



**Sustainable
tourism**

**Interreg
Euro-MED**

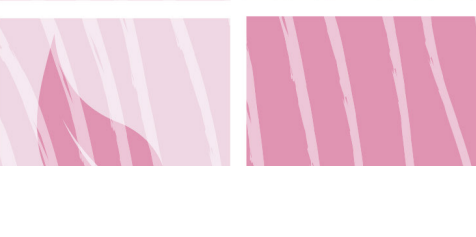


**Co-funded by
the European Union**

A project labelled by the UfM



**Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط**



Smart and data-driven destination management for sustainable tourism in the Mediterranean

THEMATIC PAPER



by Community4Tourism





This document has been developed in the framework of the Thematic Community Project of the Sustainable Tourism Mission of the Interreg Euro-MED Programme 21-27 (Community4Tourism project) and its activity of the Mediterranean Clusters.

The Mediterranean Clusters are the main project's proposal for the support of the transferring of practices and results to other actors and territories, and their integration into local, regional, national and European policies and strategies, covering the 4 main topics that the Sustainable Tourism Mission integrates: innovation, circular economy, climate change and nature & biodiversity.

This document is the Thematic Paper of the MED Cluster on Innovation and Technology Capacities. It aims to provide an in-depth technical analysis of a specific challenge identified by the Cluster members—namely, “*smart and data-driven destination management for sustainable tourism in the Mediterranean*”—by highlighting relevant tools, methodologies, and good practices developed by thematic projects, in order to facilitate the transferability of these outputs to other stakeholders and destinations.

The MED Cluster on Innovation and Technology Capacities is co-coordinated by Adriatic Ionian Euroregion (AIE) and the Conference of Peripheral Maritime Regions (CPMR)





Table of Contents

- 1. The challenge: Smart and Data-Driven Destination Management for Sustainable Tourism in the Mediterranean 4**
- 2. In-depth analysis: Smart and Data-Driven Solutions for Sustainable Tourism..... 7**
- 3. Policy and governance frameworks supporting Smart and Data-Driven Management for Sustainable Tourism...12**
- 4. The Cluster proposals: the solutions of the Thematic Projects15**
 - Common Demonstration Methodology for Data-Driven Tourism Pilot Actions-**TOURISMO**.....15
 - Destination Management Support System (DMSS) for Data-Driven Tourism Governance-**LIBECCIO**18
 - MedDiet Eurocluster-**MedDiet Go**21
 - Common Strategy for the development of Smart Industrial Tourism in the Mediterranean-**SMITour**.....24
- 5. Complementary Initiatives and Solutions Supporting Smart and Data-Driven Destination Management for Sustainable Tourism in the Mediterranean..... 27**
- 6. Key messages from the MED Cluster on Smart and Data-driven Destination Management.....31**
- References 33**





1. The challenge: Smart and Data-Driven Destination Management for Sustainable Tourism in the Mediterranean

This Thematic Paper, titled “**Smart and Data-Driven Destination Management for Sustainable Tourism in the Mediterranean**”, addresses a strategic priority of the Interreg Euro-MED Programme under its’ Smarter Mediterranean priority (Interreg Euro-MED Programme, 2024).

In this context, **Smart tourism** refers to the **infrastructure** — coherent and systematic use of technology and data throughout the tourism cycle to inform decisions, monitor impacts and enhance visitor experiences (European Commission DG GROW, 2022). It represents a **collective effort to leverage digital solutions and related experiences** in order to strengthen sustainable development of tourist destinations in key areas such as safety, health, mobility, environmental management, tourism services, and e-commerce — leveraging communities, businesses and visitors experiences while preserving destination resources long-term.

The concept of **Smart Tourist Destinations** evolves from the broader definition of **smart cities**, which emphasizes the creation and integration of human and social capital, as well as information and communication technologies (ICTs) to support sustainable economic development and improve quality of life (European Parliament’s Directorate-General for Internal Policies, 2014). The smart city interconnects with various sectors including E-health, Intelligent Transport Systems (ITS), **Smart Tourism**, Smart Education, and Intelligent Sustainable Buildings etc.

This **framework** laid the **foundation** for the development of **Smart Tourist Destinations** ([Spanish Association for Standardization Technical Committee for Smart Cities](#)), which make intensive use of digital infrastructure to improve visitor experiences, personalize services, and provide data that supports decision-making by destination management organizations (DMOs), public authorities, and tourism businesses.

Significant advances in ICT infrastructure have strengthened tourism-related data collection in the Mediterranean, largely driven by the rapid digitalisation of the sector during and after the COVID-19 pandemic. Europe, including Mediterraneans, created large volumes of tourism data, such as insights on arrivals, spending patterns, traveller behaviour and preferences shaped by online media, as well as the identification of tourism





pressure points at the destinations.

However, much of tourism data remain **underutilised for effective evidence-based decision-making**, particularly in peripheral Mediterranean destinations. Its' **strategic use to support smart, data-driven governance for long-term sustainability continues** to face **challenges** (European Commission, 2026b).

'Challenges' here are not only data analytics or IT issues, but also data governance, privacy, and capacity-related factors like skills and stakeholder engagement (Community4Tourism, 2025).

The Interreg Euro-MED Innovation and Technology Capacities Cluster has identified a set of **key challenges** that must be addressed to advance smarter, sustainable tourism management:

- **Data availability and quality.** Tourism planning requires large, up-to-date datasets such as accommodation bookings, mobility flows and environmental indicators. Building and maintaining these “big data” resources is expensive and time-consuming (European Commission, DG GROW, 2022). Destinations must choose which public or private sources to use, how frequently to refresh them, and at what geographic scale (e.g. city vs. regional data).
- **Data heterogeneity and interoperability.** Tourism data come from many sources (mobile apps, sensors, surveys, business databases) and are often incompatible. The EU's Smart Tourism Guide (European Commission DG GROW, 2022) notes that fragmented, non-standardized data formats severely limit their usefulness (European Commission, DG GROW, 2022). Overcoming this requires common standards and shared protocols.
- **Technological infrastructure and investment (Technology & power).** Smart tourism systems rely on robust ICT infrastructure – networks of sensors, IoT devices, cloud storage and high-speed connectivity. Building this digital “infrastructure” demands significant capital (European Commission, DG GROW, 2022). Larger cities may afford these systems, but smaller/rural “peripheral” destinations risk falling behind without support.
- **Tourist attitudes and digital literacy.** Visitors vary in their willingness and ability to use digital services. Some may prefer offline experiences, and excessive technology can





cause “e-lienation” (digital overload) in certain segments (European Commission, DG GROW, 2022). Digital skills also vary widely among tourists and key stakeholders. If a smart solution relies solely on apps or online services, less-connected users may be excluded. In practice, smart tourism must be inclusive: interfaces should be user-friendly, multilingual and accessible.

