

A - Project identification

A.1 Project identification

Project id (automatically created)	Euro-MED0200900
Name of the lead partner organisation	Αναπτυξιακή Εταιρεία Περιφέρειας Νοτίου Αιγαίου –ΕΝΕΡΓΕΙΑΚΗ Α.Ε.
Name of the lead partner organisation in English	Development Agency of South Aegean Region – READ S.A.
Project title	TOURism Innovative and Sustainable Management of fIOWs
Project acronym	TOURISMO
Programme priority	Smarter MED
Specific objective	RSO1.1: Developing and enhancing research and innovation capacities and the uptake of advanced technologies
Project duration in months	33
Project mission	Enhancing sustainable tourism
Project category	Test project (Thematic Project)

A.2 Project summary

Please give a short overview of the project and describe:

- the common challenge of the programme area you are jointly tackling in your project;
- the overall objective of the project and the expected change your project will make to the current situation;
- the main outputs you will produce and those who will benefit from them;
- the approach you plan to take and why a cross-border/transnational/inter-regional approach is needed;
- what is new/original about the project.

The tourism industry, in the pre-pandemic years, focused almost exclusively on growth, with little concern for long-term impacts on territories. Thus, persistent challenges, like overtourism, continue to affect destinations & communities across the Med region.

TOURISMO acknowledges that a shift to conscious and sustainable tourism requires innovative approaches, participation of various ecosystem stakeholders, an improvement of the tourist experience & a stronger engagement of end users.

TOURISMO aims at addressing these challenges by using innovative technologies that offer new solutions and novel services to monitor and manage tourist flows.

By exploiting the foundations laid by its predecessor HERIT-DATA, TOURISMO will keep boosting innovation through new methodologies and tools in areas with high tourism pressure.

Better flows handling will be implemented through the development of a monitoring & decision-making support management structure and testing in 7 MED pilot sites. The approach is based on utilizing data from various datasets and on-site technologies (ie thermal cameras, pax counters, drones, tags) relevant to tourists' presence, density, trajectories and behaviors, with the support of an enriched version of HERIT-DATA platform, developed and managed by University of Florence.

The partnership embeds a variety of location profiles (UNESCO areas, ports, city centers, beaches, cultural monuments, parks etc.) from 7 European countries (GR, IT, ES, CY, BG, HR & MT) & different stakeholders of the value chain (Development Agencies, RTOs, Scientific experts, Innovation Institutes and Intermediaries, NGOs) allowing to test solutions in different environments, as well as capitalizing previous experience, guaranteeing simultaneously a high degree of innovation.

Actions foreseen address directly or indirectly the key groups of stakeholders namely public authorities, tourist agencies, DMOs, solution providers & the traditional tourism SMEs.

A.3 Project budget overview

Programme funding			Contribution					Total project budget
Funding source	Funding amount	Co-financing rate (%)	Automatic public contribution	Other public contribution	Total public contribution	Private contribution	Total contribution	
Interreg Funds	2,384,796.00	80.00 %	199,422.00	163,046.50	362,468.50	233,730.50	596,199.00	2,980,995.00
Total EU funds	2,384,796.00	80.00 %	199,422.00	163,046.50	362,468.50	233,730.50	596,199.00	2,980,995.00
Total project budget	2,384,796.00	80.00 %	199,422.00	163,046.50	362,468.50	233,730.50	596,199.00	2,980,995.00

A.4 Project outputs and result overview

Programme Output Indicator	Aggregated value per Programme output indicator	Measure ment Unit	Output Title	Output target value	Programme result indicator	Baseline	Result indicator target value	Measure ment unit
Jointly developed solutions	7.00	Solution	Output 2.1 Jointly developing & testing solutions for the management of tourism flows in pilot areas	7.00	Solutions taken up or up-scaled by organisations	0.00	7.00	Applied solution
Organisations cooperating across borders	78.00	Organisation	Output 1.1 Cooperating at local and transnational level in the system design and specification of the 7 pilot activities for the monitoring and management of tourism flows	26.00	PSI1 - Organisations with increased institutional capacity due to their participation in cooperation activities across borders	0.00	26.00	Organisation

