ALTER ECO

Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean identity

Module 2: Testing

Interreg Mediterranean
ALTER ECO

Project co-financed by the European Regional Development Fund

WHY?

Areas of high tourism attraction in coastal cities are reaching their **carrying capacity** limit, with a direct impact not only on the urban environment but on key elements that define the **Mediterranean Identity.**

WHAT?

The general project objective is to enhance a **balance** among tourist attraction, as an **economic source of growth**, and the conservation of the **classical Mediterranean City Model** as an example of sustainability.

1. To **reduce the concentration** of human activities in **hotspots** where carrying capacity is exceeded, through the diversification of the offer, considering environmental, cultural and economic impact

2. To highlight the value of MED tourist destinations by reinforcing **Mediterranean identity** and visibility and through the promotion of local tradition and common cultural heritage

3. To enhance the coordination of actions between **public and private stakeholders** towards the implementation of the raised strategies in order to create **new business opportunities**

HOW?

ALTER ECO provides the opportunity of testing, in 6 representative MED cities/regions, used as **LIVING LAB**, **existing methodologies and tools** arisen in previous high impact projects with the aim of reaching holistic and **realistic tourist strategies** at local and regional level that promote **local sustainable development** by preserving/restoring **Mediterranean Identity**.

HOW?

The alternative tourist strategies will respond to different dimensions depending on the problems detected:

- **land use planning** (built environment, planning methods)

- **mobility and transport,** ecological sustainability (natural environment and landscape, energy and waste management),

- **economic sustainability** (operational environment and service structure, growth and measures)

- and **social sustainability** (housing, well-being, local culture).
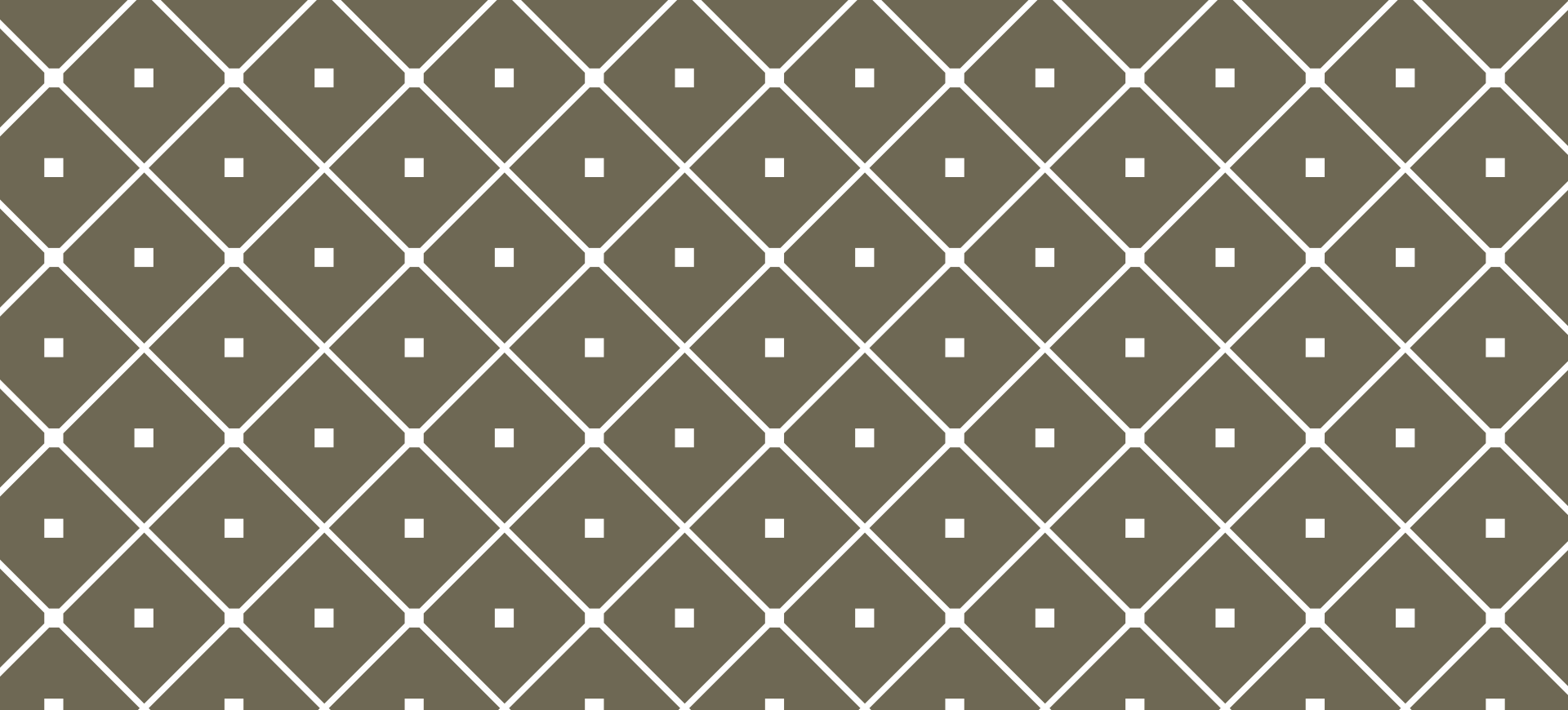
Thus, ALTER ECO will condense all aspects of the **sustainability of tourism** (environmental, social and economic) into its results and main outputs**.**

