



## Interreg Euro-MED Network of Sustainable Tourism Observatories (NSTO)

### FIRST WORKING GROUP

#### Data-driven Decision-Making for Sustainable Tourism

Unlocking the potential: Goals & opportunities.

#### Overview

Following the **objective 6.6. Actions to support better cooperation governance** of the European Commission for 2021-2027 selected by the Interreg Euro-MED Program, this WG explores how regional and national tourism observatories can work more closely to align their methodologies, share data, and co-develop strategies that respond to shared sustainability challenges in the Mediterranean region.

By integrating the contributions of the ST Observatories and the Thematic Projects of the ST Mission into sustainable tourism policies, the Interreg Euro-MED Program opens a window from experimentation to transformation—paving the way for a tourism model resilient, and future-ready.

#### Main challenges identified in this WG

The core idea is to share multiple data sources—ranging from environmental indicators to socio-economic statistics, including visitor flows, and tourism impact metrics—. The goal is to support public administrations, private stakeholders, and governance level in general in adopting more informed, transparent, and participatory policy decisions.

- **Fragmentation of data sources**  
Data is often collected using different standards and formats, making it difficult to integrate and compare across regions and observatories.
- **Inconsistent sustainability indicators across regions**  
Without a will of sharing indicators, it seems difficult to evaluate and compare the sustainability performance of destinations effectively.
- **Limited integration of sustainability in governance frameworks**  
Sustainability is often treated as a secondary goal rather than embedded into core tourism planning and decision-making processes.



## Interreg Euro-MED Network of Sustainable Tourism Observatories (NSTO) First Working Group

- **Reactive rather than predictive governance models**

Many destinations still respond to tourism impacts after they occur, lacking tools for anticipatory or adaptive management.

### Key points for discussion identified in this WG

- How can observatories harmonize data collection and reporting standards to enable cross-regional comparisons?
- What mechanisms (e.g., digital platforms, joint working groups, knowledge exchange programs) can be established to facilitate ongoing collaboration?
- In what ways can national observatories support local and regional ones in terms of technical capacity, funding, and political backing?
- How can observatories jointly contribute to transnational sustainable tourism goals set by the Interreg Euro-MED programme or the EU Green Deal?
- **Main contributions** (experiences and practice cases) **of previous Interreg MED projects and current Thematic Projects of the Interreg Euro-MED Sustainable Tourism Mission**

### Expected outcomes of this WG:

- Proposals for collaborative frameworks or protocols across observatories operating in sustainable tourism in the MED.
- To exchange experiences and practice cases on data-driven decisions from the Thematic Projects of the Interreg Euro-MED Sustainable Tourism Mission.
- Identification of best practices in multilevel coordination of observatories.
- To enhance predictive and responsive tourism governance.
- To discuss indicators and tools for governance to anticipate tourism pressures and design adaptive responses.

### Common expected outcome to both WG:

- Recommendations for enhancing the visibility and influence of sustainable tourism observatories in policymaking in the Euro-MED area to be included in the Annex of the MoU of this Network of Sustainable Tourism Observatories.