- **Privacy and data governance.** Many smart tourism tools collect personal data (location, preferences, biometrics) to tailor the experience (e.g. personalized recommendations). This raises General Data Protection Regulation (GDPR) and ethical concerns. The EU Smart Tourism Guide (2022) warns that pervasive data collection poses significant privacy risks (European Commission, DG GROW, 2022). Destinations must implement strict privacy-by-design practices, clear consent mechanisms and secure data management.
- **Workforce skills and AI readiness.** The tourism sector has a high share of low-qualified jobs, and recent labor shifts have widened the digital skills gap (European Commission, DG GROW, 2022). Fewer workers are trained in data analytics or IT, which hinders adoption of advanced tools. At the same time, emerging technologies such as **large language models (LLMs)** combined with **agent-based simulation (ABS)**, as well as **artificial intelligence** and **machine learning**, offer powerful ways to analyse complex systems, process large datasets, and optimise services. Closing this gap requires investment in training and education.
- **Stakeholder governance and cooperation.** Smart tourism requires coordinated action by DMOs, authorities, businesses and communities. A successful ecosystem needs a **critical mass** of engaged stakeholders and depends on trust with **data-sharing culture** as well as shared objectives and clearly defined roles (European Commission, DG GROW, 2022). These cooperative models ensure that stakeholders jointly manage data and destination development.

Each of these **interconnected challenges** — ranging from data availability and interoperability to governance, skills and privacy — must be systematically addressed to unlock the full potential of smart and data-driven destination management in the Mediterranean (European Commission, DG GROW, 2022).

The following section moves **from diagnosis to response**.





It examines leading European smart tourism practices that demonstrate how destinations are overcoming these technical, human and governance barriers. Building on these external benchmarks, the thematic paper then analyses the key Interreg Euro-MED projects' solutions, assessing how they successfully operationalise smart and data-driven approaches within the

2. In-depth analysis: Smart and Data-Driven Solutions for Sustainable Tourism

Smart and Data-Driven Management as a Lever for Sustainable Tourism

The Mediterranean is one of the spaces where the pressures associated with tourism concentration, seasonality, and territorial imbalance are felt most strongly. Europe remained the world's largest destination region in 2025, with **793** million international travellers (Eurostat, 2025), nearly half of whom—**around 340 million arrivals**—were concentrated in Southern Mediterranean Europe, highlighting the region's central role and the scale of tourism pressures on sustainable development.

The [Commission's tourism dashboard](#) similarly highlights high visitor numbers, seasonality, and tourism intensity as structural risk factors for destinations. In this context, smart and data-driven destination management is no longer simply a matter of digital modernisation. It is increasingly a condition for governing tourism more sustainably and more effectively.

Data management lies at the centre of this shift. The EU guide on data for tourism destinations describes “data mastering” as the ability to collect, analyse, and reuse tourism data within a coherent strategic plan. The European Commission likewise stresses that destination competitiveness and sustainability increasingly depend on strategic data management and on combining historical information with rapid, real-time flows of data. For Mediterranean destinations, this means moving from periodic statistics and ex-post reporting to continuous intelligence that can inform everyday decisions on visitor flows, services, public space, and destination experience.





Data and tourism intelligence: strategic destination assets with uneven maturity

Tourism observatories, intelligence systems such as [United Nations International Network of Sustainable Tourism](#) (UN Tourism, 2026) and [EU Tourism Dashboard](#) (European Commission, 2026) are becoming strategic assets for destination management, but their maturity remains uneven across territories.

In Barcelona, for example, the [Observatory of Tourism in Barcelona](#) operates as a working platform that gathers statistical data and market intelligence for the destination. In Ibiza, [SIT Eivissa](#) was created in 2024 after years of demand from the sector and has worked with data providers, town councils, business associations, and other local actors to better understand visitor dynamics. It combines public sources with modules from private suppliers to analyse arrivals, booking patterns, length of stay, expenditure, and visitor perception.

What matters in these examples is not digitalisation for its own sake, but the shift from static measurement to ongoing intelligence. The SIT Eivissa island system is already being used as a key tool for strategic decision-making, including real-time monitoring of mobility and telecommunications data, hotel prices and satisfaction levels, and visitor expenditure in support of more sustainable tourism management. More broadly, these cases show how destinations can begin to transform dispersed data into operational knowledge that supports more timely and more targeted decisions.

Other European practice shows that smart destination management is also moving towards active intervention. In Dubrovnik, [visitor monitoring systems](#) are paired with a ceiling of 4,500 cruise visitors, or two ships at a time, in order to reduce overtourism and protect the historic centre (European Green Pioneer of Smart Tourism, 2026).

In Torino, [AI and extended-reality applications](#) are being integrated into cultural services, showing how advanced digital infrastructure can improve not only promotion but also accessibility, interpretation, and visitor experience. These





examples are important because they show that smart tools can support both sustainability management and destination quality when they are connected to clear policy goals.

Tourism models facing informational and operational constraints

Despite these advances, many destinations still manage tourism with fragmented, delayed, or poorly connected information. The EU guide on data for tourism destinations identifies a set of recurring barriers: the complexity and cost of building large, reliable, and fast-moving datasets; the heterogeneity of tourism data and the lack of interconnection, common formats, and interoperability protocols; infrastructure gaps that can exclude smaller destinations; uneven digital literacy; privacy concerns; shortages of skilled workers; and the difficulty of sustaining governance and cooperation across stakeholders. These challenges are especially acute in a tourism ecosystem that remains highly seasonal and fragmented.

In practice, this means that destinations often possess data without having the institutional capacity to turn that data into coordinated action. Public authorities may hold accommodation, mobility, events, and environmental information in separate systems. Private actors may hold high-value commercial intelligence but have limited incentives or trust to share it. Smaller destinations may rely on temporary pilots rather than permanent intelligence functions. As a result, tourism management often remains reactive. Destinations can describe what happened after the peak, but they struggle to anticipate crowding, steer flows in real time, or spread demand more effectively across seasons and territories. This is the core mismatch that smart destination management is meant to address.

Governance and implementation challenges

The most important barriers are therefore not only technological. They are institutional. The [Commission's digital-transition work on tourism](#) makes clear that data management depends not only on access to data, but also on the governance of how data are used, reused, exchanged, and translated into decision-making.





