Action plan for maritime and coastal tourism in the Mediterranean

MED PROGRAMME
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1. Preface

Population pressure, particularly the growth of urban areas, combined with the rapid expansion of industry and tourism in coastal areas and extensive exploitation of marine resources has created a worldwide concern about sustainable development of these areas and their natural and environmental resources. The harmful impacts of these human activities are visible all over the world and are well documented in the Mediterranean basin. Coastal resources are used and exploited for economic and social objectives: urbanization, industry, tourism and recreation, fisheries and aquaculture, energy production and transportation. These sectoral activities produce combined environmental impacts resulting in marine and fresh water pollution, air pollution, loss of marine resources, loss of natural land resources and land degradation, destruction of historic and architectural heritage, loss of public access to the coast, noise and congestion. Natural risks and hazards, such as climatic change, earthquakes, forest fires and floods, pose additional hazards to coastal areas in the Mediterranean.

About 150 million people, one third of the population of the Mediterranean coastal states, live in coastal regions and islands. Economic activities in the coastal areas are constantly expanding. In addition, the Mediterranean region is the destination of about 200 million tourists per year. A permanently increasing pollution has already resulted in disruption of or highly negative impacts on fragile ecosystems, impacts on quality of life of resident populations and loss of habitats and species. The resulting impacts on the Mediterranean coastal and marine biodiversity might be considered as dramatic. Present and future trends concerning adverse global phenomena, climate change in particular, are expected to worsen the situation. The Mediterranean Sea covers only 0.7% of the world’s oceans. Its continental-craddled position makes this “Inland Sea” a unique reservoir of European waters, connecting Europe to Asia and Africa in a biodiversity melting pot. It hosts 7.5% of the world’s marine animal taxa and 18% of the world’s marine flora and is possibly one of the richest seas for biodiversity in the world. The Mediterranean Sea may be considered as a hot spot of marine species diversity. The Mediterranean marine fauna and vegetation have evolved over millions of years in a unique mixture of temperate and subtropical elements, with a large proportion (28%) of endemic species. The uniqueness of Mediterranean biota comes from a combination of historical, morphological, chemical and biotic characteristics.

Tourism is a growing business: in 2013, the number of nights spent in hotels or similar establishments in the EU28 reached a peak of 2.6 billion. Despite almost half of these nights being spent by the sea, the coastal tourism industry is faced with huge challenges. These challenges are exacerbated by business fragmentation, difficulties in accessing finance and investment, and by environmental pressures. Average daily expenditure has been decreasing since the mid-2000s, with a further 9% decrease in annual expenditure expected between 2011 and 2020. A European strategy can help businesses to overcome these difficulties. Destinations should build on their strengths and enhance cooperation, best practice sharing and create Interregional and transnational partnerships. Together, they can help develop innovative and attractive offerings, in order to appeal to tourists travelling in low season.
2. Framework

The coastal zone is an area of intense activity, an area of interchange within and between physical, biological, social, cultural and economic processes. It is composed of multiple interacting systems: maritime, terrestrial and riverine. Changes, at any point in any part of the systems, can generate chain reactions far from their point of origin and possibly in a totally different system whose environmental conditions will be subsequently altered. Because coastal areas are today attracting population faster than inland areas, competition is increasing over the allocation and use of coastal and marine resources, including space. Typical conflicts occur over:

- Access to the coastline for some activities, such as marinas which require locations on the sea-land interface;
- Incompatible uses which cannot exist in juxtaposition, such as recreation activities and aquaculture in marine areas;
- Private ownership, which prevents public use of or access to coastal resources;
- Long-term goals for conservation which inhibit immediate economic interests, e.g., whether to preserve or drain wetlands;
- Provision of environmentally protective infrastructure in accordance with the rate of economic development, e.g., the expansion of sewage collection and treatment in keeping with hotel construction.

The current distribution of coastal resources is the result of geological, physical, biological, ecological, meteorological, economic, social and other factors. Some resources are renewable, e.g., freshwater, forests and fish; others are finite or non-renewable, such as land and sea space, oil and gas reserves and other minerals from the continental margin, some sensitive ecosystems, etc. The sustainable use of resources can be seriously affected by man-made or natural events or processes, such as:

- Impacts generated by major development projects;
- Accumulative impacts generated by a number of development projects which may be individually insignificant but which together may precipitate environmental damage;
- Gradual changes, such as climate change with a corresponding rise in global sea level which will particularly affect low-lying areas;
- Sudden natural episodic events of immense impact, such as earthquakes;
- Sudden man-made disasters, such as major oil spills or accidental discharges of industrial wastes.

One of the fundamental features of the coastal area is that its resources, and the activities along it, have interlinked onshore and offshore components. The sand supply to beaches is an outstanding example of this interdependence. Sand is moved by wave action from sediment sources to sediment sinks. The onshore-offshore and the longshore movements of sand determine which beaches will be supplied with sand and which eroded. This pattern is dynamic, changing day by day, by season and by year according to seasonal changes in wave patterns or as the result of intense storms or of changes in sand supply caused by construction activities. Similarly, water-dependent habitats require an intricate mesh of saline and freshwater flows on- and offshore. Changes upstream can affect the quantity and quality of the freshwater supply, changing its biological, chemical and sediment content. Changes downstream may result from the intrusion of sea water into the aquifer and a change in clarity resulting from an influx of suspended solids. Coastal resources, dependent on a delicate balance between water flows, may suffer severe stress from changes in hydrological conditions.

The same onshore-offshore interdependence can be found in man’s activities along the coastline. Oil pollution from offshore spills and domestic and industrial sewage pollution from land based sources will degrade the quality of beaches and inshore water for tourism and for aquaculture. The interdependence of activities and resources in the coastal area explains why a sectoral approach to coastal area management has not been able to achieve satisfactory results. Each economic sector generates a range of impacts on various coastal and marine resources, but their combined impacts gen-
erate acute problems for the resource base on which their survival depends and cause conflicts between sectoral interests. A cost effective solution to one sector may be economically and environmentally detrimental to the needs of another sector. It is now therefore being recognized that effective management of coastal and marine areas should be based not only on an analysis of individual activities and their impacts, but also on the combined effects of sectoral activities on each other and on coastal resources. It is the right time for the implementation of an integrated management model especially for the promotion of M&C tourism. The following paragraphs identify some of the impacts of the main land and marine uses found in coastal areas.

**Urbanisation and Settlement**

The main impacts of urbanisation and settlement relate to physical needs for space and to impacts generated by uncontrolled or untreated wastes. Irreversible impacts may include the encroachment of building on arable land, forests, open space, the beach or valuable habitats, such as wetlands. Reversible impacts may include the generation of effluents, emissions, wastes and noise which could be prevented, abated or reduced by preventive measures at source or by adequate facilities for collection, treatment and safe disposal. The need for space or its improper use has generated projects for land reclamation. Shoreline modification involving infilling adjacent to the shoreline or the creation of offshore artificial islands with links to the shoreline, may cause irreversible impacts if the land reclamation is located along or adjacent to shores of high coastal and marine ecological or landscape value.

**Tourism and Recreation**

The impacts of tourism and recreation are similar to those of urbanisation and settlement, but have some particularly problematic characteristics. Irreversible physical impacts of development may cause damage to the very resources that attract visitors, such as fragile ecosystems, vulnerable visual landscapes and valuable historic and archaeological sites. The generation of effluents is highly seasonal; the provision of treatment facilities adequate for the massive influx of tourists for a relatively short season has often been regarded as uneconomic and unjustified by coastal communities. The tourism sector is becoming increasingly aware that protecting environmental quality is an essential basis for its own success and tourism can therefore have a positive impact by demanding adequate facilities for the prevention and treatment of pollution.

**Industry**

The location of industrial plants on the coastline, in ecologically sensitive or visually valuable landscapes, or in areas of potential for tourism or recreation will be an irreversible impact, similar to that generated by urbanisation. However, industry is an integral part of economic development in coastal areas and many of its impacts can be reduced, depending on the type of industrial plant and the efficiency of pollution-control equipment installed. Discharge of untreated industrial effluent to marine waters, discharge of inadequately treated or untreated industrial effluent to sewerage systems incapable of treating them, gaseous and particulate emissions from industrial processes and fuel-burning, disposal of solid wastes, particularly hazardous wastes, and the generation of obnoxious odours or noise are all reversible impacts, which could be restricted by imposing performance standards and reduced by control equipment at source or collected and treated before safe disposal.

**Fisheries and Aquaculture**

Fishing remains a major source of nutrition in many areas. It has suffered decline largely through bad management, particularly by over-fishing; certain species, especially of shellfish, have been degraded by pollution. The need for an unpolluted marine environment for fishing has sometimes been the reason for initiating coastal zone management programmes. Recent efforts to replenish fish stocks have led to the creation of underwater artificial reefs, whose ecological impacts are not yet fully documented. Aquaculture is rapidly developing activity, which requires unpolluted marine space but it may be responsible for impacts of pollution and disease affecting local fish populations due to impacts of wastes, nutrients and upsetting the ecological balance for other fish species.

**Energy Production**

Energy production has major irreversible physical spatial requirements on- and offshore. Plants not
only require space for production, fuel supply and storage but also impose constraints on land and marine uses in their vicinity. Operational impacts include gaseous and particulate emissions, disposal of fly ash from coal burning plants, risks of oil leaks and spills, noise from gas turbines, and some thermal pollution of seawater for cooling. Many of the operational impacts can be reduced or prevented by pollution control measures raising the level of consumption efficiency or giving more weight to the use of clean alternative energies. Nuclear plants may have limited operational impacts, apart from the disposal of radioactive wastes and cooling waters, but they are a high risk activity with a low level of probability. Renewable sources of energy (solar, wind, biomass) in general hardly generate any of these impacts. However, siting of windmills and solar panels may have negative impacts on the landscape.

**Transportation**

Road, rail, air and maritime transport have extensive spatial requirements. Not only do their linear alignments and the location of terminals and parking facilities require space, transportation facilities also impose constraints on the use of land around them by creating areas exposed to noise and pollution, and by imposing physical and ecological barriers on the land crossed by them. Maritime transport is likely to have significant impacts on coastal resources for port and channel construction and maintenance, for navigation routes, and for other sea uses. Operational impacts include noise and air pollution, and risks from the transport of hazardous wastes or oil spills.

**Agriculture**

The spatial impacts of agriculture are limited, though the draining of wetlands for agricultural use is an example of an irreversible physical impact from this activity. Intensive agriculture is particularly responsible for the wide dispersal of non-point sources of pollution by the overuse of fertilizers, pesticides and chemical sprays which penetrate to and pollute freshwater sources, marine waters and soils, either directly or via air pollution. The over-pumping of groundwater for irrigation has resulted in the pollution of aquifers by saltwater intrusion—in some areas now irreversible. Soil erosion and salinization of land are impacts of improper farming practice.

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**Forestry**

A common phenomenon which characterises the state of forestry in many coastal zones of the world is the accelerated process of deforestation, its main effects are:

- overexploitation: overgrazing, excessive use of wood for fuel, including the production of charcoal, and as building material; development of industrial and tourist areas, and infrastructure;
- forest fires - natural and man-induced;
- pollution - acid rains being the recent detrimental type.

The situation is particularly alarming in the Mediterranean, ranking its forests among the most degraded in the world. The consequences of deforestation are multiple and exceptionally harmful since forests are one of the crucial elements of any ecosystem. Their devastation affects the ecological balance formed over millennia. Endangered are, or completely extinct, the habitats of a large number of species. Economic gains that could have been achieved through sustainable management, are irreversibly lost, let alone the once beautiful landscapes, which are the most valuable resources for recreation, leisure and rest. Finally, deforestation directly accelerates the soil erosion processes and causes desertification. It is apparent from the above paragraphs that the combined impacts of several economic sectors on coastal resources may be far more severe than the impacts of each sector alone. Moreover, the damage to, or deterioration of coastal resources generated by one sector may undermine the resource potential or survival of another. Some of the impacts may be irreversible, permanently changing the quantity or quality of coastal resources. Others may be temporary and can be alleviated or abated without causing any long-term effects on, or alterations to the coastal resource base.

**Loss of historic and archaeological resources**

The heritage of cultural resources are found both on- and offshore, where each civilization has left its remains. Ancient or traditional forms of building, historic sites and monuments and archaeological remains are easily damaged by:
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• demolition where their importance has not been recognized or where property values are high;
• neglect through abandonment and by the lack of funds for maintenance;
• inappropriate additions where population density necessitates the creation of extra living space;
• concealment by new building;
• corrosion of natural stone structures as a result of air pollution.

Historic and ancient structures are also readily damaged by seismic activity. The loss of such cultural resources represents a loss of the human and cultural heritage for present and future generations and a loss of tourism attractions.

Preventive measures include identifying and regulating sites which should not be allocated for any type of development, encouraging new but compatible uses which could maintain old buildings, imposing restrictions on construction height and building materials in historic areas, and rehabilitating structures damaged by air pollution, marine corrosion or tectonic movement.

Noise and congestion

Noise and congestion are temporary effects that degrade, but do not damage, coastal resources. They are most commonly generated by traffic and transportation (road, rail and aircraft movements) but are also generated by industry and occur at major concentrations of public activity (sports, entertainment, etc.). Noise can easily be abated within buildings by acoustic treatment of openings and by the use of appropriate building materials. Noise abatement in open areas is not easy to achieve; noise barriers can be used to create “acoustic shadows.” However, in coastal areas with mild or hot climates where much social activity takes place outdoors and late at night, noise can be a significant environmental disturbance to residential areas.

3. The MITOMED Project

MITOMED, Models of Integrated TOurism in the MEDiterranean, is:

• a transnational project co-financed by the European Regional Development Fund within the MED Programme 2007-2013 for Territorial Cooperation.
• one of the 14 projects funded by the Integrated Maritime approach call, launched in October 2013, to create partnership to support implementation of the Med Cooperation Programme 2014-2020.
• an answer to the challenges identified by the European Commission in:
  • COM(2010) 352 Europe, the world’s No 1 tourist destination - a new political framework for tourism in Europe, Action II
  • COM(2007) 575 An Integrated Maritime policy for the European Union
  • COM(2007) 621 Agenda for a sustainable and competitive European tourism

It formally started in July 2014 and runs until the end of June 2015. The total budget amounts to 570,000 Euros, with an ERDF contribution of 443,500.00 Euros. MITOMED has promoted an integrated management model for maritime and coastal (M&C) tourism in the Mediterranean by improving the quantity and quality of relative data, information, products, services and policies. Specifically it has aimed to:

• identify gaps in available data, information, products, services and policies related to M&C tourism in the Mediterranean through an assessed system of sustainable tourism indicators;
• provide a common working framework to uphold the EU’s Integrated Maritime Policy and Agenda for a sustainable and competitive European tourism in Mediterranean regions, by improving knowledge about M&C tourism that can inform decision-making and transnational governance;
• explore the development potential of M&C tourism as a competitive and sustainable driver of Blue Growth in the Mediterranean;
• provide input to ensure that future transnational actions and projects in the MED reduce geographical and sector fragmentation and enhance synergies between tourism actors;
providing guidelines to enhance coordination of M&C tourism strategies, covering research, instruments, services and policies, at regional, national and sea-basin level.

