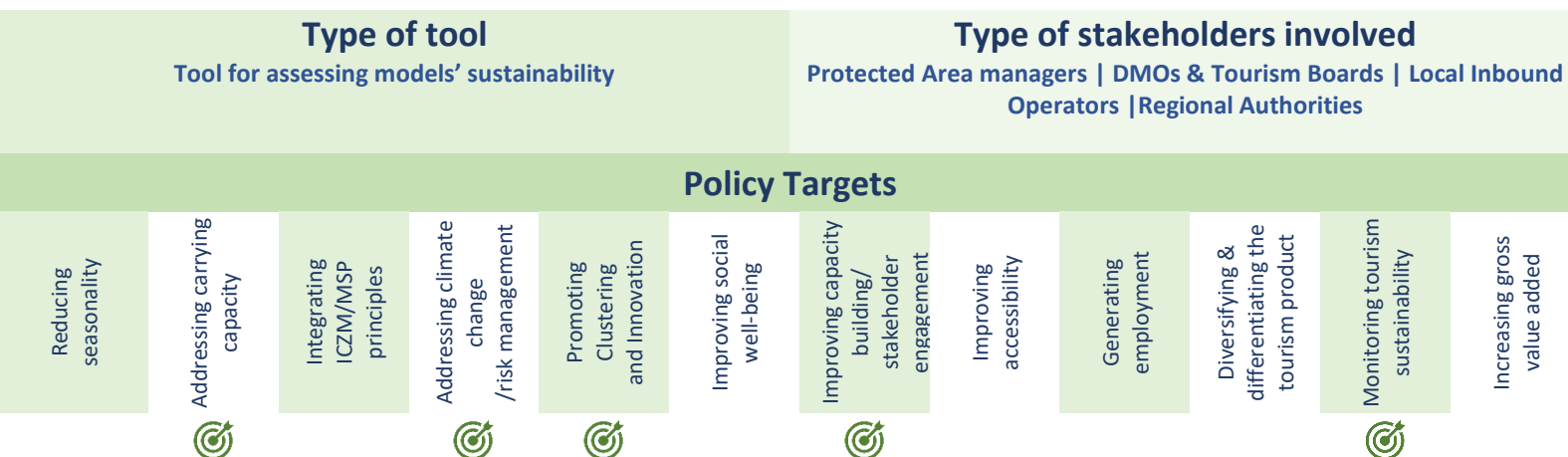
Responsible partner contact info

MEET Network Secretariat

E-mail: secretariat@meetnetwork.org

Ecological footprint calculator & monitoring platform

by DestiMED project



Purpose

The Ecological Footprint Calculator is a monitoring tool that calculates the environmental footprint of ecotourism itineraries in Mediterranean protected areas, allowing to measure the four main components of a tourism package in the destination: accommodation; food; transport; activities. The calculator is complemented with an Online Indicator Monitoring Platform, which integrates different tools that provide data and analysis for improving the quality and sustainability of ecotourism products (footprint and social impact) and destinations (governance and conservation management). This holistic dashboard promotes cooperation and participatory planning capabilities among local public-private ecotourism clusters, enhancing their ability to make decisions based on evidence.

Pilot areas



Implementation

DestiMED pilot areas, as well as nine DestiMED PLUS pilots, used the Ecological Footprint Calculator to evaluate and refine product sustainability and resource use. These products were co-created using a public-private cluster approach. Parks, local operators, local DMOs and/or their local suppliers collected data about product quality, sustainability and environmental footprints to understand the drivers of planetary resource use, which is benchmarked against MEET dataset. The tool provides some basic results, and, with further human input, it can deliver more detailed analysis. The



indicator monitoring platform includes the EF but also social impact, governance and conservation management results. With that, it allows to develop an improvement plan and monitor performance improvement against the MEET Standard. This monitoring process aims to ensure the best balance between offering high-quality services and maintaining a low ecological footprint while ensuring that ecotourism is delivering a positive impact on the destination.

Contribution to tourism recovery

Consumers are more aware of environmental and social issues than before the pandemic. There is a strong preference for natural areas and nearby destinations, as well as immersive and regenerative experiences.

COVID-19 highlighted the need for a green and digital transition in the tourism sector, and there are new initiatives such as the [Glasgow Declaration](#), encouraging the engagement of the industry to reduce emissions. The pandemic has motivated all stakeholders to pursue the transformation to minimize environmental impacts, while digital tools have become ubiquitous.

This tool supports the aim of assessing the environmental footprint of tourism in protected areas and understanding its social impacts, while ensuring good governance with the engagement of the hosting communities and appropriately managing conservation.

Replicability conditions

This free calculator is available online by registering on the platform, and is integrated into the online Indicator Monitoring Platform. In order to evaluate the footprint of an ecotourism package and to complete the social impact, governance and conservation evaluations, it is recommended to appoint a specific person to act as the "surveyor". This person can be a protected area, DMO or inbound operator staff, and should be responsible for collecting data from the involved service providers and stakeholders, and inserting it to the platform. At least one in-person visit is recommended to ensure data is collected as precisely as possible. For each ecotourism package the number of days and participants will be required. In each of the categories (accommodation; food; transport; activities) the questions will focus on the type of supply and how it is provided, as well as questions on their labour force and supply chain, among others.

Further information

DestiMED Project website: <https://destimed.interreg-med.eu/>

Output link: [Ecological footprint calculator & monitoring platform](#)








Responsible partner contact info

MEET Network Secretariat

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MEET methodology and policy manual

by DESTIMED PLUS project

Type of tool Method						Type of stakeholders involved Protected Area Managers Regional Authorities Local Inbound Operators DMOs and Tourism Boards					
Policy Targets											
Reducing seasonality	Addressing carrying capacity	Integrating ICZM/MSP principles	Addressing climate change /risk management	Promoting Clustering and Innovation	Improving social well-being	Improving capacity building/ stakeholder engagement	Improving accessibility	Generating employment	Diversifying & differentiating the tourism product	Monitoring tourism sustainability	Increasing gross value added
											

Purpose

The MEET Manual offers a detailed step-by-step guide for Protected Areas to develop ecotourism activities and measure their impacts following the MEET approach. The manual was developed during DestiMED project and updated during DESTIMED PLUS. The purpose of this manual is to provide protected area managing bodies and the local ecotourism sector with a clear methodology to develop ecotourism in their destinations, including the four main steps: setting up a cluster, developing an itinerary, measuring sustainability and marketing the products. The updated manual includes policy sections on local, regional and Mediterranean-level governance.

Pilot areas

Italy

Torre del Cerrano Marine Protected Area
Colline Metallifere Natural Park
Porto Conte Regional Park
Ventotene and Santo Stefano State Reserve
Monte Rufeno Nature Reserve

Croatia

Cres-Lošinj Marine Protected Area
Kornati National Park
Lastovo Islands Nature Park

Albania

Divjakë-Karavasta National Park
Shkodra Region
Vlora Region

Greece

Protected Area of North Karpathos and Saria Island
Western Asterousia Protected Area
Samaria National Park

France

Bouches de Bonifacio Nature Reserve
Calanques National Park

Spain

Garrotxa Volcanic Zone Natural Park
Cabo de Gata-Níjar Natural Park
Sierra Nevada National Park
Ebro Delta Natural Park

Lebanon

Jabal Moussa Biosphere Reserve
Shouf Biosphere Reserve





Implementation

Following MEET manual, Mediterranean protected areas (managing bodies and local ecotourism stakeholders) can have a clear pathway to create ecotourism experiences and measure their impacts following the MEET approach. To this end, the manual provides guidance into the approach and the main activities to be delivered in destinations.

Additionally, the manual provides guidance for policy makers into establishing governance mechanisms for improving the enabling conditions for ecotourism development, ensuring the integration and coordination of conservation and tourism policies in the Mediterranean, regionally and locally: establishment of LECs (Local Ecotourism Clusters), RECs (Regional Ecotourism Coordination Tables) and a MEC (Mediterranean Ecotourism Consortium).



Contribution to tourism recovery

COVID-19 pandemic has increased the demand for nature-based tourism and has encouraged new behaviours and attitudes in the tourism industry, with ecotourism providing a solution to respond to this trend. The manual allows destinations to respond to the demand for regenerative, immersive and positive impact tourism, and prepares destinations and service providers with the necessary tools and guidelines to consciously respond to this demand.

The MEET Manual also aims at strengthening the capacity of tourism policy makers to work toward better governance arrangements between tourism stakeholders, in order to jointly address the pressing issues in destinations coming out of the pandemic and the changes needed to tackle climate and environmental change.

Replicability conditions

The manual is addressed to Mediterranean Protected Area managers in charge of tourism and conservation development, inbound tour operators, tourism boards, destination management organisations, local development groups, or anyone who is interested in fostering a participatory ecotourism itinerary design in their protected area destinations.

The manual and its underlying methodology can be easily accessed online via the [MEET Network website](https://meet-network.eu/), along with many accompanying tools, and, thus, replicated in Mediterranean Protected Area destinations and beyond. Most of the concepts, guidance and tools presented can be applied by any protected area that wants to promote ecotourism activities in its territory by adopting a robust participatory approach and by encouraging the development of products that meet a set of criteria in order to be qualified as ecotourism. The tools for [sustainability assessment](#) are also available, and an [e-learning course](#) provides training to interested takers of the MEET approach.

Further information

DESTIMED PLUS Project website: <https://destimed-plus.interreg-med.eu/>

Output link: [MEET manual](#)

[Responsible partner contact info](#)

MEET Network Secretariat

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Ecotourism E-Learning Course

by DESTIMED PLUS project

Type of tool

Training

Type of stakeholders involved

Protected Area Managers | Local Inbound Operators | DMO & Tourism Boards | Regional Authorities | Local Tourism Suppliers

Policy Targets

Reducing seasonality

Addressing carrying capacity

Integrating ICZM/MSP principles

Addressing climate change /risk management

Promoting Clustering and Innovation

Improving social well-being

Improving capacity building/ stakeholder engagement

Improving accessibility

Generating employment

Diversifying & differentiating the tourism product

Monitoring tourism sustainability

Increasing gross value added



Purpose

The self-paced e-learning course supports the implementation of the [MEET Model](#) for developing ecotourism in Protected Areas, with the co-creation of multi-day experiences that adhere to sustainability and quality standards as defined by the MEET Network. The courses are designed to respond to the needs of tourism staff in protected areas and destination managers, via different modules with engaging content (videos, quizzes, examples, exercises, etc.). Upon completion, trainees will be able to establish a local ecotourism cluster, create appealing ecotourism experiences and manage the environmental, social and cultural impacts to ensure benefits to conservation and local communities.

Pilot areas

Italy

Torre del Cerrano Marine Protected Area
Circeo National Park
Colline Metallifere Natural Park
Monte Rufeno Nature Reserve
Porto Conte Regional Park
Ventotene and Santo Stefano State Reserve
Riviera di Ulisse Regional Park

Croatia

Cres-Lošinj Marine Protected Area
Kornati National Park
Lastovo Islands Nature Park

Albania

Divjakë-Karavasta National Park
Shkodra Region
Vlora Region

Greece

Protected Area of North Karpathos and Saria Island
Western Asterousia Protected Area
Samaria National Park

France

Camargue Regional Nature Park
Bouches de Bonifacio Nature Reserve
Calanques National Park

Spain

Garrotxa Volcanic Zone Natural Park
Cabo de Gata-Níjar Natural Park
S'Albufera des Grau Natural Park
Sierra Nevada National Park
Bahía de Cádiz Natural Park
Ebro Delta Natural Park

Lebanon

Jabal Moussa Biosphere Reserve
Shouf Biosphere Reserve



Implementation



ONLINE TRAINING PLATFORM & E-LEARNING TOOLS

The training has been developed and implemented based on the needs assessed in MEET, DestiMED and DESTIMED PLUS projects, among protected area stakeholders implementing the MEET Model. [IUCN Academy](#) hosts the training, made up of 4 modules, which will be expanded with additional courses in the future. Two shorter courses on product development and measuring the ecological footprint are also available, hosted at [Conservation Training](#). The available and future courses on the online training platform are:

- Local Ecotourism Cluster Establishment and Management
- Developing a MEET Ecotourism Itinerary
- Interpretation, Guiding and Tour Leading in Ecotourism
- Marketing and Communicating Ecotourism
- Marine & Coastal Planning and Sustainable Tourism
- Measuring and Monitoring Sustainability of Products and Destinations
- Developing immersive and circular tourism experiences in protected areas

Contribution to tourism recovery

COVID-19 has increased the demand for nature-based tourism, encouraging new attitudes in travellers, making ecotourism a solution to deliver positive impacts. The e-learning course responds to the increasing needs of knowledge and tools for protected area and destination managers, as well as local and regional authorities in tourism and conservation departments, to develop capacities to respond to travellers' expectations.

The online training platform responds to the growing need for online education and aims at strengthening the knowledge about local governance of ecotourism, product development and itinerary design, sustainability standards and marketing. This capacity building initiative can help stakeholders to implement the MEET Model for immersive, conservation-focused ecotourism experiences in Mediterranean Protected Areas, thereby responding to changing demands in the sector.