Programme Output Indicator	Aggregated value per Programme output indicator	Mea sure men t Unit	O u t p u t	Output Title	Outp ut ta rget valu e	Programme result indicator	B a s e li n e	Result i ndicato r target value	Mea sure men t unit
			0 u t p u t 2 . 2	Cooperating at local and transnational level in demonstrating solutions for the management of tourism flows and assessing their impact on the local ecosystem value chain	26.0 0				
			0 u t p u t 3 . 1	Cooperating at local and transnational level to enable the management of tourism flows and adaptation solutions in EuroMed Cities	26.0 0				

B - Project partners

Partners overview

Number	Status	Name of the Organisation in english	Country	Organisation abbreviation	Partner role	Associated organisations	Partner total eligible budget
1	Active	Development Agency of South Aegean Region –READ S.A.	Elláda (EL)	READ SA	LP	Δήμος Ρόδου Περιφέρεια Νοτίου Αιγαίου Εφορεία Αρχαιοτήτων Δωδεκανήσου	392,650.00
2	Active	University of Florence	Italia (IT)	UNIFI	PP	PromoFirenze	299,660.00
3	Active	Foundation for Research and Innovation	Italia (IT)	FRI	PP	Comune di Firenze Regione Toscana Camera di Commercio di Firenze	304,800.00
4	Active	Valenciaport Foundation for research, promotion and commercial studies of the Valencian Region	España (ES)	FV	PP	Diputación de Valencia Autoridad Portuaria de Valencia	299,010.00
5	Active	DEVELOPMENT AGENCY OF LEMESOS LTD	Kýpros (CY)	ANELEM	PP		291,400.00
6	Active	Varna Economic Development Agency	Bulgaria (BG)	VEDA	PP	Район „Одесос“, Община Варна	295,750.00
7	Active	Public Institution RERA S.D for Coordination and Development of Split Dalmatia County	Hrvatska (HR)	RERA SD	PP	Nautički Centar Komiža Splitsko-dalmatinska županija	294,410.00

Number	Status	Name of the Organisation in english	Country	Organisation abbreviation	Partner role	Associated organisations	Partner total eligible budget
8	Active	Malta Regional Development and Dialogue Foundation	Malta (MT)	MRDDF	PP	Heritage Parks Federation	286,125.00
9	Active	KiNNO INNOVATION INTERMEDIARIES LTD	Elláda (EL)	KiNNO	PP	ΠΑΝΕΛΛΗΝΙΑ ΟΜΟΣΠΟΝΔΙΑ ΞΕΝΟΔΟΧΩΝ Οργανισμός Ανοιχτών Τεχνολογιών - ΕΕΛΛΑΚ	298,350.00
10	Active	Santa Maria la Real Foundation of Historical Heritage	España (ES)	FSMLR	PP	Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A.M.P.	218,840.00

B.1 Lead partner	
Partner number	1
Partner role	LP
Name of the Organisation in original language	Αναπτυξιακή Εταιρεία Περιφέρειας Νοτίου Αιγαίου – ΕΝΕΡΓΕΙΑΚΗ Α.Ε.
Name of the Organisation in english	Development Agency of South Aegean Region – READ S.A.
Organisation abbreviation	READ SA
Department / unit / division	
Partner main address	
Country	Elláda (EL)
NUTS 2	Notio Aigaio (EL42)
NUTS 3	Kalymnos, Karpathos, Kasos, Kos, Rodos (EL421)
Street, House number, Postal code, City	Eleftherias Sq. 1 85131 Rhodes
Homepage	www.readsa.gr
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	Sectoral agency
Legal status	Public
VAT number (if applicable)	EL094358600
Other identifier number	N/A
Other identifier description	N/A
PIC (from EC Participant Register)	935448504

