

INTERREG EUROPE

Priority Axis 1: Strengthening research, technological development and innovation

1.2 Improve the implementation of regional development policies and programmes, in particular programmes for Investment for Growth and Jobs and, where relevant European Territorial Cooperation programmes, that support the delivery of innovation by players in regional innovation chains in areas of “smart specialisation” and innovation opportunity

Premises

The European Union has launched the guidelines to create the conditions for smart, sustainable and inclusive growth (Europe 2020).

Innovation and research play a key role to strengthen tourism system competitiveness and sustainability.

“Innovation is related to a process connecting knowledge and technology with the exploitation of market opportunities for new or significant improved products, or processes, new marketing methods, or new organisational methods in business practices, workplace organisation or external relations.”

New policies and regional strategies for smart specialisation are often a result of innovative efforts in tourism industry.

The conservation and protection of natural and cultural resources is a priority to preserve the main motivations for tourism. Once natural and cultural resources are destroyed, exploited or depleted the main attraction of a destination is definitively deleted.

Monitoring destinations’ sustainability through a set of indicators (such as ETIS i.e.) it is crucial to manage correctly tourist destinations.

The importance of sustainable indicators is stressed by WTO (1990). It defines indicators as an essential tool to facilitate the data analysis and to trace quantitative information for taking decisions and improving the implementation of regional development policies.

Research, innovation and technology are the keywords to increase regional development policies and programmes.

Project idea title

MASTI

Manage and Assess Sustainable Tourism by Indicators

Concept note

The project proposes an innovative approach based on measurement, monitoring and continuous cooperation with stakeholders to manage sustainable, responsible and innovative tourism in Europe.

The project aims is to develop a network of destinations in Europe to improve the implementation of regional policies and programmes enhancing natural and cultural heritage protection.

The challenge of tourism sector is to promote a sustainable tourism without adversely affecting the environment on which it depends.

We need to increase knowledge and social dialogue to develop cooperation between Europe regions and local stakeholders.

The project core is the study of indicators' set monitoring the destination and its sustainability.

The project will develop an integrated management scheme through indicators analysis, with particular reference to ETIS scheme and NECSTouR experiences.

Moreover new technologies today have provided access to an enormous amount of data. We could trace qualitative and quantitative data through ICT.

The project will deliver an action plan at local level to preserve and promote the European cultural heritage, traditions and environment.

Main activities

The collaboration between territories at European level is the key to study and to improve the sustainable implementation of regional development policies.

The activities of project will be mainly focused on:

- Assess a SWOT analysis
- Product a feasibility study
- Good practices list in order to exchange experiences
- Evaluate best practices
- State of the art of the main existing ICT to monitor sustainable tourism
- Evaluate and study the set of indicators to monitor the destination and its protection (short and long time)
- Data collection and analysis
- Create a common platform to share data and info
- Training on sustainable tourism. The aim of the training is to raise awareness of the importance of protection the environment and promotion resource efficiently.

Possible partners

The project should bring together a mix of regional authorities, local entities, R&D centres and higher education.

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