

MITOMED+, un sistema d'indicadors per avaluar la sostenibilitat turística de municipis de costa

Sessió de transferència de resultats
Torredembarra, 15 de novembre de 2019

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El projecte MITOMED+ és un projecte modular finançat pel programa INTERREG – MED dins l'eix estratègic 3:

“Protegir i promoure els recursos naturals i culturals del Mediterrani”

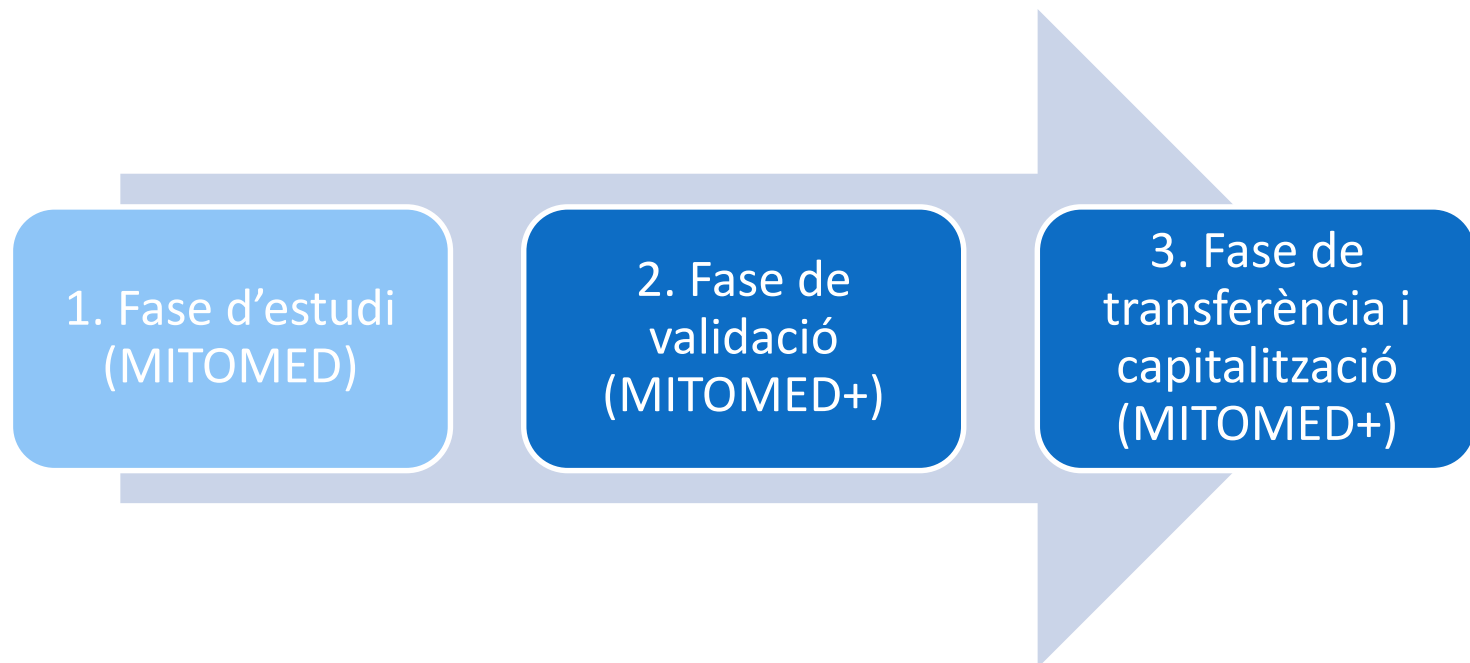
i concretament dins l'objectiu específic 3.1:

“Millorar el desenvolupament del turisme sostenible i responsable en destinacions costaneres del Mediterrani.”