The study on “Mastering Data: A Toolkit for Tourism Destinations” (European Commission DG GROW, 2023) reaches the same conclusion. It argues that effective tourism data sharing requires a specific governance framework, clear principles and guidelines for data sharing, agreed data formats and KPIs, public-private partnerships, privacy safeguards, and common standards to ensure interoperability. In other words, data-driven destination management depends as much on rules, trust, and coordination as it does on platforms and dashboards.

This is also why EU-level support structures are becoming increasingly important. [D3HUB](#) was created to support destinations and SMEs in their data-driven green and digital transition and to strengthen knowledge transfer across tourism stakeholders. Meanwhile, [FACILITATE](#) and [DEPLOYTOUR](#) are working on a secure, trusted, and more operational tourism data space, explicitly addressing the persistent problem of fragmented and inaccessible tourism data. These initiatives show that the challenge is now being tackled not only as a matter of local experimentation, but also as part of a wider European effort to establish shared governance models, business models, and technical standards.

Capacity is the second major constraint. The tourism guide stresses that data-driven policymaking requires staff with the skills to understand how destination operations relate to data management, while the skills partnership under the [Pact for Skills](#) highlights the challenge of bridging skills gaps in a highly seasonal and fragmented tourism sector and has set a target of upskilling and reskilling 60% of the workforce each year by 2030. The implication is clear: digital platforms, AI tools, and dashboards will not generate sustainable tourism outcomes unless destinations also invest in people, training, and organisational change.

Trust and legitimacy are equally important. The same EU study on mastering data for tourism (European Commission DG GROW, 2023) warns that privacy and security can hinder data initiatives, particularly when data are exchanged across organisations, domains, or borders, and it treats [General Data Protection Regulation \(GDPR\) compliance](#) as a basic precondition for any effective data strategy.

At the policy level, the European Commission also frames the [Data Governance Act](#) as a way to strengthen trustworthy





data-sharing systems and neutral intermediation. For tourism destinations, this means that smart management requires legal clarity, transparent data practices, fair sharing rules, and clear limits on surveillance if it is to maintain public confidence and long-term viability. In addition, initiatives such as [LLMs4EU](#) (Large Language Models for the European Union, 2025) significantly strengthens this ecosystem by developing multilingual large language models tailored to European sectors, including tourism and ensuring that future AI-driven services operate in compliance with EU legislation, notably the [EU AI Act](#) and GDPR.

Opportunities for smart and data-driven destination management

Smart and data-driven destination management can therefore be understood as the capacity of destinations to collect, integrate, interpret, and act on tourism data in ways that improve sustainability, resilience, and visitor experience. Its value lies not in digitalisation alone, but in enabling better decisions: anticipating crowding, improving visitor-flow management, connecting tourism with mobility and public-service planning, strengthening destination accessibility, and making destination management more transparent and evidence-based. This is also the rationale behind the Commission's broader push towards a [Common European Tourism Data Space](#), presented as a way to boost data sharing and innovation across the tourism ecosystem.

For Mediterranean destinations in particular, this opens a path beyond the traditional model of reactive promotion and seasonal volume growth. Integrated observatories, interoperable data platforms, open APIs, shared indicators, and collaborative data spaces can help destinations monitor pressures in near real time, design more effective visitor-management measures, and align tourism policy more closely with environmental, social, and territorial objectives. In addition, the study on mastering data for tourism (European Commission DG GROW, 2023) explicitly recommends indicators, metadata management, open APIs, scalable IT infrastructures, and common standards as practical enablers for this transition. What emerges is a broader shift towards more adaptive, coordinated, and resource-aware tourism systems in which technology supports governance rather than replacing it.





Overall, this transition should be seen as an opportunity to rethink how tourism is governed in the Mediterranean. The strongest examples already show that data can support more balanced and sustainable destination management, but they also show that technology alone is not enough. Long-term impact depends on governance, interoperability, skills, investment, and trust. Smart and data-driven management is therefore best understood not as a standalone digital agenda, but as a practical route towards more resilient, transparent, and sustainable tourism systems. The following chapter situates this transition within its broader policy environment, examining how European, national, regional, and local frameworks can create the enabling conditions for smart and data-driven destination management in the Mediterranean.

3. Policy and governance frameworks supporting Smart and Data-Driven Management for Sustainable Tourism

Smart and data-driven tourism governance in the Mediterranean is shaped by a multi-level system integrating international frameworks, European digital and tourism policies, Mediterranean cooperation initiatives, and national, regional and local strategies.

At the global level, the [2030 Agenda for Sustainable Development](#) provides the overarching framework for linking tourism governance to sustainability, resilience and inclusive growth. In parallel, [UN Tourism's work on Measuring the Sustainability of Tourism](#), the [International Network of Sustainable Tourism Observatories](#), and its [digital transformation agenda](#) encourage destinations to adopt “smart” practices: real-time monitoring, data platforms, AI-driven analytics and interoperable IT systems. In parallel, the 2030 Agenda for Sustainable Development and its [Sustainable Development Goals](#) promote integrated action on smart tourism solutions for sustainable tourism development.

The European Union translates these objectives into a policy framework for the digital transition. The [Digital Decade Policy Programme 2030](#), the [European Strategy for Data](#), the [Data Governance Act](#), and the [Data Act](#) together establish the direction for trusted data sharing, digital infrastructures, business digitalisation, and online public services. These initiatives promote cross-border data sharing and the creation of a trusted data infrastructure. In the tourism ecosystem, this is reflected in efforts such as the European tourism data space, which is designed to empower small and medium-sized enterprises





(SMEs) and destination management organisations (DMOs) with access to aggregated data and advanced digital tools, including artificial intelligence, to support more sustainable and data-driven management practices.

Within the tourism ecosystem, the [European Agenda for Tourism 2030](#) and the [Transition Pathway for Tourism](#) provide the main sectoral framework for a greener, more resilient and more digital tourism model. This architecture is complemented by the [Communication on a Common European Tourism Data Space](#), the [Digital Europe deployment action for the tourism data space](#), and the [EU Tourism Dashboard](#), which support data sharing, monitoring, and more informed destination management. The forthcoming [EU Strategy for Sustainable Tourism](#) (expected spring 2026) further supports smart and data-driven solutions for sustainable tourism development. These stress circular economy, biodiversity and climate adaptation measures by improved data sharing and smart tourism solutions.

Complementary initiatives also contribute to implementation. The [Pact for Skills for tourism](#), the [Code of Conduct for online ratings and reviews for tourism accommodation](#), the [EU competence centre to support data management in tourism destinations](#), and the [European Capitals of Tourism initiative](#) help strengthen digital skills, trust in the tourism digital space, destination-level data capacity, and peer learning among destinations.