MITOMED activities have been based on an assessed system of indicators for sustainable tourism developed within the NECSTouR European Network for competitive and sustainable tourism and covering 10 priority issues (see figure on the right):

The partners used a selection of the NECSTouR indicators to perform a GAP analysis not only in the 4 regions represented in the consortium, but also in a further 11 NECSTouR MED regions. Results were used to develop a joint SWOT and GAP analysis for the MED sea-basin, which provides the basis of the Action Plan for Maritime and Coastal Tourism in the Mediterranean presented in this document. The Plan provides orientations for future transnational actions and projects to improve governance of M&C tourism in the MED.

* USE OF NATURAL RESOURCES, PARTICULARLY WATER
* ENERGY CONSUMPTION
* WASTE MANAGEMENT
* QUALITY OF LIFE OF RESIDENTS AND TOURISTS
* QUALITY OF WORK
* CONSERVATION OF CULTURAL HERITAGE
* CONSERVATION OF ENVIRONMENTAL HERITAGE
* CONSERVATION OF DISTINCTIVE IDENTITIES OF DESTINATIONS
* WIDENING DEMAND/OFFER RELATIONS (GEOGRAPHICAL AND SEASONAL)
* TRANSPORT AND MOBILITY
4. Current situation and findings from MITOMED activities

The MITOMED Action Plan was developed thanks to three interconnected activities, implemented by project partners in cooperation with local stakeholders. These are: the SWOT analysis, the GAP analysis and the Open Consultation. This chapter summarises these activities in order to provide a background to the proposals founds within the Action Plan.

4.1 Introduction to the SWOT Analysis

MITOMED offered project partners and other regions from the MED area the opportunity to reflect on their maritime and coastal tourist destinations. They had the chance to imagine, with the support of new knowledge emerging from the cooperation, what could be useful to explore the development potential of these destinations. In other words, how to improve the performance of the areas in terms of competitiveness, sustainability, innovation and quality.

The SWOT analysis is centred on the tourist destination as a whole. It represents the starting point to reflect on the state of the art and the desired future of M&C destinations of each region, to investigate common issues, points to be improved and the above mentioned development potential.

In order to develop their regional SWOT analyses, partners adopted a similar methodology that saw the involvement, in different stages of the process, of their regional tourism stakeholders. Stakeholder engagement was designed on an individual basis by partners, with interesting results. In some cases, such as Cyprus and Istria, regional stakeholders were involved to validate the results of their SWOT analysis on M&C Tourism in their regional destinations.

Meanwhile in Tuscany the regional SWOT analysis is the result of merging a desk data collection and coastal area SWOT analyses provided directly by the stakeholders, in this case Local Councils (Destination Management Organisations – DMOs - of Tuscan M&C destinations).

The work carried out on tourism destinations represented within the partnership was complemented by the involvement of a further four MED regions, thanks to MITOMED partner NECSTouR. NECSTouR launched a call for expression of interest among its members. The 4 regions that accepted to participate were Emilia Romagna (IT); Andalucia (ES); Alentejo (PT); Algarve (PT). They provided a comprehensive SWOT analysis of their M&C tourism destinations, which was included in the overall MITOMED SWOT presented here.

The actions carried out by the other MITOMED partners can be summarised as follows:

Istria: IPTPO set up a series of consultations with different stakeholders, which included collection of information about economic, socio-cultural and environmental indicators. While drafting its regional SWOT analysis, IPTPO also took into consideration the goals of Istria County Strategy for tourism development until 2020, which focus on: Sun and sea – as primary products; Nautical tourism/Yachting - as secondary product; Nautical tourism/Cruises – as tertiary product.

Cyprus: ANETEL set up a team of 4 people working on preparing, among other things, the SWOT analysis for M&C tourism in Cyprus. This included collecting the relevant data for the sustainability indicators and identifying regional stakeholders that could be involved in activities. While drafting the regional SWOT analysis, ANETEL took into consideration the Tourism Strategy 2011–2015, of which the Cyprus Tourism Organisation has the main responsibility, the land use planning regulation of which the Ministry of Interior is in charge and the Environmental Management Strategy coordinated by the Ministry of Agriculture, Natural Resources and Environment.
**Tuscany:** The Regional Government of Tuscany involved a number of coastal destinations in MITOMED activities (16 local councils out of 36) in order to obtain, among others, the SWOT analyses of tourism in their territories. 10 local councils (Camaiore, Carrara, Castiglione della Pescaia, Grosseto, Isola del Giglio, Livorno, Piombino, Rio nell’Elba, San Vincenzo, Viareggio) tested the selected indicators and prepared their SWOT analyses and good practices. Other destinations also supplied this info in other stages of the project. Questionnaires for DMOs, tourism enterprises and citizens (ETIS questionnaires) were also collected in these local councils, in order to understand how tourism and its development is perceived by the different stakeholder.

Tuscany Region completed these activities with the study of the SWOT analyses of 5 Tuscan coastal Provinces (Livorno, Pisa, Lucca, Grosseto and Massa Carrara), which had been recently (2010-2014) produced in the framework of the project “Tourism Destination Observatories – OTD”. In cooperation with CNR, information on M&C in the most recent programming literature, such as Structural funds/ROP 2014-2010, cross-border cooperation programme Italy-France Maritime, Smart specialisation strategies, was collected, extracting the information specifically relevant to M&C tourism, blue growth and other relevant topics.

In Catalonia the SWOT analysis was based on previous in deep diagnosis. In this case the diagnosis was built from primary and secondary sources. As main primary source it can be mentioned the collection of indicators’ data that was obtained and analyzed from the Catalan region. As secondary sources the documents linked to different indicator systems, like statistical bureau documents, and documents linked to strategic and management plans were of real help. Those documents describe the actual reality regarding data and future planning. Also the focus groups with the stakeholder contributed to this aim.

Combining all those ingredients is was possible to extract and select pieces to be included in the SWOT analysis that allow to forecast the possible future scenarios. There is not a single methodology to detect the pieces, meaning that you can use diagnosis conclusions from the data, or even do content analysis to obtain clear hypothesis from the texts.

### 4.2 MITOMED SWOT Analysis for the M&C Tourism in the Mediterranean

**STRENGTHS**

1. Diversity of tourist attractions and services.
2. Easy accessible location (easy to reach).
3. High levels of safety perception.
4. Preservation and enhancement of the nature-based and cultural heritage.
5. Gastronomy and oenology are excellent complementary products for the tourism sector in the region.
6. Increase in the entrepreneurial behaviour of tourism stakeholders.
7. Excellent quality of seawater for bathing.
8. Very good climate conditions.
9. Rich Natural and Cultural Environment
10. Quality of the destinations
11. Lifestyles
NOTES ON IDENTIFIED STRENGTHS
1. This clearly enhances the attractiveness of coastal areas. Variety in tourism attractions is always a positive element because it helps to reduce seasonality and its negative consequences.
2. The Mediterranean basin is a tourism attraction pole, not only for Europe in general, but also for non-European tourists.
3. Safety is a value greatly appreciated by tourists during the travel decision-making process.
4. The quantity, quality and value of the natural and cultural heritage are the main tourism assets in these coastal areas.
5. In the vast majority of cases, coastal destinations have, in addition to tourism development, agricultural productions and gastronomy cultures of great quality. Food, oil and wine, are good representatives of these gastronomic values for the area, and the basis of the Mediterranean diet, another important tourism asset.
6. The entrepreneurial activity in tourism, and especially in coastal areas where there exists a high level of tourism specialization, has increased during the last years even with the economic crisis. The creation of new companies is easier in tourism than in other sectors because the majority of them are SME’s that can be created with little investment.
7. Some of the indicators used in this project show that the quality of seawater is excellent. This is of crucial importance for Coastal and Maritime destinations not only for the traditional sun sand and sea segments, but also for newer forms of tourism like scuba diving, kayak or boat trips, and nautical tourism, among others.
8. Having excellent climate conditions around 300 days per year is an extraordinary element that favours Mediterranean coastal destinations in Europe. In addition most of our closest markets have continental climate, which facilitates the flux of visitors that search for good weather from the rest of Europe to the Mediterranean destinations.
9. The quality of the natural and cultural environment gives us strength. This is an important tourism asset to develop the coastal and maritime areas in Europe.
10. Some years ago the concept of quality landed in our Mediterranean destinations to stay. This generated a clear compromise of the supply side with the quality of tourism offered.
11. The Mediterranean lifestyle is one of the good practices that are being used as example all over the world. The Mediterranean diet, climate, and well-being are helping tourism tremendously.

WEAKNESSES
1. Absence of a common strategy for coastal and maritime management.
2. Lack of new investments / Lack of funding / difficult access to credit.
3. Excessive number of tourists in peak season, commonly in summer time, exceeding the carrying capacity in some cases.
4. Bad image perception of coastal areas as tourism destinations.
5. Difficulties in the application of a common regulation for integrated tourism development.
6. The relationship between local residents, tourists and tourism managers. Tourism pressure on citizens.
7. Seasonality
8. Monoculture “sea & sand”
9. Lack of dynamism / innovation in the tourism sector
10. Prices too high compared to the services offered
11. Tourism pressure on environment and extensive building along the coastline
12. Red tape

NOTES ON IDENTIFIED WEAKNESSES
1. The differences in management about quality standards, and especially in terms of different legal frameworks, make the creation of a rational and common approach to coastal tourism in the area more difficult. A common management strategy does not imply uniformity in products but similar standards that would enhance the tourist understanding and perception of the whole area as a high quality service destination.
2. Since most of the coastal areas are mature tourism destinations, public and private stakeholders are not so active in implementing large new investments. This fact implies that most coastal destination have old or very old infrastructures.
3. Even if the tourism season has been extended during the last years, it still concentrates most of
the visits in a certain period of time during the year. When the carrying capacity is surpassed the quality of the visit and the experience of the tourist decreases and can be unsatisfactory.

4. Most tourists have a bad image perception of coastal areas as tourism destinations. Even if they are satisfied of their visits, this negative perception can affect negatively the destination in the long run.

5. The problems derived from different regulations can become an issue for the right development of coastal and maritime destinations. As an example, several countries and even regions have generated specific regulations for fishing tourism which generates huge differences among Mediterranean destinations.

6. In most of the cases local residents are left aside when planning and managing tourism destinations. In some of them the negative impact that some local residents receive from tourist is generating new regulations that restrict tourism activities, while in other cases tourists start to get a bad image among local residents in tourism destinations.

7. Most of the problems listed in here are derived from seasonality. It is not easy to break it. The main issue is that having seasonality established in coastal areas generates a double life of the areas involved, one with extreme pressure (social, environmental, ...) and another with clear lacks (residents well-being, unstructured municipalities, ...).

8. The existence of Monoculture “Sea & Sand” is evident. Our Mass tourism supply channel was built to provide these millions of arrivals on the summer season. Switching to other typologies is not easy but possible.

9. The lack of dynamism in the tourism industry is permanent and needs a generational change. Mature coastal destinations have real problems to adopt and implement innovations because they have nearly granted the full occupancy during peak season. And this is a clear problem.

10. The seasonality and the holiday period concentration generate an excessive increase of prices for a too low service provided. This is pushing tourists away of coastal destinations.

11. The arrival of masses of tourists especially during peak season, and in some areas the extensive buildings to accommodate them have a big environmental pressure on the coastline destinations.

12. Tourism policies are nowadays a clear weakness. The different legislations among regions, the lack of a clear European Directive and the bureaucratic impediments to tourism development are a problem.

**OPPORTUNITIES**

1. New product development in coastal areas.
2. Stakeholders’ openness to innovation.
3. Decrease in the number of tourists during the peak season.
4. Possibility to reinforce the nature-based and cultural heritage.
5. Increase the cooperation between adjacent territories.

**Notes on identified opportunities**

1. The creation and development of tourism products can be a clear opportunity to diversify, to extend the tourism season, and to make coastal destinations evolve. For instance this can help in attracting new types of tourism, or to increase the loyalty of tourists. Possibility to develop alternative types of complementary tourist products (e.g. nautical tourism, cruises...) to reduce monoculture, tourist concentration and seasonality.

2. The adaptation of stakeholders to new trends is crucial for the survival and competitiveness of a destination. Coastal destinations are changing in segments, supply opportunities, cooperation with other destinations, and in being sustainable and accessible. The Coastal destinations in the Mediterranean Basin can be easily adapted to these trends thanks to its long tradition in the tourism sector and its ability to adapt to several crises and scenarios. Use funds for innovative products and services.

3. This is a clear opportunity to switch from quantity to quality. The decrease in number of tourists should be replaced by an extension of the season, and by generating a higher quality perception during peak season turning into higher prices to compensate the decrease of tourists.

4. There is an enormous amount of nature-based and cultural heritage linked to coastal destinations that is still unknown to most of the tourists. Reinforcing its value can generate an increase of special interest tourists, which are able to spend
more during their stay.

5. A better relationship between territories in two directions can be framed. The first one is the relationship coastal— inland destinations. This relationship increases value and helps in terms of variety of products. The second is the cross-border relationship, which can be a real hindrance in some Mediterranean border areas. Spatial differentiation (village tourism / build more connections with the inland).

6. Tourists and tourism suppliers have bigger conscience of the need to preserve the environment. This is an opportunity to preserve coastal areas and the help reduce the footprint that tourism is generating. If mature destinations are aware of this and react clearly and quickly this can generate a clear opportunity for sustaining the activity.

THREATS

1. Environmental risks.
2. Coastal erosion.
3. Climate change / risk of natural disasters like increase of the sea level.
4. Mediterranean Sea pollution.
5. Extreme and inadequate pressure of tourists in some coastal areas.
6. Overconcentration of tourism activities in coastal areas.
8. Risks for maritime security.
9. Competition from non EU destinations.
10. Decrease in the overall number of tourists
11. Decrease of the average length of stay of tourists

NOTES ON IDENTIFIED THREATS

1. and 2. Some of the environmental risks are the coastal erosion, degradation of sea fronts, worsening of the conditions of the sea water or over-exploitation of the natural heritage. Pollution, some human modifications of the coast shape and more extreme weather conditions are the main causes of coastal erosion. This can damage the natural and in some cases the cultural heritage, which is a valuable tourism asset.

3. This change might affect the coastal layout and landscape and therefore it can affect tourism development in these areas.

4. The Mediterranean Sea is increasing the level of water pollution during the past years. The situation is not extremely worrying yet as some pilot projects indicate that a reversal of this trend can be achieved soon. Nevertheless if the present trend continues coastal destinations can be severely and negatively affected.

5. The extreme pressure in certain destinations or in certain periods of the year in addition to the bad behaviour of certain tourists not acting properly can produce important problems with the sustainability of these areas.

6. The main development of tourism activity continues to be observed in coastal areas.

7. Nowadays, the economic crisis is being the most important theme to arrange, seriously affecting to lots of industries as Tourism. Furthermore, the unemployment is another component that is important to work against, creating some job content to improve the lifestyle quality of the society. At the end, about the decrease of available funds for local authorities and SME’s, is compulsory to develop new strategies to improve the situation.

8. The risks for maritime security are one of the main issues that coastal and maritime destinations have to address. The open sea is a space difficult to control and manage, but it’s crucial for the perception of maritime users, like recreational boats or cruise ships.