Replicability conditions

The training courses target Protected Area managers, tour operators, destination managers, development organizations, as well as regional authorities in charge of tourism and/or conservation, interested in implementing a participatory ecotourism itinerary design in their protected area destinations.

Before getting started with the training, it is recommended to watch [this video](#), and to read the [MEET Manual](#) during the training, to learn more about the MEET Network and how the approach to ecotourism development works in practice. All courses are free and only require registration to the platforms and courses, both at [Conservation Training](#) and at [IUCN Academy](#).

The courses, along with other MEET resources, potentially allow any protected area to develop a sustainable ecotourism itinerary in a collaborative way.

Further information

DESTIMED PLUS Project website: <https://destimed-plus.interreg-med.eu/>

Output link: [Ecotourism E-Learning Course](#)





Responsible partner contact info

MEET Network Secretariat

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Eco-Itineraries

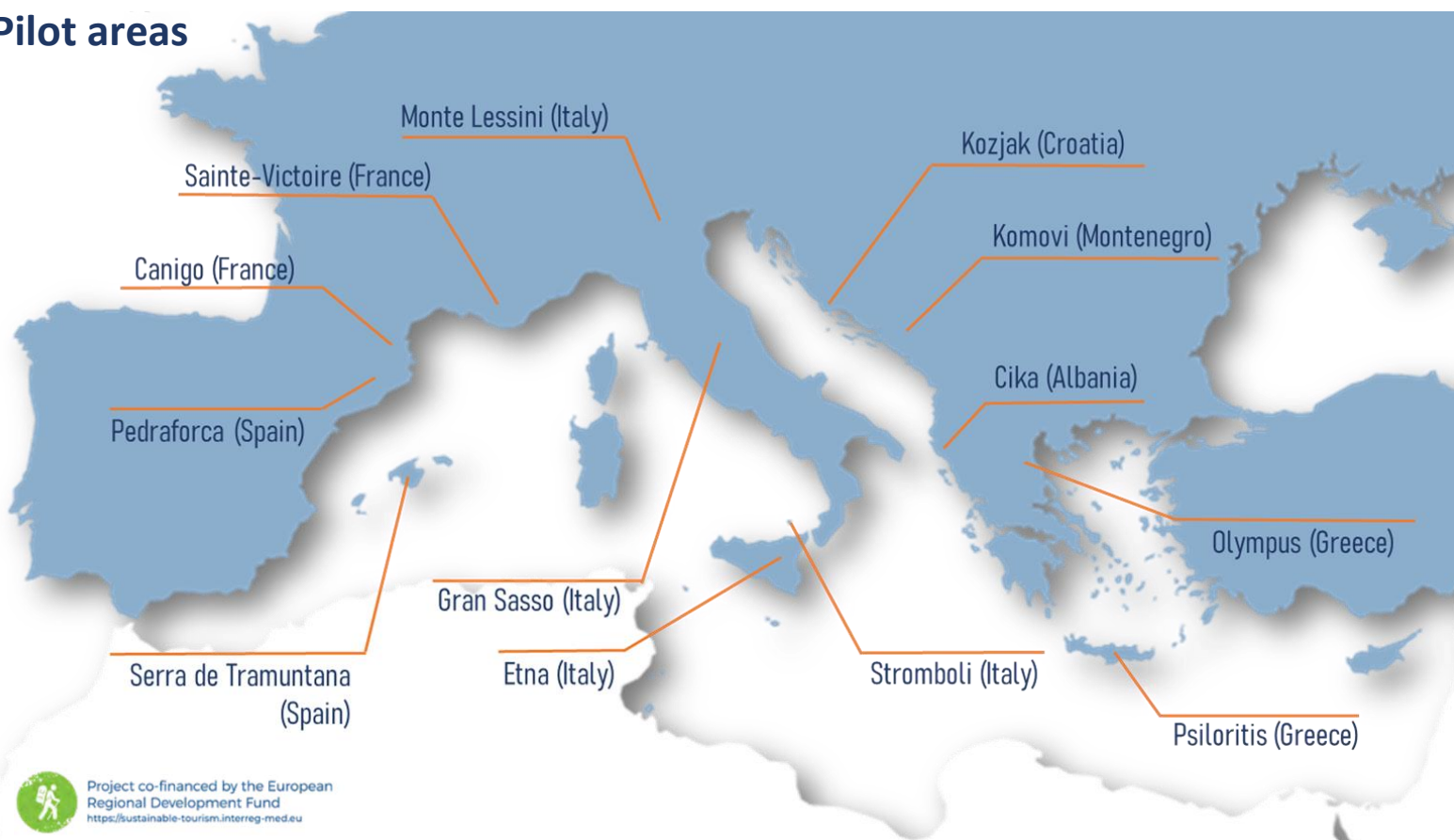
by EMbleMatiC (PLUS) project

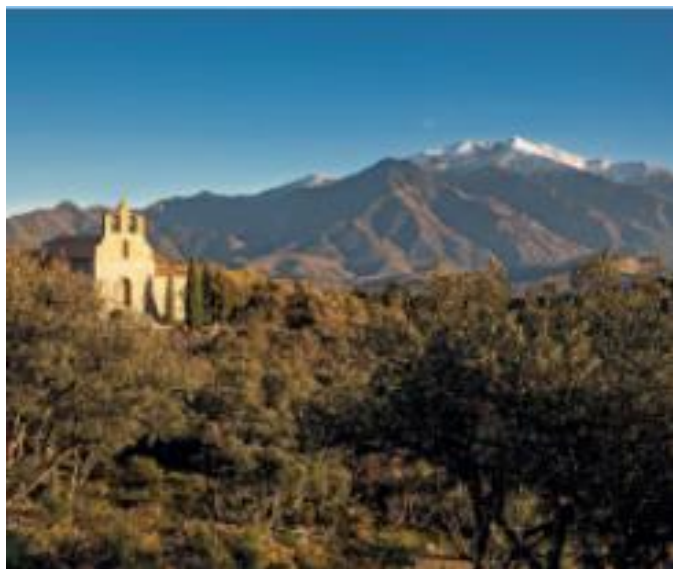
Type of tool Tourism package/ Itinerary					Type of stakeholders involved DMOs Local public or private tourism entities						
Policy Targets											
Reducing seasonality	Addressing carrying capacity	Integrating ICZM/MSP principles	Addressing climate change /risk management	Promoting Clustering and Innovation	Improving social well-being	Improving capacity building/ stakeholder engagement	Improving accessibility	Generating employment	Diversifying & differentiating the tourism product	Monitoring tourism sustainability	Increasing gross value added
											

Purpose

The Network of Emblematic Mediterranean Mountains shapes and develops new itineraries under the “emblematic” label, named as “ecojourneys”. The singularity and sustainability of these “ecojourneys” is guaranteed by the compliance of each territory with the implementation of thirty common attributes related to their basic characteristics, their associated services, ethics and sustainability issues, management and governance and marketing strategies.

Pilot areas





Implementation

The ecojourney of the Canigó massif (standing in the Southeast part of the Pyrenees), named “The foothills of the Canigó”, guides visitors to experience a landscape interpretation, on one of the Canigó balconies facing the main massif.

“The foothills of the Canigó” presents the main characteristics an ecojourney should present:

- located in the coastal hinterland area
- based on the local singularities
- involving local actors and inhabitants during conception and implementation
- combining more sustainable tourism flows management with valorisation of natural spaces

The “foothills of the Canigó” is a promise of a slow and curious walk full of natural scents.

Contribution to tourism recovery

The Transfer Guide is addressed to any Destination Management Organisation (DMO) or similar local public or private entities willing to implement the scheme of the EMbleMatiC project and its product, the Ecojourneys, to their territory. With this approach stakeholders can develop new services in guidelines with sustainability and resilience to the future crisis in different areas of tourism sector. Ecolabels enable better communication and overcoming of the obstacles by working together under the umbrella brand.

Replicability conditions

The ecojourneys were created based on thirty common attributes that could be adopted by other areas' stakeholders in their process of defining their own ecojourney. The full process, including the list of the attributes with explanations and examples, which are available by the Emblematic network, are described within the “Transfer Guide for the implementation of an eco-itinerary”.

Further information

EMbleMatiC Project website: <https://emblematic.interreg-med.eu/>

Output link: [Transfer Guide for the implementation of an eco-itinerary](#)

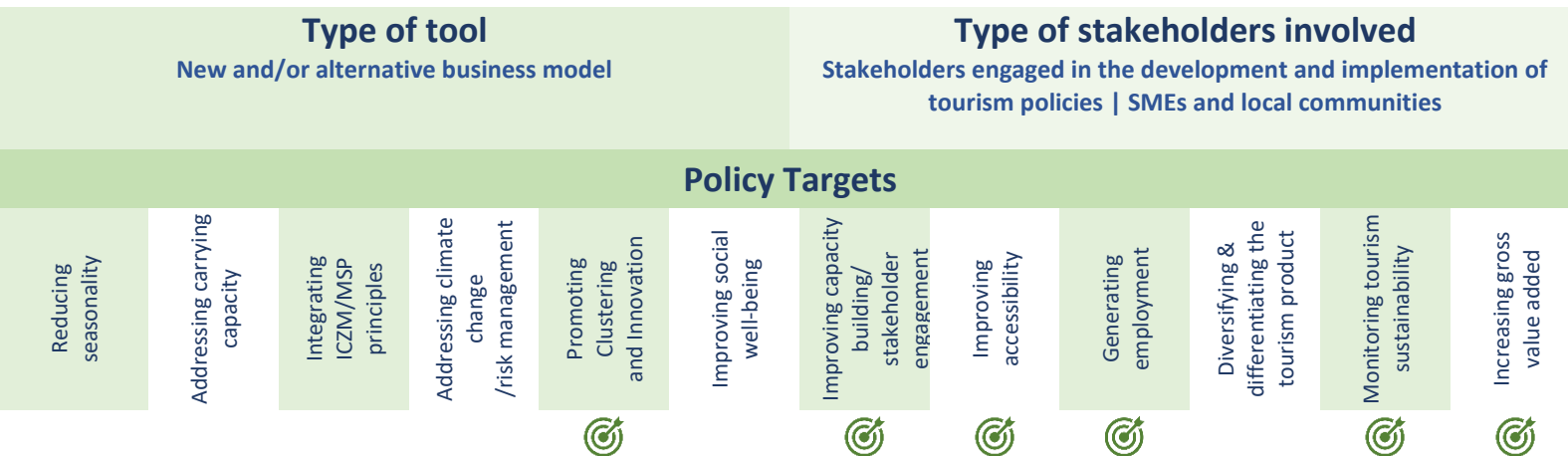
Responsible partner contact info:

Pieriki Anaptixiaki S.A.-O.L.A. (Local Development Agency) – Mr Konstantinos Zapounidis

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Mainstreaming model

by HERIT DATA project



Purpose

The model is a joint methodology to showcase, transfer and mainstream the results of the project in other regional, national, or supra-regional strategies, plans and policies. The document collects experiences from the 6 Herit-Data pilot sites, but also success stories from other projects/initiatives to better manage or anticipate tourism flows through the use of innovative solutions, Big and Open Data. It builds up on those experiences to provide applicable models on the implementation of tested tools/methodologies per typologies of sites (old city centre, heritage sites, monuments, and ports)

Pilot areas





Implementation

The implementation of the model **requires the pre identification of results and best practices** to be showcased as well as the **target groups to reach**. Tested technological tools/methodologies in the 6 Herit Data project pilot sites and 5 external initiatives/projects were identified. Answering to several key questions could facilitate the process of gathering relevant cases:

- What was the problem?
- How was the decision-making process?
- What was the methodology implemented?
- What actions have been taken as a result?

For greater effectiveness, the mainstreaming model was disseminated through an **advocacy campaign** using different social networks and key messages depending on the targeted stakeholders (local, regional and national public authorities, DMO's, European Institutions, heritage sites, ports, natural sites and monuments' managing entities, interest groups, researchers and higher education bodies, tech companies, sectoral associations, SMEs and local communities)

Replicability conditions

The mainstreaming model aims to **propose a set of criteria and references to help in the process of identification and transferring of the tools for a customized replicability approach**. No infrastructure or software is needed for the model itself, but the projects/initiatives presented should ideally include relevant and essential information for easy replication. Furthermore, the signature of the Herit-Data Memorandum of Understanding by organisations interested in replicating/using its methodology and tools should allow them to have privileged training and additional information on the latter and possibly to position themselves on other funding opportunities to continue the efforts undertaken by the project.

Contribution to tourism recovery

The model **showcases, transfers and mainstreams** in an easy way the results of Herit-Data pilot sites and other initiatives/projects **using innovative solutions and Open/Big Data to better manage tourism flows**.

It highlights not only good practices demonstrating that the data and the collection/elaboration processes correspond perfectly to the needs generated by the crisis, (such as security, social distancing, etc.), but also the measures, such as the creation of an app and webApp offering additional activities and attractions to be enjoyed and providing timely information to help visitors to orient and plan the order of their visits, which should make it possible to better anticipate mass tourism during the post-pandemic recovery of the sector.

