

BEST MED PROJECT
TECHNICAL WORKSHOP

DATA MANAGEMENT FOR SUSTAINABLE TOURISM


Moving towards a network of
tourism observatories for a better
governance in the Mediterranean

09
10 DECEMBER

Organized by



REGIONE
LAZIO

Online meeting on  zoom

2020

Live streaming on 

The online workshop on **Data management for sustainable tourism** is the first technical event organized by **BEST MED**. It has the purpose to present the overall goals of the project and, in particular, to showcase the results of its study activities coordinated by the **Regional Tourism Agency of Lazio Region**.

The workshop is an opportunity to analyse and compare goals and management models of existing Tourism Observatories in the Mediterranean area at national, regional and local level. It intends to provide information on relevant EU funded projects and existing standards on data management for tourism, especially on official statistics (*Eurostat System*), big data for tourism management, use of sustainability indicators.

Themes

One of the main themes addressed by the event is the use of web platforms for data gathering and management, especially in the field of tourism sustainability indicators. Particular attention is paid to the presentation of the **new platform developed by BEST MED** on the basis of Mitomed+ project's platform.

BEST MED's intervention field is also the promotion of tourism sustainability planning in local territorial systems. To this purpose during the workshop a special focus is placed on the presentation of the "*BEST MED Sustainable & Cultural path model*" meant to improve the sustainability policies along the **Cultural Routes of the Mediterranean Basin**. This model will be further developed in the next phases of BEST MED project, using pilot areas as well.

Goals

The event aims at setting the knowledge basis for the next activities of the project and, in particular, at paving the way for the creation of a **network of Tourism Observatories** in the Mediterranean area based on a participatory approach.

In this perspective, the workshop must be considered the first step in the development of **BEST MED's governance approach** for sustainable tourism in the Mediterranean area.

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 **9:30 – 10:00**

INSTITUTIONAL OPENING SESSION

Lorenza Bonaccorsi

Under-Secretary of State at the Ministry of Cultural Heritage and Activities and Tourism, Italy

Giovanna Pugliese

Regional Tourism Minister, Lazio Region

Roberto Ottaviani

Director, Regional Tourism Agency, Lazio Region

 **10:00 – 10:30**

INTRODUCTION

MODERATED BY: Natalino Barbizzi

PANORAMED's Italian Country Coordinator,
Marche Region

SPEAKERS:

Mediterranean scenarios for data management in tourism planning - PANORAMED

Manuela Bigi

Tourism and Trade Department, Tuscany Region

BEST MED Project

Julia Saiz Pardo

El legado andalusí Andalusian Public Foundation, BEST MED Lead Partner

 **10:30 – 12:00**

DATA MANAGEMENT AND TOURISM OBSERVATORIES

MODERATED BY: Giuliano Tallone

Lazio Region, Regional Tourism Agency, BEST MED Partner

SPEAKERS:

Introduction to BEST MED study activities

Erica Peroni

Lazio Region, Regional Tourism Agency, BEST MED's studies work package coordinator

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BEST MED study activities' results on Observatories Scenarios and data gathering methods, Gaps and needs for data in tourism

Cristina Bernini

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

Official Statistics in Italy

Maria Teresa Santoro

ISTAT (Italian Statistics Agency)

Use of big data in tourism planning

Elena Di Raco

ENIT (National Tourism Agency and National Observatory for Tourism)

Big data in Tourism experiences - HERIT DATA Project

Davide Bruno

Tuscany Region, Management and IT Department

The ToT LAB experience: public and private collaboration for data collection and management

Jose Luis Córdoba

Andalucia Lab, Turismo Andaluz

Needs of data in tourism planning for private sector

Tommaso Tanzilli

Federalberghi Roma and Lazio

Hotel, campsite, marina and hostel benchmarking for future positioning

Sandra Janković

Faculty of Tourism and Hospitality Management, University of Rijeka, for the Croatian Chamber of Economy - Rijeka County Chamber, BEST MED partner

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 **12:00 – 13:30**

INDICATORS OF SUSTAINABILITY: DEVELOPING A BEST MED DATA MANAGEMENT WEB PLATFORM

MODERATED BY: **Maja Turnsek**
Maribor University, BEST MED partner

SPEAKERS:

**The web platform for data management
of BEST MED Project**

Maja Turnsek

Maribor University

**The experience of MITOMED+ Project on
data management and web platform for
sustainability indicators of coastal tourism**