MITOMED+ · Síntesi

El projecte en context:

- MITOMED: projecte unimodular amb un M1 (fase d'estudi)
- MITOMED+: projecte bimodular consistent en un M2 (fase de validació) i un M3 (fase de capitalització)



MITOMED+ · Síntesi

Objectiu principal: **millorar la sostenibilitat i la responsabilitat** en destinacions turístiques marítimes i costaneres (M&C) a partir de:

- **Incrementar el coneixement i la interacció social** en el desenvolupament del turisme M&C per a millorar els processos de presa de decisions
- Millorar la **planificació turística** a nivell de destinació i la seva coordinació
- Difondre el resultat en l'àmbit polític local, regional i nacional i construir un **model turístic M&C mediterrani**

Partenariat MITOMED+



Regione Toscana

Tuscany Region - Lead partner - ITALY



Institut za poljoprivredu i turizam Poreč Institute of Agriculture and Tourism **Poreč**

Institute of Agriculture and Tourism - CROATIA



University of Girona - SPAIN



ANCI Toscana - Association of
Tuscan Municipalities - ITALY



CPMR - Conference of Peripheral Maritime
Regions of Europe - FRANCE



Public Enterprise for the Management of Tourism
and Sport of Andalusia - SPAIN

National Research Council of Italy



Institute for Biometeorology

National Research Council - Institute
of Biometeorology - ITALY



LARNACA & FAMAGUSTA DISTRICTS DEVELOPMENT AGENCY

Larnaca and Famagusta District
Development Agency - CYPRUS



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

NECSTouR - Network of European Regions
for a Sustainable and Competitive Tourism - BELGIUM

Accions desenvolupades en el marc del MITOMED+

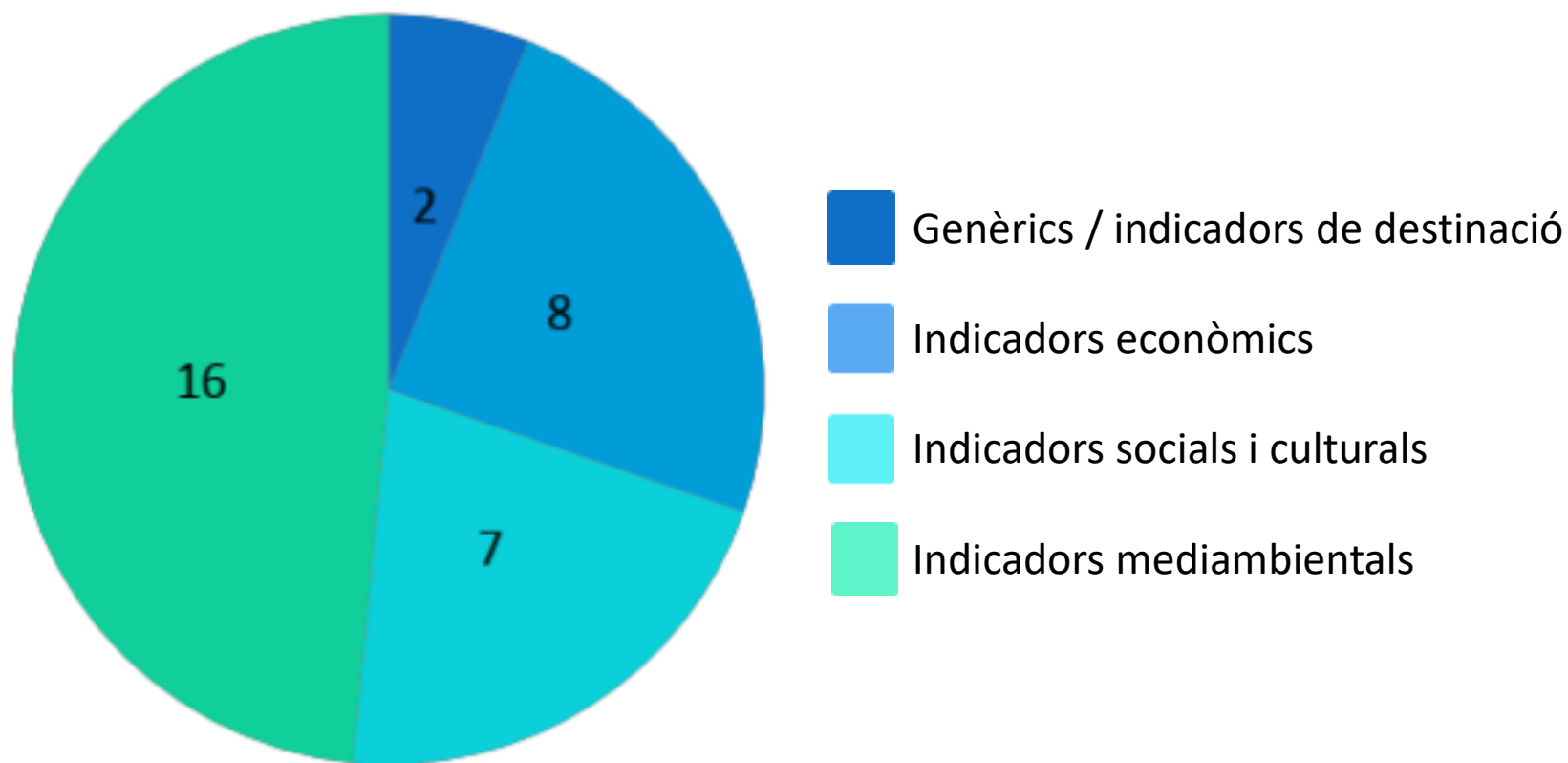
a) Fase de test i validació (mòdul 2):