9. New competitors or the re-emergence of others like, but not limited to, Egypt or Algeria can generate a decrease of tourists’ numbers in the European Mediterranean destinations. That’s not necessarily a threat in itself, but if it sparks a war of prices, the European coastal destinations can lose. The competition from non EU destinations is a threat to the EU destinations. For the moment the increase of international tourists all over the world have minimized this threat, but this can change in a nearly future.

10. and 11. Probably conditioned from various elements, the decrease of length of tourist stays is threat. coastal destinations will be suffering because of this. Traditionally coastal destinations have been the chosen place for long term holidays, but the reduction of the general length of stay and the new destination preferences will need new
strategies and to adapt to this situation.

4.3 The GAP Analysis

Through the GAP analysis, MITOMED investigated if there are gaps concerning partners’ knowledge of M&C tourism destinations. This analysis is centered on an analysis an approved list of indicators and related data. The GAP analysis was used to find out, which data were available and which were not. For those available it was used to define an “ideal point” to use as a reference in order to measure the gap between the ideal point and the current situation, necessary to move from a list of indicators to an indicator system.

4.3.1 Overview on Indicators Selection

Project partners provided feedback in terms of feasibility and relevance to a list of 119 indicators, elaborated by the University of Girona, covering the 10 NECSTouR topics and including, as a basis, the ETIS indicators and lists of indicators from other countries, previous projects and academic research. In particular this included the previously tested Tourism indicator systems for maritime & coastal purposes. Feasibility was understood as, concerning the specific indicator, project partners already had or could collect the corresponding values. Meanwhile for relevance they specified whether the specific indicator was important and meaningful for their region and for the given topic. The list of indicators with positive feedback in terms of feasibility and/or relevance was further elaborated by the University of Girona according the following criteria: general feasibility, appearance in different index, all categories of ETIS, all NECSTouR topics concerned and specific for Coastal and Maritime context. On this basis, the final set of 34 indicators to be tested by project partners (Annex 1 and figure below).

4.3.2 Partners data collection methods

Concerning the test of the selected indicators, through data collection, MITOMED partners agreed that indicators data measurement should mainly: refer to the Maritime and Coastal territories of the regions involved (meant as the territory of municipalities with coastlines) – regional and national data can be useful in some cases; come from official data sources/structures. MITOMED partnership agreed on formula (or description) and exact definition of each indicator in order to have comparable data, with the aim to produce a method and a system that can be transferred to other territories and capitalised. The involvement of stakeholders was fundamental for indicator testing. ANETEL set up a MITOMED team identifying the stakeholders for reviewing the indicators list and collect their data. IPTPO under-

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**N. of Indicators per Topic**

- **NECSTouR Topic**
  - Profile: 5
  - Impact of transport: 4
  - Quality of life of residents and tourists: 4
  - Quality of work: 3
  - Deseasonalisation: 3
  - Active conservation of cultural heritage: 3
  - Active conservation of environmental heritage: 3
  - Active conservation of distinctive identities of destinations: 2
  - Reduction and optimization of natural resource use with particular reference to water: 1
  - Reduction and optimization of energy consumption: 1
  - Waste management: 1

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took secondary research about the economic and environmental issues for suggestion of indicators and followed this up with consultations with different stakeholders, collection of information about economic, social & cultural and environmental indicators. Due to a lack of information on indicators, they also conducted a survey with tourists (ETIS questionnaires): 1400 questionnaires collected on registered 121 beaches in Istria County. Tuscany Region involved 16 local councils, collecting their feedback / data on the selected indicators and testing 3 ETIS questionnaires (for DMO, citizens, enterprises). This survey collected 45 questionnaires for enterprises, 700 for citizens and 8 for DMO.

4.3.3 Introduction to GAP analysis methodology
In essence, a GAP analysis is a method for identifying breaches in the performance of the indicators system. Therefore, it implies carrying out a critical assessment of the various indicators individually, considering various relevant issues.

Three parallel steps were conducted during this process. The first was devoted to information gathering in all the different destinations according to the final definition agreed on by the consortium. Every partner provided the data as stated or any problems raised. The second step was to establish a clear threshold for the selected indicators. In this regard, the origin of the data, the type of data and the clarity for the final visualisation were the three main aspects taken into consideration for its definition. The third step was to check the comparison and to monitor and evaluate possible problems, giving the clear picture of the GAP for each indicator and for each of the critical assessment measurements that were defined for the GAP. Particularly, in this case, GAP Analysis carried out considered five of these measurements:

- Data Issues
- Adaptation to Coastal and Maritime areas
- Comparability and transferability
- Issues with the goal and definition of the indicator
- Problems derived from the indicator basis

Consequently, this analysis provides a foundation of needs and operational problems concerning these five issues for each indicator, allowing determining possible measures to improve the system of indicators in the future. In this regard, every indicator has their GAPS clearly detected.

4.4 The Open Consultation
MITOMED set up a public consultation based on the results of the SWOT and the Gap Analysis. The aim was to seek a multi-level stakeholder’s feedback, views, opinions, suggestions on the work carried out by the project partners. The consultation has developed institutional, technical and social dialogue collecting useful views and inputs from a wide number of tourism stakeholders, so as to identify the potential obstacles and risks to the sustainable development of MED M&C tourism. The results of this public consultation have been used to develop the MITOMED Action Plan for Maritime and Coastal Tourism in the Mediterranean.

The method applied was that of a Regional focus group, which are discussion groups of between five and twenty people, led by a facilitator/actor. The participants were stakeholders with a particular interest in the subject being discussed, such as Tourism actors, stakeholders and operators (national, regional and local public authorities, universities and research centres, tourism observatories, service providers and development agencies, tourism destinations and SMEs, citizens, etc).

The MITOMED project Strategy is driven by a multi-pronged approach that strives to ensure that nationally, the core MITOMED Project partners and stakeholders are fully integrated in the project activities. It also seeks to ensure that regionally, the emerging best practices and lessons in promotion of M&C tourism are captured, documented and effectively used to influence global audiences. It is important to reiterate here that while people come and go, the target audience for this Strategy is both the project personnel and the local communities in the Site areas in the partner’s countries. In essence, this Strategy places a premium on the individuals involved in the MITOMED Project implementation, and all the other local stakeholders. As results emerge from project implementation, it will be important to ensure the local communities are actively engaged, to ensure sustainability and ownership. The focus groups organised within this open consultation are an example of this kind of engagement. The Focus Group is a useful technique for obtaining
in-depth responses to specific issues, due to its limited number of participants and dynamism. Besides the Focus Group, each regional partner was free to identify other effective ways of consulting their stakeholders such as phone call, bilateral meetings between others. The following activities were carried out in their territories by MITOMED partners:

**Tuscany** - The Tuscan Focus Group, held on 9th April 2015 in Livorno, was attended by relevant regional stakeholders of Maritime and Coastal Tourism sector, particularly municipalities (which in Tuscany have the function of Destination Management Organizations) and was structured in two parts. The first session - WHAT WE HAVE LEARNED WITH MITOMED - was dedicated to the discussion of the results of MITOMED GAP and SWOT analyses (to which many participants have contributed in a previous phase through the collection of data referring to the Tuscan M&C destinations), also in order to improve the territorial information system and the currently used system of indicators. The results of the GAP analysis on indicators data, carried out in the 4 MITOMED regions, were presented using a simplified system of “traffic-lights” - this allowed to easily visualize how the different regions perform concerning the different issues being studied (tourist fluxes, management of waste, quality of work, quality of environment etc...) and benchmark these performances (see attachment).

During the discussion, participants expressed their appreciation of the work done and agreed on the need, shared by Tuscany Region, to collect accurate and realistic data, to carry out specific surveys and to respect the peculiarity of each area. The participants agree that it is difficult to find comparable and homogeneous data: sometimes the data are expressed with different units and criteria, and this makes it difficult to conduct a comparative and accurate analysis. In some case, such as for cycling routes, the available data are so different (the total No. of kms changes considerably if we change the definition of “cycling route”) that it is difficult to aggregate them. Another emerging need is that in many cases the data has to be “weighted” (for instance, the total number of tourists in a municipality, in order to be more meaningful, has to be expressed not only as “blunt number”, but also in relation to the resident population).

At the end of the meeting participants agree on the fact that working towards a structured and reliable data system would really be useful for developing local tourism management policies: it would be a good idea to bring further the data collection system developed by the project.

The second session - IDEAS AND PROPOSALS TO INCREASE THE COMPETITIVENESS OF THE MARITIME AND COASTAL TOURISM SECTOR IN OUR REGION – was dedicated to gather and discuss, on
the initiative of individual participants, a first set of proposals which, if properly developed, could be used in the action plan of the project and become the basis, if possible, for the development of projects to be presented in the coming years on calls for funding at national and European level. Each proposal was developed in small groups and then presented in a final plenary session by the participants themselves. It would be useful to implement additional projects which could renew and further qualify the tourist offer of the maritime and coastal Tuscan destinations. At the end of the meeting a self evaluation questionnaire was delivered to the participants (13 respondents) with the objective to evaluate the experience of the Focus Group, to validate the tools developed by MITOMED (GAP, SWOT, survey), to provide useful information for subsequent phases of the project, such as the Action Plan, and to plan future actions.

Istria - In order to develop institutional, technical and social dialogue with the local tourism stakeholders, Institute of Agriculture and Tourism has organized its Focus Group on 13th March 2015 in Pore (Croatia). The Focus group was comprised of members of local Tourist Boards, experts from three Institute Department and Regional Government structures. A short introduction was aimed at explaining the main points of Open Consultations, stressing the importance of their role and potential contribution in the debate and at presenting the MITOMED project, including its aims, activities and expected results. This presentation was followed by the overview and detailed explanation of all indicators chosen in the framework of MITOMED as well as the presentation project, of SWOT and GAP analysis. All members of the focus group agreed on achieved GAP analysis, stressing some important moments and problems:

- The difference in the available and actual data;
- The importance of the statistical analysis;
- The importance of precise definition of indicators and their calculation;
- The importance of improvement and enhancement of institutional cooperation;
- The lack of indicator data – the most of data for Istrian Region rely on the information obtained through surveys and assessments;
- The need for a better definition of target tourists groups;
- The importance to take into consideration the obtained opinion of tourist for the future beaches management in Istria County;
- The potential of cyclotourism, cultural tourism, health tourism as important potential of Destination development; Opportunities and weaknesses, i.e. how to track the number of cyclotourists, cultural tourists, etc.?
- Better coordination of tourist events;
- The evident need for introduction of better and more recognizable labels, beside UNESCO label.

All participants agreed on the importance and usefulness of the presented results of MITOMED project for the development of Action Plan for Maritime and Coastal Tourism. Moreover, they found this kind of public discussion very useful for establishment of better communication and cooperation of local stakeholders. Therefore, the further communication and additional bilateral and multilateral meetings and consultations with other stakeholders were foreseen for forthcoming period.

Catalonia - The open consultation carried out in the Catalan country, on 20th of April 2015 in Palamós, Costa Brava, was designed as a focus group involving relevant regional stakeholders, including private and public actors. Among the public actors, University of Girona invited people dealing with marketing, management, economic, and environmental tourism impacts in coastal destinations. The private actors were also selected considering that their activities were located in coastal and maritime tourism destinations. In this regard people linked to accommodation, activities and attractions, but also managers of harbours and marinas were contacted. The main aim of this focus group session was to obtain a formal evaluation of the indicators system
proposed during the project development, providing the practical view of the stakeholders on eventual problems and deficiencies or absences derived from the indicators, and furthermore anticipate possible solutions to solve them.

The involved stakeholders allowed to access the widest possible range of practical information regarding the sustainability indicators in coastal destinations. The methodology used to proceed with the focus group was to identify problems, deficiencies and solutions linked to economic, environmental, social and cultural indicators.

Among the main problems emerged during the discussion, based on GAP analysis outcomes, there are:

- macroeconomic data can’t be found disaggregated (at municipal level). This fact induces the data dispersion, and the lack of representativeness of the data generating the non-reliability of the results obtained. Furthermore, it doesn’t help to extract accurate outputs for the development of future projects.
- Transparency: there’s a cultural problem in delivering real data to the statistical bodies. Especially companies are afraid of new taxation systems from the government due to the real information. That’s something difficult to fight against, but with technology and the new culture of new generations this can be transformed.

Participants of the focus group are really interested in having a clear and useful system of indicators. They are all using data for their decision making processes and furthermore they are generating data, some of it collected from the general statistical offices. The main conclusion after the Focus Group is that Catal-an stakeholders are interested in having indicators, but even more interested in having a real indicator system, combining and developing new data for increasing their decision-making and management system. Another clear outcome is that they put the focus on having reliable data at local level, which is not the actual case in most of the available data: it was clearly mentioned during the session that they even were eager to pay little amounts of money to have this information. In general it emerges that tourism stakeholders are really aware of the need for a more sustainable tourism development.

Cyprus – For collecting the relevant views, inputs and knowledge of the stakeholders, relevant meetings were organized during April 2015, involving as well private stakeholders of the tourism sector. The main purpose of the meetings was to get feedback on the GAP and SWOT analysis and also to get proposals and actions for the action plans based on the needs that the maritime and coastal tourism is facing in the Mediterranean.

The feedback from the GAP analysis was the following:

- Problems in the definition and formulas of the indicators;
- Differences in the interpretations of the values of the indicators;
- Difficulties of collecting data, especially for small destinations;
- Missing data for some indicators (for example sand nourishment);
- Absence of an integrated indicator monitoring system in the Mediterranean;
- Lack of cooperation in different levels, local, national, EU, between departments and between private and public sector;
- Lack on sharing of data.

Based on the GAP analysis, the stakeholders identify the need to have an integrated and improved monitoring system of indicators. This system will have common definition and formulas covering a range of sectors, products and services. Also, sharing data and knowledge is crucial, therefore an open platform at MED and even at EU level will be very useful for sharing data, exchange knowledge and proposals for the better sustainable management of the maritime and coastal tourism.
The feedback from the SWOT analysis was the following:

- The monoculture of the see and sun product and the need to diversify the tourism products and services;
- The problem of seasonality and the fact that the tourism season is shrinking year by year;
- A need of a clear strategy for sustainable tourism;
- Use of ICT to promote cultural heritage and to promote tourism
- Lack of online tourism observatory though which tourism partners and the general public will be informed on the latest developments of the maritime and coastal tourism through detailed statistics and focus reports;
- The decrease of the relation of quality/price making the destinations expensive;
- Competition from other destinations (EU and Non-EU) which offer better quality services at better prices;
- The need to move tourists from the coast to the inland for developing as well inland tourism;
- The development of tourism concentrated in the coastal zone results pressures on the coastal environment;
- Tourist arrivals have been increasing but environmental quality and the length of stay are diminishing;
- Need for better education standards, training and skills with University departments and vocational schools to provide specialized personnel for coastal and maritime tourism.
- Economic crisis affected the maritime and coastal tourism since there are limited funds and opportunities for SMEs.

The participants’ suggested the need to diversify the tourism product and offer better quality services in order to overcome the monoculture of the sea and sun and to have tourism not only at the peak seasons but all over the year. A good idea is to create a link between coastal and inland tourism and develop products and services such as rural tourism, hiking and biking tourism, religious tourism, sport tourism, conference tourism etc.