Further information

HERIT-DATA Project website: <https://herit-data.interreg-med.eu/>

Output links:

[Mainstreaming model](#)

[Memorandum of Understanding](#)

[Responsible partner contact info:](#)

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Tourist Flow Management Platform

by HERIT DATA project

Type of tool

Monitoring, tracking and analyzing system
(Test-bed, simulation, sampling, elaboration)

Type of stakeholders involved

ICT experts | Public Authorities/Administrations | Data providers |
Policy Makers | Local communities | Tourists | DMOs | Other
stakeholders involved in the tourism sector

Policy Targets

Reducing
seasonality

Addressing carrying
capacity



Integrating
ICZM/MSP
principles

Addressing climate
change
/risk management



Promoting
Clustering
and Innovation



Improving social
well-being



Improving capacity
building/
stakeholder
engagement



Improving
accessibility



Generating
employment

Diversifying &
differentiating the
tourism product



Monitoring tourism
sustainability



Increasing gross
value added



Purpose

The Tourist Flow Management Platform is an exploitation of fully programmable configurable Smart City platforms to monitor and manage flows, i.e., the [Snap4City FIWARE platform](#), EOSC and Node-RED, made of 100% Open-Source technologies and solutions. The platform can collect any kind of data from different sources: points of interest, IoT/IoE devices, origin destination matrices, people flows, traffic, pollutant, time series, maps, historical data, TV-Thermal Cam, KPIs (administrative/commercial), 3D shapes, digital twins, Social media, et al.; in any domain: culture, tourism, transport, environment, etc. The platform elaborates and reproduces data into suitable interactive Dashboards which provide interactive widgets to perform business intelligence.

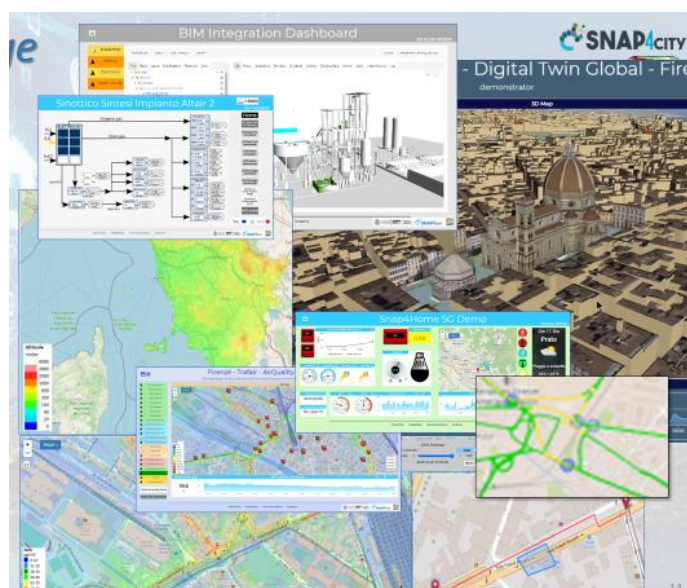
Pilot areas





Implementation

The platform and its sub regional platforms have been profitably used in Florence, Pont Du Gard, Dubrovnik, Valencia, Mostar, and Ancient Olympia. The platforms collected, in a different way depending on the different sites, data related to people flows (thermal and video images, Wi-Fi access points etc.), Key Performance Indicators, origin destination matrices, environmental parameters and social media. The results produced have been then transformed into dashboards in order to monitor people flows and compare them with the performance of the structures, such as museum, accommodations. The solution provided several dashboards using different visual interfaces, which are directly connected to real-time data sources and enable a business intelligence and sharing economy approach to support decision/policy makers.



Contribution to tourism recovery

The platform demonstrated how the data gathered and the sensors deployed were perfectly suited to support the interested stakeholders in decision making and social/business/tourism analysis processes and in understanding events, trends and different kind of conditions, so as to strengthen the recovery process. The platform has demonstrated its capability in showing the city status in terms of flows, behaviors and crowding in more than 2 years of work, taking into account the pandemic and post pandemic conditions, providing evidence of being able to track any local evolution and providing the basis for implementing corrective and improvement actions. Most of the sites also exploited mobile apps (e.g. Florence, with FeelFlorence) to use the acquired information for city users' (tourists and citizens) engagement.

Replicability conditions

The platform is the first and most complete open-source solution, where all the experimentations performed are well documented and accessible, therefore, easily replicable in other sites. Data and dashboards have been equally made publicly accessible to be studied and analyzed in view of reuse/transfer. Moreover, updates for the operators are constantly provided and in most cases data sources are made available. The latter is a key point to guarantee a support from the platform team in terms of strating the implementation process in a new site, assistance in the optimization phase and long-term assistance/maintenance. All the above is available on [snap4city](https://snap4city.org/) platform, for the solution installation on public cloud or premise. The replicability conditions are also favored by the basic philosophy behind the project approach: start exploiting the existing data and tool already in place on the site where the solution will be transferred, then implement new data/features.

Further information

HERIT-DATA Project website: <https://herit-data.interreg-med.eu/>

Output links:

[Landing dashboard for Herit Data](#)

[Scenarios web pages](#)

Responsible partner contact info:

Tuscany Region – Davide Bruno

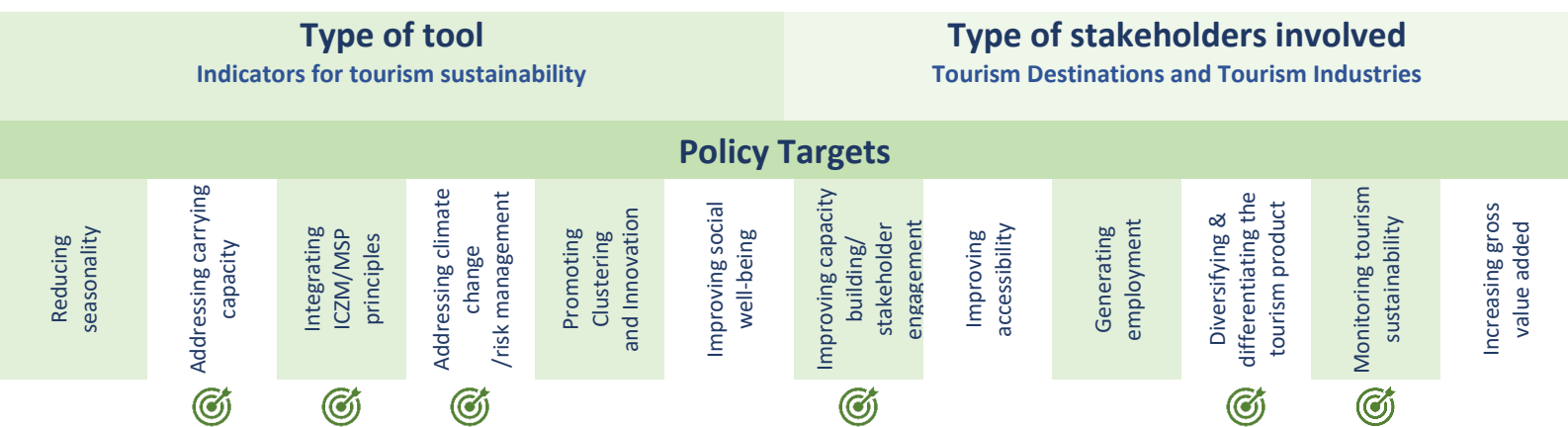
Email: davide.bruno@regione.toscana.it

DisitLab- Prof. Paolo Nesi

E-mail: paolo.nesi@unifi.it

Circular Tourism Tools

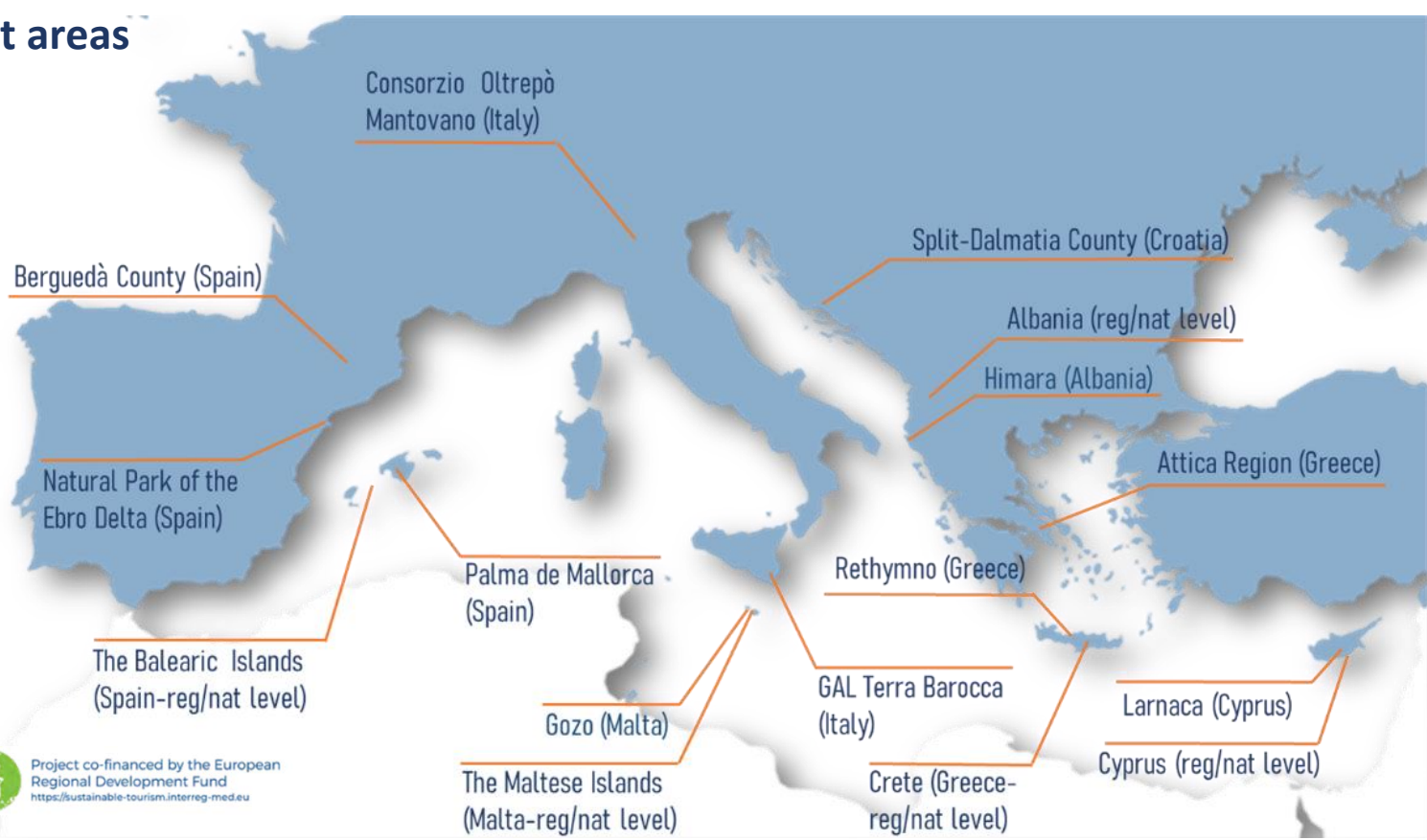
by INCIRCLE project



Purpose

The Circular Tourism Tools are management and monitoring tools to assess tourism impact both on a destination level (Circular Tourism Destination Tool) and on a tourism industry level (Circular Tourism Industry Tool) from a Circular Economy perspective. These tools were developed in application of the principles of the circular economy (Reduce, Regenerate, Rethink, Innovate, Re-value), are designed on four capitals (natural resources, society, infrastructures, human awareness and well-being) and properly measure the networking capacity of tourism actors. They give a strong support in terms of strategic management of tourism destination and tourism industries in the transition towards Circular Economy.

Pilot areas



Implementation



The Circular Tourism Destination Tool was tested in 10 tourist destinations part of the INCIRCLE project and subsequently also applied to 6 replicating territories, with different characteristics and levels of analysis (e.g. nations, regions, municipalities, local consortia). The Circular Tourism Industry Tool was tested in 2 tourism industries. For each assessment conducted, at least one interview was organized with the representatives of the territories to collect the data required. With the application of the Tool it was possible to provide to the territories, in customized reports, a complete picture of their circularity principles' level of implementation, their networking ability level and a list of best practices from all over the world representing, for tourism policy makers, further opportunities for improvement.

Contribution to tourism recovery

The tourism sector has experienced an unprecedented crisis due to the COVID pandemic. Its recovery necessarily passes through new business models able to combine and ensure high sanitary standards within a more sustainable context. Through the use of the Circular Tourism Tools it is possible to obtain a picture of the circular performance of territories and companies, helping them to face a new sustainability and circularity-oriented tourism demand. The aim is to give to policy makers useful information on how to make their business more competitive and resilient in the long period, favoring the involvement of stakeholders in the transition towards circularity, and providing clear evidence of where to start to further improve.

Replicability conditions

The Circular Tourism Tools are robust but easy-to-use assessment instruments which can be used in different contexts and territorial dimensions: from the assessment of an entire country to a small municipality, as well as from small accommodation to large hotel chains. For this reason they are well suited to be replicated in the most diverse contexts. Their replication within the same territory / industry based on different years is indeed advisable to monitor progress and not lose the right path towards circularity.