RESULTS

1. Reduction and better manage the impact of tourism activities on the environment

2. Improvement of the social sustainability of MED tourist destinations

3. Improving cooperation, joint and integrated planning and better manage conflicting interests

WP3

Testing

PILOTS TOOLS TO REDUCE NEGATIVE IMPACTS

✓**IVE - Comunitat Valenciana region**

In Valencia, in order to avoid overcrowding, 3 alternative tourism routes have been designed to non-touristic neighborhoods with imports cultural heritage. In Gandia, to reduce seasonality, the promotion of the city center and a support for the accommodation mangers to promote their activity during the winter season are provided. These activities are supported by a specific APP.

✓**RSA and AUTH-Region South Aegean**

The Region of South Aegean is planning to map (GIS) and mark existing hiking paths in the area around Gadoura Dam in the center of the island that is not currently that popular in an effort to relieve the pressure in the main tourist attractions promoting at the same time ecological and hiking tourism. In addition, smart solutions will be used to measure the impact of the pilot action such as Electronic Access Control & Counting Equipment for visitors of the pilot, an application for mobile phones and QRtags on the path signs to connect to the application.

PILOTS TOOLS TO REDUCE NEGATIVE IMPACTS

✓**MALAGA-Malaga city**

In Malaga, different alternative tourism routes have been designed, because the need to expand and connect the tourist areas with other zones of the historic center as well as with the city, in order to dissipate the pressure and tourist charge emerges

✓ **Genoa-Genoa city**

The aim of the pilot actions in Nervi is to rediscover this tourist destination, by promoting the area through new strategies, like city marketing, social networks at national and international level. The actions identified are therefore aimed at the revitalization of the ancient attractions introducing innovative systems to satisfy modern-day tourists. Tourist products based on local traditions and features in the spirit of slowness and corresponding alternative tourism route have been defined. Nervi will discourage mass tourism and hit-and-run visits in order to promote the quietly discover of its territory.

PILOTS TOOLS TO REDUCE NEGATIVE IMPACTS

✓**UNIVE-Venice city**

Development of a DSS that, based on an innovative quantitative model leveraging big data and analytics, allows to identify the optimal level of tourist pressure and to outline the appropriate tourist strategies. Applied to the specific context of Venice, this DSS is establishing itself as a reference point both for limiting the number of accesses to major tourist attractions such as San Marco and for communication actions in the context of educational tourism initiatives. To this end, in the long term a series of digital graphic presentations, utilizing the information of the DSS to illustrate the unsustainable state of Venice, will be shown by an APP in the major Venetian hotspots in order to inform and educate tourists about their impact on the naturalistic ecosystem and cultural heritage of Venice.