One more proposal that came is the use of ICT to promote the tourism. For example to prepare a strategic plan for the promotion of tourism with the use of ICT and to promote tourist attractions through social networks and platforms or even to create an online tourism observatory through which tourism partners and the general public will be informed on the latest developments through detailed statistics and focus reports.

Another proposal was to make the beaches more green, based on the project “Greening Cyprus Beaches”. The proposal was to use the criteria that were created from this project to make the beaches greener as well as to improve the services and products that they offer.

For prolonging the tourist season and to establish the MED area as an all year round tourist destination, means aiming at the longest possible operating period for hotels, catering and other tourist businesses and by extension, improving their viability as well as curbing the problem of unemployment in tourist areas by extending the employment of staff throughout the year. Also highlighted is the need to boost social tourism, develop internal tourism and third age tourism and improve accessibility. It is noted, that the actions should be better horizontal interventions in sectors where responsibility rests with a number of public bodies, the private sector and the Local Authorities.

For those employed in the tourism sector, as well as to every citizen, actions are proposed on the aspect of the Human Resource Development with the aim of achieving progress and improvement in the tourist services offered such as in the behaviour of tourism sector employees, as well as every citizen that comes into contact with a foreign visitor. This is a horizontal intervention in a sector where responsibilities also lie with other bodies both from the public and private sectors.

Finally, all of the stakeholders agree that there is a need for defining a strategy for sustainable tourism that respects the natural and human environment whilst at the same time, maximises the benefits to the national economy and society and protects the environment. As with regards to the local communities, economic growth and increased overall commercial and social activity are expected to have a positive impact on the quality of life of the indigenous population and on all aspects of their social and cultural activities.
4.5 Results shared during the MITOMED final conference

MITOMED Final Conference, held in Florence on 12th May 2015, was the occasion to furtherly test project outcomes at European level, thanks to the participations of tourism stakeholders from different EU countries, including researchers, technicians, policy-makers, economic operators and journalists. Thanks to the NECSTouR Network, the MITOMED project was able to work with other regions in the MED area: three of them, Emilia Romagna (IT), Alentejo (PT) and Andalusia (ES) attended as speakers the project final conference contributing to the discussion on indicators.

The Round table 1, focused on the use of indicators as a management tool to increase knowledge of M&C tourism, and promote informed decision-making, was opened with the question “Why do we need indicators?” The answer is: knowledge, a fundamental tool to plan and manage tourism, and to benchmark performances. We are all looking for quality, competitiveness, sustainability, excellence, but if we do not have knowledge, it is impossible to go in this direction. This is why the tourism world has been asking for indicators and indicator systems. MITOMED project approached this subject. One of the main problems, which was highlighted by the GAP Analysis, was:

- the difficulty to collect data, general lack of data availability and, when data are actually available, comparability;
- the lack of exact definitions of indicators or/and terms related to indicators definition, which affect data availability and comparability.

All the invited speakers, Laura Grassini, Professor of Statistics at the University of Florence, Paolo Bongini, Head of Area for Tourism, Commerce and Tertiary Activities for the Regional Government of Tuscany, Alessia Mariotti, Centre for Advanced Studies on Tourism at the University of Bologna, Roberto Grippi, Vice President of CCDR Alentejo, Ana Moniche, Andalusia Tourism of the Regional Government of Andalusia, during their presentations shared with MITOMED partners the same concerns about indicators and made the following remarks:

- need to collect indicators at the local (destination) level, not only at the national level;
- agreements are necessary with data providers and administrative data sources, in order to have access to the data; the involvement of stakeholders is also advisable, in order to gather the qualitative data that can only come from interaction and participation.
- Social dialogue is fundamental in a complex sector such as tourism. The speakers underline how a bottom-up approach with the involvement of stakeholders in the various tourism destinations as holder of problems, needs, questions and solutions is necessary. Social dialogue can be used to put quantitative and qualitative data together and to raise awareness. Social dialogue often gives different conclusions from statistical analysis.
- It would be better to try and avoid systems which are too complex, and reduce the number of indicators, selecting a few (for example, 15) indicators with a clear definition and on which all participants fully agree, and which are closely linked to the population and the physical space. These could be the base for understanding the different realities and comparing them.
- Policy makers need to be aware of the perceptions of the residents, i.e. people living in their area.
- Indicators should provide a picture (possibly, the whole picture) of the destination and help to develop its profile and to benchmark it (interaction of tourism with the environment, economy, culture and the population).
- Indicators can be used for spatial planning at the destination level. It is fundamental to use the indicators as a tool for the definition of the strategy and of the actions to be implemented in a certain territory. The existing management models are
not always satisfactory, a more integrated model is needed. It is necessary to design, test and implement an indicators system capable to monitor and evaluate tourism, and support management and planning. The objective of the system is to manage destinations.

• The system needs to be user friendly and sustainable from an economic point of view (collecting data is expensive) and it requires continuity.

In conclusion, the round table has shown that it is not a matter of talking about numbers and data, but rather of talking about what these data are telling us and what we need them for. From the debate with the audience it emerges that it would also be important to have a comparable picture of whole Europe.

Round Table 2 illustrates the MITOMED Action Plan and discusses, with input from practical experiences, possible fields of action which could be the basis for future cooperation projects.

The Round Table begins with an introductory speech from Asterio Savelli, Associate Professor at the University of Bologna, who provides a sociological viewpoint on “Coastal tourism in the post-industrial society: challenges and development potential”. He discusses the change from mass tourism to present-day tourism: the meaning of tourism has changed.

We need to reorganise the tourist system according to the new organisation of society: nowadays people want to differentiate themselves from the others. Coastal tourism is always at the heart of MED tourism offer, we need to ensure that the sea is still what it should be: a source of beauty and attraction, a focal point for society. We need to address the problems that are weakening the attractiveness of our coastal areas, with a globalised approach.

The introductory speeches is followed by the presentation of the MITOMED action plan and by presentations from tourism stakeholders from across the Mediterranean, representing examples of concrete initiatives undertaken in order to make coastal and maritime tourism more competitive and sustainable. The open debate with the audience highlights the complex nature of tourism seen its interlinks with so many other sectors.

The second part of the round table is dedicated to presentations of other projects funded by the MED Programme within the Maritime call: POSSEDI-ON, FISHMPABLUE and Med-IAMER Projects. These projects have been selected pursuing a survey of similar projects carried out by MITOMED, in order to identify projects with synergies with MITOMED topics and outputs, in order to share information and capitalize their results, also in view of possible future cooperation.

The conference is brought to a conclusion by Giovannii D’Agliano and Giuseppe Sciacca, moderators of the table. They recognise the important contribution made by all the conference participants, and underline the importance of continuing to work together at Mediterranean level. The Mediterranean is a single, united destination. We need to decide how we want to manage this destination, and to identify its heart and the possible future actions.
5. Action Plan objectives and Methods

In the framework of the MITOMED project, the Action Plan for Maritime and Coastal Tourism in the Mediterranean has the following purposes:

- To provide orientations to uphold EU’s “Integrated Maritime Policy” and EU’s “Agenda for a sustainable and competitive European tourism” in the Mediterranean regions by improving the knowledge of M&C tourism for informed decision-making and transnational governance;
- To explore the development potential of M&C tourism as a competitive and sustainable driver of Blue Growth in the Mediterranean through increased research, technological development and innovation, competitiveness of SME, low carbon economy, environmental protection and resource efficiency, in line with EU2020;
- To provide guidelines to enhance coordination of tourism strategies in research, instruments, services and policies at the regional, national and sea-basin level;
- To launch proposals for future transnational actions and projects to improve the governance of M&C tourism.

MITOMED Action Plan is a strategic document, based on the activities carried out during the project life, and described in the previous paragraphs, that defines how the findings of the SWOT and GAP analysis can be capitalised and used as starting point for the definition of a set of needs to be developed in a series of recommendations for policy-makers and of actions for technicians to be potentially be implemented in the new programming period. Its aim is to go from ‘words to actions’ by identifying concrete actions for M&C Tourism in the Mediterranean.
6. Identification of needs, Recommendations and Actions

6.1 Definition of needs
Based on the same methodology adopted for GAP and SWOT analysis, MITOMED identified a set of needs and the related main fields of action, related on one side to knowledge and on the other to performance. The results derive both from SWOT and GAP analyses at the partners’ and project level. The outcome of GAP analysis are, among other things, the following:

- Difficulties to collect data
- Not systemic data from difference sources
- Different type of data collection modalities (different formulas and definitions, different territorial level etc.)
- Data not comparable
- No specific data for M&C Tourism

With these findings in mind, MITOMED identified clear needs to increase Knowledge of the tourist phenomena (in a cross-sectoral approach):

1. reduce gaps in tourism data indicators
2. reduce fragmentation of tourism data

From the SWOT analysis (among other things), the following general needs emerge:

- Excessive numbers of tourists in high season
- Seasonality
- Sea&sun monoculture
- Tourism pressure on environment
- Necessity to develop new products in coastal areas
- Need to preserve the unique characteristics of tourist attractors, threatened by environmental risks, tourism pressures etc

As regard the performance the following needs have identified:

1. reduce tourism pressure
2. Design basin-scale strategies to support sustainable and competitive tourism
3. Launch joint pilot actions for innovative tourism

6.2 Proposed solutions
For each identified needs (goals), project partners have developed a series of solutions and then defined the list of actions to be implemented to reach them.

1. reduce gaps in tourism data indicators by:
   1.1 improving monitoring systems (in terms of coverage, sectors, quality, resolution);
   1.2 improving technical and economic feasibility of data collection and use.

2. reduce fragmentation of tourism data by:
   2.1 extending monitoring to further regions;
   2.2 improving availability and interoperability of data;
   2.3 exchanging Good Practices in Integrated Tourism Management;
   2.4 improving dialogue between public bodies and tourism actors and stakeholders.

3. reduce tourism pressure by:
   3.1 developing alternative types of tourism products to reduce monoculture, concentration and seasonality
   3.2 favouring prevention, reduction and recycle of natural resources and waste
   3.3 increasing social dialogue about tourism issues

4. design basin-scale strategies to support sustainable and competitive tourism:
   4.1 green/authentic/experiential and more environmentally conscious tourism
   4.2 spatial and seasonal differentiation (village tourism and inland connections)
   4.3 investments in innovative products and services through EU (e.g. Structural) funds to favour (young and women) entrepreneurship
   4.4 develop tourism knowledge and know-how (e.g. by funding science and technology poles)
   4.5 Promote entrepreneurship and innovation

5. Launch joint pilot actions for innovative tourism in order to:
   5.1 develop new and diversified products in coastal areas
5.2 increase stakeholders openness to innovation
5.3 reach a better distribution of tourists in time and space in order to reduce the pressure in peak season
5.4 reinforce nature-based and cultural heritage-based tourism
5.5 favour cooperation between adjacent territories
5.6 develop new markets and stay competitive worldwide

5.7 establish the Mediterranean as a «green» destination
5.8 uphold the digital agenda
5.9 uphold integrated territorial and urban projects

The proposed solutions contribute to improve the knowledge of M&C tourism for informed decision-making and transnational governance; to explore the development potential of M&C tourism as a competitive and sustainable driver of Blue Growth in the Mediterranean.
### 6.3 Identification of Needs

Needs and solutions are resumed in the following table:

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<th>N.</th>
<th>The mitomed swot and gap analyses identified the need to:</th>
<th>Analysis</th>
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<tbody>
<tr>
<td>1</td>
<td>REDUCE GAPS IN TOURIST DATA</td>
<td>Tourism is a cross-cutting and cross-border phenomenon, for this reason, integrated management models are required, which can support an Integrated Coastal Zone Management. Integrated models on turn require more complete and reliable knowledge (data, products, services, policies, etc) pertaining to the sector. Data are difficult to collect, come from different sources, they are non systemic and hence not easily comparable. There is a need to: reduce gaps in tourism data and reduce data fragmentation improve dialogue between public bodies and tourism actors and stakeholders Design basin-scale strategies to support sustainable and competitive tourism</td>
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<tr>
<td></td>
<td>SET UP AN INTEGRATED DEVELOPMENT MODEL</td>
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<td>INCREASE SOCIAL DIALOGUE</td>
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<td>SET UP A COMMON SUSTAINABLE TOURISM STRATEGY</td>
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<td>2</td>
<td>RE-GENERATE THE “SUN &amp; SEA” PRODUCT</td>
<td>The Mediterranean represents the world’s leading destination in terms of international and domestic tourism, accounting for one third of total arrivals worldwide. Coastal and maritime tourism in the Mediterranean is a growing business and a predominant source of income. It can be a major source of growth and jobs, especially for the young. However, there is the problem of monoculture and seasonality. While sun&amp;sea remains the core product, there is the need to maintain, furtherly develop and diversify it, and to develop new complementary products</td>
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<td></td>
<td>MANAGE SEASONALITY</td>
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<td></td>
<td>INCREASE THE LENGTH OF STAY OF TOURISTS</td>
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<td>HAVE A MORE STABLE ROOM OCCUPANCY &amp; EMPLOYMENT</td>
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<td>MORE CONNECTIONS WITH THE INLAND</td>
<td></td>
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<tr>
<td></td>
<td>PRESERVE/IMPROVE THE IMAGE OF THE DESTINATION</td>
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<td></td>
<td>COOPERATION AMONG DIFFERENT TERRITORIES</td>
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<tr>
<td>3</td>
<td>DEVELOP “GREEN” TOURIST PRODUCTS</td>
<td>the Mediterranean, thanks to its environmental resources, has a strong endogenous potential as tourist attractor and “green destination”. These resources are subject to anthropic impact and environmental risks (extensive building along the coastline / coastal erosion / worsening conditions of sea water / over-exploitation of natural and cultural heritage.). The development of “green” products and services can contribute to various objectives: the preservation of the environment and cultural heritage, the innovation (towards an enhanced sustainability) of the tourist product and the product differentiation, the attraction of environmentally conscious visitors, prevention of impacts/preventive measures reduction of natural resources, reduction and recycling of waste</td>
</tr>
<tr>
<td></td>
<td>PRESERVE THE TOURIST ATTRACTORS (FROM TOURISM PRESSURE AND FROM ENVIRONMENTAL RISKS)</td>
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<td></td>
<td>REDUCE WASTE, WATER &amp; ENERGY CONSUMPTION</td>
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<tr>
<td></td>
<td>PRESERVE QUALITY OF SEA WATER</td>
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</tbody>
</table>
### Possible solutions

<table>
<thead>
<tr>
<th>Gap analysis indicator n.</th>
<th>Action name and n.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ALL)</td>
<td>1. IMPROVING KNOWLEDGE OF M&amp;C TOURISM</td>
</tr>
<tr>
<td>2, 3, 6, 9, 20, 21, 22, 30</td>
<td>2. SUN &amp; SEA AND BEYOND</td>
</tr>
<tr>
<td>7, 8, 10, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34</td>
<td>3. MEDITERRANEAN AS A GREEN DESTINATION</td>
</tr>
</tbody>
</table>

- improve monitoring systems (in terms of coverage, sectors, quality, resolution);
- improve technical and economic feasibility of data collection and use;
- extend monitoring to further regions;
- improve availability and interoperability of data;
- set up an integrated development model, based on measurement and social dialogue;
- exchange Good Practices in Integrated Tourism Management;
- uphold integrated territorial and urban projects.