Beyond EU policies, Mediterranean and macro-regional cooperation frameworks address the specific governance needs of coastal destinations. The [UfM Regional Platform on Digital Economy and Internet Access](#) focuses on digital transformation, skills and legal harmonisation, while the [UfM Urban Agenda](#) promotes evidence-based, multi-level planning and includes digital connectivity among its priorities. At sub-regional level, the [WestMED Initiative](#) links coastal and maritime tourism to digitalisation within a smart and resilient blue economy, and the [EU Strategy for the Adriatic and Ionian Region](#) supports improved tourism data systems and smart destination management through its sustainable tourism pillar.

At national level, these objectives are translated into domestic digital strategies, tourism strategies, statistical systems, open-data and privacy frameworks, and programmes for SME upgrading and skills development. At regional and local levels, smart and data-driven governance is operationalised through destination observatories, tourism dashboards, visitor-flow





management systems, interoperable data platforms, and the integration of tourism data into spatial planning, mobility management and public service design.

Destinations via awards, and creating knowledge hubs (e.g. the [EU Transition Pathway portal](#)). Digitalization is viewed as an enabler: The [European Capital of Smart Tourism](#) and [European Green Pioneer of Smart Tourism](#) awards (e.g. Málaga 2023, Grosseto, 2024; Torino, 2025; Dubrovnik 2026) incentivize ICT and data use. Together, these policies form a foundation for data-driven tourism governance across Europe. On the ground, several cities exemplify these policies. For example, Dubrovnik (Croatia) – named 2026 European Green Pioneer – launched the “[Respect the City](#)” campaign and a digital [Dubrovnik Pass](#) to regulate visitors. It limits cruise ships (e.g. max. two ships/4,500 passengers per day) and uses crowd-monitoring sensors to manage flows.

While this multi-level EU framework provides a strong strategic foundation for smart and data-driven destination management, implementation remains uneven. Authorities and destination managers often face fragmented data, limited interoperability, skills gaps, and financial constraints when translating policy frameworks into operational systems. In this context, European cooperation and funding instruments, including [Interreg programmes](#), play a key role in supporting collaboration, experimentation, and the development of smart and data-driven solutions for coastal and maritime destinations that depend heavily on tourism.





4. The Cluster proposals: the solutions of the Thematic Projects

The following factsheets present concrete, field-tested solutions developed by the thematic projects of the **Sustainable Tourism Mission** of the Interreg Euro-MED Programme. They illustrate how diverse levers (including technological-based solutions, cultural heritage, and governance) can be mobilised to strengthen smart and data-driven management in coastal tourism destinations, while offering transferable models for other territories.

Common Demonstration Methodology for Data-Driven Tourism Pilot Actions

Project **TOURISMO**

Category: Strategies / Thematic guidelines

Maturity: Implemented/tested in the Mediterranean cities

Target users: Public administrations, destination managers, tourism operators, academia, civil society and local communities

Keywords: Smart tourism, data-driven destination management, IoT sensors, visitor flow monitoring, sustainable tourism

The solution at a glance

TOURISMO develops advanced digital solutions to support sustainable tourism and mitigate environmental and socio-cultural pressures associated with overtourism. Building on the [Interreg MED HERIT DATA](#) project, TOURISMO integrates real-time monitoring tools and artificial intelligence through a dedicated platform managed by the University of Florence, analysing visitor density and behaviour across eight pilot sites in seven Mediterranean countries.

The solution, *Common Demonstration Methodology for the Specification of Pilot Actions*, standardises the planning, execution and evaluation of TOURISMO pilot initiatives through a step-by-step framework covering stakeholder mapping, sensor deployment, and data collection and analysis.

Key elements include a common implementation framework,





data collection planning, platform integration, selection of equipment and technologies, stakeholder engagement, and the identification of indicators and thresholds.

The solution leverages **IoT sensors, Big Data, artificial intelligence and behavioural techniques** such as nudging and sentiment analysis to monitor and influence tourist behaviour in real time. Its added value lies in enabling data-driven management of visitor flows, fostering sustainable practices and supporting the well-being of local communities.

Why this solution matters

The solution addresses several **key challenges** related to data-driven destination management, including **heterogeneity of tourism data, technological infrastructure, data privacy and governance, integration of human and artificial intelligence, and stakeholder governance and cooperation.**

By providing a structured methodology for pilot implementation, the framework ensures maximum pilot impact, fosters collaboration among partners, and equips stakeholders with practical tools for the successful implementation of pilot actions. The step-by-step process facilitates coordinated decision-making and enables stakeholders to manage tourism flows based on real-time data and measurable indicators.

The methodology also adopts a **Quadruple Helix model**, ensuring the involvement of public authorities, tourism operators and industry actors, academia, civil society and local communities, as well as tourists themselves. This approach strengthens cooperation between stakeholders and supports more inclusive and evidence-based destination management.

How it works on the ground

The process begins with the design of a **shared implementation framework** that defines the steps required for pilot development. The methodology involves a **Quadruple Helix ecosystem**, where **public authorities, tourism operators, research institutions, civil society and technology providers** collaborate across all stages—from design and data collection to implementation, monitoring and decision-making—supported by the Snap4City platform.

Stakeholder engagement is ensured through workshops, Infodays and other communication activities involving public authorities, tourism operators, academia, civil society and tourists.





Key performance indicators (KPIs) and monitoring thresholds are defined to evaluate pilot effectiveness and support decision-making.

Detailed data-collection plans are established, including timelines and protocols for gathering relevant information.

Sensors and other monitoring technologies are installed in selected areas to collect data on visitor flows and environmental conditions, which are then integrated into the [Snap4City digital platform](#), managed by the University of Florence, for analysis and visualisation through real-time dashboards. The platform enables the visualisation of key indicators through **open dashboards and supports real-time monitoring and decision-making**.

The methodology has been applied across eight pilot sites, implementing solutions such as heritage monitoring, people counting, environmental monitoring and flow measurement. Data collected through **IoT sensors and surveys, including QR-based sentiment surveys**, are processed using AI-supported tools, enabling real-time visitor flow monitoring and data-driven interventions.

Key success factors

The methodology is readily transferable as it **provides structured guidance for the different phases of the pilot cycle** while allowing **adaptation to local territorial contexts**. Replication requires the availability of interoperable data sources, formal authorisation to install sensors, and adequate funding for equipment, installation and maintenance. Compliance with regulatory frameworks such as the GDPR and the AI Act is also necessary, together with a common monitoring framework to ensure comparability of results. Integration with a digital platform capable of supporting IoT connectivity and data analysis, such as Snap4City, facilitates implementation, while active cooperation among stakeholders following the **Quadruple Helix model** supports coordinated decision-making and long-term sustainability. The methodology can be customised to align with local tourism strategies and indicators relevant to each destination.

