

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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## **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

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 **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