- developing alternative types of tourism products to reduce monoculture, concentration and seasonality;
- spatial and seasonal differentiation (village tourism and inland connections);
- to develop new and diversified products in coastal areas;
- to increase stakeholders openness to innovation;
- to favour cooperation between adjacent territories;
- to reach a better distribution of tourists in time and space in order to reduce the pressure in peak season;
- to reinforce nature-based and cultural heritage based tourism.

**Possible pilot actions:**

- Fisheries & tourism;
- Cruise tourism - Ports;
- marine sport, marinas and nautical leisure activities;
- artisanal fishing, local traditional cuisine and maritime heritage;
- protecting and restoring coastal and underwater cultural attractions and maritime heritage sites, with archaeological, ecological or historical value;
- disseminating and performing oral tradition stories, local legends and popular knowledge;
- promoting local products linked to cultural and natural resources.

- to establish the Mediterranean as a «green» destination;
- to develop green/authentic/experiential and more environmentally conscious tourism;
- work on reversible impacts/preventive measures;
- to favour prevention, reduction and recycle of natural resources and waste;
- Possible pilot actions:
  - green beaches;
  - soft mobility/cycling routes/intermodality;
  - Promoting ecolabels for companies and destinations.

**Possible pilot actions:**

- promoting ecolabels for companies and destinations.
The mitomed swot and gap analyses identified the need to:

### Analysis

**4**

- INNOVATION
- MORE DYNAMIC ENTERPRENEURSHIP
- CERTIFICATION OF ENTERPRISES
- CAPACITY BUILDING
- INVESTMENTS (LACK OF)/ECONOMIC CRISIS/UNEMPLOYMENT

In general it emerged how tourist businesses need to innovate and to be more dynamic, in order to be able to respond to the changing scenarios, the economic crisis, competition etc. The actions needed are in the field of capacity building, environmental and social certification, knowledge exchange, research and innovation in general (products, processes etc.)

**5**

- QUALITY OF PRODUCTS/ QUALITY OF LIFE IN THE DESTINATION
- TOURIST SATISFACTION
- CSR
- ACCESSIBILITY

This action focuses on quality of products, quality of life in the destinations, tourist satisfaction, corporate social responsibility, accessibility

**6**

- CONFLICT AMONG DIFFERENT ACTORS FOR THE USE OF RESOURCES

The interdependence of activities and resources in the coastal area explains why a sectoral approach to coastal area management has not been able to achieve satisfactory results. Each economic sector generates a range of impacts on various coastal and marine resources, but their combined impacts generate acute problems for the resource base on which their survival depends and cause conflicts between sectoral interests. Typical conflicts are for instance (but not limited to) between the following categories: Tourists/fishermen tourists/farmers tourists/residents

A cost effective solution to one sector may be economically and environmentally detrimental to the needs of another sector.

### 6.4 General Recommendations

In addition to the proposed solutions from which a set of selected specific actions are derived, a series of cross-sectoral general recommendations for policy-makers are necessary to cover all the criticalities insisting on the Mediterranean and to meet the challenge of sustainable M&C tourism growth model, thus trying to provide a complete view of its heterogeneous system, as follows:

- Creating a socially inclusive and sustainable model of regional development;
- reducing the causes, modification of conditions (stress reduction), prevention or mitigation of impacts, that are adverse for biodiversity conservation, and assessing and mitigating the impact of threats to biodiversity by inventorying, mapping and monitoring Mediterranean coastal and marine biodiversity;
- promoting bio-conservation-friendly sector policies, procedures and techniques, in particular related to fisheries, tourism, agriculture and forestry; and implementing comprehensive joint actions of relevant centres and programmes concerning wider aspects of biodiversity conservation;
- identifying gaps, uncertainties and trends in scientific knowledge;
- strengthening, updating or improving the relevant legal frameworks;
- training and improving capacity-building;
- integrating MITOMED results within the broader regional and national context of decision making;
- establishing and/or strengthening inter-agency and other international cooperation.

This Plan is intended to have a strong signalling effect for national, regional, local authorities and for also the private sector. These key stakeholders should be
The mitomed swot and gap analyses identified the need to:

<table>
<thead>
<tr>
<th>Possible solutions</th>
<th>Gap analysis indicator n.</th>
<th>Action name and n.</th>
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</thead>
<tbody>
<tr>
<td>• investments in innovative products and services through EU (e.g. Structural) funds to favour (young and women) entrepreneurship</td>
<td>1, 3, 4, 17, 19, 24</td>
<td>4 INNOVATION &amp; CAPACITY BUILDING</td>
</tr>
<tr>
<td>• to uphold the digital agenda</td>
<td></td>
<td></td>
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<tr>
<td>• to develop tourism knowledge and know-how (e.g. by funding science and technology poles)</td>
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<td></td>
</tr>
<tr>
<td>• investments in innovative products and services through EU (e.g. Structural) funds to favour (young and women) entrepreneurship</td>
<td>12, 13, 14, 15, 16</td>
<td>5 QUALITY TOURISM IN M&amp;C DESTINATIONS</td>
</tr>
<tr>
<td>• to uphold the digital agenda</td>
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<tr>
<td>• to develop tourism knowledge and know-how (e.g. by funding science and technology poles)</td>
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</tbody>
</table>

Case studies:
Effective management of coastal and marine areas should be based not only on an analysis of individual activities and their impacts, but also on the combined effects of sectoral activities on each other and on coastal resources. Implementation of a integrated management model especially for the promotion of M&C tourism

able to use the plan to begin consideration of where they could work together, including on a cross-border basis, to implement the agreed recommendations and actions.

Successful implementation of the Action Plan needs to be underpinned by a combination of efforts in the following three areas to enable the blue economy and promote M&C Tourism to reach its potential in the MED area:

- targeted investment: Effective use of the EU Funds in these areas is key to achieving the objectives of growth, competitiveness and jobs. Investment in infrastructure may also be needed. For example, vessel technology and marine infrastructure such as ports and marinas have an important role to play in supporting the M&C Tourism as a driver of blue growth. The EU has already provided considerable financial support to this process. In the future greater coherence between EU funding mechanisms is desirable, though finance for infrastructure or tourism investment will still need to come largely from the private sector;
- increasing research capacity: The sustainable exploitation and management of marine resources, safety at sea, marine environmental protection require not only data and an understanding of how ecosystems function and interact, but also an ability to model, forecast and predict. This encourages investment and reduces operational costs. Making this information widely available is critical. There is growing evidence of the significant push to innovation that better access to public sector information can provide.
- higher skills: shortage of a suitably-skilled workforce for certain sectors of the associate industry must be tackled if the blue economy is to reach
its potential, both by upskilling the existing workforce and by attracting young people into the sector. This is particularly the case for emerging fields such as renewable energy, but is also true for more traditional sectors such as shipbuilding, fisheries, aquaculture and seafood processing, where innovation, specialisation and adaptation to new technologies are needed to compete in the global market.

In addition the following aspects have to be considered for the Action Plan success:

- **Administration**: e.g. promotion of co-operation between sectors and of cross-sectorial development models; involving local people in drafting tourism policy and decisions;
- **Socio-economical sector**: e.g. promoting local purchasing of food and building material; setting up networks of local producers for better marketing; development of new products to meet the needs of tourists, etc.;
- **Environment**: e.g. improving control and enforcement of environmental standards (noise, drinking water, bathing water, waste-water treatment, etc.); identification and protection of endangered habitats; creation of buffer zones around sensitive natural areas; prohibition of environmentally harmful sports in jeopardised regions; strict application of Environmental Impact Assessment (EIA) and Strategic Environmental Assessment procedures on all tourism related projects and programs;
- **Knowledge**: training people involved in M&C tourism about the value of historical heritage; environmental management; training protected area management staff in nature interpretation; raising environmental awareness among the local population; introducing a visitors information programme (including environmental information). Fostering better knowledge of social challenges in the Mediterranean sea basin area by exchanging best practice on enhancing the health, social inclusion and well-being of coastal populations and developing appropriate and usable marine socio-economic indicators to measure, compare and follow trends in the development of the M&C tourism as well as blue economy in general.

### 6.5 Proposed Actions

Based on the identified needs (goals), project partners have developed a series of solutions and defined the list of actions to be implemented to reach them. Once defined the needs (goals) and the related solutions, MITOMED efforts concentrates on the developments of the actions for each solution for accomplishing the connected need. By these selected actions MITOMED partners try to enhance coordination of tourism strategies in research, instruments, services and policies at the regional, national and sea-basin level and to launch proposals for future transnational actions and projects to improve the governance of M&C tourism. The presented actions were identified also according to the following criteria:

- necessary, relevant and significant
- rationally achievable, being realistic from a financial point of view
- equity and sustainability of adopted measures are ensured
- including a sufficient level of flexibility in their implementation
- acceptable at regional and national level
- social and environmental consequences reasonably taken into account

The selected actions are described in the form of identified needs and solutions, action's description and characteristics (including territorial level of the action, actors involved, timescale, identification of sources of funding) and where possible, with examples of successful initiatives (Good Practices – GPs) already identified in the Mediterranean area and/or beyond.

The general timing framework identified is the 2014/2020 EU programming period, but each action has its own timescale. The actions foreseen are to be carried out as a bi/tri-lateral or transnational cooperation project, but the interested subjects can of course carry out (or furtherly implement) the actions with own financial and human resources.
**Identified need**

1) Reduce knowledge gaps and fragmentation in tourism data
   - set up an integrated development model
   - increase social dialogue
   - set up a common sustainable tourism strategy

**Identified solution**

- Improve monitoring systems (in terms of coverage, sectors, quality, resolution)
- Improve technical and economic feasibility of data collection and use
- Extend monitoring to further regions
- Improve availability and interoperability of data
- Set up an integrated development model, based on measurement and social dialogue, a socially inclusive and sustainable method of regional development mapping/monitoring
- Exchange Good Practices in Integrated Tourism Management
- Uphold integrated territorial and urban projects
- Development of appropriate and usable marine socio-economic indicators to measure, compare and follow trends in the development of the M&C tourism as well as blue economy in general
- Improve data useful for risk assessment and the preventive actions
- Improve and enhance institutional cooperation

**Proposed action**

**IMPROVING KNOWLEDGE OF M&C TOURISM FOR INFORMED DECISION MAKING AND TRANSNATIONAL GOVERNANCE**

**DESCRIPTION OF THE ACTION**

The action aims at improving monitoring systems in terms of coverage, sectors, quality, resolution by:

- Set up a protocol defining, for a selected list of indicators with particular regards to those related to M&C tourism:
  - Formulas
  - Exact definitions
  - Territorial localization

- Set up a protocol with data providers (such as energy, waste etc.) to systemize the collection defining a year schedule, eventual costs, type of data.

The over mentioned protocols, improving availability and interoperability of data and improving technical and economic feasibility of data collection and use, will simply the collection of existing data and will give comparable data. Moreover they will improve the dialogue between public bodies and tourism actors and stakeholders. The idea is to develop not only a list of indicators, but an indicator system, available to all the stakeholders, where data collected are first of all more reliable, and secondly combined and developed (aggregated data, statistics, focus reports...) so to be more useful for decision-making and for the management of the sustainable development of the tourist destination: an integrated indicator monitoring system for the maritime and coastal destinations in the Mediterranean.

Testing the two protocols in 2 phases:

- Protocols signing
- Data collections, with the implementation of a MED M&C tourism indicators database
- Sharing of data in an open platform

**CHARACTERISTICS OF THE ACTION**

The first experimentation of the proposed action will be through an European project (MED Programme and/or Cross-border cooperation Programmes) with the involvement of partners on the MED area interested in increasing their indicators systems. During project activities – at least 2 years – project partners will develop and sign among them the Protocol for the indicators definitions and that with the data providers to be signed at regional/local level. Then they will collect data according the 2 models in the proposed M&C indicators database: the collected data and the related statistics will be public. The management model includes the putting in place of structured forms of social dialogue and the inclusion in the testing of a number of Municipalities. As last step the two tested and validated protocols and database will be capitalised and extended outside the partnership at national level of each partner and at European level, through the signature of a Memorandum of Understanding, in order to include other regions in the experimentation and to integrate the database.
**Related Good Practice (GP)**

<table>
<thead>
<tr>
<th>Name of GP</th>
<th>SUSTAINABLE TOURISM DEVELOPMENT INDICATOR SYSTEM for ANDALUSIA (SPAIN)</th>
</tr>
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<tbody>
<tr>
<td><strong>Description</strong></td>
<td>The main goal of this Indicator System is to provide Andalusia with a tool for the improvement of sustainable management of tourism. This system comprises a set of more than 300 indicators arranged in three different levels of analysis. The first level corresponds with 7 key areas: governance, territory, vulnerability, profitability, diversification, quality, and innovation. In the second level, within each key area there are different key topics, which in total account for 39. The different indicators are therefore enclosed as well within these key topics. The goal is to create a system of compilation that, by means of adding up different partial indicators, is able to obtain a comprehensive approach. Some of the topics and indicators included in the system are outside the framework of tourism policy making, however the aim is to provide policy makers with a holistic perspective of tourism within a sustainable economic system in which limited resources are taken into account.</td>
</tr>
<tr>
<td><strong>Evidence of success</strong></td>
<td>This system contributes both to sustainability and competitiveness of tourism destination by providing the evolution towards sustainability of the destination incorporating the concept of integral sustainability, and by implementing a synthetic indicator methodology, by means of adding up different partial indicators, and obtaining a comprehensive approach in such a way that can help policy makers to measure and monitor their policy decisions in terms of sustainability without any specific training.</td>
</tr>
</tbody>
</table>
**Identified need 2)**

- re-generate the “sun & sea” product
- manage seasonality
- increase the length of stay of tourists
- have a more stable room occupancy & employment
- more connections with the in-land
- preserve the image of the destination

**Identified solution**

- to develop new and diversified products in coastal areas, i.e. alternative types of tourism products to reduce monoculture, concentration and seasonality
- spatial and seasonal differentiation (village tourism and inland connections)
- to increase stakeholders openness to innovation
- to favour cooperation between adjacent territories
- to reach a better distribution of tourists in time and space in order to reduce the pressure in peak season
- to reinforce nature-based and cultural heritage based tourism
- to develop social tourism, internal tourism, senior tourism and accessible tourism (some of these categories can contribute to the extension of the season)

**Possible pilot actions:**

- Fisheries & tourism
- Cruise tourism
- Ports
- marine sport, marinas and nautical leisure activities;
- artisanal fishing, local cuisine and maritime heritage;
- protecting and restoring coastal and underwater cultural attractions and maritime heritage sites, with archaeological, ecological or historical value
- disseminating and performing oral tradition stories local legends and popular knowledge
- promoting local products linked to cultural and natural resources.

