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**Mediterranean Sustainable Tourism  
Convention 2026**

**18-19 June, Barcelona, Spain**

# “Tourism transition in the Mediterranean”

**Thematic Paper of the MED Cluster on Innovation and Technology Capacities**

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



CPMR  
CRPM



**NECSTour**  
European Regions for  
Competitive and Sustainable Tourism



Unione delle Università del Mediterraneo  
Mediterranean Universities Union  
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إتحاد الجامعات المتوسطية



Mediterranean  
Action Plan  
Barcelona  
Convention



A project labelled by the UfM



Union for the Mediterranean  
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الاتحاد من أجل المتوسط



# Thematic Paper: Smart and data-driven destination management for sustainable tourism in the Mediterranean

## Purpose:

- ✓ **Provide actionable insights:** Translate complex concepts into practical, field-based solutions
- ✓ **Showcase project achievements:** Highlight concrete solutions developed by the Thematic Projects
- ✓ **Support transferability and policy uptake:** Facilitate uptake by other destinations + Contribute to policy relevance and impact

**Contributors:** Project Partners, Associated Partners and Cluster Coordinators



# Thematic Paper - Methodological Framework

## Scope

- ✓ Targets: Local and Regional Authorities in charge of tourism , DMOs, destination managers
- ✓ Clear & accessible content, synthesis over exhaustive coverage
- ✓ Reflect focus and contributions of thematic projects
- ✓ High transferability to Mediterranean destinations and stakeholders

## Analytical approach

- ✓ Focus on smart and data-driven management for sustainable development in Mediterranean tourism destinations
- ✓ Entry points: tech-based solutions and governance and cultural heritage (non-technical solutions)
- ✓ Emphasis on operational innovative or “smart” solutions, transferability

## Data collection and sources:

- ✓ Inputs from 4 thematic projects + resources from AP
- ✓ Sources: questionnaires, projects deliverable, existing literature, reports, websites...



# Thematic Paper - Structure of the Thematic Paper

## 1. The Challenge

Tackling data heterogeneity, fragmentation, limited interoperability and digital skills gaps, policy and governance frameworks supporting data-driven destination management

## 2. In-depth analysis

Data and digital infrastructure as key enablers for smart and sustainable tourism

## 3. Policy and governance frameworks

Supporting smart solutions and data-driven destination management towards sustainable development in the Mediterranean

## 4. Transferable solutions

4 projects illustrated through detailed factsheets: **TOURISMO, LIBECCIO, SMITour, MedDiet Go! (one solution per project)**

## 5. Complementary initiatives and solutions

Additional tools and approaches supporting smart and data-driven destination management for sustainable development.

## 6. Key messages from the MED Cluster on smart and data-driven destination management



## Key Challenges addressed:

1. Data availability and quality
2. Data heterogeneity and interoperability
3. Technological infrastructure and investment (Technology & power)
4. Tourist attitudes and digital literacy
5. Privacy and data governance
6. Workforce skills and AI readiness
7. Stakeholder governance and cooperation



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

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

Mediterranean tourism faces increasing pressure from visitor concentration, seasonality and overtourism; Europe received 793 million international travellers in 2025; around 340 million arrivals were concentrated in Southern Mediterranean Europe.

### ✓ **Data and tourism intelligence: strategic destination assets with uneven maturity**

### ✓ **Tourism models facing informational and operational constraints**

Sustainable tourism increasingly requires real-time intelligence and anticipatory governance rather than reactive management.

### ✓ **Governance and implementation challenges**

### ✓ **Opportunities for smart and data-driven destination management**



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

## Global level

SDGs (2030 Agenda)  
UN Tourism (INSTO, MST, digital agenda)  
→ Sustainability + monitoring + smart practices

## European level

Digital Decade & Data Strategy  
Data Governance Act & Data Act  
Tourism Agenda 2030 & Transition Pathway  
EU Tourism Data Space & Dashboard  
→ Data sharing + interoperability + digital infrastructure

## National & Local level

Digital & tourism strategies  
Data platforms, observatories, dashboards  
Visitor flow management systems  
→ Operational smart destination management

## Mediterranean level

UfM (digital economy, urban agenda)  
WestMED & EUSAIR  
→ Regional cooperation + smart coastal tourism

# The solutions proposed by the project **TOURISMO**: Common Demonstration Methodology for Data-Driven Tourism Pilot Actions



**Description:** Busy tourist area in Florence from thermal cameras developed within the TOURISMO project

## What it does?

Standardises planning, execution and evaluation of pilot actions across 8 Mediterranean sites in 7 countries — integrating IoT sensors, Big Data and AI via the Snap4City platform.