The Circular Tourism Tools are available online on the INCIRCLE project Knowledge Platform and accessible for free. The Tools are composed of a series of questions and may require the involvement of additional bodies / departments / public entities responsible for the necessary data especially in the Circular Tourism Destination version. A simple guide on how to use them is also present on the platform to support the compilation.

Further information

INCIRCLE Project website: <https://incircle.interreg-med.eu/>

Output link: [Circular Tourism Self Assessment Tools](#)

Responsible partner contact info







Scuola Superiore Sant'Anna

Medcités – Gemma Torres

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Replication toolkit

by INCIRCLE project

Type of tool Method						Type of stakeholders involved Tourism policy makers					
Policy Targets											
Reducing seasonality		Addressing carrying capacity		Integrating ICZM/MSP principles		Addressing climate change /risk management		Promoting Clustering and Innovation		Improving social well-being	
											
											
											
											

Purpose

The INCIRCLE replication toolkit supports the transformation of the tourism sector according to the principles of circular economy (reduce, regenerate, rethink, innovate, revalue) directly addressing the management and efficiency of finite natural resources in MED destinations. The toolkit rests on a 7 step methodology guiding tourist policy makers through all policy development stages, from agenda setting to policy evaluation, in an integrated perspective. The toolkit is composed by a set of specific tools, fully aligned to the INCIRCLE methodology, as follows: Operational Model Toolkit, Participatory Process Toolkit, Strategy Evaluation Toolkit, Summary of Strategies, Summary of Circularity Indicators, and Policy Brief.

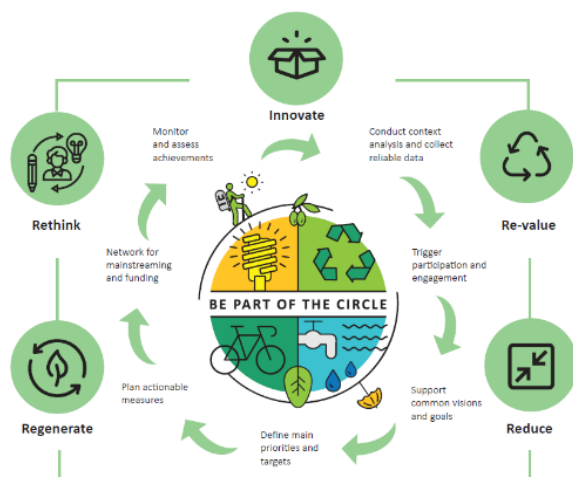
Pilot areas



Implementation

The replication toolkit was tested in 6 MED vulnerable destinations, such as islands and scarcely inhabited territories, to check its transferability and versatility as well as the efficiency of its tools in terms of incorporation of critical sustainability and circularity aspects in MED destination management. The testing of the INCIRCLE toolkit in replicating territories gave birth to:

- 6 circular tourism strategies, containing an overall of 132 devised measures to improve tourism policy making in terms of protection and valorisation of already scarce and finite natural resources.
- the engagement of more than 180 territorial stakeholders in order to promote participatory and collaborative approaches for circular tourism, establishing a critical mass for a sustainable and circular development in the Mediterranean.



Contribution to tourism recovery

The INCIRCLE replication toolkit is based on the assumption that the recovery and relaunch of the tourism sector, awaited after COVID pandemic, must start from the assessment of its economic, social and environmental dependencies and impacts. It supports policy makers in planning and managing the reduction of anthropogenic negative impacts on destinations. The toolkit puts the protection and valorisation of natural resources at the heart of political agendas and actions to maximise their efficiency and reduce their consumption, contributing to turn the circular tourism niche in the new mainstream form of tourism.

Replicability conditions

The INCIRCLE replication toolkit was devised as an easy adaptable tool, able to be tailored to different MED territories needs and features. The toolkit is available in all MED languages to foster its application in all MED destinations. The only prerequisite for its application by MED tourism policy makers is the will to trigger collaborative partnerships at different levels such as public-private cooperation initiatives and the inclusion and engagement of a wider range of stakeholders in the policy development process, fully applying a quadruple-helix approach to tourism planning, management, monitoring and evaluation.

Further information

INCIRCLE Project website: <https://incircle.interreg-med.eu/>

Output link: [Replication Toolkit](#)

Responsible partner contact info






Area Science Park

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INHERITURA areas label

by INHERIT project

Type of tool Tourism Package/Itinerary						Type of stakeholders involved National, regional and local public authorities Tourism operators Environmental NGOs					
Policy Targets											
Reducing seasonality	Addressing carrying capacity	Integrating ICZM/MSP principles	Addressing climate change /risk management	Promoting Clustering and Innovation	Improving social well-being	Improving capacity building/ stakeholder engagement	Improving accessibility	Generating employment	Diversifying & differentiating the tourism product	Monitoring tourism sustainability	Increasing gross value added
											

Purpose

INHERITURA areas are Mediterranean coastal destinations with rich natural capital where bottom-up measures are taken for the protection of the environment, the alleviation of seasonality and locality peaks effects and the promotion of sustainable tourism development. The management mechanisms of INHERITURA areas are extended through transnational cooperation and create a network of protected areas connected with multidimensional tourism itineraries focused on the protection and valorization of natural heritage. The INHERITURA labeling system constitutes an environmental sustainability certification with multiple environmental, economic and social benefits for the awarded areas.

Pilot areas



Implementation

The INHERITURA label is awarded to **coastal** areas, which have **specific types of natural & cultural heritage** (such as lagoons, sub-mountainous rivers, volcanoes, coastal shipwrecks) in MED countries. The application consists of 17 criteria, evaluating four categories: a) environmental management and protection, b) valorization and promotional activities, c) governance and strategic planning, and d) education and awareness activities. Applicants need to address each criterion, providing any relevant proof needed. The INHERIT Committee (comprised by one representative from each INHERIT partner) evaluates the application and if it is successful the INHERITURA label is awarded to the area. After the label is awarded, the applicant authority along with the local stakeholders are responsible for overseeing and promoting the implementation of the INHERIT approach (bottom-up measures), and for branding activities.



Replicability conditions

To be eligible under the INHERITURA scheme, areas should be considered **coastal**, include **natural heritage sites** and meet specific criteria related to environmental management and protection measures, valorisation and promotional activities, governance and strategic planning and education and awareness activities. Potential applicants for the INHERITURA label should be willing to apply the INHERIT approach, the management mechanism and the bottom-up practices for the implementation of protection measures for the candidate areas. The managing authorities of candidate areas have to fill in an application form with specific details of the area. Delegated ambassadors of the project support each application procedure, provide training material for the implementation of INHERIT's approach and management of INHERITURA areas and guide the applicants through the next steps towards the labelling award. The INHERIT Committee evaluates all the applications meeting the eligibility requirements and awards the label.

Contribution to tourism recovery

The label contributes to the recovery of the tourism sector by promoting alternative tourism activities all year round in open areas, thus providing an alternative model to overcrowded places. The implementation of the INHERIT approach can boost the local economies of Mediterranean coastal areas by increasing the revenues from touristic activities and creating jobs linked to tourism, both directly and indirectly. INHERITURA areas will gain important organisational benefits as all stakeholders (public administrations, tourism businesses and civil society) are expected to be involved in initiatives for natural heritage protection and valorisation. INHERIT foresees a "bottom-up" approach to site management which is expected to be more effective and enduring through the consensus and social acceptance from local communities and key stakeholders.

Further information

INHERIT Project website: <https://inherit.interreg-med.eu/>

Output link: [Specifications on designing an integrated management and protection plan of INHERITURA areas](#)

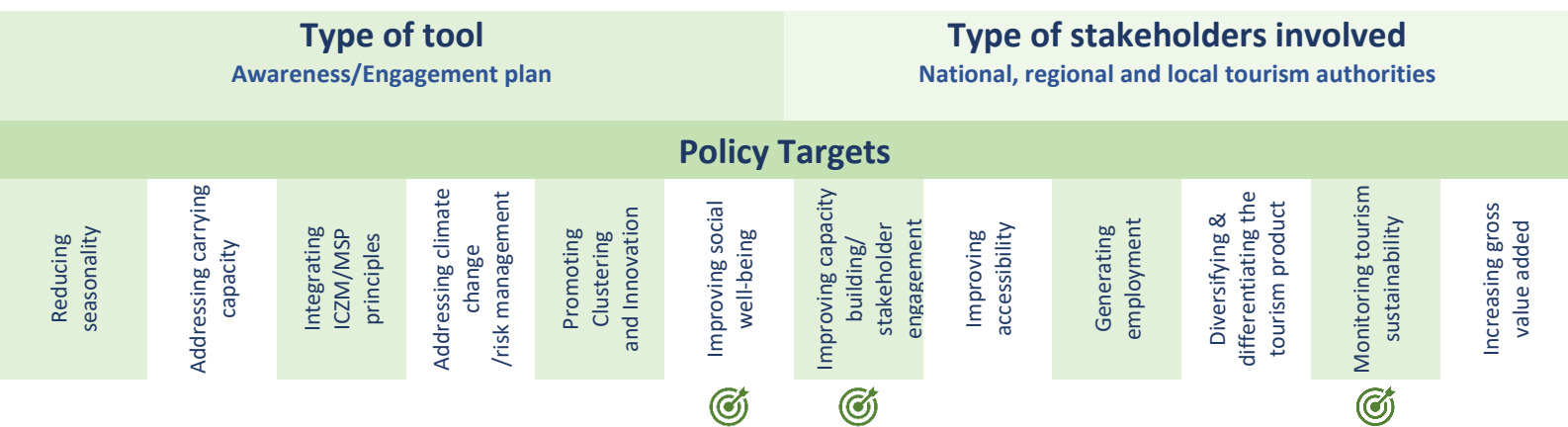
Responsible partner contact info:

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Policy recommendations for increasing competitiveness of tourism destinations through certification

by LABELSCAPE project



Purpose

The delicate natural and cultural balance and the richness of the Mediterranean region require responsible and sustainable management of tourism development, especially in the most vulnerable areas. In this context, sustainable tourism certification can be a useful tool to support and lead development grounded on principles of economic, environmental and social equilibrium. Policy recommendations for increasing competitiveness of tourism destinations through sustainability certification are directed to the public authorities that are responsible for creating efficient tourism support systems at any territorial level (European, national, regional, and local) depending on the scope for action of each entity.

Pilot areas





Implementation



Photo by Teddy Verneuil

Pilot areas correspond to national, regional, or local level tourism destinations: Alentejo Litoral (Portugal), Aragon (Spain), Aspres (France), Basilicata (Italy), Palude di Torre Flavia (Italy), South Aegean Region (Greece), Slovenia (Slovenia) and Vis Archipelago (Croatia). All of them envisaged certification of tourism destination as a means to foster sustainable tourism.

Working with the different types of public and private stakeholders LABELSCAPE project identified relevant actors and strategies at different stages, all focused on adopting sustainable tourism certification. The variety of situations addressed by LABELSCAPE project allowed the identification of key issues all along the certification process and pointed out some policy alternatives but it also highlighted common challenges and critical factors.

Contribution to tourism recovery

As a response and adaptation to pandemic crisis, some tourism certification schemes have introduced additional measurements or renewed already existing health & safety criteria in their standards. The goal is not only to provide a healthy and safe environment for visitors, which has become important decision factor during the covid-19 crisis, but also to look into and improve health conditions for employees in the tourism industry.

Replicability conditions

Despite their variety, all tourism destinations face similar issues concerning the sustainability of the industry and the competitiveness of the territory. These issues are also common to most tourism areas of the Mediterranean, given the vulnerability of the environment and the worldwide competition among tourism destinations.

Based on the experiences of the pilot areas, a set of directions can be outlined to guide policy makers in adjusting tourism development strategies to promote sustainable tourism certification in the Mediterranean area. These policy recommendations are related to common issues that should be addressed in all Mediterranean countries in general, regardless of the tourism frameworks that are specific to each country or territory. They are based on common concerns and point to solutions that can be applicable in any territory with the adequate context adaptation.

Further information

LABELSCAPE Project website: <https://labelscape.interreg-med.eu>

Output link: [Policy recommendations for increasing competitiveness of tourism destinations through sustainability certification](#)

Responsible partner contact info:

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Guidelines for the creation of a cycling tourism offer

by MEDCYCLETOUR project

Type of tool
Chart / Protocol

Type of stakeholders involved

National, regional and local governments | NGOs | Private Sector

Policy Targets

Reducing seasonality



Addressing carrying capacity

Integrating ICZM/MSP principles

Addressing climate change /risk management



Promoting Clustering and Innovation

Improving social well-being

Improving capacity building/ stakeholder engagement

Improving accessibility

Generating employment

Diversifying & differentiating the tourism product



Monitoring tourism sustainability



Increasing gross value added

Purpose

Recommendations on how to develop cycling tourism products in a sustainable way, particularly in long and medium distance cycling tourism routes that involve different regions and countries. Fostering cycling tourism helps developing sustainable and low impact tourism products, promoting collaborations among different territorial actors, developing complementary activities, while offering new services to the residents and supporting local economies. The guidelines consist of 3 documents: Policy recommendations to improve the cycling tourism impacts; a Charter for Sustainable and Responsible Tourism in the MED Area; and a Long-term Management Agreement, in order to ensure and extend the cooperation between the territories and the project.