**Proposed action**

**SUN & SEA AND BEYOND**

**DEVELOPMENT OF THE POTENTIAL OF M&C TOURISM IN THE MEDITERRANEAN AS A SUSTAINABLE DRIVER OF BLUE GROWTH**

**DESCRIPTION OF THE ACTION**

**Preface**

For decades, Mediterranean destinations, along with their natural and cultural attractions, represented a trinomial model of “sun, sea and sand”, essentially for specific markets and for mass tourism. Seasonality is a deeply entrenched problem for the tourism industry. Hotels, restaurants, cafes, bars, and other tourist attractions often find themselves stretched to breaking point for a short part of the year, then almost deserted for the rest. Combating seasonality in European tourism is a key goal for the industry. One of the main, and most obvious, problem of seasonality is the loss of revenue for the part of the year when tourists abandon a destination. Generally speaking when a destination exists in the tourist imagination for only a six-week window, something is wrong: if a place is interesting enough to visit, surely there must be something worth a look also in February. Loss of income is not the only problem created by seasonality. At peak times of the year, facilities may be strained, and small businesses unable to cope with a sudden influx of holidaymakers. The local infrastructure may also be under strain. In the Mediterranean, the wastewater and solid waste in tourist areas often exceed the carrying capacity of local infrastructures during high season. Natural resources may also be damaged by an over-subscribed high season. Three quarters of the sand dunes on the Mediterranean coastline have disappeared, mainly as a result of mass tourism. Extreme seasonality is not sustainable, so it is worrying to find reports that the disparity between high and low season in Europe actually increased in 2013.

One of the possible solutions to seasonality is product innovation and diversification, a crucial factor if Europe is going to swing back from its current state of seasonally-dependent tourism. Tourism niches could defy seasonality. Several fast-growing sectors are obvious choices in the quest to keep tourists coming all year round. Activity travel, involving sport or training courses (e.g., cookery schools), and well-being travel (e.g. spas, yoga retreats) can all be sold year round. Cultural tourism, which is not weather-dependent, is another possibility. Local art, music, performance, and festivals can all be promoted to tempt visitors off-season. Moreover one other solution is to pursue new customers, targeting a new customer base, rather than to change the product such as disadvantaged people and/or encouraging senior citizens to travel. Like the young, older people could be an important demographic group, since they are unconstrained by the seasonal dictates that working life and young families have.
Seasonality is a blight on Europe's tourism industry, so we must find a way to make our products as appealing in March as in June. Communication will be key: Europe has the resources to make it an all-year round destination if demand and supply businesses work innovatively together. We are called to exploit the tourists nowadays seek for unique and customised experience rather than the more traditional type of “sun-and-sea” package holiday. These changes on the demand side require reaction and adaptation by operators and destinations. The sector should develop new products promoting attractiveness and accessibility of coastal and marine archaeology, maritime heritage, underwater tourism and eno-gastronomic activities, among other innovative activities. The aim of the proposed action is to test theories about what it takes turn a summer getaway into a year-round destination, through cooperation between private and public representatives, and to draft and test a few pilot actions to reduce seasonality and attract visitors 365 days out of the year.

Regeneration of the Sun&Sea product/joint pilot actions for innovative tourism

Sun& sea is and remains the main attractor, but there is the need to reduce its drawbacks: the risks of monoculture, the excessive tourism pressure during the summer months, and to develop new and diversified products in coastal areas. In order to regenerate the M&C tourist product, new joint pilot actions are launched for innovative tourist products, which have the characteristic to be more sustainable, to reduce tourist pressure/ to diversify the offer and de-seasonalize it. A series of joint pilot actions are launched in the participating territories, for instance:

- Development of new and diversified tourism products to reduce monoculture, concentration and seasonality in coastal areas
- The pilot actions are included in a general basin-scale strategy to regenerate the M&C tourist product.
- The actors involved are the regional and local administrations, with the participation of tourist SMEs. The idea is to improve seasonality and prospects for SMEs through diversification of maritime and coastal tourism products and development of niche markets; for each pilot action the relevant target tourist group is identified, and a monitoring mechanism is put in place in order to collect the tourists’ opinion/sentiment on the identified issue/action.
  
a) marine sport, marinas and nautical leisure activities;
b) port services, including those for cruise passengers;
c) identifying and promoting cultural and natural attractions of the MED seaboard such as artisanal fishing, local cuisine and maritime heritage;
d) protecting and restoring tourist attractions, including coastal and underwater cultural attractions and maritime heritage sites, with archaeological, ecological or historical value;
e) disseminating and performing oral tradition stories local legends and popular knowledge;
f) promoting local products linked to cultural and natural resources.

**RELATED GOOD PRACTICE (GP)**

<table>
<thead>
<tr>
<th>Name of GP</th>
<th>ISTRA INSPIRIT (CROATIA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>In a collective effort to brand Istria as a recognized all-year destination, special emphasis has been given to the cultural component of tourism and an exceptional historic and cultural heritage of the Istrian peninsula. Therefore when the Region of Istria, Istrian Tourist Board and Istrian Tourism Development Agency started the development of the Istra Inspirit project the main driving idea was to enrich the cultural offer of the Istrian peninsula through resurgence of historical events, legends and myths in authentic locations. The word Inspirit in the project’s title comes from Latin (inspirio, inspirare, inspiratus sum) and means to inbreathe, to implant, to enthuse. In English the meaning is to revive, to wake up, to encourage, while in Croatian the word brings up associations with the word inspiration. The core idea of the project was creation, organization and promotion of unique events. Those events are created as a combination of art performances on chosen historical trivia/myth in authentic locations, along with the presentation of local customs and gastronomy. A great deal of creativity and an accent on the interactive approach were used, to provide pre-reserved groups of visitors with the unique experience of “magical Istria”. Promotional tools like multilingual brochures, posters, a web portal, as well as participation in various tourism fairs contributed to the overall recognition of the Istra Inspirit project. After comprehensive preparation (design of costumes, promotional campaign, organisation of accompanying offer), in 2012, nine events were launched under the name Istra Inspirit.</td>
</tr>
</tbody>
</table>
Evidence of success

At the end of 2012, a “Coronation” event has been organised, which united all events in a single play, performed in the Istrian National Theatre and all stakeholders were invited. Istra Inspirit events, provide an extensive experience comprised of various elements which tackle all visitor’s senses. Therefore, through a unique combination of traditional gastronomy, customs and heritage of microlocations, the entire Istrian destination is presented through a symbolic “travel through time.” The “kick-off” year of the project was 2012 and the main aims of the project developers (Istria County, Istria Tourism Development Agency and Istria Tourism Board) were to make the project recognizable to a wider public and to promote the rich historical and cultural heritage of Istria to visitors in a more interactive way. One of the tools in order to achieve these goals was the affordable price of tickets (around 27 EUR) and it is important to emphasize that during 2012, a large number of tickets was given away as part of the marketing positioning of the project. In total, 27 events organized in 2012, hosted almost 4.000 visitors. During 2012 and 2013, agreements with 6 hotel chains, 16 travel agencies and 2 camps on the promotion and the distribution of tickets were signed, and cooperation with some private accommodation renters was also established. In 2013, 15 events during the period from May till October were organized and visited by more than 2.500 visitors. As result of the successful first year of the project and the recognition of events, four exclusive Istra Inspirit events were organized for a new event was launched: the Inspirit Junior, organized for the pupils of Istrian primary schools and oriented toward the and identity.

Related Good Practice (GP)

<table>
<thead>
<tr>
<th>Name of GP</th>
<th>DIVIND ROUTES (CYPRUS)</th>
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<tbody>
<tr>
<td>Description</td>
<td>The project Diving Routes of Larnaca and Famagusta District was initialized under the Fishing Areas Local Program (Leader of Fisheries). The project started on 2012 with the aim to create diving routes and diving paths for highlight the interest in diving tourism and to offer new and different product of underwater interest. The first stage of the project was a preparation of a study that choose underwater sites, which are natural areas with significant ecological interest and rich biodiversity near fishing shelters/or ports that are accessible by marine vessel. Also, to include where possible on routes important habitats such as rocky substrates, posidonia meadows and sandy areas so that there is multiple interesting for divers. After the relevant research, 2 diving locations (one in Larnaca and one in Famagusta) where selected as well as the recording and mapping of habitats, the substrate and the organizations presented in the areas. Also, visual and printed material of the diving routes where prepared as well as a a guide of good diving practices on the marine environment.</td>
</tr>
<tr>
<td>Evidence of success</td>
<td>An increasing awareness of diving tourism in recent years has encouraged millions of adventure seekers around the world to plummet to the depths of the world’s seas in search of an experience of a lifetime. And one nation that is, quite surprisingly, leading this sub-sector is Cyprus, which, with its sunken treasures and Mediterranean climate, is developing a truly thriving diving scene. Clear seas and warm waters make Cyprus ideal for diving. Sea temperatures around the island range from 27 to 16 ºC, resulting in one of the longest diving seasons in the Mediterranean, while the absence of plankton makes for great visibility. The underwater coastal reefs teem with a wide variety of colourful fish, sponges, coral, sea anemones, octopus, mussels and the ubiquitous sea urchin providing a spectacular picture. The numbers really speak for themselves. While official figures won’t be released until the end of the year, estimates suggest that between 35,000 and 50,000 visitors go to Cyprus specifically for diving annually. Furthermore, around 100,000 diving lessons are carried out every year at the island’s 50 dive centres.</td>
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### Action 3

<table>
<thead>
<tr>
<th>Identified need 3)</th>
<th>To launch the Mediterranean as a “green” destination</th>
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<tbody>
<tr>
<td></td>
<td>To preserve the tourist attractors (from tourism pressure and from environmental risks)</td>
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<td></td>
<td>To reduce waste production and water &amp; energy consumption</td>
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<td></td>
<td>To preserve the quality of sea water</td>
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<td></td>
<td>To improve risk management</td>
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<table>
<thead>
<tr>
<th>Identified solution</th>
<th>To develop “green” tourist products</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>To promote green/authentic/experiential and more environmentally conscious tourism</td>
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<tr>
<td></td>
<td>To work on reversible impacts/preventive measures</td>
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<td></td>
<td>To favour prevention, reduction and recycle of natural resources and waste</td>
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</tbody>
</table>

Possible joint pilot actions for innovative tourism
- green beaches
- soft mobility/cycling routes/intermodality
- promoting ecolabels for companies and destinations

<table>
<thead>
<tr>
<th>Proposed action</th>
<th>MEDITERRANEAN AS A GREEN DESTINATION</th>
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</table>

**DESCRIPTION OF THE ACTION**

Establishment of the Mediterranean as a “green” destination:
- to promote green/authentic/experiential and more environmentally conscious tourism
- to reinforce nature-based and cultural heritage-based tourism
- to promote a kind of tourism that is respectful of local identities

The idea is to encourage green/authentic/experiential and more environmentally conscious tourism through the development of a specific “green” tourist offer (low environmental and social impact of tourist businesses, green tourist products, soft mobility), to favour the reduction of water, energy and waste, the recycling of natural resources, to promote tourist products which can generate a better distribution of tourists in space and time (village tourism and inland connections); this includes the identification of adequate target tourist groups.

The action will aim to the identification of the requisites for defining a Green M&C Destination Standards; Definition of a agreement / protocol to be subscribe by those destinations that want to become a Green M&C destination.

The steps could be:

1. Step 1. Self-Assessment (assessment of the current sustainability situation of the destination)
2. Step 2. Assessment Verification (discussion of the self assessment results and development of a plan for short-term improvements if necessary)
   - Involvement of destination at local level in different EU MED regions
4. Step 5. communication (Media campaign to publicize the green destination + creation of web site visualising the single destination on MED Map)
5. Step 6 dissemination (Extent the protocol outside the partnership)

The aim is to improve quality, sustainability and market visibility of the destinations, taking a strategic approach based on common local ambitions (think globally, act locally). Moreover this actions help to create synergies between local businesses and the local community.

The proposed Action could be developed in a 2 years project to be presented in the framework of MED and/or Cross-border Cooperation Programmes and/or LIFE+. 
## Related Good Practice (GP)

<table>
<thead>
<tr>
<th>Name of GP</th>
<th>GREENING CYPRUS BEACHES (CYPRUS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>In 2010 the Cyprus Tourism Organization (CTO), the Cyprus Sustainable Tourism Initiative (CSTI) and Travel Foundation entered into a partnership agreement, to establish a programme of initiatives to support Cyprus in becoming a leader in sustainable tourism. One of these programmes was to look at the feasibility of “Greening Cyprus Beaches”. Two of the most popular beaches of Cyprus, Fig Tree Bay Beach (Protaras) and Nissi Beach (Ayia Napa) were chosen in order to make them more “green”. The meaning of “Green” beach is a sustainably managed recreational beach, that is trying to embed some aspects of sustainability into its planning framework, to allow for leisure and economic development, whilst still conserving the natural resource for future generations. The objectives of the project was to promote “Green Thinking”, involve and interact with community, enhance coordination, share knowledge and establish a balance between tourist welfare, host communities and the environment. The project created “green” beach standards for Cyprus which are housed within a list of 10 categories that is sand quality, water quality, green facilities, noise pollution, eco beach furnishing, vegetation and planning, public environmental education, “green” signage, sustainable transport and local food and drink.</td>
</tr>
<tr>
<td>Evidence of success</td>
<td>The GREENING THE BEACH project ensures cleanliness, maintains water quality and impact aesthetic appeal, increases tourist attractiveness and promotes sustainable tourism. The project is also self-sustain in the long term period without addition funding thought the support and knowledge gained from municipalities, communities that have a beach front and relevant stakeholders with direct impact from the beaches.</td>
</tr>
</tbody>
</table>

## Related Good Practice (GP)

<table>
<thead>
<tr>
<th>Name of GP</th>
<th>BIKE SHARING SERVICE IN CERVIA- BICY (ITALY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>BICY project had the aim of favouring the cycle mobility in different involved territories, demonstrating through data analysis its importance in the territory. Ravenna province realized innovative and sustainable pilot actions such as bike sharing, improvement of cycle routes and so on. The practice analyzed is referred to the implementation of bike sharing service in Cervia. The service has been monitored to see the effect of bike sharing. Moreover, the project improved the connection between urban areas and rural ones and positioned 100 traffic signs in the route Ferrara-Mantova and in the same way improved the connection Ravenna- Cervia completed with 130 traffic signs. Main stakeholders were bike users, citizens, tourists. The province of Ferrara invested 348.883,75 €. The objective has been reached thanks to the improvement of all the technical elements such as data acquisition and involvement of local stakeholders. Moreover, thanks to the improvement of strategic elements such as the uploading of action Plans for cycling mobility and relative policies related to bike tourism</td>
</tr>
<tr>
<td>Evidence of success</td>
<td>In Cervia it has been counted for about 750 users of bike sharing service in 2011 and 2012. In 2011 it has been realized a customer satisfaction analysis with a high level of appreciation and the request to widen time and open days of the service during the week. In fact, being a pilot project and with a limited budget, the service was given only some days a week. In the next season, for this reason, the service has been widen even if not continuatively during the week. The potentiality of the traffic signs is an advantage both for tourists that can admire the city heritage as well as for citizens that can use it to go to the work place.</td>
</tr>
</tbody>
</table>
**Action 4**

<table>
<thead>
<tr>
<th>Identified need 4)</th>
<th>To promote innovation and a more dynamic entrepreneurship to enhance capacities to promote the certification of enterprises to tackle the lack of investments / economic crisis / unemployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identified solution</td>
<td>To promote investments in innovative products and services through EU (e.g. Structural) funds to favour (young and women) entrepreneurship to uphold the digital agenda to develop tourism knowledge and know-how (e.g. by funding science and technology poles) joint pilot actions for innovative tourism/capacity building enhancement of quality of tourist destinations and services</td>
</tr>
<tr>
<td>Proposed action</td>
<td><strong>INNOVATION &amp; CAPACITY BUILDING</strong></td>
</tr>
</tbody>
</table>

**DESCRIPTION OF THE ACTION**

Investments in innovative products and services through EU (e.g. Structural) funds to favour (young and women) entrepreneurship.