Contact	
Legal representative	Mr. Ioannis Themelaros
Contact person	Mrs. Eleftheria Nikitara
Email	elnikitara@gmail.com
Telephone no.	00302241360617-9
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project? READ S.A. is a regional development agency and an essential regional player in the South Aegean Region supporting & coordinating economic, social, and cultural development within the Region. Due to its shareholders (the President and most of the members of the Agency's Board of Directors are Regional Councillors of the South Aegean Regional Authority), READ S.A. has strong connections with regional politicians & the representatives of the Region, responsible for the regional economy & social affairs. READ S.A. is the main tool of the South Aegean Region for the preparation & submission of grant applications, having developed great experience in the administration, co-ordination, & monitoring of projects co-financed by the European Union in a wide variety of areas, such as cultural preservation & heritage, gastronomy, transport, SME support, energy efficiency, sustainable tourism, social & economic development. experience in the administration, coordination & monitoring of projects co-financed by the European Union The implemented projects by READ S.A. during the programming period 2014-2020 include CO-CREATE, DESTIMED PLUS, WINTER MED, LABELSCAPE, ALTER ECO PLUS (INTERREG MED), PSIFIAKOS IRODOTOS II & ANDIKAT (INTERREG V-A Greece-Cyprus 2014-2020), EUREGA & RE-CREATE (Interreg Europe) & the on-going project "Upgrading qualifications and supporting the integration into the labour market of unemployed people with low educational qualifications in the South Aegean Region" under the South Aegean Regional Operational Programme. More specifically, through the participation in projects ALTER ECO PLUS (https://alter-eco.interreg-med.eu/), DESTIMED Plus (https://destimed-plus.interreg-med.eu/), LABELSCAPE (https://labelscape.interreg-med.eu/) & WINTER MED (https://winter-med.interreg-med.eu/), READ S.A.'s acquired important experience related to the enhancement of sustainable tourism, improvement of public policies & tourism management.	
What is the role (contribution and main activities) of your organisation in the project?	

Motivation

READ S.A., will be the Lead Partner of the TOURISMO project, capitalizing on its long experience in managing EU projects, also as a support organization for the projects that the South Aegean Region implemented as a lead partner. READ S.A. will be responsible for the day-to-day follow-up, administrative & financial management, and coordination of activities to support project objectives and ensure timely development & finalization of related activities & deliverables, adhering to the project's scope and objectives.

In addition, READ S.A. will be the responsible for the specification, implementation, monitoring & evaluation of the Rhodes city pilot, under which decision-making for the management of tourism flow will be conducted, capitalizing tools and methodologies of its previous experience in ALTER ECO PLUS (Online tool to calculate the Tourism Carrying Capacity// Interregional learning Portfolio of best practice measures), DESTIMED PLUS (Ecotourism Product Standard to benchmark and monitor the quality, sustainability, and resource use of ecotourism products in the touristic destinations), LABELSCAPE (Sustainable Tourism Questionnaires for visitors, residents & businesses) and WINTER MED (Toolbox with best practices for sustainable and responsible tourism)

READ S.A., having a huge network of 4-Helix innovation actors, will also be the leader of WP3- Transferring and Exploitation of Project Results to maximize each communication & transferring action's impact according to its target groups, assuring the effective coordination & implementation of internal and external communication & transferring activities, channels, tactics and tools, in line with the requirements of INTERREG EUROMED programme.

Co-financing

Source	Amount	Percentage
Interreg Funds	314,120.00	80.00 %
Partner contribution	78,530.00	20.00 %
Partner total eligible budget	392,650.00	100.00 %

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
READ SA	Public	0.00	0.00 %
Greek Ministry of Development and Investments	Automatic Public	78,530.00	20.00 %

Total

Sub-total public contribution	0.00	0.00 %
Sub-total automatic public contribution	78,530.00	20.00 %
Sub-total private contribution	0.00	0.00 %
Total	78,530.00	20.00 %

State Aid	
State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N/A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N/A
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No N/A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N/A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 2	
Partner number	2
Partner role	PP
Name of the Organisation in original language	Università di Firenze
Name of the Organisation in english	University of Florence
Organisation abbreviation	UNIFI
Department / unit / division	DINFO DISIT Lab
Partner main address	
Country	Italia (IT)
NUTS 2	Toscana (IT11)
NUTS 3	Firenze (IT114)
Street, House number, Postal code, City	Piazza S. Marco 4 50100 Florence
Homepage	www.disit.org
Address of department / unit / division (if applicable)	
Country	Italia (IT)
NUTS 2	Toscana (IT11)
NUTS 3	Firenze (IT114)
Street, House number, Postal code, City	Via S. Marta 3 50139 Florence
Legal and financial information	
Type of partner	Higher education and research organisations
Legal status	Public
VAT number (if applicable)	01279680480
Other identifier number	01279680480
Other identifier description	Fiscal code
PIC (from EC Participant Register)	999895789