Ana Moniche

Turismo Andaluz

**Use of sustainability evaluation
methods in ecotourism packages
DESTIMED Plus Project**

Arnau Teixidor

IUCN (International Union for Conservation of Nature)

**Sustainability indicators in coastal
destinations and sustainability models –
Coevolve - Coevolve4BG Projects**

Harry Coccossis

University of Thessaly

**ESPON Targeted Analysis “Carrying
capacity methodology for tourism” –
insights into the visualization dashboard
based on statistical and big data**

Sabine Sedlacek and Christian Weismayer

Modul University Vienna

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**Building a Smart Destination Datahub:
main challenges. Evidence from the
Interreg S.LI.DES project**

Valeria Minghetti

CISSET

**Experience at local level & perspectives in
use of sustainability indicators – Global
Sustainable Tourism Criteria & Green
Destinations**

Kirsi Hyvaerinen

PRÁTTO Consulting d.o.o., for the National Tourism
Organisation of Montenegro, BEST MED partner

 **QUESTIONS & ANSWERS SESSION**

MODERATED BY: Elia Apostolopoulou

Ministry of Tourism, Greece, BEST MED Partner

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 **9:30 – 10:45**

**BEST MED S&C PATH MODEL FOR CULTURAL
ROUTES – A FIRST DRAFT**

MODERATED BY: Jose Francisco Benitez

Regional Ministry of Tourism of Andalusia, BEST
MED Partner

SPEAKERS:

**Presentation of the First Draft of BEST
MED S&C Path Model**

Alessia Mariotti and Maria Laura Gasparini

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

**Perspectives for testing BEST MED Path
Model in WP4 Testing phase Destinations**

Claudia Ribeiro de Almeida and João Martins

Algarve University, BEST MED Partner

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CULT-RING Project (Interreg Europe) experiences in sustainability evaluation of cultural paths

Simone Bozzato and Ilaria Guadagnoli

Tor Vergata University

Sustainability principles along the Cultural Routes of the Council of Europe

Eleonora Berti

European Federation of Napoleonic Cities – Destination
Napoleon, Director Independent Expert, European Union
Cultural Heritage Forum

QUESTIONS & ANSWERS SESSION

ROUND TABLE DEBATE ON BUILDING NETWORKS: TOWARDS A NETWORK OF OBSERVATORIES IN THE MEDITERRANEAN AREA

 **10:45 – 11:30**

PRESENTATION OF THE MED NETWORK OF TOURISM OBSERVATORIES

MODERATED BY: Claudia Guzzon

Projects and Policy Officer, Intermediterranean
Commission CPMR, BEST MED Partner

SPEAKERS:

Lazio Regional Observatory of Tourism

Giuliano Tallone

Head of Study, Innovation and Statistics, Regional Tourism
Agency, Lazio Region, BEST MED Partner

Calabria Regional Observatory of Tourism

Mariza Righetti

Coordinator, BEST MED Partner

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Ministry of Tourism, Greece

Panagiota Dionysopoulou

Director General for Tourism Policy, BEST MED partner

Barcelona Tourism Observatory

Alba Lajusticia

Director

 **11:30 – 13:00**

POTENTIAL SYNERGIES AND COOPERATION WITH EXISTING INITIATIVES AT MEDITERRANEAN AND EU LEVEL TOWARDS A MED NETWORK OF TOURISM OBSERVATORIES

MODERATED BY: Davide Strangis

Executive Director Conference of Peripheral Maritime Regions, BEST MED Partner

SPEAKERS:

SMART MED Project (Strategic – Interreg MED)

Magali Ferrand

Deputy Director of Tourism at the Tourism and Thermalism Unit, Region of Occitanie

MED Sustainable Tourism Community

Josep Rodríguez

Coordination MED Sustainable Tourism Community

Union for the Mediterranean

Alessandra Sensi

Head of Sector - WEBE Division - UfM Secretariat

NECSTouR (Network of European Regions for a Sustainable and Competitive Tourism)

Cristina Núñez Cuesta

Managing Director

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UNWTO INSTO (International Network of Sustainable Tourism Observatories of Tourism)

Dirk Glaesser

Director, Sustainable Development of Tourism

 **DEBATE**

 **13:00 – 13:30**
CONCLUSIONS BY

Flaminia Santarelli

Director General for Tourism - Ministry of Cultural Heritage and Activities and Tourism (MiBACT), Italy

Curzio Cervelli

Interreg Med Programme Joint Secretariat coordinator

Project cofinanced by the European Regional Development Fund