Successful implementation highlights the importance of **continuous stakeholder engagement** through meetings, workshops, Infodays and online communication to ensure that technical tools respond to real local needs. **Monitoring**





indicators should remain flexible and be adjusted as pilots evolve, rather than fixed rigidly. In addition, influencing tourist behaviour requires a **combination of digital approaches**, such as behavioural nudging, and physical communication tools, including QR codes, on-site information and workshops, to ensure broader outreach and stronger behavioural impact.

Learn more

- [TOURISMO Website](#)
- **Methodological framework:** Deliverable 1.5.1 – Common Demonstration Methodology for the Specification of Pilot Actions
- **Digital platform:** <https://www.snap4city.org>
- **Public contact details:**
 Franca Fauci – Foundation for Research and Innovation (FRI)
 Chiara Guiggiani – Foundation for Research and Innovation (FRI)
 Alessandro Monti – Foundation for Research and Innovation (FRI)

Destination Management Support System (DMSS) for Data-Driven Tourism Governance

Project
LIBECCIO

Category: Online monitoring tool

Maturity: Pilot phase (tested in 8 Euro-Med areas)

Target users: Public authorities, destination managers, tourism operators, DMOs, sector agencies, local communities

Keywords: Smart tourism, data integration, dashboards, predictive analytics, sustainable tourism

The solution at a glance

The LIBECCIO (sustainabiLity of tourism By Enhancing Cooperation and dIgital transfOrmation) project aims to enhance sustainable tourism policymaking through a data-driven and digitally transformed approach, addressing the fragmentation of tourism data by developing an up-scaled Destination Management Support System (DMSS) that integrates diverse sources such as online platforms, APIs and offline data into a unified intelligence platform.





Its core output is the **Destination Management Support System (DMSS)**, an online intelligence platform that **integrates and harmonises multiple data sources** (including open data, APIs, visitor counts and economic indicators) into unified dashboards. **Key features** include automated data ingestion, a modular cloud-based architecture and the integration of environmental and socio-economic KPIs. By consolidating previously fragmented tourism data, the DMSS enables real-time monitoring of destination performance and predictive analytics to anticipate pressures and inform policy. Its added value lies in transforming scattered information into actionable insights that support evidence-based, sustainable destination management.

Why this solution matters

LIBECCIO addresses **critical challenges of data-driven governance**: heterogeneous data sets, lack of data accessibility, and gaps in analytical capacity. By providing a structured platform, the DMSS reduces data silos and empowers decision-makers with timely, accurate information. It supports coordinated, balanced tourism development and resilience strategies. What makes it innovative is its ability to integrate diverse data sources into a “smart” overview, offering **predictive** insights that help users anticipate trends rather than just react to them. Its added value lies in empowering stakeholders to make balanced decisions that support local communities and the environment, while maintaining a thriving tourism sector.

Moreover, LIBECCIO emphasises stakeholder collaboration through **Living Labs** and co-design: public authorities, DMOs and tourism businesses work together to define needs and validate the dashboards. This cooperative approach aligns with RSO1.1 by building the innovation capacity of regional tourism bodies and by fostering practical tools for implementation.

How it works on the ground

Implementation occurs in **Living Lab environments** across eight pilot destinations. Stakeholders co-define performance indicators and data sources. Data is gathered via web services, APIs, surveys and sensors for flows and environmental metrics. These inputs are fed into the DMSS platform, which visualises indicators on open dashboards. For example, occupancy, visitor satisfaction and environmental pressure are monitored in near-real time. Decision-makers, such as destination managers and tourism





operators, use these dashboards to identify trends and trigger actions (e.g. demand management, marketing adjustments). The system also incorporates forecasting models, enabling authorities to anticipate demand peaks. By standardising data collection and reporting protocols, the methodology ensures consistency across sites.

Key success factors

Essential prerequisites of the DMSS methodology include interoperable data streams (open APIs or agreements with data holders) and technical capacity for system maintenance. Formal authorisations (e.g. for installing people counters) and funding for IT infrastructure are also needed. Alignment with GDPR and data governance policies is integrated from the start.

Crucially, early and continuous stakeholder engagement (through workshops and platform training) keeps the system aligned with local needs. Data-related challenges require significant technical expertise for integration.

Customisation is key to usability and impact. Indicators and dashboards must be customised to each territory's strategy. Lessons learned stress the importance of flexible and modular interfaces that empower local policymakers to explore their own data is a crucial design principle.

Learn more

- [LIBECCIO Website](#)
- **Methodological framework:** Deliverable D2.2 – DMSS Functional Specifications
- **Public contact:**

Dr Athanasios Kalogeras – ATHENA Research Center – Industrial Systems Institute

Dr Maura Mingozzi – Emilia-Romagna Region





MedDiet Eurocluster

Project MedDiet Go

Category: Network strengthening

Maturity: Being implemented (formally established and continuously evolving with ongoing involvement of new members)

Target users: Micro and small entrepreneurs (SMEs) in agri-food and tourism sectors, public authorities, academia, civil society and cultural associations

Keywords: Eurocluster, Mediterranean Diet, Living Labs, One-Stop Shops, stakeholder governance, sustainable tourism

The solution at a glance

MedDiet Go promotes rural lifestyles and landscapes as tourist attractions by encouraging innovation and networking. The project aims to increase engagement with **Mediterranean Diet (MD)** values among stakeholders, strengthen the MedDiet Euro-Cluster as a networking platform for rural economies, and promote Mediterranean Diet territories and their healthy products as popular tourist destinations.

The MedDiet Eurocluster establishes a transnational structure connecting Mediterranean Diet territories to foster smart, sustainable tourism. It integrates **Living Labs (LLs), One-Stop Shops (OSSs) and a digital platform** to enable data-informed destination management, SMEs innovation, green and digital transition, and international branding, the key elements of the solution.

The solution addresses fragmentation among rural tourism actors and limited coordination across territories by institutionalising cooperation through a Quadruple Helix model. Its added value lies in aligning heritage-based value chains with EU tourism, Green Deal and Digital Decade priorities, while strengthening rural economies and Mediterranean identity.

Why this solution matters

The MedDiet Eurocluster directly addresses **Stakeholder Governance and Cooperation** challenges by adopting a





Quadruple Helix model incorporating academia, government, industry and civil society. Living Labs serve as environments for co-creation, in which these stakeholders actively participate in developing and testing solutions.