Contact	
Legal representative	Prof. Enrico Vicario
Contact person	Prof. Paolo Nesi
Email	paolo.nesi@unifi.it
Telephone no.	00390552758515
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project? The DISIT Lab of DINFO-UNIFI (https://www.disit.org) is active since 1994, as one of the most active labs on ICT of the University of Florence, metropolitan Tuscany area, and it is an official Regional Lab in Tuscany. DISIT successfully developed a relevant number of International and National research, development and innovation projects and direct contracts with industries and public administrations mainly cities and regions: HERIT-DATA, MOBIMART, SNAP4CITY, REPLICATE H2020, RESOLUTE H2020, TRAFAIR CEF, MOSAIC, Sii-Mobility, AMPERE, FEEDBACK, SODA4.0, LIFE WEEE, etc.. DISIT Lab is strongly active in the area of Smart City and communities, industry 4.0, data mining and understanding, semantic computing, artificial intelligence, big data, data analytics, knowledge mining and representation, semantic models, linked open data, formal models, security and privacy, GDPR. DISIT Lab of UNIFI-DINFO is responsible of the development of the Snap4City infrastructure, official powered by FIWARE solution and platform (which is a CEF of EC). DISIT lab is an official trainer and consultant of FIWARE and has direct contract with the European Commission regarding the Smart City Operation control in the JRC Ispra site. DISIT Lab has been a partner in the previous HERIT-DATA Interreg Med project which contributed by implementing the platform for multidomain data aggregation and visual analysis for the 6 pilots implemented and for the multilingual social media analysis and sentiment analysis. DISIT is strongly motivated to participate in TOURISMO with the aim to put at disposal of the involved partners its previous experience in the same domain, its technical competencies for the implementation of the infrastructure and platform by exploiting the results of other projects and activities with the aim to provide to partners in the implemented pilots the technical solution to transform their data into a real value to to enable effective and efficient decision making.	
What is the role (contribution and main activities) of your organisation in the project?	

Motivation

DISIT Lab of the University of Florence's main role in the project is a technical & technology expert and mainly is involved in the definition and setup of the technical infrastructure to be used as a reference platform for the pilots' implementation, to be set up on new locations and to estimate new indicators on the basis of the data to be collected, set up Digital Twins of the areas to allow intelligence to be visualized effectively.

In Work Package 2 "Implementation and Evaluation of Testing", DISIT Lab is involved in all subtasks, mainly providing technical support for monitoring the collected data in real-time and providing the technological solutions to support partners in taking appropriate steps to try and redirect tourism flows more sustainably within the respective areas.

For all pilots defined DISIT Lab of UNIFI will provide data ingestion and data transformation processes for IoT sensors (related to environmental, weather conditions, tourist flows, etc) and Sentiment Analysis to estimate KPIs for evaluating the quality of services and reputation. This includes also the visual representation via dashboards for stakeholders and operators. In the case of Florence and Bulgaria pilots also DISIT Lab of UNIFI is involved in the implementation of data analytics algorithms for real-time analysis of noise, crowding conditions, viability, weather, environment, etc. for predicting critical conditions and sending suggestions to city operators and city users via Mobile Apps, Telegram, Digital Signage to avoid and/or reduce it.

Also in Work Package 3 "Transferring and Exploitation of Project Results" DISIT Lab of UNIFI is involved in all tasks, supporting communication and exploitation strategy and ensuring the sustainability and scalability of the solution implemented. Also, UNIFI is involved as an activity leader in the monitoring of carbon footprint of the project activities during the whole project duration.