- **15 destinacions M&C participants**, situades en 5 regions europees: Ístria (Croàcia), Xipre, Toscana (Itàlia), Andalusia i Catalunya

Acció Pilot 1: indicadors MITOMED

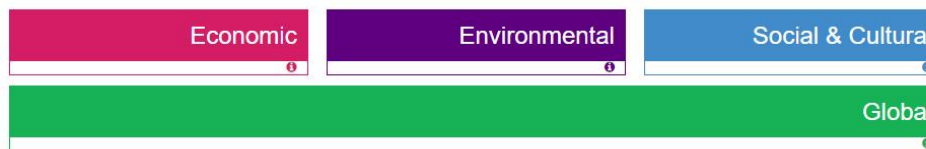
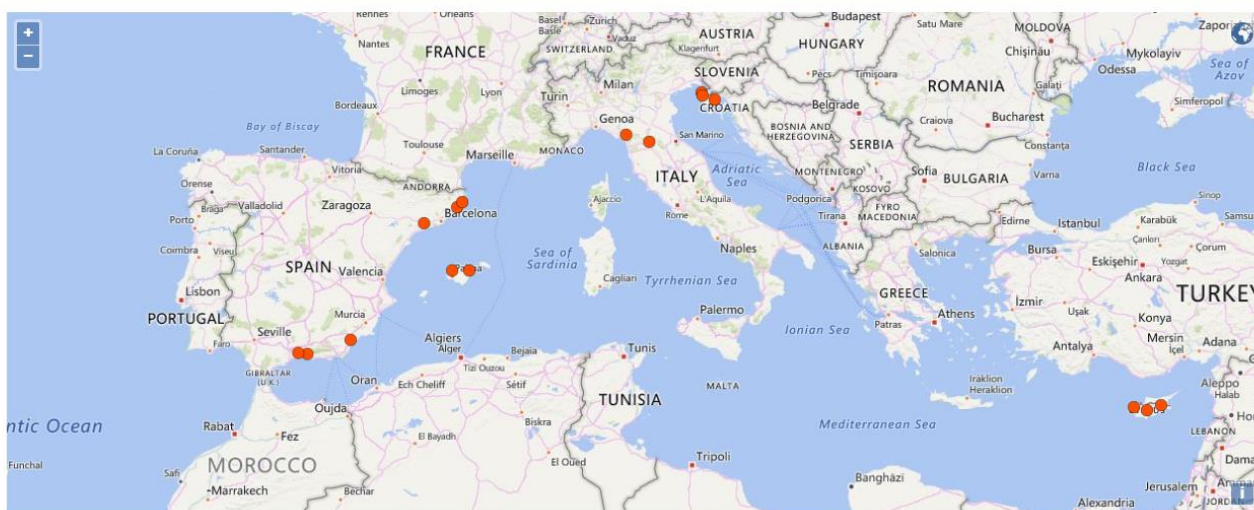
- Desenvolupament d'un systema de 33 indicadors en sostenibilitat social, econòmica i mediambiental per a destinacions M&C
- Plataforma oberta Online per a ajudar als gestors polítics locals i regionals a monitoritzar els impactes del turisme
- Creació d'un espai d'intercanvi d'informació i experiències entre els agents local i regional sobre bones pràctiques en gestió de turisme en destinacions M&C

Acció Pilot 1: sistema d'indicadors per a la monitorització i avaluació de la sostenibilitat en destinacions turístiques M&C