Pilot areas



Implementation



The guidelines are targeted to destinations that count on cycling itineraries and that are interested in promoting medium and long distance cycling tourism itineraries as an alternative to its current tourism offer. The guidelines are a direct result of the implementation of the Project MEDCYCLETOUT focused on EuroVelo 8 - Mediterranean Route, a cycling itinerary of almost 6.000 km through 7 EU countries: Spain, France, Italy, Croatia, Slovenia, Greece and Cyprus, and 3 candidate countries: Bosnia-Herzegovina, Montenegro and Albania. Together the guidelines have identified the plans and policies and the tools and methodologies that are key to increase the influence of the cycling tourism product and improve its implementation in the regions and countries.

Contribution to tourism recovery

Cycling tourism is one of the few tourism sectors that has seen growth during the pandemic, as more and more people take advantage of the benefits of this healthy and sustainable way of discovering Europe. These guidelines will help destinations take advantage of the opportunities presented by this growth, particularly in areas covered by EuroVelo 8 – Mediterranean Route (but not only). As expressed in the Charter, beyond the myriad social and environmental benefits, cycle tourism also benefits local economies by contributing to longer stays and attracting tourists all year around. The guidelines can be implemented throughout the MED region and can contribute to the further development of cycling tourism in regions hit by the pandemic.

Replicability conditions

The Policy recommendations and the Charter have been deliberately designed to be replicable throughout the MED Region. The Long-Term Management Agreement (LTMA) meanwhile builds on the MEDCYCLETOUT project and specifically relates to the itinerary of EuroVelo 8. The LTMA is necessary to further develop the route on both national and transnational levels now that the project is finished. The agreement focuses on different issues, such as the routes infrastructure, services, marketing and communication and monitoring and impact assessment. There remain some countries / regions along the route that are not yet represented in the LTMA and the partnership is looking for additional members.

Further information

MEDCYCLETOUT Project website: <https://medcycletour.interreg-med.eu/>

Output links

[Guidelines and Policy Recommendations](#)

[Charter for Sustainable and Responsible Tourism](#)

[Long-term Management Agreement](#)

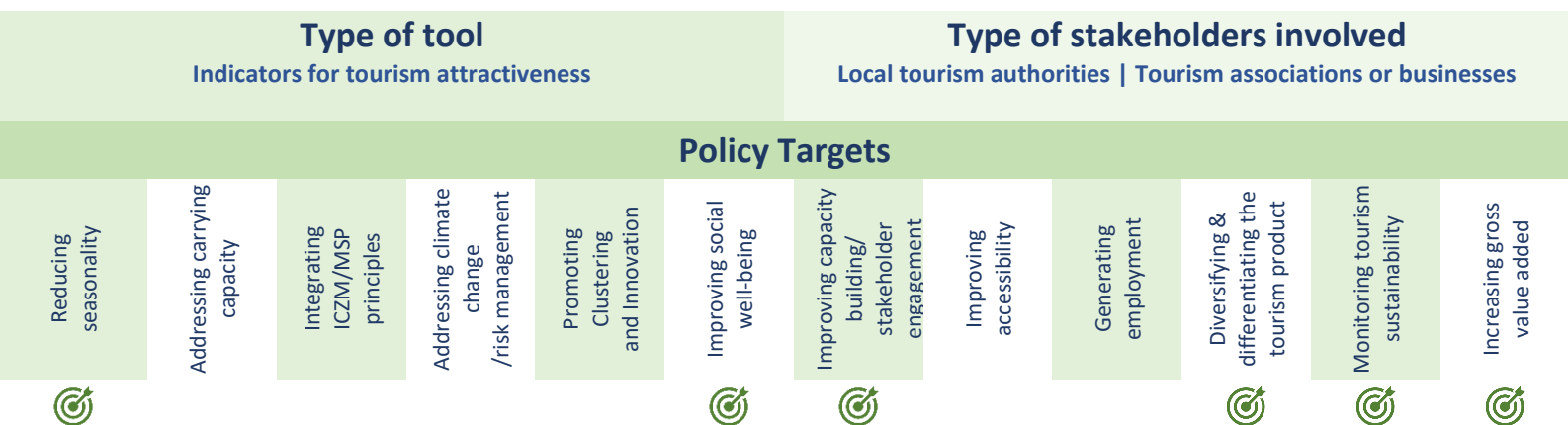
Responsible partner contact info:

European Cyclists' Federation- Marta Orihuel

E-mail : m.orihuel@ecf.com

Road map on sustainable culinary criteria

by MEDFEST project



Purpose

MEDFEST project has developed a set of tools in order to assess the sustainability of existing or planned MED culinary heritage experiences. The Road map on sustainable culinary criteria is an Excel based tool elaborated to assess the sustainability of the culinary experiences. It aims at giving a global and synthetic view of the strengths and weaknesses of each culinary experience through a system of automatic calculation (matrix "+" and "-") elaborated from the indicator values.

Pilot areas





Implementation



This tool was used, among others in the development of the Portuguese culinary experience "WHERE IS IT? THE BEST OF MEDITERRANEAN". 'In loco Association' has identified and evaluated a great number of sustainable gastronomic tourism experiences, compiled from the Mediterranean in a database with the common theme. The aim of this initiative was to promote sustainable gastronomic experiences at national and regional level based on Mediterranean gastronomy and to give opportunities and greater visibility to the gastronomic experiences that exist in the Algarve.

Contribution to tourism recovery

The Road map can serve as a guideline set of tool to develop new culinary experiences in Mediterranean area resilient to the challenges that are emerging in the constantly developing world. Nowadays, the world tourist market is constantly growing despite the risks bound to insecurity and political instability in numerous countries. The increasing competition between destinations leads stakeholders to accentuate their strategies of differentiation to answer the new social requests, among which the sustainability of tourist facilities. Moreover, the need to maintain consumer and tourist confidence led the World Tourism Organization to define the concept of sustainable tourism (2014) and to position it clearly towards the United Nations objectives for sustainable development.

Replicability conditions

This tool is intended to be used by local stakeholders, who are willing to check the sustainability of the initiatives they lead. The project provides them with a ready to use excel file which can be found [here](#). Full information about criteria and indicators used can be found [here](#).

Further information

MEDFEST Project website: <https://medfest.interreg-med.eu/>

Output links

[Excel based tool to assess the sustainability of the culinary experiences](#)

[Set of criteria and indicators for assessing sustainable MED culinary heritage experiences](#)

Responsible partner contact info:

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Smart Integrated Tourism Data System / MED Tourism Observatory

by ShapeTourism project

Type of tool
Indicators for tourism sustainability

Type of stakeholders involved
Policy makers | Private Tourism stakeholders | SMEs
Public Authorities | Industry Associations

Policy Targets

Reducing
seasonality

Addressing carrying
capacity

Integrating
ICZM/MSP
principles

Addressing climate
change
/risk management

Promoting
Clustering
and Innovation

Improving social
well-being

Improving capacity
building/
stakeholder
engagement

Improving
accessibility

Generating
employment

Diversifying &
differentiating the
tourism product

Monitoring tourism
sustainability

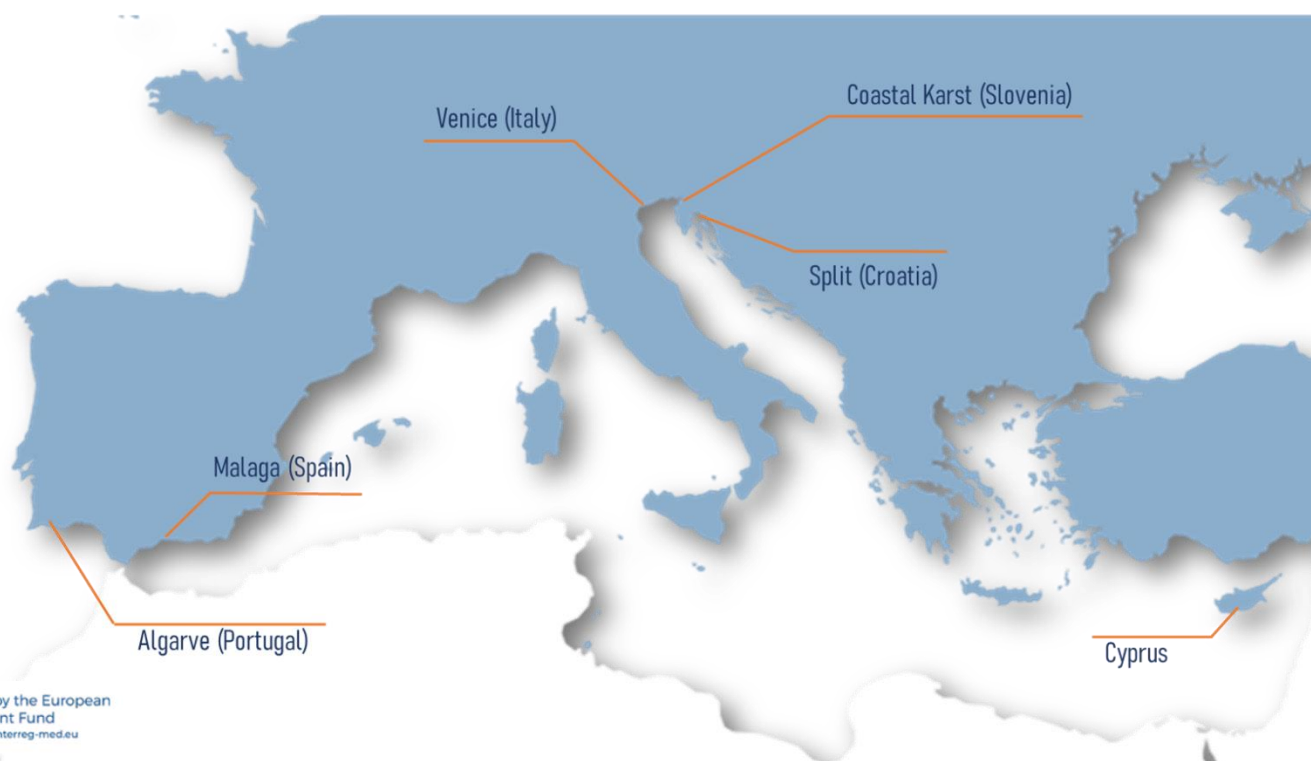
Increasing gross
value added



Purpose

The observatory is a tool useful for monitoring the sustainability, competitiveness and attractiveness of MED regions. It could be used to address strategic development plans about sustainable tourism based on the performance of the territories. In addition, it gives the visitors' point of view and helps tourism stakeholders to improve tourism offer based on insights on the quality of tourism experience, price levels and concentration of tourists. It gives valuable insights to policymakers, private tourism stakeholders, tourists and residents about destination performance connected to competitiveness, attractiveness, and sustainability. Besides displaying official indicators calculated with open data from various sources (e.g. Eurostat, World Economic Forum, etc.), the tool manages nonofficial data (e.g. User-generated content) to illustrate destinations' online reputation and visitors' experience with accommodation systems, food and beverage facilities and cultural and natural attractions.

Pilot areas



Implementation

SHAPETOURISM OBSERVATORY

These interactive maps 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: each of them can be simply accessed selecting or zooming the area of interest. The colours represent the intensity of a specific observed index, and for each area a numerical output is made available in order to allow a deepening analysis. A ranking regional ordering can be obtained clicking on the Ranking chart button, so as all the raw data for any single index can be downloaded clicking on the Download button.



The observatory comprises four interactive maps covering all of the 52 Mediterranean regions that allow users to interpret tourism dynamics using four criteria: Web Reputation, Appeal, Competitiveness, and Sustainability. These maps can be explored at a macro-area level, a regional level and a single urban administration, by simply selecting or zooming into the area of interest. A regional ranking can be obtained by clicking on the ranking chart button, and all of the raw data for each single index can be downloaded by clicking on the download button.

Contribution to tourism recovery

To better recover from the pandemic crisis destinations should understand their position into the international market context. While doing that some information and key pillars regarding tourism competitiveness and performance could be relevant. Those pillars represented into the MED Tourism Observatory are: 1. Business Environment (12 indicators), 2. Safety and Security (5 indicators), 3. Health and Hygiene (6 indicators) 4. Human Resources and Labour Market (9 indicators) 5. ICT Readiness (8 indicators), 6. Prioritization of Travel and Tourism (6 indicators), 7. International Openness (3 indicators), 8. Price Competitiveness (4 indicators), 9. Environmental Sustainability (10 indicators), 10. Air Transport Infrastructure (6 indicators), 11. Ground and Port Infrastructure (7 indicators), 12. Tourist Service Infrastructure (4 indicators), 13. Natural Resources (5 indicators), 14. Cultural Resources and Business Travel (5 indicators).

Replicability conditions

The MED Tourism Observatory is an open website and data source ready to use for all the MED territories. It needs data updating (every year), a valid domain where to host the platform and some human resources as Help Desk for new users. The replicability of the tool is suitable if a region has the intention to identify competitors and collaborative regions (e.g. cross border territories) to cluster MED areas and to personalize the Decision Support System approach beside the observatory.