The solution contributes to smart and sustainable destination management by creating a structured cooperation mechanism across territories, ensuring alignment between policy, SMEs support services and sustainability objectives.

By integrating monitoring tools within the Joint Action Plan (JAP), the Eurocluster enables structured data use and performance tracking. It strengthens the capacity of rural destinations to modernise, diversify and build resilience while embedding sustainability and digital transition principles.

How it works on the ground

The Eurocluster operates through **Living Labs (LLs)** for co-design and **One-Stop-Shops (OSSs)** for implementation. Living Labs engages the Quadruple Helix in validating new sustainable business models. One-Stop-Shops translate these models into practical support services for SMEs, such as training, digitalisation and access to funding.

For example, the **Living Lab** established in Seville (March 2024) engaged SMEs, public authorities, academia and civil society to validate sustainable tourism models rooted in **Mediterranean Diet values**. OSSs then supported SMEs in implementing these models through digital tools, advisory services and targeted capacity-building.

The solution relies on diverse datasets, including information for the interactive tourism map, **Place-Based Tourism Development** assessment data, and official statistics from organisations such as the EU, UNESCO and UNWTO. Data is collected through targeted questionnaires and partner reports. Consortium partners use this data to set targets, revise the Joint Action Plan and ensure that LLs and OSSs align with local needs.

The main result achieved is the establishment of a formal transregional network providing targeted support to modernise rural economies and promote sustainable Mediterranean tourism models.





Key success factors

The **LL/OSS** structure provides a robust framework for co-creation. However, streamlining the transition from **Living Lab** validation to OSS implementation accelerates market impact and enhances SME uptake.

Securing granular and real-time local data from SMEs improves customised services and strengthens evidence-based support mechanisms. Continuous **KPI** monitoring within the **Joint Action Plan** ensures structured evaluation of overall performance, including number of SMEs supported and training uptake.

The solution demonstrates that making co-creation via Living Labs a permanent component of data-informed support structures is essential to build smart, sustainable Mediterranean tourism ecosystems. In addition, although the network model is robust, ensuring **long-term project sustainability** depends on securing follow-up funding at an early stage.

Learn more

- [MedDiet Go Website](#)
- **Public contact details:**
 - Pablo Morales – Seville Chamber of Commerce (Spain)
 - Carmela Cotrone – Seville Chamber of Commerce (Spain)
 - Nazaret Calzado – Seville Chamber of Commerce (Spain)





Common Strategy for the development of Smart Industrial Tourism in the Mediterranean

Project SMITour

Category: Strategies / Thematic guidelines

Maturity: Pilot phase

Target users: Public authorities, Destination Management Organisations (DMOs), managers of industrial heritage sites and museums, SMEs in tourism and creative industries, local communities

Keywords: Smart Industrial Tourism, governance framework, Mediterranean SMIT Network, thematic routes, KPI system, diversification, sustainability

The solution at a glance

SMITour (Smart Industrial Tourism) aimed at transforming the Mediterranean's industrial heritage into a driver of sustainable, innovative and data-driven tourism development. It addresses **fragmentation, low visibility and underuse of industrial heritage assets across MED regions through a common transnational strategy and practical tools.**

The solution, *Common Strategy for the Development of Smart Industrial Tourism*, is a governance and implementation framework that supports destinations in transforming underused industrial sites into coordinated, technology-enhanced tourism products. It combines a shared quality framework and brand (Mediterranean SMIT Network), thematic routes linking industry, culture and gastronomy, and the use of digital tools such as AR/VR, storytelling apps and data dashboards.

Key elements include a shared quality framework and brand under the **“Mediterranean SMIT Network”**, the creation of thematic routes linking industrial sites with gastronomy, culture and creative industries, the strategic use of digital tools (**AR/VR, storytelling apps and data dashboards**), and a **common KPI system** to support evidence-based management.

It is **“smart”** because it integrates governance, digital innovation, and business intelligence into heritage valorisation. Its **added value** lies in diversifying tourism flows beyond coastal areas,





reducing seasonality, strengthening local economies and promoting sustainable and inclusive destination development through data-driven planning and cross-sector collaboration.

Why this solution matters

The Common Strategy leverages a shared vision to address tourism concentration and economic imbalances. It provides a unified framework that **stimulates economic and social growth, minimizes environmental impact and encourages innovation** across industrial sites. By aligning multiple territories under a strategic plan, it reduces fragmentation and embeds resilience and diversification in tourism development.

It contributes to **stakeholder governance and cooperation** by establishing transnational and regional SMIT clusters, enabling structured collaboration across public authorities, SMEs and cultural actors. It strengthens **data availability and management** through a shared KPI framework and harmonised data collection methodologies, supporting evidence-based decision-making. It also promotes **technological innovation, integrating AR/VR** and digital tools to enhance visitor engagement and accessibility.

By embedding industrial heritage within broader regional development and tourism diversification strategies, the Strategy supports green and digital transition objectives in line with the EU Green Deal, Tourism Transition Pathway and Smart Specialisation Strategies.

How it works on the ground

The solution is implemented through **regional SMIT clusters and pilot thematic routes** supported by a shared quality framework, digital tools and common KPIs. Stakeholders — including public authorities, DMOs, SMEs and cultural organisations — are engaged through co-design processes such as Innovation Camps and regional workshops. **In Prato (Italy)**, the strategy was tested through industrial tourism itineraries connected to the textile district, linking active factories, heritage sites, creative labs and gastronomy experiences. These routes were co-developed with local stakeholders and validated through participatory processes.

Data-driven decision-making is supported through a **KPI**





framework covering visitor flows, satisfaction, business performance and socio-economic indicators. Data are collected via standardised templates and digital tools (ticketing systems, web analytics, apps) and used by DMOs and public authorities to adjust marketing strategies, reduce seasonality and improve visitor management. The approach is **modular and scalable**, allowing gradual expansion from pilot routes to regional and transnational networks.

Key success factors

The solution demonstrates that **governance and stakeholder alignment must precede technology**, as digital tools are effective only within structured cooperation frameworks. Digital tools are effective only when supported by clear leadership, multi-level coordination and stakeholder trust. Co-design processes increase **ownership and feasibility**. Regional clusters and Innovation Camps ensured bottom-up input and practical applicability across different Mediterranean contexts.

Building a data culture takes time. **Harmonising KPI collection across diverse sites** required simplification of tools and capacity building. Early integration of standardised monitoring systems improves implementation efficiency.

Successful transfer requires **strong public authority commitment and cluster coordination**, basic digital and data infrastructure in place, early stakeholder engagement and trust-building, good alignment with regional tourism and urban regeneration strategies, and a scalable and modular approach adaptable to different territorial scales and digital maturity levels.