Acció Pilot 1: plataforma oberta online per a la presa de decisions

<https://mitomedplus.andalucia.org/mitomedplus/index.html>



Programme co-financed by the European Regional Development Fund



FAQ

Manual



Acció Pilot 1: plataforma oberta online per a la presa de decisions

Entrada de dades i recollida sistemàtica d'indicadors

 Admin ▾ UDGIRONA ▾ 

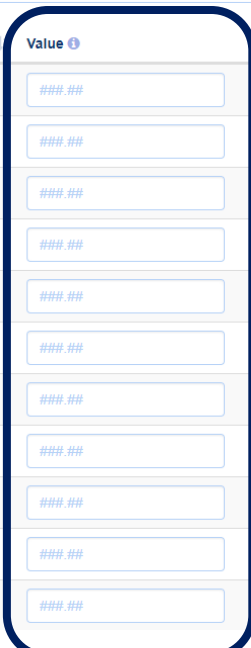
Home / Destination admin / Indicators values

Torredembarra - Indicators values

2017 ▾ (no month selected) ▾ (no season selected) ▾

(no area selected) ▾

Indicator ID	Indicator name	Group	Period	Value
01	Percentage of destinations with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement. ⓘ	Global	2017	### ##
02	Percentage of visitors that are satisfied with their overall experience in the destination. ⓘ	Global	2017	### ##
03	Percentage of tourism establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures. ⓘ	Economic	2017	### ##
04 a)	Relative contribution of tourism to the destination's economy (% GDP) ⓘ	Economic	2017	### ##
04 b)	Proportion of tourism organisations (companies, businesses) in relation to the total number of businesses in the destination (%) ⓘ	Economic	2017	### ##
04 c)	Proportion of active population working in the tourism industry in relation to the whole active population (%) ⓘ	Environmental	2017	### ##
05	Average length of stay of tourists (nights) ⓘ	Economic	2017	### ##
06	Number of overnight stays per month ⓘ	Economic	2017	### ##
07	Occupancy rate in commercial accommodation per month and average for the year. ⓘ	Economic	2017	### ##
08	Direct tourism employment as percentage of total employment per month. ⓘ	Economic	2017	### ##
09	Daily spending per tourist (accommodation, food and drinks, other services) ⓘ	Economic	2017	### ##



Acció Pilot 1: plataforma oberta online per a la presa de decisions

Monitorització dels indicadors i comparativa amb altres destinacions

MITOMED+ Admin UDGIRONA

Destination: Vélez Málaga

Area: Global
Year: 2017
Month: (no month selected)
Season: (no season selected)

My destination Comparative
Evolution Ranking

+ PDF Excel CSV

Indicators	Value	Variation	Alert	Threshold
01 Percentage of the area of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement (%).	0.00	0.00		
02 Visitors satisfaction with their overall experience in the destination.	N/A	N/A		
03 Percentage of tourism enterprises in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures (%).	N/A	N/A		
04 a) Relative contribution of tourism to the GDP destination (%)	N/A	N/A		
04 b) Proportion of tourism organisations (companies, businesses) in relation to the total number of businesses in the destination (%)	13.69	0.82		
04 c) Proportion of active population working in the tourism industry in relation to the whole active population (%)	13.79	0.16		
05 Average length of stay of tourists (nights)	N/A	N/A		
06 Number of overnight stays	N/A	N/A		
07 Occupancy rate in commercial accommodation (%)	N/A	N/A		
08 Direct tourism employment as percentage of total employment (%)	13.79	0.16		
09 Daily spending per tourist (accommodation, food and drinks, leisure activities and other services) (€)	N/A	N/A		
10 Number of cruise passengers per day, in relation to total population (1 on 1 proportion)	N/A	N/A		
11 Number of beds available in commercial visitor accommodation in relation to residents (1 on 1 proportion)	N/A	N/A		
12 Variation of unemployment rate between low and high season (%)	7.17	2.08		
13 Number of equivalent visitors per resident (1 on 1 proportion)	N/A	N/A		

Acció Pilot 1: plataforma oberta online per a la presa de decisions

Generació d'informes comparatius, d'evolució i de rànkung

Destination: Vélez Málaga

Area:
Global

Year:
2017

Month:
(no month selected)