Co-financing

Source	Amount	Percentage
Interreg Funds	239,728.00	80.00 %
Partner contribution	59,932.00	20.00 %
Partner total eligible budget	299,660.00	100.00 %

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
UNIFI	Public	0.00	0.00 %
Revolving Fund (CIPESS resolution n.78 of 2021) - Fondo di Rotazione (CIPESS resolution n.78 of 2021)	Automatic Public	59,932.00	20.00 %

Total

Sub-total public contribution	0.00	0.00 %
Sub-total automatic public contribution	59,932.00	20.00 %

Total		
Sub-total private contribution	0.00	0.00 %
Total	59,932.00	20.00 %
State Aid		
State aid criteria self-check		
Criterium I: Is the partner involved in economic activities through the project?		
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No	As public university, the partner does not make a profit for the activities carried out in the project and also all results are provided as open source for the benefit of the whole scientific communities.
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No	To the best of our knowledge we cannot exclude that there could be other private entities and operators on the market who could profit from offering the same activities / goods / services, but the University of Florence is a non-profit organization and the results are released as open source
Criterium II: Does the partner receive an undue advantage in the framework of the project?		
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No	N/A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No	N/A
Result of State aid criteria self-check:	No risk of state aid	
State aid relevant activities		
GBER scheme / de minimis		

B.1 Project Partner 3	
Partner number	3
Partner role	PP
Name of the Organisation in original language	Fondazione per la Ricerca e l'Innovazione
Name of the Organisation in english	Foundation for Research and Innovation
Organisation abbreviation	FRI
Department / unit / division	
Partner main address	
Country	Italia (IT)
NUTS 2	Toscana (ITI1)
NUTS 3	Firenze (ITI14)
Street, House number, Postal code, City	Piazza San Marco 4 50121 Florence
Homepage	www.fondazionericercaunifi.it
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	Higher education and research organisations
Legal status	Public
VAT number (if applicable)	05753930485
Other identifier number	05753930485
Other identifier description	Fiscal Code
PIC (from EC Participant Register)	964122480
Contact	
Legal representative	Prof. Marco Pierini

Contact	
Contact person	Dr. Alessandro Monti
Email	alessandro.monti@unifi.it
Telephone no.	00393331344604
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project?	
Foundation for Research and Innovation (FRI) is promoted by the University of Florence, Metropolitan City of Florence and Foundation CR Firenze. FRI promotes and manages R&D, innovation and knowledge-technological transfer projects, involving the University of Florence, public institutions and research bodies and/or firms, facilitating the exchange of best practices on technology transfer and job placement with industries, SMEs and public administrations, as well as national and international organizations. Higher education and innovation processes are main pillars of FRI daily activities, with a specific focus on social innovation and Smart City and Communities needs. FRI has a long and deep experience with EU co-financed projects (HERIT-DATA, CD-ETA, In-Tour, Impact, etc.) and other international projects have been a leading partner, partner, associated/affiliated partner, and stakeholder. FRI performed various kinds of activities within the many different projects such as management, communication, technical support, networking et al. Regarding TOURISMO, FRI will first and foremost bring along the fundamental and successful experience of the Interreg Med project HERIT-DAT. Such experience is related to Big-Open-Smart data to be created and then exploited by means of different tools and methodologies, in order to manage tourist flows and virtuously orient them. Moreover, FRI will be able to take advantage of its experience related to smart city/communities solutions designing and implementation, thanks also to its role within the National Technology Cluster Smartcommunitytech. FRI has also developed a very relevant capability in relating to the public institutions requesting the abovementioned designing and implementation expertise, especially with respect to cultural/natural heritage and tourist flows and overcrowding. Such a skill it'll be particularly important with respect to the project phase where solutions will be transferred and customized.	
What is the role (contribution and main activities) of your organisation in the project?	

