

BEST MED Project

PANORAMED CLOSURE EVENT

**Better governance for smarter and
more resilient tourism in the Med**

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06/04/2022



Project co-financed by the European
Regional Development Fund

Best Med Strategic Project

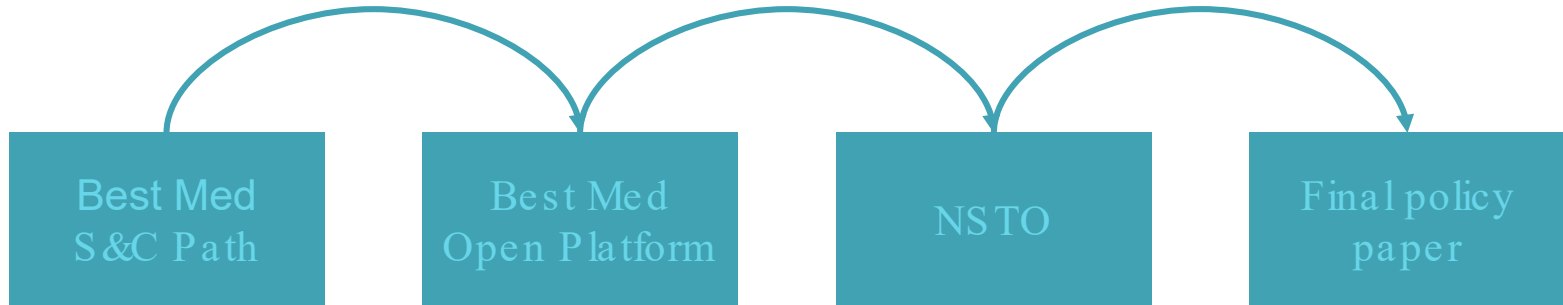
Best Med is a project developed in the Priority Axis 4: Enhancing Mediterranean Governance in the frame of the Interreg MED Program.

Challenge

Better governance in sustainable tourism in the Med area

The main challenge of Best Med is to fight against seasonality and lack of effective cooperation among tourism actors and policy makers, including the citizen active participation on the policies design.

BEST MED project's contribution for a more effective governance in the Med area - Key results



BEST MED project's contribution for a more effective governance in the Med area - Key results

- **Best Med S&C Path**, system of monitoring indicators (Method) addressed to the regional policy makers to enable them making evidence-based decisions to manage the social, economic and environmental impacts of tourism.
- **Creation of the Mediterranean Network of National and Regional Sustainable Tourism Observatories (NSTO)** supported by a **resource center / Info Hub**.
- **Best Med Open Platform** developed on the existing Mitomed + in order to reuse data and promote data sharing among main tourism actors in the MED area.



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Key results

Best Med

S&C Path

The aim is that through a system of monitoring and indicators, the route's managers together with the regional policy makers can make evidence-based decisions to manage the routes and its social, economic, and environmental impacts.

01

Sustainable management

02

Economic Sustainability

03

Socio-cultural sustainability

04

Environmental sustainability

Key results - Network of national and regional Sustainable Tourism Observatories (NSTO)

Supported by a resource centre/info hub, the joint model of Route and the integrated approach – will be further promoted by the **Network of Sustainable national and regional Tourism Observatories** in which we are already working. This should be intended as a strategic tool to support expert planning, more informed decision-making and significantly improved multilevel dialogue and coordination for sustainable tourism in the Mediterranean.

Key results - Network of national and regional Sustainable Tourism Observatories (NSTO)

The NSTO is a **common organizational infrastructure** for the promotion of sustainable tourism of the MED and the main goal is to **gather/manage data** of every source that can be used for a **better knowledge of sustainable tourism** in the Mediterranean area.

Key results - Network of national and regional Sustainable Tourism Observatories (NSTO)

It will be possible by the mean of a **formal agreement** of different involved **public and private actors and stakeholders**, as European Commission, States and Regions participating in Interreg MED Programme, national statistic institutes, national Ministries of tourism, regional Ministries or Departments or Agencies in charge of gathering of tourism data and creating synergies with other key actors (UNWTO, EUROSTAT).

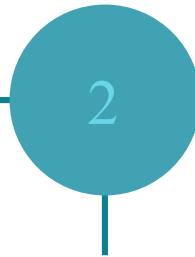
Actors and stakeholders are welcome to be part of the NSTO, are those who are involved in **data production and management**.

BEST MED project's contribution for a more effective governance in the Med area - Mainstreaming

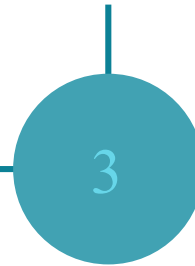
Permanent contributions to the scheme coordination modalities of Panoramad



Coordination with the MED Sustainable Tourism Community



Collaboration with other SPs



Policy paper with recommendations Contributions to the next Programming Period (Euro MED)



POLICY PAPER FOR JOINT TRANSNATIONAL ACTION

- Currently working on the **Granada Charter, policy paper of joint transnational action** and common vision linking two programming periods prospective MED Program for the period 2021-2027. This document will be signed by all partners and will be join by key / relevant actors in the sustainable tourism field at MED level.

BEST MED project's contribution for a more effective governance in the Med area -Capitalising

Charter on Sustainable Tourism

- Policy paper of joint transnational action and common vision linking two programming periods prospective MED Program for the period 2021-2027.
- Contributing to EU Policies towards the European Parliament this Charter will be signed by the regional governments to implement the new MED Sustainable Path and Cultural Routes Model (MED S&C Path Model).



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STATEMENTS

The adoption of a participatory approach and cooperation between different stakeholders is crucial for sustainability monitoring and for an efficient governance of tourism.

RECOMMENDATIONS

This Policy Paper will focus on the fact, among others, that **there is a huge potential for sustainable tourism in using Big Data** to gain relevant insights and information on customers' experiences, interests, opinions, etc. and for policymakers and authorities to create value out of these data and improve sustainable tourism management.

BEST MED project's contribution for a more effective governance in the Med area -Capitalising

One statement that will be developed in the Granada Charter is to improve tourism governance in the whole Mediterranean area, by connecting the existing tourism observatories and entities and boost the development of the Mediterranean Network of Sustainable Tourism Observatories (NSTO) to be implemented in the framework of the BEST MED project and further maintained with a long-term strategy/perspective.

This Policy Paper will address the issue that these actions should be performed while pursuing and supporting the work undertaken by the UNWTO International Network of Sustainable Tourism Observatories (INSTO), in order to unlock the power of evidence-based decision making at destination levels and foster sustainable tourism practices locally and globally.

Thank you!

Q&A

- Julia Saiz-Pardo. Best Med Project coordinator.

El legado andalusí Andalusian Public Foundation.

Regional Ministry of the Presidency, Public Administration and Interior of the
Government of Andalucía (Spain)