Season:
(no season selected)

My destination Comparative
Evolution Ranking



		Vélez Málaga			
Indicators		Value	Variation	Alert	Threshold
01 Percentage of the area of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement (%) ⓘ		0.00	0.00	●	▒▒▒▒▒▒
02 Visitors satisfaction with their overall experience in the destination. ⓘ		N/A	N/A	●	▒▒▒▒▒▒
03 Percentage of tourism enterprises in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures (%) ⓘ		N/A	N/A	●	▒▒▒▒▒▒
04 a) Relative contribution of tourism to the GDP destination (%) ⓘ		N/A	N/A	●	▒▒▒▒▒▒
04 b) Proportion of tourism organisations (companies, businesses) in relation to the total number of businesses in the destination (%) ⓘ		13.69	0.82	●	▒▒▒▒▒▒
04 c) Proportion of active population working in the tourism industry in relation to the whole active population (%) ⓘ		13.79	0.16	●	▒▒▒▒▒▒
05 Average length of stay of tourists (nights) ⓘ		N/A	N/A	●	▒▒▒▒▒▒
06 Number of overnight stays ⓘ		N/A	N/A	●	▒▒▒▒▒▒
07 Occupancy rate in commercial accommodation (%) ⓘ		N/A	N/A	●	▒▒▒▒▒▒
08 Direct tourism employment as percentage of total employment (%) ⓘ		13.79	0.16	●	▒▒▒▒▒▒
09 Daily spending per tourist (accommodation, food and drinks, leisure activities and other services) (€) ⓘ		N/A	N/A	●	▒▒▒▒▒▒
10 Number of cruise passengers per day, in relation to total population (1 on 1 proportion) ⓘ		N/A	N/A	●	▒▒▒▒▒▒
11 Number of beds available in commercial visitor accommodation in relation to residents (1 on 1 proportion) ⓘ		N/A	N/A	●	▒▒▒▒▒▒
12 Variation of unemployment rate between low and high season (%) ⓘ		7.17	2.08	●	▒▒▒▒▒▒
13 Number of equivalent visitors per resident (1 on 1 proportion) ⓘ		N/A	N/A	●	▒▒▒▒▒▒

Acció Pilot 1: plataforma oberta online per a la presa de decisions

Generació d'informes comparatius, d'evolució i de rànkung



Destination: Sant Antoni de Calonge

Area: Global

Year: 2017

Month: (no month selected)

Season: (no season selected)

Destinations:

- x Lloret de Mar
- x Vélez Málaga

My destination Comparative

Evolution Ranking



Indicators	Sant Antoni de Calonge		Lloret de Mar		Vélez Málaga	
	Value	Alert	Value	Alert	Value	Alert
01 Percentage of the area of the destinatio ...	100.00	●	100.00	●	0.00	●
02 Visitors satisfaction with their overall ...	75.00	●	N/A	●	N/A	●
03 Percentage of tourism enterprises in the ...	1.87	●	N/A	●	N/A	●
04 a) Relative contribution of tourism to the ...	83.10	●	N/A	●	N/A	●
04 b) Proportion of tourism organisations (com ...	N/A	●	N/A	●	13.69	●
04 c) Proportion of active population working ...	75.72	●	N/A	●	13.79	●
05 Average length of stay of tourists (nigh ...	11.00	●	5.60	●	N/A	●
06 Number of overnight stays ...	N/A	●	N/A	●	N/A	●
07 Occupancy rate in commercial accommodati ...	N/A	●	62.31	●	N/A	●
08 Direct tourism employment as percentage ...	N/A	●	N/A	●	13.79	●
09 Daily spending per tourist (accommodatio ...	12.90	●	N/A	●	N/A	●
10 Number of cruise passengers per day, in ...	N/A	●	0.00	●	N/A	●
11 Number of beds available in commercial v ...	0.87	●	0.88	●	N/A	●
12 Variation of unemployment rate between I ...	6.40	●	N/A	●	7.17	●
13 Number of equivalent visitors per reside ...	1.80	●	0.44	●	N/A	●
14 Number of second/rental homes per 1 home ...	0.51	●	0.27	●	36.25	●
15 Percentage of tourist attractions that a ...	80.00	●	N/A	●	28.38	●
16 a) Proportion of cultural sites and practic ...	N/A	●	N/A	●	N/A	●
16 b) Number of cultural sites and practices c ...	16.67	●	N/A	●	81.08	●

