



16 DECEMBER
2021

BEST MED PROJECT

DEVELOPING A NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES

Data management and sharing for sustainable tourism

Online Event

Registration link:

<https://bit.ly/31n3k10>



Project co-financed by the European Regional Development Fund



DECEMBER **16th** 2021

INTRODUCTION

The Seminar on the development of a Network of Sustainable Tourism Observatories (NSTO) in the Mediterranean region is organized by the Regional Tourism Agency of Lazio with the purpose to showcase the results achieved so far by BEST MED, the INTERREG MED strategic project aimed at improving the governance of sustainable tourism in the Mediterranean Basin. The event intends to provide information on tourism observatories and existing standards on data management at different level through different case studies. In particular, it aims to promote the exchange of ideas and proposals to define priorities and goals for the development of a Network of Sustainable Tourism Observatories at the Mediterranean level.

THEMES

One of the main themes addressed by the Seminar is the analysis of the key outputs delivered by BEST MED: the BEST MED Path Model, the identification and testing of the indicators for Cultural Paths sustainability, the web platform for data analysis and networking.

A special focus is placed on the presentation of good practices and experiences in data managing with a view to improving the sustainability of tourism policies and planning in the Mediterranean area.

Another important BEST MED's intervention field is the collection of ideas, proposals and standards for the creation of a Network of Observatories. For this purpose, during the seminar a session and a round table are organized to share proposals for the network and promote the development of synergies among key actors involved in the analysis and management of data.

GOALS

The Seminar aims at laying the foundation for the creation of a Network of Sustainable Tourism Observatories in the Mediterranean area (NSTO), on the basis of a participatory approach. It should be considered an opportunity to define priorities and goals and set up a cooperation framework between public authorities and private stakeholders.



9:00

INSTITUTIONAL OPENING SESSION

Valentina Corrado

Regional Ministry of Tourism, Lazio Region (Italy)

Roberto Ottaviani

Director, Regional Agency for Tourism, Lazio Region (Italy)

Julia Saiz-Pardo

El Legado Andalusi, Andalusian Public Foundation, BEST MED Lead Partner (Spain)

Davide Strangis

Executive Director Conference of Peripheral Maritime Regions (CPMR) (France)

Francesco Paolo Schiavo

General Director, Ministry of Tourism (Italy)



9:30 session 1

BEST MED RESULTS

COORDINATED BY

Giuliano Tallone Lazio Region - Regional Tourism Agency

To improve knowledge and use of data and provide tools for sustainable tourism planning in the Mediterranean region, BEST MED has focused on data management, indicators and tourism observatories and has drafted a first document for the establishment of the NSTO. Furthermore it has created a web platform to promote data analyses and networking and has developed the BEST MED Path Model to reduce the pressure of tourism flows along the Mediterranean coasts and enhance the hinterland by taking advantage of the potential of Cultural Paths.

SPEAKERS:

The State of the Art in data management for tourism and tourism observatories

Valeria Villa Lobos

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

The web platform of BEST MED as a tool for data analysis and networking

Maja Turnsek

Maribor University

Testing Indicators for Cultural Paths sustainability and the BEST MED Path Model

Claudia Ribeiro de Almeida

Algarve University

First concept of an NSTO: draft document and possible process

Barbara Favaro CPMR

Erica Peroni Lazio Region - Regional Tourism Agency



10:30 session 2

EXPERIENCES IN DATA MANAGEMENT FOR TOURISM PLANNING

COORDINATED BY

Elia Apostolopoulou Ministry of Tourism of Greece

At the transnational level the system for collecting and managing data on tourism is neither uniform nor homogeneous. To improve tourism planning and make sector policies more effective, it is necessary to standardize the collection and use of data. This session provides a view on good practices in sustainable touristic planning, big data management, cities tourism planning, tourism packages, projects of research centers.