✓ **DURA-Dubrovnik city**

The existing people counting system (Dubrovnik Visitors) will be used in real time in conjunction with Dubrovnik Card mobile application to relieve some of the pressure from overexploited cultural heritage. In case when the number of people reaches certain threshold (4000 people – current suggestion) every user of Dubrovnik Card mobile application will receive a suggestion to visit other areas of the city that are usually not overcrowded. City of Dubrovnik has defined 11 of those locations (nearby beaches, Lokrum island…) as best alternative hotspots, both in terms of tourist attraction and reachability. The locations were strategically picked to avoid congested routes in order to enhance the

OTIE TASK

OTIE Role

OTIE will carry out the analysis on the impact of mass tourism in the pilot cities/regions.

Each pilot city/region will implement specific measures to address their problems/barriers detected and will evaluate results in order to use the experience gained to design realistic tourism strategies based on methods and tools perviously tested by them or by other partner.

OTIE TASK

OTIE skills

OTIE is familiar with these tasks. It led numerous studies and researches about tourism indicators, European instructions with particular focus on sustainable tourism. Starting from previous experience on ICT tools for tourism researches, the Observatory will support the project developing specific and shared contents and reports and testing tourism indicators.

OTIE TASK

Deliverable – Testing report

OTIE will compile the results of the test of different methods and tools in each pilot, including individual evaluation of results and common conclusions to be used as a basis for next actions development.

OTIE will realize a final testing report including the implementation phase summary and the individual results and general conclusions from all pilots.

MAIN TOOLS FOR
OTIE MONITORING ACTIVITIES OF PILOTS

✓ Pilot Partners involved:

        ✓IVE - Comunitat Valenciana region

        ✓RSA and AUTH-Region South Aegean

        ✓MALAGA-Malaga city

        ✓ Genoa-Genoa city

        ✓UNIVE-Venice city

        ✓ DURA-Dubrovnik city

✓Collection of existing Best Practices

✓ Monitoring Plan

✓ Monthly monitoring of the pilot test implementation - Annex 1

✓ Two-monthly (periodic) monitoring e mail (from 03.2018)

✓Impact of pilots activities

✓Collecting data for TCC model (UNIVE)

✓FINAL REPORT

COMPLETED BY ALL THE PILOT PARTNERS

Structure:

•   Area and kind of problem

•   Analysis, tool and method

•   Methodology to face the problem

•   Phases and time for activities

•   Budget and administrative aspects: dedicated financial resources as indicated in the related budget lines

Each PILOT partner indicates the time schedule of specific activities required:

- Selection of pilot area of study

- Definition of the problems

- Identification of available data

- Identification of existing best practices

- Definition of the methodologies/tools to implement

- Financial and technical action plans

- Selection for equipment and/or services

- Launch of the call for equipments and/or services

- Implementing phase

- Monitoring and evaluation phase

- <u>Results</u>: in evaluation

- <u>Delays</u>: connected with the formal aspects with external experts (contracts, agreements and similar) or the presence of another event in the same place, bureaucratic procedures involving local administrator are very time-consuming

- <u>Risks</u>: delay in the implementation and test phase

IMPACT OF PILOTS ACTIVITIES (EXCEL FILE)

It collects data about:

- the applied methodology and the tools used in the pilot area

- the collected data and their characteristics

- the goal to reach

- the value at the starting phase, during the implementation and   at the end

The impact monitoring file collects also the eventual problems as well as the financial resources for the implementation.

GENERAL REPORT STRUCTURE - DRAFT

1. Introduction about the phenomenon (tourist pressure)

2. Description of the pilots (on the basis of the D. 3.2.1)

3. Presentation of the available tools/models to analyse the touristic pressure and explanation of the tool choose by each pilot with motivation.
   Starting point for each pilot, definition of a strategy to contain the pressure and the goals to reach

4. Monthly monitoring of the results: each pilot analyse data monthly according the analysis tool they have chosen and transmit the results to OTIE

5. Compare starting results and final results for the definition of the best strategy and the best analysis tool