Acció Pilot 1: plataforma oberta online per a la presa de decisions

Generació d'informes comparatius, d'evolució i de rànkung

Destination: Sant Antoni de Calonge

Area:

Global

Indicator:

07 | Occupancy rate in commer

Periodicity:

Month

Destinations:

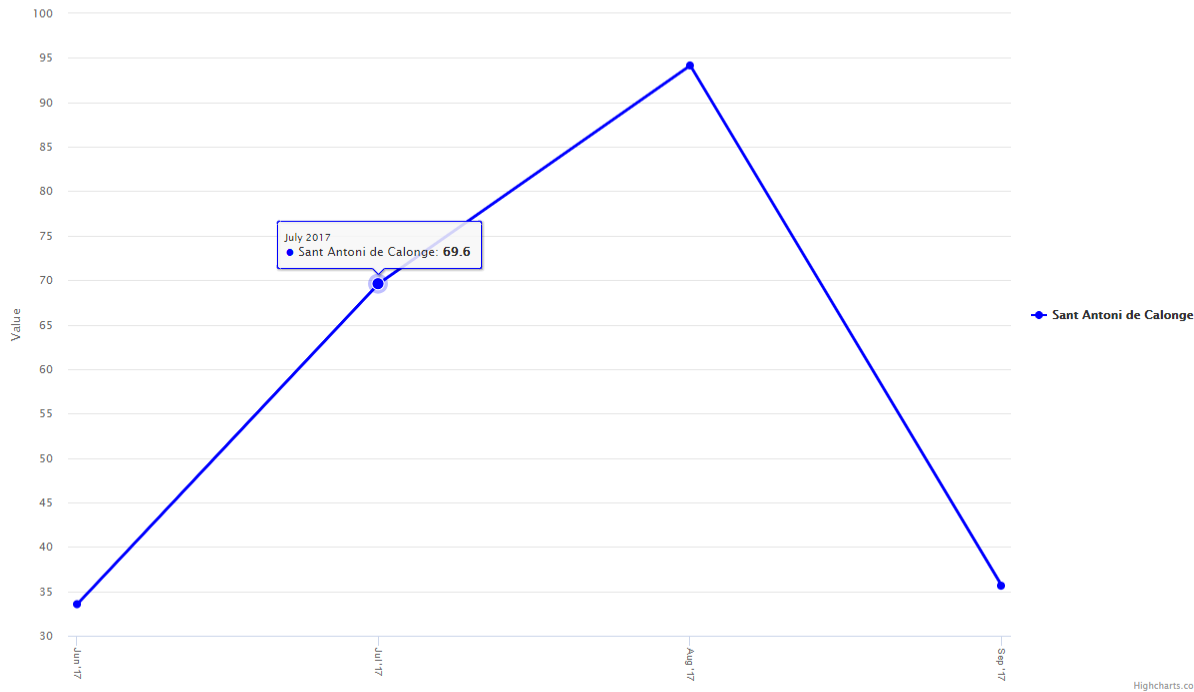
My destination Comparative

Evolution Ranking



Evolution chart

07 | Occupancy rate in commercial accommodation (%)