SPEAKERS:

An overview of experiences in data management for tourism planning - Sustainable Tourism Community

Josep Rodríguez

Coordination MED Sustainable Tourism Community

Managing Big Data for official statistics

Marek Cierpial-Wolan

ESSNET Big Data project: WPJ Innovative tourism statistics (Statistics Poland)

Experiences in data management for cities tourism planning - HERIT DATA Project

Davide Bruno

Tuscany Region, Management and IT Department

Integration of information flows and databases with the local tourist offer - Smart Destinations Project

Manuela Bigi

Tuscany Region, Tourism and trade Department

Evaluation of environmental sustainability in tourism packages MEET Consortium / DESTIMED Plus Project

TBC

Establishing a Research and Monitoring Centre for coastal and maritime tourism in the Eastern Mediterranean

Konstantina Tsakopoulou

Deputy Head of Research Studies and Documentation, Directorate for Research, Ministry of Tourism of Greece

11:30
COFFEE BREAK

 **11:45** session 3

IDEAS FOR DEVELOPING A MEDITERRANEAN NSTO NETWORK OF SUSTAINABLE TOURISM OBSERVATORIES

COORDINATED BY

Jose Francisco Benitez Regional Ministry of Tourism of Andalusia

The Main goal of the Mediterranean Network of Sustainable Tourism Observatories is to engage public and private entities to share visions, approaches, resources and methodologies for data collection, management and analysis in the context of sustainable tourism planning. First step is to build the network, starting with BEST MED's partners.

SPEAKERS:

Elena Di Raco

ENIT (National Tourism Agency and National Observatory for tourism) (Italy)

Izidora Marković Vukadin

CCROSTO (Croatian Sustainable Tourism Observatory) (Croatia)

Nebiha Boussetta - TBC

Ministère du tourisme (Tunisia)

Ernad Kolić

Department of business statistics MONSTAT: Montenegrin Directorate for Statistics (Montenegro)

Ana Moniche

Turismo Andaluz (Spain)

 **12:30** session 4

ROUND TABLE: A CO-OPERATION FRAMEWORK FOR DATA IN SUSTAINABLE TOURISM PLANNING. TOWARDS A NSTO IN THE MEDITERRANEAN REGION

COORDINATED BY

Davide Strangis Conference of Peripheral Maritime Regions (CPMR)

Cooperation among observatories, official statistics agencies, private, stakeholders, partners of Interreg MED projects is the basis for a proper functioning of the network. What can actors bring to the network? A round table to share knowledge and resources.

SPEAKERS:

The process of the constitution of a NSTO in the framework of BEST MED

Davide Strangis

CPMR

Supporting Sustainable Destinations through continuous monitoring - The International Network of Sustainable Tourism Observatories (INSTO)

Cordula Wohlmuther

Coordinator, Sustainable Development of Tourism Department, World Tourism Organization (UNWTO)

Official statistics and networking for data in tourism

Maria Teresa Santoro

ISTAT (Italian Statistics Agency)

The role of private stakeholders in data gathering and management

Flavia Coccia

ISNART (Italian Tourism Research Institute)

Digitalisation and data for tourism - NECStour

Cristina Núñez Cuesta

Managing Director

Results on DG Growth thematic workshops

Gloria Crabolu

University of Surrey

Governance issues in data management for tourism – PANORAMED

Lovre Karamarko

Ministry of Regional Development and EU Funds (Croatia)

 **13:30**

GENERAL DISCUSSION ABOUT THE ROUND TABLE, OPEN TO PARTICIPANTS

Attendees can ask speakers specific questions about the setting up of the Network. Many aspects related to priorities, practical aspects (formal framework, secretariat etc.) and role of the NSTO in the framework of the WTO Sustainable Tourism Observatory Network can be further discussed.

DEBATE

 **14:00**

END OF SEMINAR

CONCLUSIONS BY

Davide Strangis

Executive Director Conference of Peripheral Maritime Regions (CPMR)