The Strategy demonstrates that industrial heritage can become a lever for smart, sustainable tourism when embedded in structured cooperation, shared standards and consistent KPI monitoring.

Learn more

- [SMITour Website](#)
- **Public contact details:**
Álvaro Dias – ISCTE-IUL
Paolo Guarnieri – Municipality of Prato





5. Complementary Initiatives and Solutions Supporting Smart and Data-Driven Destination Management for Sustainable Tourism in the Mediterranean

Beyond the C4T Community, several EU-level and Mediterranean initiatives contribute significantly to the development of Smart and Data-Driven Destination Management. While not formally part of the Cluster Innovation portfolio, these initiatives reinforce, complement and scale the results of LIBECCIO, MedDiet Go, SMITour and TOURISMO.

Together, they shape the broader European architecture within which Mediterranean destinations are evolving toward interoperable, standards-based and governance-driven smart tourism ecosystems:

DEPLOYTOUR – Deployment of the European Tourism Data Space (EU, Digital Europe Programme): This project is creating a trusted common tourism data space to enable secure data sharing and interoperability between destinations. It pilots multi-country data hubs and tools, directly addressing RSO1.1 by tackling fragmented data and empowering SMEs/DMOs with shared analytics capabilities. [DEPLOYTOUR](#) strengthens the innovation cluster by operationalising cross-border data infrastructures for tourism.

DATES – European Tourism Data Space (EU, Cross-Sector Ecosystem): A Coordination and Support Action (CSA) defining the blueprint and governance for a European Tourism Data Space. DATES maps priority datasets, reuse rules and business models, aligning exactly with Cluster priorities on data governance and advanced technologies. Its work complements DEPLOYTOUR by specifying the **standards and semantic interoperability** that will underpin all cluster data initiatives.

SEGITTUR – Smart Tourist Destinations (Spain): Spain's national "Destino Turístico Inteligente" programme establishes a five-pillar smart tourism model (governance, innovation, technology, accessibility, sustainability) for all regions. It contributes proven methodologies, platforms and diagnostics for data-informed destination governance. [Segittur's](#) experience links to the cluster by demonstrating how to institutionalise digital transition at scale (national roll-out) and by providing best-practice cases on integrating ICT in tourism management.





EU Tourism Dashboard (EU): The Commission’s interactive tourism data platform provides key indicators and visualizations on tourism trends, sustainability metrics and digitalisation (as of late 2025). It enhances transparency and benchmarking at the EU level. By offering open access to harmonised statistics and KPI monitoring, the [dashboard](#) supports evidence-based policymaking and helps cluster stakeholders measure impact (e.g. occupancy, environmental footprints) in a unified framework.

CulTourData – Enhancing Data-Driven Cultural Tourism (EU, Europe): This project builds analytics capacity in tourism SMEs, focusing on cultural attractions and European Capitals of Culture. It provides funding and training so SMEs can leverage data and digital tools to improve services. [CulTourData’s](#) contribution is in nurturing innovation among businesses: it closes the SME skills gap in data-driven marketing and product development, directly reinforcing the cluster aim of technology uptake in the private sector.

Tourism of Tomorrow Lab (Europe): NECSTouR’s ToT Lab coaches destination managers to base decisions on systematic measurement and data (“sound tourism measurement through the sustainability pathway”). It fosters peer learning and technical capacity by connecting DMOs and providing co-creative assistance. This [initiative](#) complements the cluster by spreading best practices for data integration in destination management and by aligning local dashboards with international sustainability goals.

Network of Sustainable Tourism Observatories (NSTO, Mediterranean Region): An Interreg Euro-MED working group linking national/regional observatories. It brings together stakeholders to share sustainable tourism data, tools and best practices ([Handbook for Sustainable Tourism Observatories: Strategies, governance and implementation guidelines](#)). By enabling cross-border knowledge transfer and common methodologies, the [NSTO](#) supports the cluster’s emphasis on data interoperability and sustainability monitoring across the Mediterranean.





Sustainable Tourism Policy Labs (Mediterranean Area): A series of participatory labs (under Dialogue4Tourism) where policymakers, businesses and communities co-create policy solutions for sustainable tourism. Each lab applies shared methodologies to real cases (e.g. island tourism governance). These [labs](#) enrich the cluster by integrating on-the-ground innovation with policy learning, ensuring that smart tourism tools and ideas (from projects) are grounded in local governance contexts.

Each initiative reinforces the cluster’s innovation and digital objectives by extending the ecosystem of tools, skills and governance. They collectively ensure that (1) data infrastructures (DEPLOYTOUR, DATES, Dashboard, NSTO) and (2) capacity-building networks (CulTourData, ToT Lab, Policy Labs, Segittur) evolve in tandem.

Future synergies may include aligning these platforms (e.g. feeding Tourism Dashboard with data from Segittur and DST clusters) and jointly promoting EU standards (e.g. tourism KPI taxonomy). These initiatives suggest concrete proposals: further integrate national smart destination programmes with the European Tourism Data Space, support SME engagement in deploy projects, and use policy labs as testbeds for interoperability standards. By connecting these complementary actions, the Mediterranean can accelerate its transition to fully **smart, data-driven and sustainable tourism destinations**.

Further key cross-cutting insights includes:

- **Data integration and dashboards:** Fragmented data ecosystems hamper planning. Solutions like LIBECCIO’s DMSS and the TOURISMO Handbook build unified data platforms and real-time dashboards to aggregate information. These approaches directly counter data silos by combining disparate sources into a single view for planners and operators.
- **Collaborative governance networks:** Siloed institutions and weak coordination are widely noted obstacles. The MedDiet Eurocluster, MoU and Digital Platform create multi-level governance networks (Living Labs, MOUs, One-Stop Shops) engaging public, private and community actors. Shared digital platforms were proposed to “monitor tourist behaviour” and support policy decisions.
- **Real-time monitoring and tech tools:** The need for agile, tech-enabled management recurs. Projects like TOURISMO





and SMITour use IoT/AI sensors and dashboards to anticipate flows and optimize services. This implements calls for smart-management (e.g. digital visitor flow monitoring) and helps balance tourist numbers with environmental capacity.

- **Local economy and sustainability:** All solutions link tourism with local heritage and SMEs, addressing seasonality and resilience. For example, SMITour and Eurocluster integrate cultural and industrial tourism to diversify economies. This aligns with the goal to “balance tourism growth with environmental and cultural preservation”, promoting year-round, community-focused tourism.
- **Regulatory, funding and capacity gaps:** Participants cite fragmented regulations and unstable funding as key barriers. None of the solutions fully resolves this, but they imply remedies: e.g. the MedDiet MoU and capitalisation strategies highlight sustained financing and aligned policies as crucial. Harmonizing data governance (privacy standards) and ensuring follow-up funds are needed to sustain these initiatives.