Further information

ShapeTourism Project website: <https://shapetourism.interreg-med.eu/>

Output link: [Smart Integrated Tourism Data System/MED Tourism Observatory](#)

Responsible partner contact info:









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Sustainable Cruise Tourism Joint Action Plan

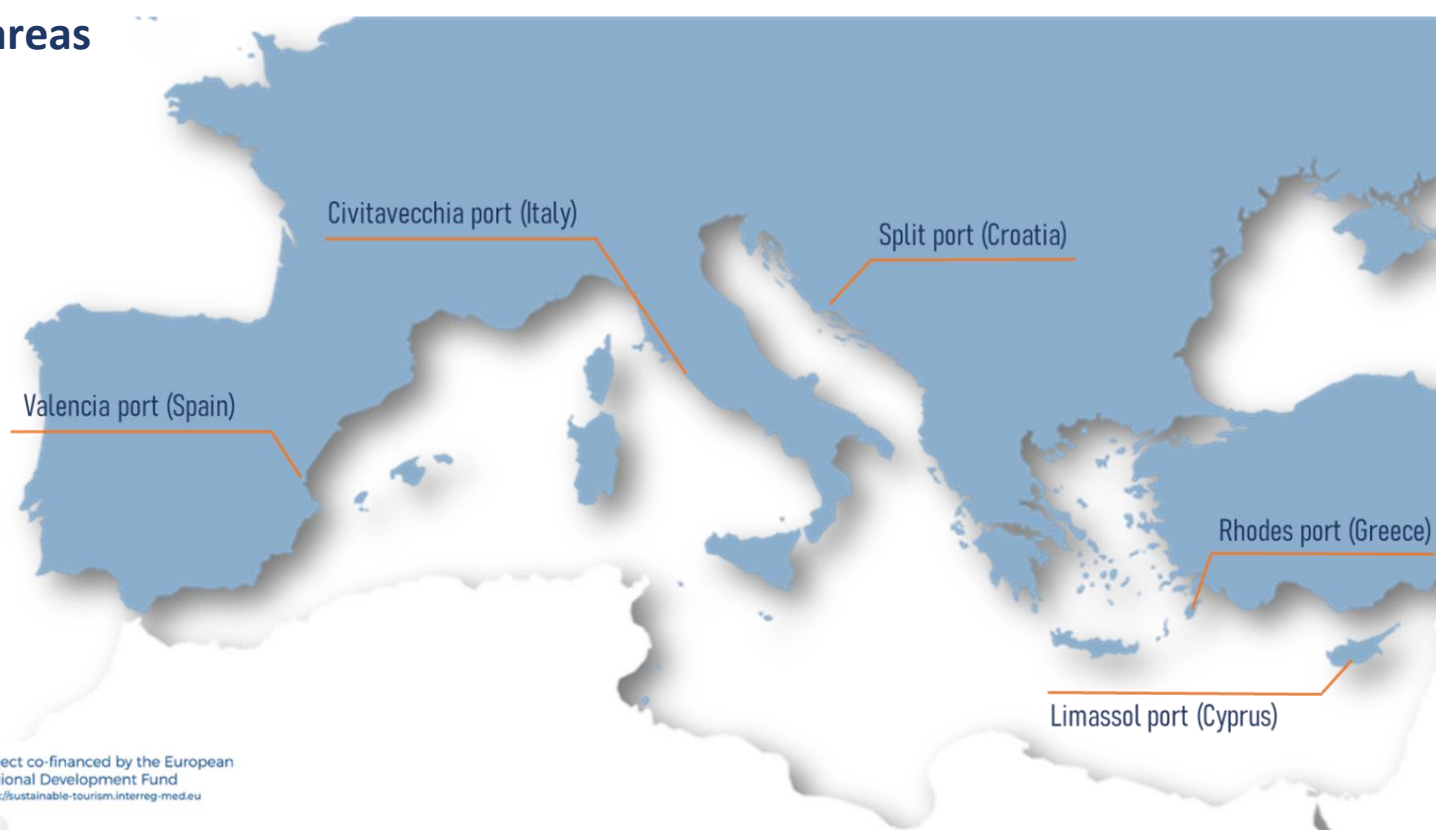
by SIROCCO project

Type of tool Action plan					Type of stakeholders involved Stakeholders of cruise value chain Public authorities Port Authorities SMEs and Tourism organizations						
Policy Targets											
Reducing seasonality	Addressing carrying capacity	Integrating ICZM/MSP principles	Addressing climate change /risk management	Promoting Clustering and Innovation	Improving social well-being	Improving capacity building/ stakeholder engagement	Improving accessibility	Generating employment	Diversifying & differentiating the tourism product	Monitoring tourism sustainability	Increasing gross value added
											

Purpose

The project established various action plans that enhance the environmental, social and economic sustainability of five cruise value chains covering processes, techniques, tools, methods, services and business models. Each action plan was validated at local workshops involving relevant stakeholders and the media. The final Action Plan draws from the five destinations-aims at enhancing the sustainability of cruise tourism in each destination. However, it does not constitute an aggregation of the actions proposed at each destination, but it rather combines, integrates and extends them in the light of the wider challenges and prospects of cruise tourism in the MED.

Pilot areas





Implementation

The joint action plan resulting from this project provides valuable information about the Mediterranean cruise sector especially in the pilot ports of the project of Valencia, Civitavecchia, Split, Rhodes, Limassol.

Contribution to tourism recovery

Worldwide, there is an increased focus on understanding and implementing sustainability. The pandemic has highlighted this aspect and in order to ensure the tourism industry remains viable and continues to add value rather than detract, the long acknowledged economic and environmental focus has been linked with the recognized importance of sustainability in the cruise sector. The Action plan contributes to the evolution of cruise maritime tourism towards sustainability as well as the recovery of the sector.

Replicability conditions

The process of preparation, presentation and validation of similar plans can be replicable to other ports and projects. The drafting of the action plan requires considerable work by national, regional and local authorities. In addition, it also relies on the active participation of cruise product suppliers and tourists as well as contributions by the suppliers of cruise value chain.

Further information

SIROCCO Project website: <https://sirocco.interreg-med.eu/>

Output link: [Sustainable Cruise Tourism Joint Action Plan](#)

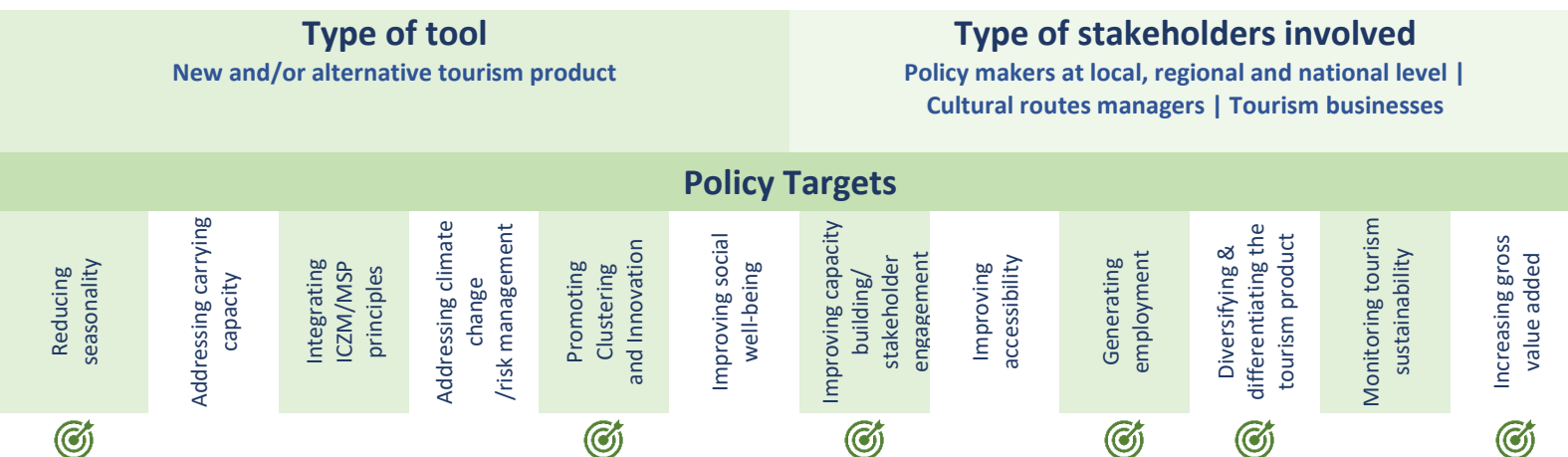
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Smart Tourism Business Model

by SMARTMED project



Purpose

The SMARTMED Smart Tourism Business Model is a strategic framework that seeks to contribute to the development of the Mediterranean as an attractive, smart, and inclusive destination. Its focus is placed in strengthening the capacities of national and public authorities and making coordinated contributions to existing and future initiatives in the Mediterranean. The STMB provides a common and innovative vision and concrete measures and guidelines for smarter tourism in the Mediterranean area, considering global tourism trends and SMART cities policies and best practices.

Pilot areas



Implementation



The Smart Tourism Business Model provides stakeholders with the right concrete actions and measures that can contribute to the development of SMART tourism in the Mediterranean. In order to reach the objectives, 4 concrete measures are suggested: the creation of Smart Tourism Hubs, supporting the implementation of initiatives linked to smart tourism; the establishment of platforms for

cooperation at the local, regional, and national levels; the creation of a software for detecting regulatory barriers to SMART tourism to improve regulatory frameworks; and communication plans to raise awareness and provide visibility to ongoing innovative initiatives in the Mediterranean.

Contribution to tourism recovery

Given the repercussions of the COVID-19 crisis on the tourism sector and beyond, researching into the characteristics and understandings of SMART tourism in the Mediterranean is of crucial importance. The health crisis was understood as an opportunity to make tourism resilient and Mediterranean a leader on sustainability and transformation of EU tourism and destination management. For this, the Model focuses on the smart use of technologies, an innovative approach and especially a highly skilled labour force as the key for building a Med SMART Tourism and, thus, assists in the recovery of the sector.

Replicability conditions

The coordination among different stakeholders, the necessary skilled human resources and the availability of funds are key to replicate the Model. Pilot initiatives are an excellent opportunity to foster the capacity-building and training of local stakeholders, with the aim to address knowledge and experience gaps and fostering cooperative working processes. In addition, the project extends this training effort to a broader audience, mainly by making all the training materials available in ten different Mediterranean languages through an e-learning platform open to all interested Mediterranean tourism stakeholders. The platform will also be a space for networking, knowledge sharing, and dissemination of best practices and experiences related to SMART Tourism.

Further information

SMARTMED Project website: <https://smartmed.interreg-med.eu/>

Output link: [The Smart Tourism Business Model](#)










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Local planning manual for sustainable tourism rejuvenation of small, fascinating Mediterranean towns

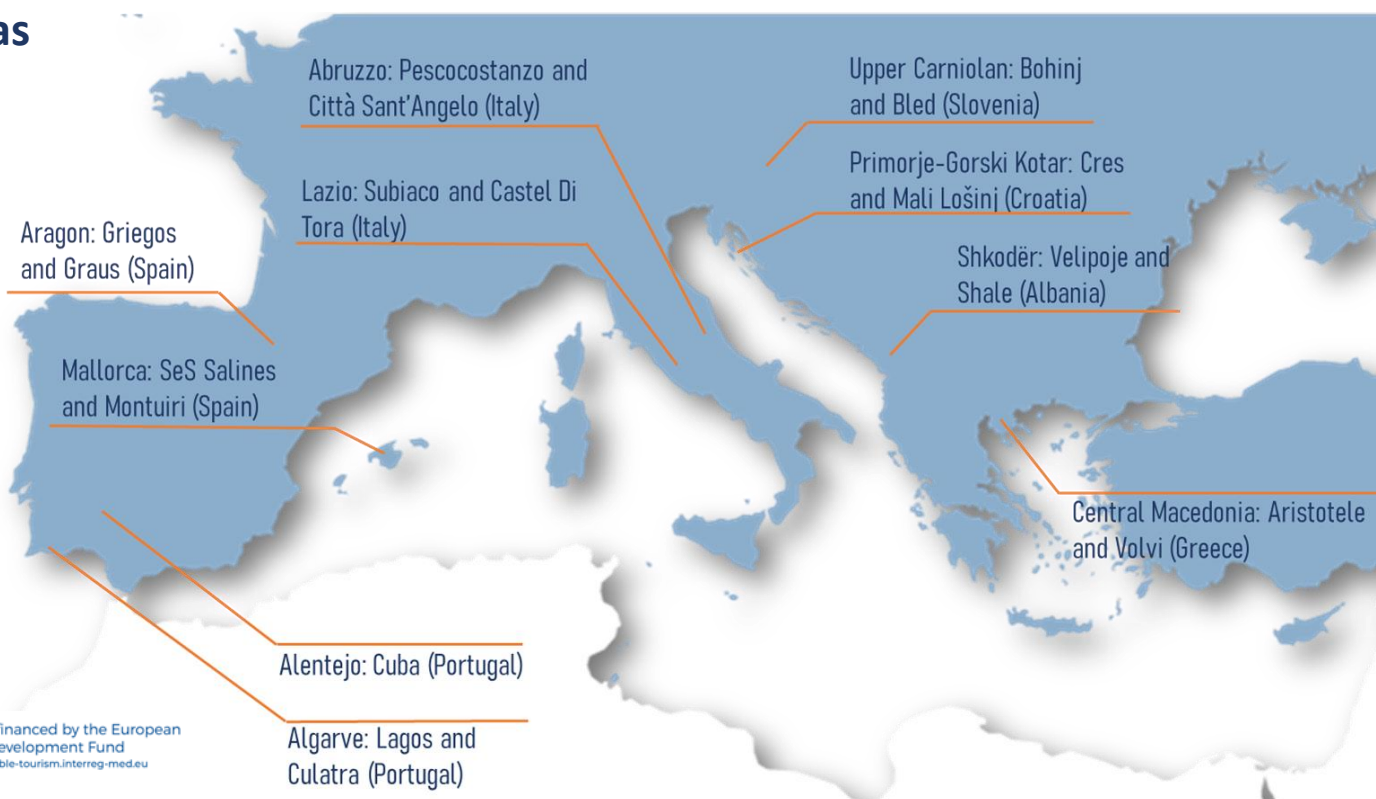
by SuSTowns project

Type of tool Method					Type of stakeholders involved Decision-makers Administrative and operation managers Tourism sector SMEs Tourism organizations Public authorities Local stakeholders						
Policy Targets											
Reducing seasonality	Addressing carrying capacity	Integrating ICZM/MSP principles	Addressing climate change /risk management	Promoting Clustering and Innovation	Improving social well-being	Improving capacity building/ stakeholder engagement	Improving accessibility	Generating employment	Diversifying & differentiating the tourism product	Monitoring tourism sustainability	Increasing gross value added
											