Motivation

FRI will contribute transversally to all work packages, so to exploit its experience (HERIT-DATA) with respect to communication, management, design, and set up of pilot tests and technical aspects related to the testing phase (data typologies, sensors, platform etc.). FRI will then specifically work side by side with the University of Florence and KiNNO in the local pilot test design and implementation in Florence as well as on the necessary interactions with the local stakeholders and associated partners with respect to territorial needs, data, tools et al. The very same activities, but highly customized, in a diversified way and only where necessary/required, will be developed within all the project pilot sites too. FRI is ideal to develop such tasks due to its skills and previous experiences, moreover, the expertise related to strategic planning will be key in supporting the consortium during the testing phase, so as to guarantee not only the project objectives achievement but also the post-project effectiveness and sustainability. FRI will bring into the project both thematic and strategic competencies, but if the first is quite inferable also from the HERIT-DATA experience, with respect to the second it is relevant to highlight that the Foundation has been the manager and active player of the development of the Metropolitan City of Florence Strategic Plan. The activities have envisaged among the many also the ones related to tourism and its data and how to manage the different challenges. Moreover, FRI has contributed to many other actions and strategic plans such as the National Technological Cluster on Smart City and Communities and Interreg Europe project CD-ETA ones. Overall FRI will exploit within the project the many experiences matured with respect to tourism which allowed it to build a veritable toolbox for the challenges at hand.

Co-financing

Source	Amount	Percentage
Interreg Funds	243,840.00	80.00 %
Partner contribution	60,960.00	20.00 %
Partner total eligible budget	304,800.00	100.00 %

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
FRI	Public	0.00	0.00 %
Revolving Fund (CIPESS resolution n.78 of 2021) - Fondo di Rotazione (CIPESS resolution n.78 of 2021): Agenzia per la coesione territoriale	Automatic Public	60,960.00	20.00 %

Total

Sub-total public contribution	0.00	0.00 %
Sub-total automatic public contribution	60,960.00	20.00 %

Total		
Sub-total private contribution	0.00	0.00 %
Total	60,960.00	20.00 %
State Aid		
State aid criteria self-check		
Criterium I: Is the partner involved in economic activities through the project?		
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No	N/A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No	N/A
Criterium II: Does the partner receive an undue advantage in the framework of the project?		
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No	N/A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No	N/A
Result of State aid criteria self-check:	No risk of state aid	
State aid relevant activities		
GBER scheme / de minimis		

B.1 Project Partner 4	
Partner number	4
Partner role	PP
Name of the Organisation in original language	Fund de la Com. Valenciana para la investigación, promoción y estudios comerciales de Valenciaport
Name of the Organisation in english	Valenciaport Foundation for research, promotion and commercial studies of the Valencian Region
Organisation abbreviation	FV
Department / unit / division	
Partner main address	
Country	España (ES)
NUTS 2	Comunitat Valenciana (ES52)
NUTS 3	Valencia/València (ES523)
Street, House number, Postal code, City	Avda Muelle del Turia, s/n N/A 46024 Valencia
Homepage	www.fundacion.valenciaport.com
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	Higher education and research organisations
Legal status	Public
VAT number (if applicable)	ESG97360325
Other identifier number	N/A
Other identifier description	N/A
PIC (from EC Participant Register)	998709188

Contact	
Legal representative	Mr. Antonio Torregrosa
Contact person	Mr. Antonio Torregrosa
Email	atorregrosa@fundacion.valenciaport.com
Telephone no.	0034963939400
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project? Fundación Valenciaport is an Applied Research, Innovation & Training centre providing services to the port of Valencia and the logistics cluster. This initiative of the Port Authority of Valencia has enjoyed the collaboration of notable businesses, universities, and institutions from the port community. Since its establishment, it has developed projects in more than 60 countries, primarily Mediterranean nations, as well as from the rest of Europe, Asia and Latin America. FV pays special attention to the objective of improving the port-city relationship by fostering the development of the Port of Valencia in balance with its natural and urban environment. To that end, in collaboration with leading institutions linked to tourism and the cruise industry, it studies, analyses, and defines measures that contribute to enhancing the city's attractiveness to tourists, while meeting the criterion of environmental sustainability. FV has participated in several EU projects with the view to enhance the innovative activities and sustainability of the port with a special focus on alternative fuels, energy efficiency,, digitalization, environment & sustainable tourism. In particular, regarding to the sustainable development of the tourism industry in the Med area, FV has participated in SIROCCO, CO-EVOLVE & HERIT-DATA, TOURISMED, SHAREMED (Interreg Med Programme) & Co-Evolve4BG (ENI CBC MED programme). Specifically, HERIT-DATA focused on developing sustainable and responsible tourism management of cultural heritage in the MED regions, taking advantage of Smart Cities technologies and tools, as well as other political and social measures. In the Valencia pilot, the emphasis was on the monitoring of cruise flows and their impact on cultural heritage. What is the role (contribution and main activities) of your organisation in the project?	