6. Key messages from the MED Cluster on Smart and Data-driven Destination Management

In destinations facing tourism pressure, fragmented information, and strong dependence on environmental and cultural assets, strengthening smart and data-driven destination management is key to the long-term sustainability and competitiveness of Mediterranean tourism destinations.

The experiences of the MED Cluster on smart and data-driven destination management for sustainable tourism and its thematic projects and associated partners highlight that transitioning towards smart tourism destinations requires more than minor adjustments. They point to the need to rethink how tourism is planned, managed and integrated within territories.

The MED Cluster on Innovation and technology capacities aims to highlight the following key messages:

Smart destination management requires interoperable data ecosystems and common indicators.

Fragmented data remain a major obstacle to effective destination management. Real-time, multi-source monitoring, interoperable platforms, and harmonised KPI frameworks enable destinations to move from scattered information to actionable intelligence, supporting anticipatory decisions on visitor flows, tourism pressures, and territorial impacts.

Technology must be embedded in governance, cooperation, and territorial strategies.

Smart tourism is not only about digital tools. Its effectiveness depends on structured cooperation between public authorities, destination managers, tourism operators, SMEs, researchers, and local communities, supported by formal governance arrangements, shared standards, and long-term coordination mechanisms.

Data-driven tools can support more balanced, resilient, and diversified tourism models.

When grounded in territorial priorities, smart solutions help destinations anticipate overcrowding, reduce seasonality, redistribute visitor flows, valorize cultural and industrial heritage, protect environmental and cultural assets, and improve visitor experience. Their value therefore lies not in digitalization alone, but in their capacity to support sustainability, resilience, and territorial cohesion.





Ramping up smart solutions requires enabling frameworks, sustained investment, and capacity-building.

Although many digital and governance solutions have already been tested, their wider impact depends on supportive policy frameworks, stable financing, interoperable infrastructure, technical maintenance, data-sharing rules, local expertise, and institutional commitment over time. Replication is therefore as much a matter of governance readiness and implementation capacity as it is of technology transfer.

Taken together, the solutions analysed in the MED Cluster on Innovation and Technology Capacities show that smart and data-driven tourism in the Mediterranean is no longer primarily a technological question, but a governance and implementation challenge. Real-time monitoring, interoperable platforms, predictive analytics, and shared KPIs can help destinations anticipate pressures, manage visitor flows, diversify tourism offer, and protect environmental and cultural assets.

However, these benefits materialise only when digital tools are embedded in formal cooperation structures, long-term political commitments, clear data-sharing arrangements, and sustained local capacity. Scaling up across Mediterranean territories will therefore require stronger policy integration, targeted investment, technical support, and capacity-building so that data can be transformed into coordinated and measurable action for sustainable tourism.





References

Community4Tourism (2024). Blueprint for Tourism Climate Action Plans. A Guide for Regional Authorities and Destination Management Organizations (DMOs).

Community4Tourism (2025). Orientation Paper – Innovation and Technology Capacities Cluster. Interreg Euro-MED Programme.

Council of the European Union (2022). European Agenda for Tourism 2030 (Doc No. 15441/22).

European Commission (2020). A European Strategy for Data.

European Commission (2021). 2030 Digital Compass: The European Way for the Digital Decade.

European Commission (2022). Transition Pathway for Tourism. Publications Office of the European Union.

European Commission, DG GROW (2022). Smart Tourism Destinations: EU Guide on Data for Tourism Destinations. Publications Office of the European Union.

European Commission, DG GROW (2023). Study on Mastering Data for Tourism by EU Destinations. Publications Office of the European Union.

European Commission (2025). Cohesion Policy towards a More Sustainable Tourism in the Mediterranean.

European Commission (2026). EU Tourism Dashboard.

European Parliament's Directorate-General for Internal Policies (2014). Mapping Smart Cities in the EU.

Eurostat (2025). Tourism Statistics and Indicators.

Interreg Euro-MED Programme (2024). Working for a Better and Greener Mediterranean: The First Thematic Projects under the Sustainable Tourism Mission.





Interreg Euro-MED Programme (2024). TOURISMO – Tourism Innovative and Sustainable Management of Flows.

Interreg Euro-MED Programme (2024). LIBECCIO – Sustainability of Tourism by Enhancing Cooperation and Digital Transformation.

Interreg Euro-MED Programme (2024). SMITour – Smart Industrial Tourism in the Mediterranean.

Interreg Euro-MED Programme (2024). MedDiet Go – Med Diet Identities: From Territorial Networking to Cluster Organisation.

OECD (2024). OECD Tourism Trends and Policies 2024. OECD Publishing.

Secretariat of State for Tourism (SEGITTUR) (2019). Smart Tourism Destination (DTI Model). Government of Spain.

United for Smart Sustainable Cities (U4SSC) (2022). Smart Tourism: A Path to More Secure and Resilient Destinations.





**Sustainable
tourism**

**Interreg
Euro-MED**



**Co-funded by
the European Union**

A project labelled by the UfM



**Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط**

This document has been developed in the framework of the Thematic Community Project of the Sustainable Tourism Mission of the Interreg Euro-MED Programme 21-27 (Community4Tourism project) and its activity of the Mediterranean Clusters.

The Mediterranean Clusters are the main project's proposal for the support of the transferring of practices and results to other actors and territories, and their integration into local, regional, national and European policies and strategies, covering the 4 main topics that the Sustainable Tourism Mission integrates: innovation, circular economy, climate change and nature & biodiversity.

This document is the Thematic Paper of the MED Cluster on Innovation and Technology Capacities. It aims to provide an in-depth technical analysis of a specific challenge identified by the Cluster members—namely, *“smart and data-driven destination management for sustainable tourism in the Mediterranean”*—by highlighting relevant tools, methodologies, and good practices developed by thematic projects, in order to facilitate the transferability of these outputs to other stakeholders and destinations.

The MED Cluster on Innovation and Technology Capacities is co-coordinated by Adriatic Ionian Euroregion (AIE) and the Conference of Peripheral Maritime Regions (CPMR).

Author

Tanja Armenski, Senior Expert – Smart & Data-Driven Destination Management

Contributors

Co-coordinators and Members of the Cluster on Innovation and Technology Capacities

DISCLAIMER

The content of this Thematic Paper does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the document lies entirely with the authors.

COPYRIGHT

This work is licensed under a Creative Commons Attribution 4.0 International License.