## Key capabilities:

- Real-time visitor flow & density monitoring
- QR-based sentiment surveys & behavioural nudging
- Quadruple Helix stakeholder model
- Open dashboards for evidence-based decisions



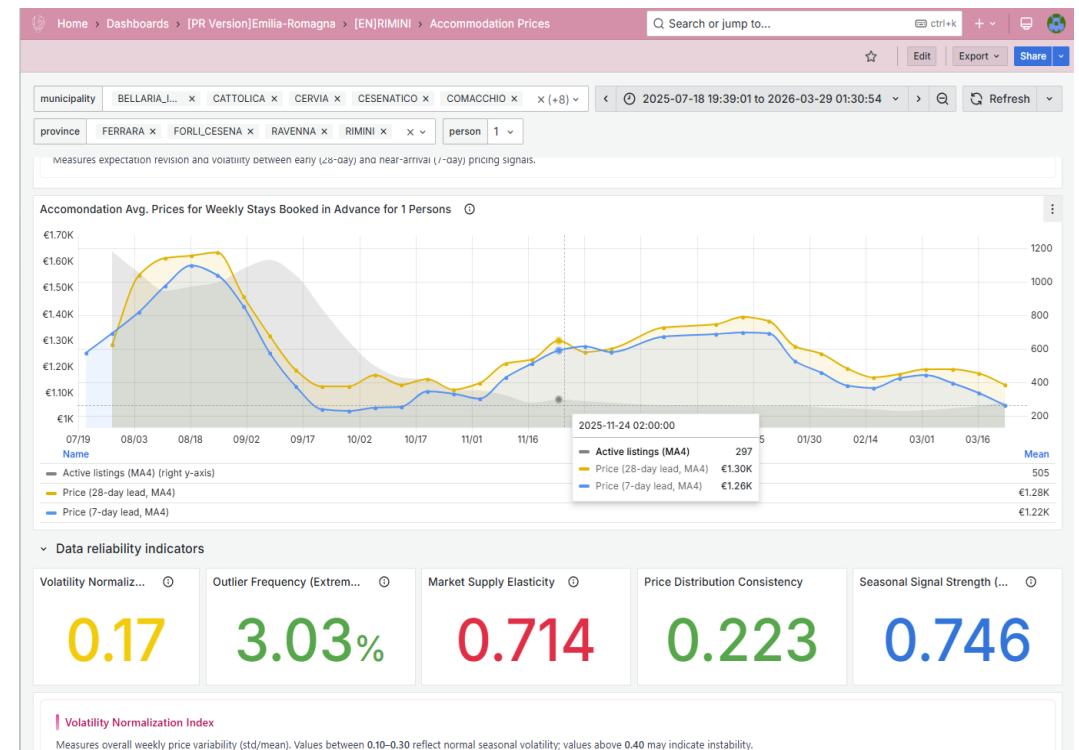
# The solutions proposed by the project **LIBECCIO**: Destination Management Support System (DMSS) for Data-Driven Tourism Governance

## What it does?

An online intelligence platform that integrates and harmonises multiple data sources — open data, APIs, visitor counts, economic and environmental indicators — into unified dashboards with predictive analytics.

## Key capabilities:

- Automated data ingestion & modular cloud architecture
- Near real-time occupancy, satisfaction & pressure monitoring
- Forecasting models to anticipate demand peaks
- Co-designed via Living Labs with local stakeholders



**Description:** The Data Management Support System (DMSS) developed within the LIBECCIO project

# The solutions proposed by the project **MEDDIET GO!**: MedDiet Eurocluster

## What it does?

Builds a transnational MedDiet Eurocluster connecting rural destinations to promote sustainable tourism based on Mediterranean Diet heritage, supporting SMEs, innovation and cooperation across territories.

## Key capabilities:

- Living Labs for co-creation with Quadruple Helix stakeholders
- One-Stop Shops for SME support (training, digitalisation, funding)
- Digital platform for tourism mapping and performance tracking
- Transnational network for cooperation and knowledge exchange
- Data-driven monitoring via Joint Action Plan and KPIs



Tourism transition in the Mediterranean



**Description:** Visit to Bioalverde Social Farm, Dos Hermanas (Seville, Spain), 23/09/2025. Ownership of the Chamber of Commerce of Seville.

# The solutions proposed by the project **SMITour** : Common Strategy for the development of Smart Industrial Tourism in the Mediterranean



**Description:** From the Catalogue of Industrial Tourism Practices developed by SMITour project

## What it does?

Transforms underused industrial sites into **coordinated, technology-enhanced tourism products** via a shared governance framework, thematic routes and digital tools.

## Key capabilities:

- Shared governance framework and Mediterranean SMIT Network (quality brand)
- Thematic routes linking industrial heritage, culture and gastronomy
- AR/VR, storytelling apps and digital engagement tools
- Common KPI system for monitoring performance and impacts
- Cluster-based cooperation and co-design with stakeholders

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



## DEPLOYTOUR & DATES

European Tourism Data Space — trusted cross-border data sharing, semantic interoperability & governance standards



## SEGITTUR

Spain's 5-pillar smart destination programme — proven model for national-scale ICT integration in tourism governance



## CulTourData & ToT Lab

Capacity-building for tourism SMEs — data-driven marketing, peer learning, sustainability measurement



## NSTO & Policy Labs

Mediterranean observatories & participatory labs — cross-border knowledge transfer and co-created policy solutions



# Takeaways and Recommendations: Key Messages from the MED Cluster

## 1. 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.

## 3. 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.

## 2. 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.

## 4. 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.



Thematic Paper by Community4Tourism  
MED Cluster on Innovation and Technology Capacities

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

Download here the Thematic Paper: **BARCODE**



# THANK YOU FOR YOUR ATTENTION

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