Motivation

The Fundación Valenciaport has participated in a large number of projects in the fields of port-city integration, cruises, mobility, sustainability, logistics and new technologies within the port cluster. Within the scope of TOURISMO, FV will be responsible for the specification, implementation, and monitoring of the Valencia port and city pilot, leading to major decisions on the management of cruise tourist flows (Sustainable Cruise value chain action plan - SIROCCO), and also participating in the evaluation and impact of the pilot (Coastal Tourism Sustainability Toolkit to establish monitoring and evaluation schemes of tourism impact - CO-EVOLVE).

The pilot will leverage the data gathered from sensors installed in HERIT-DATA project, with complementary sensors to be installed within this project and relevant information from other data sources, to develop intelligent algorithms capable to predict metrics, simulating situations, and producing nudging information to influence the cruise tourist's decision-making.

In addition, FV will be the activity leader for the fine-tuning of the complementary datasets that will be used for the analysis during the pilot testing (Co-Evolve4BG).

In addition, FV, having established a large network of key actors in EU and international markets, will participate in all WP3 communication, exploitation & transferring activities of the project, ensuring the outreach of TOURISMO to relevant stakeholders and target groups and the capitalization of project activities from interested tourism actors. Finally, FV will lead the planning of the upscaling of the solution in the project areas, under WP3, ensuring the sustainability of the project.

Co-financing

Source	Amount	Percentage
Interreg Funds	239,208.00	80.00 %
Partner contribution	59,802.00	20.00 %
Partner total eligible budget	299,010.00	100.00 %

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
FV	Public	0.00	0.00 %
Ministry of Transport, Mobility and Urban Agenda	Public	59,802.00	20.00 %

Total

Sub-total public contribution	59,802.00	20.00 %
Sub-total automatic public contribution	0.00	0.00 %
Sub-total private contribution	0.00	0.00 %
Total	59,802.00	20.00 %

State Aid

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N/A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N/A
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No N/A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N/A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 5	
Partner number	5
Partner role	PP
Name of the Organisation in original language	ΑΝΑΠΤΥΞΙΑΚΗ ΕΤΑΙΡΕΙΑ ΕΠΑΡΧΙΑΣ ΛΕΜΕΣΟΥ ΛΤΔ
Name of the Organisation in english	DEVELOPMENT AGENCY OF LEMESOS LTD
Organisation abbreviation	ANELEM
Department / unit / division	
Partner main address	
Country	Κύpros (CY)
NUTS 2	Κύpros (CY00)
NUTS 3	Κύpros (CY000)
Street, House number, Postal code, City	ARCH. MAKARIOU III 83 4181 LIMASSOL
Homepage	www.anelem.com.cy
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	Other
Legal status	Public
VAT number (if applicable)	CY10166991A
Other identifier number	N/A
Other identifier description	N/A
PIC (from EC Participant Register)	913974062
Contact	
Legal representative	MR. RAKIS PIERIDIS