- Development of tourism knowledge and know-how (e.g. by funding science and technology poles).

Investments in innovative products and services through EU (e.g. Structural) funds to favour (especially, but not limited to) young's and women's entrepreneurship.

- To increase stakeholders capacity, and their openness to innovation and ICT, also in order to uphold the digital agenda.
- To develop new markets and stay competitive worldwide.
- Sharing knowledge between higher education organisations, companies and research centres.
- Increasing the capacity of the MED area to innovate through research and technology by encouraging:
  - Networking and co-operative research between research centres, higher education and business in the Member States;
  - Transferring knowledge and insights, as well as skills between higher education, business and research, including through regional, national and cross-border maritime clusters and technology platforms.
- Enhancement of competitiveness and innovation capacities in the maritime and Coastal economy of the Mediterranean Sea Basin.
- Improving skills in traditional industries, such as aquaculture, fisheries and cruise tourism, as well as in the emerging sectors of the blue economy by:
  - Putting in place educational and training measures, including cross-border programmes and mutual recognition of national education and training programmes;
  - Raising awareness of sea-related careers, generating an enthusiasm for maritime culture and careers among young people and addressing other barriers that discourage young people from embarking on a maritime career; for example through sail-training, advanced technology courses and other joint initiatives.
- Fostering adaptation and diversification of economic activities by promoting the potential of the area.
- Supporting, for example, the reform of the Common Fisheries Policy and revitalising the EU's aquaculture industry through:
  - Developing improved multi-species modelling, fishing gear and related techniques and technologies so as to minimise carbon footprint, seabed damage, discards and by-catch;
  - Sharing information on tools that improve fisheries managers' understanding of the socio-economic and ecosystem impacts of management measures;
  - Carrying out research to improve the growth, productivity, competitiveness and environmental sustainability of aquaculture (including offshore aquaculture) and the industry's ability to respond to market needs;
  - Improving the market position of EU-sourced fisheries and aquaculture products by improving processing, labelling, traceability and certification.

Quality is vital for a successful tourism industry. A rapid growth in alternative destinations worldwide means that Europe's tourism industry today faces the need to be ever more quality-conscious to continue to attract tourists in a global marketplace. Quality is rapidly becoming the decisive competitive instrument in tourism. A quality product is crucial – for a viable business, for an attractive destination and for the sustainability of the tourism industry across Europe. Ensuring the constant improvement of quality, whether it is of a tourist destination as a whole or of the individual attractions and services within it, should be a continuous process. It means setting objectives, developing a strategy, making improvements and checking results. The aim of this Action is to develop a tool for evaluating the quality performance of Tourist M&C Destinations and related service. Why evaluating a destination performance? Consumers are increasingly choosing those offers in which they can be certain that the services, outdoor experiences and also the welcome from the local population are of a high quality and worth the price paid.
At the same time, tourist destinations and the providers of tourist services are increasingly confronted with changes in guest expectations and requirements, and increasing competition at home and abroad. A lack of attention to quality issues now could have serious consequences later in terms of loss of image, falling income and the initiation of potentially expensive damage limitation exercises. The tourists’ satisfaction level from staying at a destination depends not only on their experience of specific tourist services, but also on more intangible factors, for example hospitality, safety and security, and cleanliness. The success of a destination is therefore a function of many interdependent components. This underscores the need for an integrated approach to managing the quality of tourist destinations on a continuous basis. The concept of the Integrated Quality Management of destinations was developed to satisfy this need and IQM combines four key elements in its approach:

- Tourist satisfaction: consisting of regularly monitoring the tourists’ levels of satisfaction with the services in the destination.
- Local tourism industry satisfaction: evaluating the quality of the jobs and the careers of industry employees, as well as the well-being of local tourism enterprises.
- Local people’s quality of life: concerning for the well-being of residents means that a destination should find out what the resident population thinks of the effects of tourism.
- Environmental quality: measuring the positive or negative impact of tourism on the environment, i.e. the destination’s natural, cultural and man-made assets.

The proposed Action could be developed in a 2 years project to be presented in the framework of Cross-border Cooperation Programmes.

**Related Good Practice (GP)**

<table>
<thead>
<tr>
<th>Name of GP</th>
<th>ANCIENT ADRIATIC IN TOURISTS PRESENT- ADRIAMUSE - PROVINCE OF RIMINI (EMILIA-ROMAGNA, ITALY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Province of Rimini, inside Adriamuse project, created the pilot action “Ancient Adriatic in tourists present” to improve the attractiveness of museums also through promotional initiatives and “outside” events. The idea was that if tourists do not go in museums, museums go towards tourists. 23 panels that talks about ancient ship and the sea difficulties and how they found the right routes and other curiosities compose the exhibition. Moreover, together with the exhibition, there is a model of an ancient roman ship realized by Maurizio Rinaldi and Giuseppe Fuggiano, under the supervision of the same exhibition superintendent. The Handbook of the Young Roman Sailor and a puzzle of the Roman Mosaic of the Ships, available at the Rimini Town Museums, composed the pilot action, too. Target of the project were beach lovers, families and children, participants at congresses. The exhibition about ancient sailing was firstly reproduced in Rimini Club Nautico but it can be moved in the other partner countries of the Adriatic Zone as it was done in Pola. Stakeholders were local authorities, museum managers, artists, tourists and citizens. Many activities involved children to educate them towards history. In addition, the pilot action realized an APP for smartphone/tablet of the Roman Rimini (Italian and English version); a format based on “What if we were at in the Roman times?” - a Fiction story settled at the times of the Roman age, and linked to the content of the conference event (the lawyer in the Roman forum, the dentist who followed the Roman legions etc.).</td>
</tr>
<tr>
<td>Evidence of success</td>
<td>The success of the action was assured by previous studies realized thanks to ROMIT project and the itineraries it has created. Moreover, another success factor was the fact that finally, the museum went out and this action may attract more people towards cultural tourism.</td>
</tr>
</tbody>
</table>
### Action 5

| Identified need 5) | Improve the quality of products  
| Improve quality of life in the destination  
| Tourist satisfaction  
| Corporate social responsibility of tourist SMEs  
| Accessibility |

| Identified solution |

| Proposed action | QUALITY TOURISM IN M&C DESTINATIONS/ M&C CLUSTERS |

**DESCRIPTION OF THE ACTION**

The Mediterranean is one of the most important tourism regions in the world and it accounts for one in three international tourists worldwide and over a quarter of total tourism receipts. The tourism industry is one of Europe's leading employers, and for many regions highly dependent on tourists’ spending, innovation is the difference between growth and stagnation.

Taking into consideration the adverse impact of recent political and economic dynamics, the general concern on sustainability and quality issues, changing consumer patterns and new business models as well as the differences in the level of tourism development and performance in the region, there is need for a paradigm shift to new modalities to maintain the sustained growth and to better respond to the current and future challenges.

The MED area has a huge potential for the development of maritime economy and offers new opportunities for blue growth and innovation and the creation of a dedicated cluster in its area.

The aim of the proposed project is to identify priority collaborative actions in which MED Blue Growth Cluster (MBGC) can stimulate increased investment, employment and market share, and develop new sectors and sustainable solutions with cross-sectorial approaches.

The first action is to set up a dedicated interregional multi-sectoral maritime stakeholders platform in order to address the following issues:

- Development of an Integrated Marine Spatial Plan as one of the tools for Innovation & Economic Growth in the MED area;
- Design a blueprint for harnessing the MED region’s strengths to boost innovation and growth in the maritime area. Sustainability will be an integral part of the plan as it can act as a driver for innovation and more jobs;
- To define cluster strategy for stimulating economic growth, through diversification of SME capabilities and facilitating SME understanding of new growth markets and increasing interaction between the science base and SMEs also facilitating interactions across borders and regions to ensure that European Industry continues to produce cutting edge products. And to institute venture financing models suited to the needs of small, innovative companies;
- Development of competences which are crucial for the competitiveness of EU maritime industry and tourism. We therefore need to develop the maritime education in universities and maritime schools and the use of academic competence in maritime sectors.

This project can be developed initially in the framework of INTERREG Europe in order to collect GPs in the identified fields of actions and then it will try to put in practice the learned and transferred lessons through an HORIZON 2020 Project.
**Related Good Practice (GP)**

<table>
<thead>
<tr>
<th>Name of GP</th>
<th>IDIMAR – BALEARIC CLUSTER FOR SEA INNOVATION – IDIMAR, PALMA - BALEARIC ISLANDS (SPAIN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>IDIMAR is an association of companies and bodies known as a ‘cluster’ that are innovation-based within the sailing and nautical field, located in the Balearic Islands. It was set up in response to the demand by companies in the Balearic maritime sector in the fields of development, promotion and dissemination of technological innovation. IDIMAR responds to the definition of ‘cluster’ as its overriding mission is to attain constant and fluid interaction between a scientific base and the business sector, promoting the creation of cooperation networks amongst companies. The main objectives of IDIMAR are as follows:</td>
</tr>
<tr>
<td>• To give greater support to the three axes of the triple helix with more intense coordination from the Balearic Government, technology centres and sector companies.</td>
<td></td>
</tr>
<tr>
<td>• To contribute to the diversification of the Balearic business sector.</td>
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<tr>
<td>• To increase, through cooperation, the competitiveness of companies associated with the sector and the economy as a whole, situating innovation and new technologies as a benchmark in all strategies and policies to be followed.</td>
<td></td>
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<tr>
<td>• To take on projects that would be unviable individually.</td>
<td></td>
</tr>
<tr>
<td>• To develop human and managerial staff training in order to bring the professionalism of the organisation and company management up to the highest level.</td>
<td></td>
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<tr>
<td>• To achieve continuous improvement in production and business processes, pursuing excellence.</td>
<td></td>
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<tr>
<td>• To coordinate efforts in research and technological development.</td>
<td></td>
</tr>
<tr>
<td>• To promote internationalisation to open up new markets.</td>
<td></td>
</tr>
<tr>
<td>Evidence of success</td>
<td>IDIMAR pretends to become a benchmark in innovation and research in the Balearic sea sector and a driver of business initiatives and a catalyst for Public Administration activities in the field of R&amp;D. More than being just an association of companies, IDIMAR looks for playing a role as a driving force for the sector, fostering the development of a culture of innovation and taking advantage of synergies between its different subsectors and activities, and between its companies and public and private research centres.</td>
</tr>
</tbody>
</table>
**Action 6**

<table>
<thead>
<tr>
<th>Identified need 6)</th>
<th>Conflict among different actors for the use of resources for instance, typical conflicts arise between: tourists/fishermen (juxtaposition of recreation activities and aquaculture in marine areas) tourists/farmers tourists/industry (impacts generated by development projects) tourists/residents The tourist industry is actually based on natural resources. The deterioration of coastal resources generated by one sector may undermine the resource potential which is the reason why tourists are attracted by that area. For this reason, tourism is the right sector to experiment new solutions concerning the protection of environmental and historical resources and the resolution of conflicts of use between different actors. The interdependence of activities and resources in the coastal area explains why a sectoral approach to coastal area management has not been able to achieve satisfactory results. Each economic sector generates a range of impacts on various coastal and marine resources, but their combined impacts generate acute problems for the resource base on which their survival depends and cause conflicts between sectoral interests. A cost effective solution to one sector may be economically and environmentally detrimental to the needs of another sector. It is now therefore being recognized that effective management of coastal and marine areas should be based not only on an analysis of individual activities and their impacts, but also on the combined effects of sectoral activities on each other and on coastal resources. It is the right time for the implementation of an integrated management model especially for the promotion of M&amp;C tourism.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identified solution</td>
<td>An inter-sectoral approach to coastal area management, through the setting up of an integrated management model which offers the space for the mitigation of conflicts, for the planning of measures for damages mitigation, and in general for the planning of a sort of development which aims at a better quality of life for all concerned. Improvement and enhancement of institutional cooperation Development of collaborative structures Development of a new relationship between tourism and conservation Experiments of balance/cooperation between different interest groups (for instance: the re-discovery of local identity through tourism)</td>
</tr>
<tr>
<td>Proposed action</td>
<td><strong>TACKLING CONFLICTS</strong></td>
</tr>
</tbody>
</table>

**DESCRIPTION OF THE ACTION**

This action is about research on conflicts for the use of resources between tourists and different categories of users. Coastal zones are among the most productive areas in the world, which are at the same time popular settlement areas and tourist destinations, important business zones and transit points. But this intensive concentration of population and excessive exploitation of natural resources puts enormous pressure on the coastal ecosystems leading to biodiversity loss, habitats destruction, pollution, as well as conflicts between potential uses, and space congestion problems. Coastal zones are also among the most vulnerable areas to climate change and natural hazards. Risks include flooding, erosion, sea level rise as well as extreme weather events. These impacts are far reaching and are already changing the lives and livelihoods of coastal communities. Because the well-being of populations and the economic viability of many businesses in coastal zones depend on the environmental status of these areas, it is essential to make use of long term management tools, such as integrated coastal management, to enhance the protection of coastal resources whilst increasing the efficiency of their uses. A sectoral approach, lead to disconnected decisions that risk undermining each other, to inefficient use of resources and missed opportunities for more sustainable coastal development.

Particularly, the Mediterranean Sea, one of the most valuable inland seas of the world, is strategic for the well-being and prosperity of all the countries in its basin. It has a big value, both economic and ecological, as trade routes, climate regulator, food and energy source, site for residence and recreation. However its coastal and marine areas have growing pressures: human activities, such as fishing, aquaculture, shipping and marinas, energy, harbours facilities, tourism, are likely to develop together and often they come into conflict with each other and with protection needs of habitats and landscapes. These uses compete each other...
for vital space, threatening some of the most sensitive and precious habitats. Also global challenges as climate change strongly affect coastal and marine areas, with effects often going beyond national or regional boundaries. Coastal and marine ecosystems do not end on the political boundaries. Cooperation and joint planning between countries are crucial for setting up successful governance system of integrated management of the natural resources.

In short, coast and sea are strategic for the well-being and prosperity of the Mediterranean Countries, they have economic and ecological values, but they are subject to high pressures, as human activities tend to develop together, coming into conflict with each other and with the environment protection goals. This action aims to set up an Integrated Med coastal and maritime management Model for the coordinated application of the different policies affecting the coastal zone and related to activities such as nature protection, aquaculture, fisheries, agriculture, industry, offshore wind energy, shipping, tourism, development of infrastructure and mitigation and adaptation to climate change. It will contribute to sustainable development of coastal zones by the application of an approach that respects the limits of natural resources and ecosystems, the so-called ‘ecosystem based approach’.