Purpose

SuSTowns methodology seeks to develop tools for the planning and management of tourism in order to prevent its decline in small, fascinating Mediterranean towns by promoting sustainable and quality tourism. By making use of existing tools and applying the most innovative total quality management techniques to public policies (Total Quality Management Methodology), the project has promoted participatory planning and promotional processes for small, fascinating Mediterranean towns, based on the principle of sustainability and the enhancement of local cultural heritage. This output focuses specifically on a local-planning methodology that can promote rejuvenation for those destinations facing decline.

Pilot areas

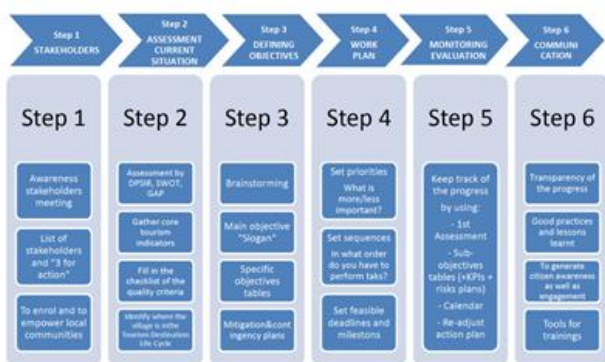


Implementation

The output is a guide to the application of the TQM (Total Quality Management) approach in the management and governance of sustainable tourism in the small and fascinating villages of the Mediterranean. The way to use this methodology is simple:

- Read the common theoretical framework to have a common understanding of sustainable tourism (section 2);
- Know the importance of stakeholders, who they should be and what role they will have (section 3 and Step 1);
- Follow the steps to develop the action plan (Step 2, Step 3 and Step 4);
- Understand the need to monitor the implementation of the plan (Step 5) to continuously improve the impact of the actions;
- Communicate with stakeholders and project partners (Step 6).

At the end of the methodology there is a checklist of the minimum content that the action plan should include. Once the methodology has been applied, an action plan will have to be produced that promotes sustainable and quality tourism, which will be the main document to follow in order to address the (tourist) decline of the villages.



Contribution to tourism recovery

This methodology is based on Butler's conception of a destination's Life Cycle. According to the model, a tourism destination undergoes 6 different phases which show different flows of tourists. The pandemic crisis has forced many destinations in a 'stagnation' phase. SuSTowns' methodology promotes a recovery of tourism based on innovation and public-private collaborations, bottom-led approaches, and diversification. The methodology should be intended as a support scheme for public and private bodies alike to promote a post-pandemic tourism model rooted in digitalization and environmental sustainability.

Replicability conditions

This methodology aims to serve as a useful tool, not just for the pilot municipalities of the SuSTowns project, but also for all local entities and other stakeholders interested in managing (in the broadest sense: strategic planning, governing, etc.) a tourist destination with a strategic long-term vision capable of identifying risks and signs of decline and implementing measures for the rejuvenation of said destination. In this sense, the methodology is intended to be easily replicable, particularly within small, fascinating Mediterranean towns. Based on the pilot experiences, various learnings have been systematised and incorporated into this version of the methodology, with much broader target groups: local authorities of small Mediterranean tourist centers; regional and national authorities who wish to promote strategic management of tourism in small towns; and tourism experts who advise local authorities in the management of sustainable tourism.

Further information

SuSTowns Project website: <https://sustowns.interreg-med.eu/>

Output link: [Methodology to apply the TQM approach in the sustainable tourism management and governance](#)

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Integrated model of sustainable tourism in small towns

by SuSTowns project

Type of tool

Framework assessing models' sustainability

Type of stakeholders involved

Decision-makers | Administrative and operation managers | Tourism sector SMEs | Tourism organizations | Public authorities | Local stakeholders

Policy Targets

Reducing seasonality

Addressing carrying capacity

Integrating ICZM/MSP principles

Addressing climate change /risk management

Promoting Clustering and Innovation

Improving social well-being

Improving capacity building/ stakeholder engagement

Improving accessibility

Generating employment

Diversifying & differentiating the tourism product

Monitoring tourism sustainability

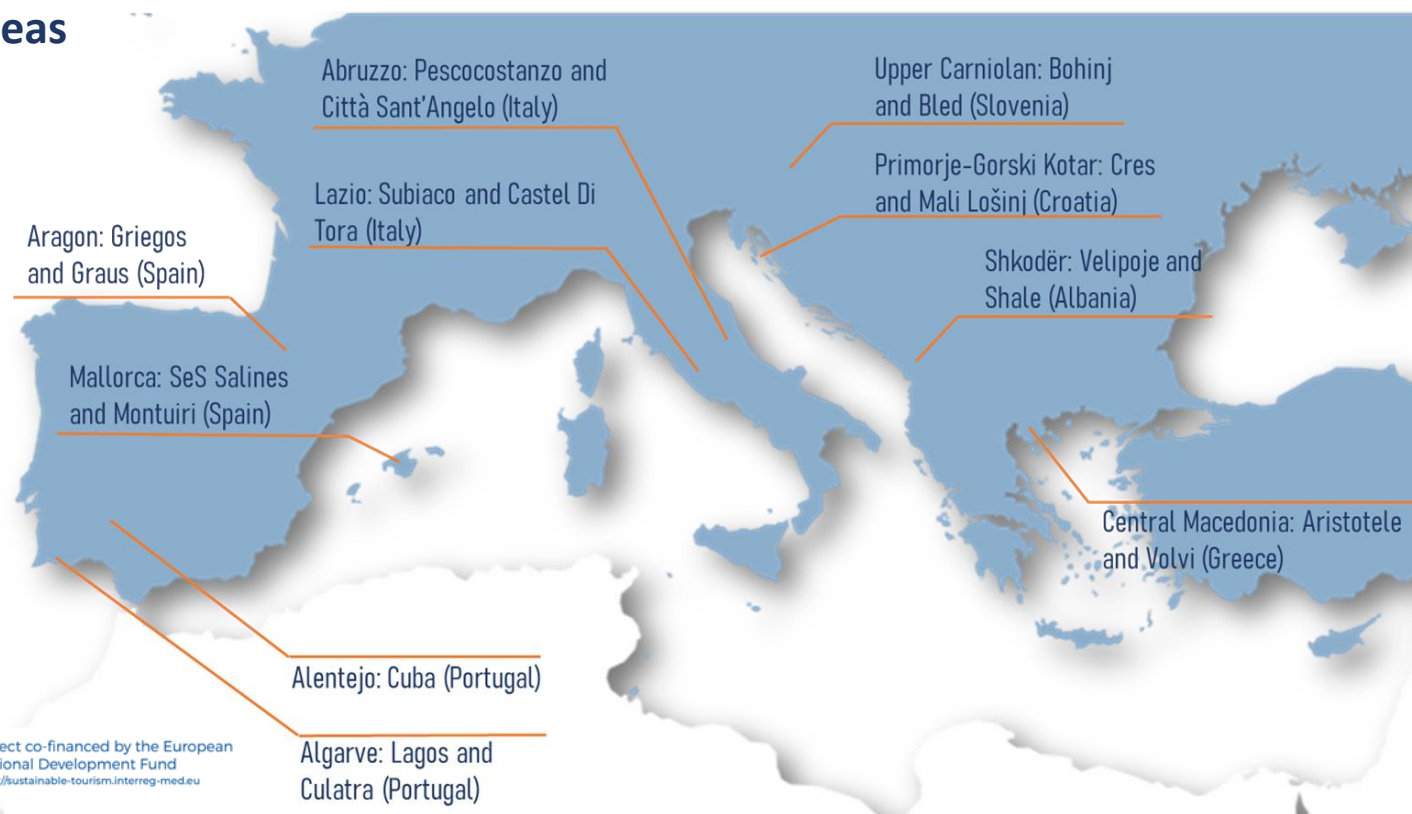
Increasing gross value added



Purpose

The theoretical framework aims to ensure a common understanding of sustainable tourism and the theoretical paradigms on which to base a sustainable tourism planning methodology. Tourism has significant social, economic, and environmental effects and has an enormous potential to progress across the Sustainable Development Goals (SDGs). If well supervised, the tourism industry can build quality jobs, reduce poverty, and provide incentives to conserve the environment, helping to shift to more inclusive and resilient economies.

Pilot areas



Implementation

The Conceptual Model of a Sustainable Destination System



The document is a tool to help policymakers in developing a planning and management of sustainable tourism. It is a framework that unequivocally describes the concept of sustainability in tourism policy: despite its critical relevance, sustainability was slowly integrated into mainstream tourism policymaking. Many policies, in fact, still focus on economic growth as a leading role. The implementation of this framework is closely connected to 'cynefin framework', 'complexity science', and 'wicked problems'. A coherent framework that can implement changes outside institutions, and also in the private sector, is one that is holistic. It involves the implementation of conceptual pillars and phases.

A) Destination in practice: conceptualizing a destination as the fundamental unit of analysis in tourism, through Destination Management Organizations.

B) Establishing a common framework based on the TQM Methodology, with precise pillars and dimensions for sustainability, with a bottom led, participative approach.

C) Developing coherent policies and instruments, including governance, regulative, financial, advocative tools.

Contribution to tourism recovery

The biggest challenge for sustainable tourism is how to properly respond to changing environmental conditions over time. In the current situation, any policy aimed at tourism must take sustainability and crises management as essential factors. Internationally accepted recommendations for sustainable tourism development do not necessarily apply to every country and may lack the necessary coordination when applied in different contexts. Tourism stakeholders have largely supported measures to improve coordination. Coordination and common frameworks largely contribute in resilience in future crises and establish guidelines for recovery.

Replicability conditions

Based on the TQM methodology, this framework follows a systematic structure which can be analysed and assessed through a series of questions developed under each pillar of sustainable development and its related dimensions. Weaknesses and gaps can be identified, and possible actions considered through the usage of available instruments.

There are many obstacles to the implementation of sustainable tourism policies. The difficulty of successfully implementing policies is not technical, but involves political, cultural, economic, social changes. Sustainable tourism policy is complex because it inevitably interacts with other policies.

In order to support replicability, a framework such as proposed in this output promotes coordination to reduce the gap between policy development and implementation.