Acció Pilot 1: plataforma oberta online per a la presa de decisions

Generació d'informes comparatius, d'evolució i de rànkung

Destination: Sant Antoni de Calonge

Area:
Global

Indicator:
12 | Variation of unemployment

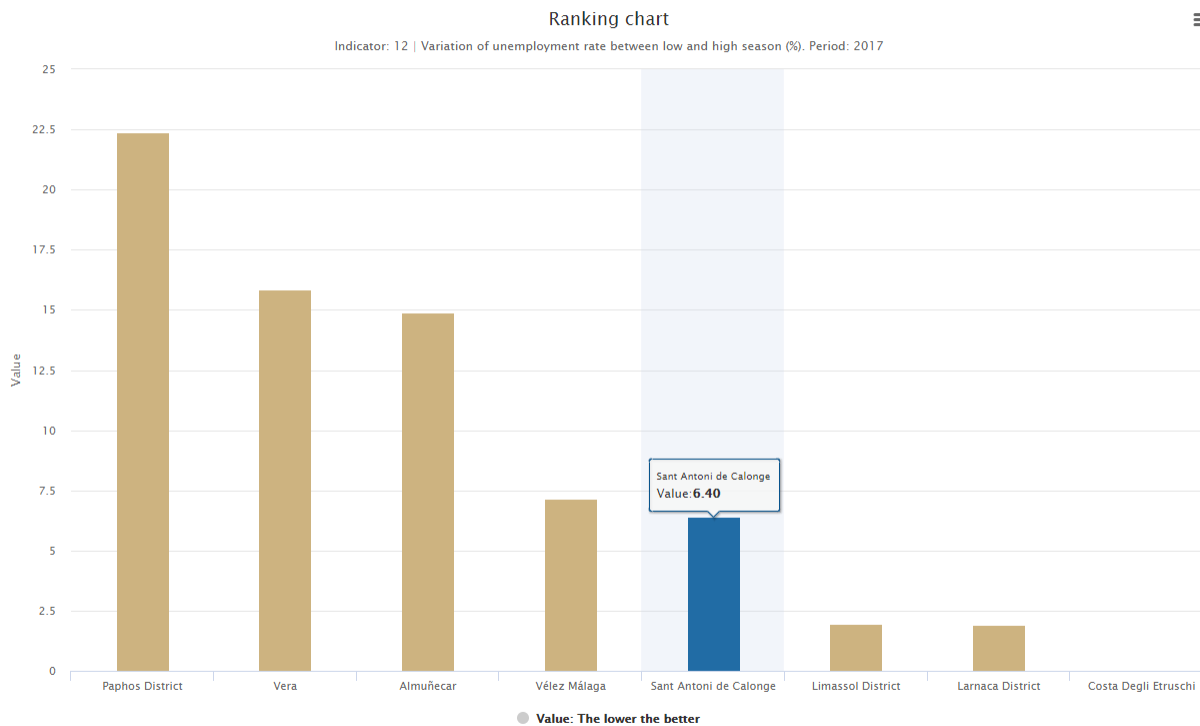
Year:
2017

Month:
(no month selected)

Season:
(no season selected)


My destination Comparative
Evolution **Ranking**

PDF Excel CSV



Acció Pilot 1: plataforma oberta online per a la presa de decisions


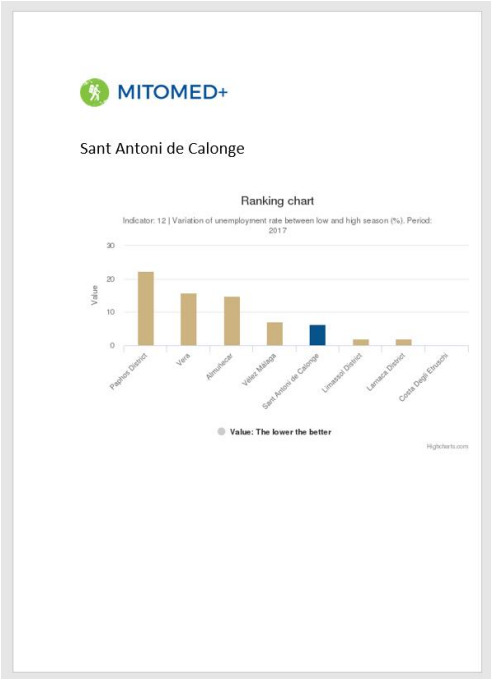
Exportació de dades a documents .doc .pdf .xls i/o .csv



Ranking

Period: 2017
Indicator: 12 | Variation of unemployment rate between low and high season (%)

Destination	Value
Paphos District	22,4
Vera	15,85
Almuñecar	14,88
Vélez Málaga	7,17
Sant Antoni de Calonge	6,4
Limassol District	1,95
Larnaca District	1,9
Costa Degli Etruschi	0,0



Period: 2017
Indicator: 12 | Variation of unemployment rate between low and high season (%)

Destination	Value
Paphos District	22,4
Vera	15,85
Almuñecar	14,88
Vélez Málaga	7,17
Sant Antoni de Calonge	6,4
Limassol District	1,95
Larnaca District	1,9
Costa Degli Etruschi	0

Moltes gràcies per la vostra atenció



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Regional Development Fund