The proposed Integrated coastal and maritime management Model will develop the following activities:

- collection of studies, case studies and good practices,
- investigation of the state of the art, the historical and cultural background, the local dynamics,
- constitution of a multi-stakeholders platform, involving all stakeholders across the different sectors to ensure broad support for the implementation of management strategies, coming from different partner regions;
- mapping of human activities at sea to identify their most effective future spatial development in maritime spatial plans and;
- development of a multilevel and cross-sector governance system, based on an holistic approach and aiming:
  - to the integrated management of the natural resources, risk’s prevention and conflicts resolution among uses and users
  - to coordinate relevant policies affecting coastal areas in integrated in each partner territory
  - to develop an analytical approach to conflict resolution, which includes the involvement of all stakeholders throughout the entire process, awareness rising campaigns, development of collaborative structures, launching of pilot actions in the balancement of different interests
- definition of a Med Strategic Plan for coastal and maritime management.

The proposed action can be developed in a first phase in the framework of Interreg Europe in order to exchange experiences and practices with other similar initiatives such as those on Baltic, North, Adriatic and Ionian Seas, and then brought forward through a MED Programme project in order to cover the whole basin, or in the framework of the IT_FR Maritime Cross-border Cooperation Programme, for a focus on the Tyrrhenian Sea.

It is connected to action 1 in the sense that the management has to be intersectoral in order to be effective.
7. Transversal principles

7.1 Cooperation

The Action Plan identifies opportunities for partners from all EU Member States, regional and local authorities and EU institutions to work together where necessary to meet the challenge of sustainable M&C tourism growth model. However, such collective work is not, of course, the only way in which the Action Plan can be implemented. Specific actions and projects at national, regional and local level can also play an important part in delivering on the Action Plan. Where appropriate, cooperation between different country-specific programmes should be fostered. Working together in a targeted way can bring a range of additional benefits, not least in sharing information, sharing costs, sharing results and sharing best practice, as well as generating ideas for further areas of collaboration. More specifically, partners and other stakeholders can work with the support of different funding sources to develop joint projects or other approaches.

In the Mediterranean, a vast number of organisations are involved in promoting coastal and maritime tourism. These include national, regional, local government services, intergovernmental organisations, local, national and international NGOs, academic institutions and research centres and many others. They may contribute to the further refinement and implementation of the Action Plan by:

- producing the knowledge necessary for sustainable development, including applied research, inventories, mapping of habitats and species distribution, long-term population studies, etc.
- contributing to actually carrying out activities both at policy level and in the field.

Obviously the main actors for the Action Plan implementation are:

- Organisations/project partners already involved in the MITOMED Project;
- Other potential partner, also identified during the implementation of MITOMED, first of all the NECS-TourMED Regions involved in the project activities;
- Other associated partners such as stakeholders, including those already involved in MITOMED.

As concerns the tools of this cooperation, all the mentioned potential actors have to look to the wide panorama of European Funding: the Horizon 2020 programme and other EU programmes and funding instruments can support cooperation in research by facilitating projects proposed by consortia of public and private institutions. For example, these projects can test different solutions to common problems or compare the performance of different technologies. Establishing an inter-Regional coordination and cooperation could also be the foundation of enhanced research cooperation. Joint projects and actions are not restricted to research. The Erasmus for All programmes will provide opportunities for partnerships in education and training. Working together can also involve collaborative actions to exchange information and good practice. Initiatives such as Copernicus, or “Marine Knowledge 2020” can provide a framework. For instance, understanding how neighbouring countries or regions with similar oceanographic or meteorological conditions tackle coastal erosion can help drive operational efficiency. Knowing what has worked and what has not worked elsewhere can prevent the same mistakes being made twice. Good practice can be exchanged through dedicated workshops, staff exchanges or internet forum.

7.2 Information, participation, Public awareness and Capacity-building

For the success of the identified actions and for the transformations of the policy recommendations in actions and projects is necessary the assessment of the potential social and economic benefits that could arise from the successful achievement of the Action Plan by promoting and implementing participatory actions, programmes and campaigns to inform and to raise public awareness. The promotion of public participation, within an integrated management scheme, is crucial.

In particular it is necessary to facilitate the access to information for managers and decision-makers, as well as stakeholders and the general public by improving the availability of existing data, information and knowledge on M&C as a basis for:

1. identifying and filling in the most critical information gaps, notably through the promotion of relevant scientific and applied research;
2. ensuring that research results reach those who are responsible for, or whose decisions impact upon, M&C tourism; and especially,
3. facilitating the participation of citizens within an integrated management scheme.

Moreover in order to guarantee the enhancement of M&C tourism it is necessary:

• To communicate with relevant organisations to encourage projects related to maritime & Coastal tourism issues under current cross-sector cooperation initiatives;
• To reinforce international cooperation;
• To improve support to SMEs by encouraging networking, in particular through clusters and by facilitating their access to existing tools and projects;
• To identify areas of mutual interest, possibly through a stakeholder conference, where concrete projects among some countries could emerge (e.g. promotion of cruise tourism, accessibility of beaches, deseasonalisation through sports tourism, increase of exchanges and partnering across maritime training institutes and centres, ...) with the signing of Memoranda of Collaboration between the participating organisations.

It is necessary to develop an international collaboration to enhance regional public awareness: The MITOMED Project and related initiatives are the ideal framework for developing such recognition and promoting specific activities to enhance public awareness. The circulation of information and increased public awareness is dependent on local social cultures and languages. Yet international collaboration can help develop appropriate methods and tools, also making use of social, cultural and political affiliations. In addition one of the mechanisms to promote regional public awareness is the organisation of coordinated Mediterranean-level campaigns focusing on specific regional issues, aiming at making the general public aware of specific issues such as global warming, ecotourism, or the trade in endangered species.

In this regard, a information centre mechanism to focus on marine and coastal tourism promotional activities, should be considered, as it could become the focus for marine and coastal activities in the region, and could become a catalyst of joint initiative and exchange. It might be a central point, or a looser network, well structured, coordinated and linked to the MITOMED project.

7.3 Sustainability

In order to implement the Action Plan successfully at EU, national and regional level, an appropriate implementation mechanism would enhance the engagement of national, regional and local actors and enable progress to be monitored. The MITOMED project has provided useful lessons in organising dialogue and coordination. To move forward with implementation, it will be important to continue that dialogue with partners from other Mediterranean Member States and regions, including the private sector. Implementing the Action Plan will not only depend on the public sector, it will also depend on the extent to which the private sector becomes involved.

Any implementation mechanism should be light, tightly-focused and draw on good practices that have been successful in other sea-basin strategies by:

• providing political commitment and oversight;
• raising awareness of the MITOMED results and its objectives;
• providing an evaluation and assessment of progress.
• It could also:
• give guidance to stakeholders and potential project promoters;
• enable cooperation across the MED area;
• liaise with managing authorities of EU funding programmes;
• bring together possible project partners to develop activities that would respond to the priorities/objectives set out in the Action Plan;

Concerning concrete implementation, the following management structure is proposed for discussion: The MITOMED project partners prosecute cooperation via a Virtual Steering Committee: the partners monitor the possible actions and the possible sources of funding, and keep the contacts in view of furtherly prosecuting cooperation. Partners will contribute as appropriate on the basis of own characteristics and roles, and propose ideas for possible project proposals.
The MITOMED partners underlined the necessity to maintain a certain flexibility in proposals for implementing the Action Plan, in order to accommodate in the planning both the changing national and regional priorities and the future decisions of the EU.

7.4 Equal Opportunities

MITOMED’s Action Plan recognizes the fact that tourism is and can be a major growth and employment factor for the Mediterranean. As such, it can help ameliorate gender inequalities through increased participation of women and young people in the labour market. These inequalities vary a lot in the different territories taken into consideration. This requires creating a significant number of jobs to absorb new entrants in the labour market - particularly in relation to the present high rates of unemployed young people and the low (and low-paid) quota of the female workforce which is reported in some areas. As such Mediterranean regions are called to invest with a gender and non-discriminative perspective to develop their human capital and better match the needs of the current and emerging tourism market.

Investment in human capital is strongly required, as tourism demand is increasing worldwide, and the Mediterranean remains one of the world’s leading destinations for international and domestic tourism. On the other hand, while the number of international tourist arrivals in Europe is expected to rise in the years to come, the challenge for coastal and maritime tourism in the Mediterranean is to exploit such economic potential by developing new offers that are competitive worldwide. New offers require the creation of innovative products and services, and the training of a highly-skilled workforce that can manage and operate them for tourists. In the coming years the tourism labour market can provide an unprecedented chance to reduce inequality and marginality, more so as the tourism industry has particularly important rates of employment and job creation for women, young and disabled people.

As for transnational cooperation, joint projects can provide room for networking and small scale pilot initiatives, but it is the task of ESIF funds to earmark resources to the creation of new products, services and a more skilled labour force. Good practices emerging from cooperation projects should be leveraged by mainstream programmes – e.g. ERDF and ESF Regional Operational Programmes – to provide gender and non-discriminative support to:

- increase stakeholders capacity as regards innovation and ICT, and uphold the digital agenda
- promote entrepreneurship and innovation through targeted training and capacity building
- invest in innovative products and services through ESIF funds in synergy with Horizon 2020 projects
- increase environmental and cultural awareness through all-round social dialogue

To support equal opportunities and non-discrimination at the transnational level, future joint projects for innovative tourism should adopt a new approach. As an example, while supporting employability and the creation of a more skilled workforce (e.g. through entrepreneurial training, etc) they should in parallel set up a monitoring mechanism to ensure gender equality and non-discrimination through the use of specific data and indicators – e.g. broken down by sex, worker’s category, age, etc. The deployment of such a strategy and the mechanisms to ensure its effective implementation is up to the policy makers, who can thereby develop and refine evidence-based gender and non-discrimination policies.
### Annex 1 Set of MITOMED Indicators

<table>
<thead>
<tr>
<th>N.</th>
<th>NECSTouR TOPICS</th>
<th>ETIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0. Profile</td>
<td>Relative contribution of tourism to the destination’s economy (% GDP)</td>
</tr>
<tr>
<td>2</td>
<td>0. Profile</td>
<td>Average length of stay of tourists (nights)</td>
</tr>
<tr>
<td>3</td>
<td>0. Profile</td>
<td>Daily spending per tourist (accommodation, food and drinks, other services)</td>
</tr>
<tr>
<td>4</td>
<td>0. Profile</td>
<td>Number of beds available in commercial visitor accommodation per 100 residents</td>
</tr>
<tr>
<td>5</td>
<td>0. Profile</td>
<td>Number of second/rental homes per 100 homes</td>
</tr>
<tr>
<td>6</td>
<td>1. Impact of transport</td>
<td>Number of incoming and outgoing passengers per port</td>
</tr>
<tr>
<td>7</td>
<td>1. Impact of transport</td>
<td>Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type)</td>
</tr>
<tr>
<td>8</td>
<td>1. Impact of transport</td>
<td>Kms of cycling routes (versus tot kms of roads)</td>
</tr>
<tr>
<td>9</td>
<td>1. Impact of transport</td>
<td>Number of berths and moorings for recreational boating</td>
</tr>
<tr>
<td>10</td>
<td>10. Waste management</td>
<td>Waste volume produced by destination (tonnes per resident per year or per month)</td>
</tr>
<tr>
<td>11</td>
<td>10. Waste management</td>
<td>Volume of waste recycled (percent or per resident per year)</td>
</tr>
<tr>
<td>12</td>
<td>2. Quality of life of residents and tourists</td>
<td>Percentage of the destination with a sustainable tourism strategy/ action plan, with agreed monitoring, development control and evaluation arrangement</td>
</tr>
<tr>
<td>13</td>
<td>2. Quality of life of residents and tourists</td>
<td>Percentage of visitors that are satisfied with their overall experience in the destination</td>
</tr>
<tr>
<td>14</td>
<td>2. Quality of life of residents and tourists</td>
<td>Percentage of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes.</td>
</tr>
<tr>
<td>15</td>
<td>2. Quality of life of residents and tourists</td>
<td>% of beaches accessible to all</td>
</tr>
<tr>
<td>16</td>
<td>2. Quality of life of residents and tourists</td>
<td>Number of tourist accommodation facilities accessible to all;</td>
</tr>
<tr>
<td>17</td>
<td>3. Quality of work</td>
<td>Direct tourism employment as percentage of total employment per month</td>
</tr>
<tr>
<td>18</td>
<td>3. Quality of work</td>
<td>Full time, part time and seasonal employment per sector</td>
</tr>
<tr>
<td>19</td>
<td>3. Quality of work</td>
<td>Indicator 6.1 Average wage in tourism for women compared to men’s employment</td>
</tr>
<tr>
<td>20</td>
<td>4. Deseasonalisation</td>
<td>Number of tourist nights per month</td>
</tr>
<tr>
<td>21</td>
<td>4. Deseasonalisation</td>
<td>Occupancy rate in commercial accommodation per month and average for the year</td>
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<td>N.</td>
<td>NECSTouR TOPICS</td>
<td>ETIS</td>
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<tr>
<td>22</td>
<td>4. Deseasonalisation</td>
<td>Number of tourists per 100 residents</td>
</tr>
<tr>
<td>23</td>
<td>5. Active conservation of cultural heritage</td>
<td>Percentage of the destination covered by a policy or plan that protects cultural heritage</td>
</tr>
<tr>
<td>24</td>
<td>6. Active conservation of environmental heritage</td>
<td>Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures</td>
</tr>
<tr>
<td>25</td>
<td>6. Active conservation of environmental heritage</td>
<td>Percentage of destination (area in km²) that is designated for protection</td>
</tr>
<tr>
<td>26</td>
<td>6. Active conservation of environmental heritage</td>
<td>Percentage of destination covered by a biodiversity management and monitoring plan.</td>
</tr>
<tr>
<td>27</td>
<td>6. Active conservation of environmental heritage</td>
<td>Tot Kms of beaches (and kms of beaches with bathing establishments and free beaches)</td>
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<tr>
<td>28</td>
<td>6. Active conservation of environmental heritage</td>
<td>Water quality in tourist harbours/marinas</td>
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<tr>
<td>29</td>
<td>6. Active conservation of environmental heritage</td>
<td>N. of days in which the CO₂ threshold is trespassed</td>
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<tr>
<td>30</td>
<td>7. Active conservation of distinctive identities of destinations</td>
<td>Area and volume of sand nourishment</td>
</tr>
<tr>
<td>31</td>
<td>8. Reduction and optimization of natural resource use with particular reference to water</td>
<td>Fresh water consumption per tourist night compared to general population water consumption per person night</td>
</tr>
<tr>
<td>32</td>
<td>8. Reduction and optimization of natural resource use with particular reference to water</td>
<td>Level of contamination per 100 ml (faecal coliforms, campylobacter)</td>
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<tr>
<td>33</td>
<td>8. Reduction and optimization of natural resource use with particular reference to water</td>
<td>Number of blueflags</td>
</tr>
<tr>
<td>34</td>
<td>9. Reduction and optimization of energy consumption</td>
<td>Energy consumption per tourist night compared to general population energy consumption per person night</td>
</tr>
</tbody>
</table>