Further information

SuSTowns Project website: <https://sustowns.interreg-med.eu/>

Output link: TQM based methodology for the sustainable tourism management and governance

Responsible partner contact info:

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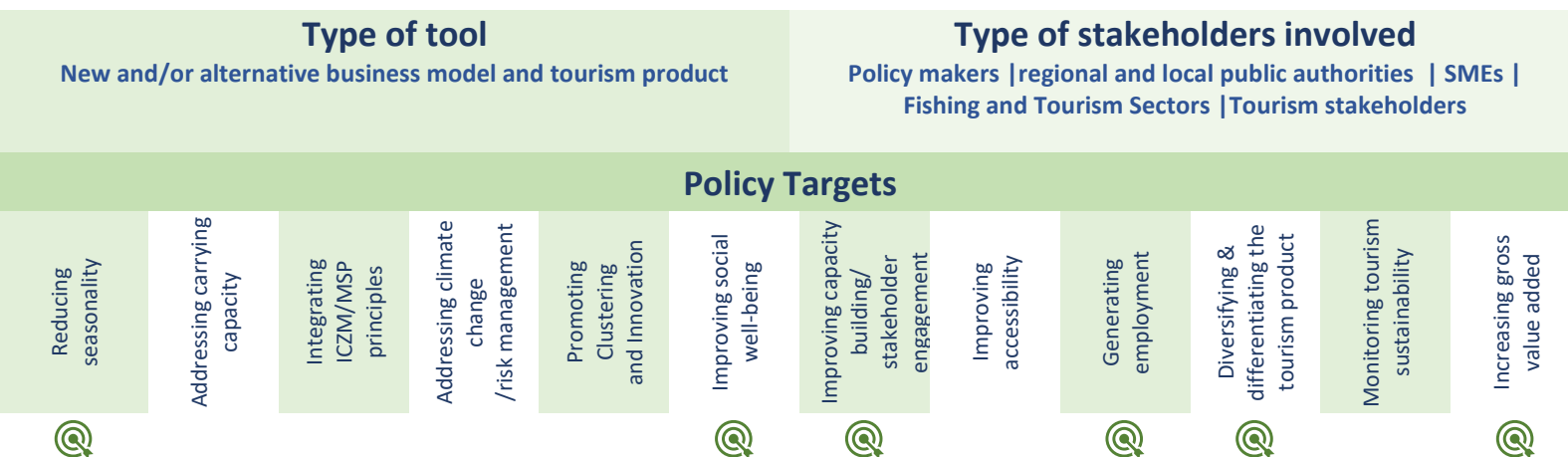
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Fishing Tourism Business Model

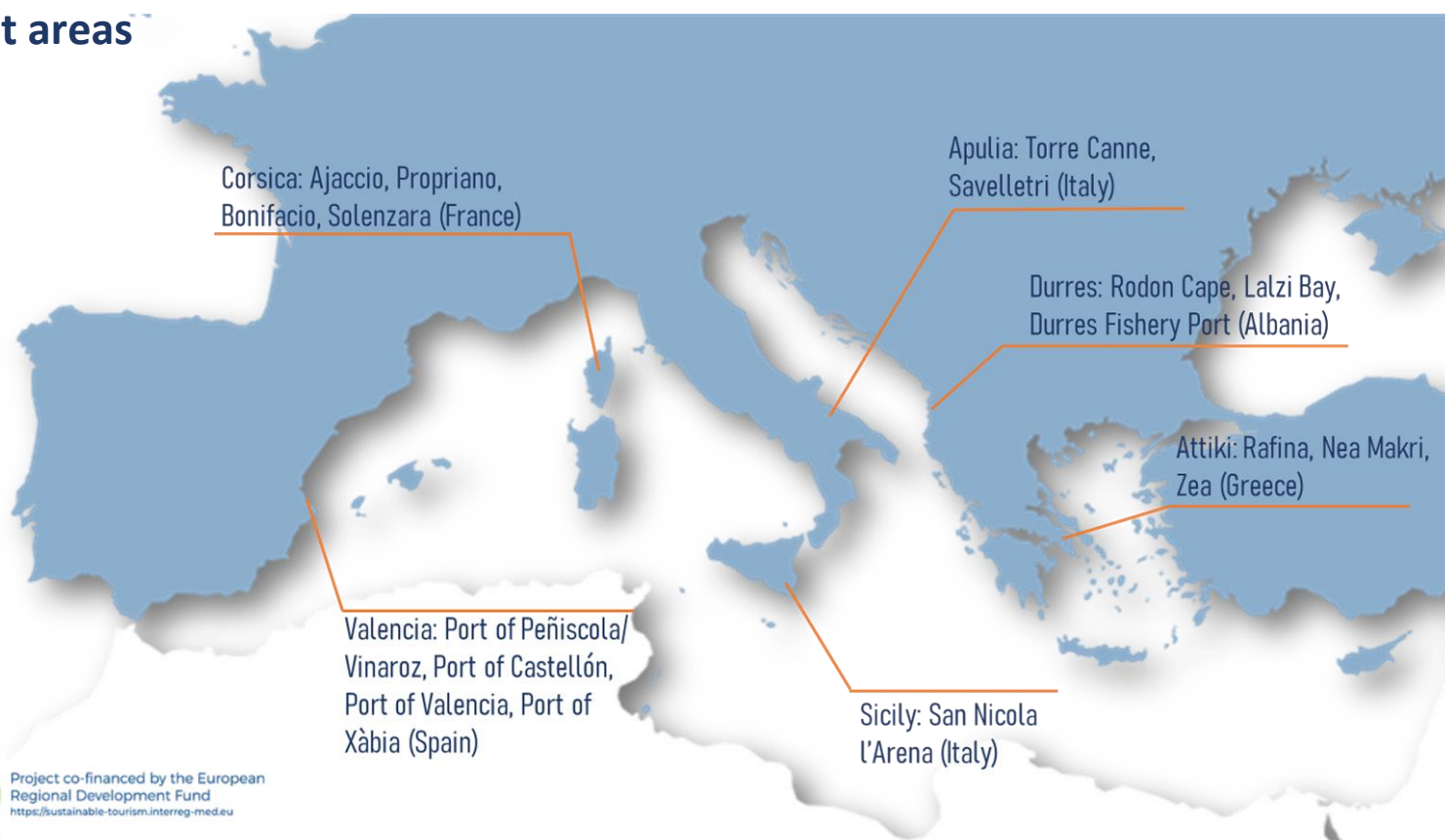
by TOURISMED (PLUS) project



Purpose

The TOURISMED Business model identifies the core aspects of the fishing tourism business focusing on key activities, key resources, value proposition, customer relations and segments, key partners, cost structure and revenue streams. The model was submitted to a holistic evaluation process, based on economic and environmental criteria, before taking its final form. The Business Model describes the logic used by fishing tourism companies/ activities and the related fish products create, capture and distribute value.

Pilot areas



Implementation

All the countries involved, despite the differences in their legal framework and site-specific peculiarities, have developed a unique business model. TOURISMED creates a single brand as a result of three years of transnational activities, research and testing. The implementation of the Business Model was strongly influenced by the local situation in the territories where fishing tourism took place. The Business Model offers an opportunity to define specific ways of creating the “product” and presenting its “value”. As a result, different Business Model creation strategies and activity implementations were used. The analyses allowed the project to differentiate between three different levels of tourism development: • Areas with underdeveloped or no tourism • Areas with high potential for tourism • Areas with a strong presence of tourism.



Contribution to tourism recovery

The Model is addressed to coastal territories that want to promote a sustainable approach to tourism, while promoting the conservation of the marine ecosystem and the traditional cultural heritage of Mediterranean fisheries.

With this approach stakeholders can develop new touristic services in guidelines with sustainability and resilience to crisis. The potential economic development that could be generated by the promotion and valorization of fisheries tourism with an alternative tourism product is enormous having also an impact on tourism seasonality.

Replicability conditions

The Fishing Tourism Business Model is an open ready to use tool for all MED territories. The model can be transferrable and replicable in other areas of the Mediterranean area.

The differences in the legal framework or in the fishing experiences of other MED territories can be an opportunity to take this best practice and to adapt to other territories. The model can be replicated by following the guidelines of the relevant [transferability plan](#). This Plan of transferability results aims to facilitate the dissemination of the fishing tourism model in the whole MED area, by giving a theoretical and operational methodological guideline for transferring the activities, tools and actions to be implemented.

Further information

TOURISMED (PLUS) Project website: <https://tourismed.interreg-med.eu/>

Output links:

[Fishing Tourism Business Model](#)

[Transferability plan](#)





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Transnational year-round strategy for Mediterranean island destinations

by WINTER MED project

Type of tool Strategy					Type of stakeholders involved Public institutions Private sector Academia and civil society						
Policy Targets											
Reducing seasonality	Addressing carrying capacity	Integrating ICZM/MSP principles	Addressing climate change /risk management	Promoting Clustering and Innovation	Improving social well-being	Improving capacity building/ stakeholder engagement	Improving accessibility	Generating employment	Diversifying & differentiating the tourism product	Monitoring tourism sustainability	Increasing gross value added
											

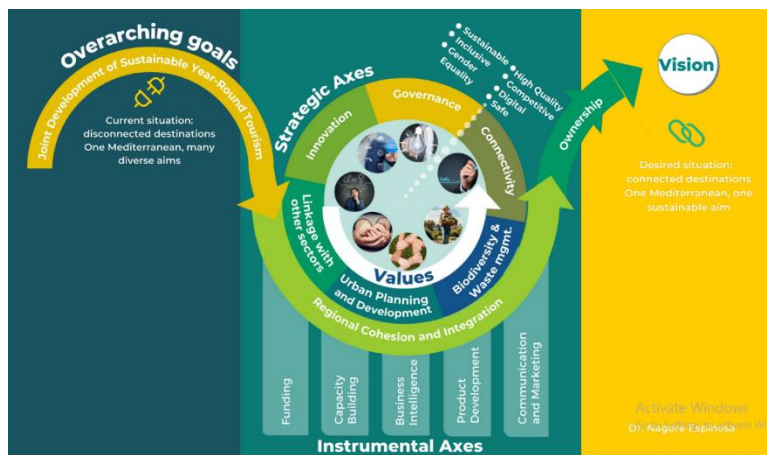
Purpose

WINTER MED Transnational year-round strategy for Mediterranean island destinations aims to lead sustainable tourism development in a collaborative integrated manner to foster dialogue, ownership, growth, innovation, and joint action working as one sustainable tourism destination. This outcome of the project aims to foster a transnational perspective and encourage cooperation between regions. Based on seven values –sustainability, inclusivity, safety, competitiveness, gender equality, digitalisation, and high quality– the strategy sets up strategic axes, including innovation, governance, connectivity, biodiversity, and waste management. Thus, it provides a rich and solid baseline to enhance sustainable and responsible tourism within and beyond Mediterranean islands.

Pilot areas



Implementation



The WINTER MED transnational strategy is addressed to all Mediterranean insular territories willing to move from a “3 S”(Sun, Sea, and Sand) tourism to a sustainable all-year round tourism model, but also other regions beyond the Mediterranean facing the challenge of high seasonality of tourism. The strategy is a joint and collaborative document built on best practices and lessons learned from the co-design and implementation of Regional Action Plans containing a set of concrete actions and measures to tackle seasonality in tourism in six partner regions: Tuscany, Cyprus, South Aegean, Dubrovnik-Neretva, Corse and Balearic Islands.

Contribution to tourism recovery

The Mediterranean region is facing important challenges due to the recent COVID crisis and the effects of climate change. Mediterranean countries, especially islands whose economy heavily relies on tourism activities, have been the most impacted by the crisis and have proven to be more vulnerable to the pandemic. However, Mediterranean insular territories also gather opportunities for sustainable year-round tourism to thrive. Due to their natural and cultural heritage, they are perfect places for the promotion of diverse tourism offers, and for the development of blue growth activities. This strategy is based on these observations and lays the basis for the deployment of alternative sustainable and responsible all-year-round tourism. The strategy merges capacity building, financial support, integration, and participation, delivers tools for change, and ensures its scaling up beyond partners' territories.

Replicability conditions

In order to deliver upon the main values of the Strategy, those should be embraced by the whole ecosystem of regional stakeholders, from local and regional public authorities, businesses (including SMEs), educational and academic actors as well as civil society. The actions leading towards sustainable and responsible tourism need coordinated action from all sectors and governance levels, to avoid the fragmentation of policies.

The co-design and implementation of regional strategies should be done through participatory processes and be accompanied by continuous social dialogue, capacity building and policy learning actions. In addition, transnational networking and policy exchange is needed to ensure overall coordination and synergies among Mediterranean island destinations.

Further information

WINTER MED Project website: <https://winter-med.interreg-med.eu/>

Output links

[WINTER MED Transnational Strategy](#)

[WINTER MED Regional Action Plans](#)

[WINTER MED Policy Paper](#)

[Responsible partner contact info:](#)

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The MED Sustainable Tourism Community

Created in November 2016 within the framework of the Interreg MED Programme, the Sustainable Tourism Community has been renewed for a three-year period until December 2022 to make tourism a real driver for inclusive and sustainable growth.

The Community can now rely on 30 territorial cooperation projects and almost 400 organisations (public authorities, private companies, universities, NGOs and international organisations) active in 13 European countries to promote sustainable tourism by capitalizing on tools and good practices developed by its projects. Besides, two Strategic Projects, approved in October 2019, focusing on governance of sustainable tourism will join forces with the Community to make tourism a real driver for inclusive and sustainable growth.

Most notably, the Community's members are leading the development of innovative tools to monitor the tourism industry, they are studying and testing new tourism models and they are actively engaging policy makers and managers in a constant dialogue to make tourism a real driver for inclusive and sustainable development.

The main objective of this new phase of the Community is to influence economic and social development strategies to include sustainable tourism policies at regional, national and European level.

To attain these renewed objectives the project partnership leading the Community has slightly changed to include a network association of regional policy-makers and to extend the geographical area to the Balkan region.

// Project Partners //

The MED Sustainable Tourism community is an Interreg MED Programme initiative coordinated by DIBA - Barcelona Provincial Council (Barcelona, Spain) in partnership with UNIMED - Mediterranean Universities Union (Rome, Italy), University of Thessaly (Thessaly, Greece), NECSTouR - Network of European Regions or 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).





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