Contact	
Contact person	MRS. ANNITA CHARALAMBOUS
Email	annita@anelem.com.cy
Telephone no.	0035725760111
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project?	
The main target of Development Agency of Lemesos LTD (ANELEM) is the development of the wider region of the Lemesos District through its contribution to the utilization, development, management, maintenance and protection of natural and cultural resources, the introduction of innovation and entrepreneurship in the productive system, the introduction and expansion of the use of renewable energy sources, support and development of new collective structures and social development. Moreover, the Development Agency of Lemesos has more than 15 years of experience in implementing various National and European Programmes. Development Agency Of Lemesos LTD as Local Action Group Axis 4 is implementing for programme period 2014-2020: 1. AXIS 4 -RURAL DEVELOPMENT PROGRAMME 2014-2020 & 2. AXIS 4 - FISHERY PROGRAM 2014-2020. Both programmes include actions that are related to culture and tourism e.t.c. In addition, ANELEM has vast experience in the tourism sector, implementing the Strategic Planning of the LEADER Programme of Limassol, which includes Agro-tourism Investment for the public and private sector, thematic training for SMEs, thematic touristic routes & the establishment of a related cluster in the Lemesos area. The main objective of the Strategic Planning of Development Agency Of Lemesos LTD is to create attractions for Tourist Visitors not only to visit the coastline of the country but also to visit the rural area of the country. Development Agency of Lemesos applies the "bottom-up approach" with the participation of all partners of the intervention area in decision-making both at the level of planning & at the level of implementation of the programs. H2020 EmpowerUs project, that ANELEM, participates is also focusing on enabling coastal communities to act for change & transition towards sustainable, inclusive & resilient coastal developments, through a variety of tools, methods & coproduction with the inclusion of all actors, at local, regional, national & EU levels	
What is the role (contribution and main activities) of your organisation in the project?	
ANELEM will participate in all the preparatory activities for the specification and designing of the pilot actions with the main focus on the Limassol port pilot (EmpowerUs). Also, it will be the responsible partner for the implementation and monitoring of the pilot activity for Cyprus, in which tourism flows in the port of Limassol and street areas will be monitored and analysed in order to help tour operators & local businesses to improve their services and to support port operators identify potential problems in the port infrastructure. The company will also participate in the decision-making process based on the result of the pilot, having great previous experience in strategic planning supporting the improvement and sustainability of various sectors in Cyprus and in the evaluation and impact assessment of pilot results. In addition, ANELEM will also participate in all the communication, exploitation & transferring related activities of the project, engaging its network of stakeholders in the project's activities and ensuring the capitalization and sustainability of TOURISMO. ANELEM will also lead the local engagement workshops with public authorities and DMOs, supporting the partners for their successful organization for the best possible outreach of the project.	

Co-financing			
Source		Amount	Percentage
Interreg Funds		233,120.00	80.00 %
Partner contribution		58,280.00	20.00 %
Partner total eligible budget		291,400.00	100.00 %
Origin of partner contribution			
Source of contribution	Legal status of contribution	Amount	% of total partner budget
ANELEM	Private	58,280.00	20.00 %
Total			
Sub-total public contribution		0.00	0.00 %
Sub-total automatic public contribution		0.00	0.00 %
Sub-total private contribution		58,280.00	20.00 %
Total		58,280.00	20.00 %
State Aid			
State aid criteria self-check			
Criterium I: Is the partner involved in economic activities through the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No	N/A	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No	N/A	
Criterium II: Does the partner receive an undue advantage in the framework of the project?			
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No	N/A	

Criterium II: Does the partner receive an undue advantage in the framework of the project?	
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N/A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 6	
Partner number	6
Partner role	PP
Name of the Organisation in original language	Агенция за икономическо развитие - Варна
Name of the Organisation in english	Varna Economic Development Agency
Organisation abbreviation	VEDA
Department / unit / division	
Partner main address	
Country	Bulgaria (BG)
NUTS 2	Severoiztochen (BG33)
NUTS 3	Varna (BG331)
Street, House number, Postal code, City	Otetc Paisij Str. 11 9000 Varna
Homepage	www.veda-bg.eu
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	Interest groups including NGOs
Legal status	Private
VAT number (if applicable)	BG103155067
Other identifier number	BG103155067
Other identifier description	BULSTAT Unified Identification Code/Number (UIC)
PIC (from EC Participant Register)	935473336
Contact	
Legal representative	Mrs. Todorka Atanasova

Contact	
Contact person	Mrs. Todorka Atanasova
Email	office@veda-bg.eu
Telephone no.	00359887934526
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project?	
Varna Economic Development Agency (VEDA) is a not-for-profit, non-governmental association, registered to operate for public benefit. It is located on the territory of the Varna District in Bulgaria, East Europe. The agency was established in 1997 under the joint program of Varna Municipality and USAID to assist in the advancement of regional economic development. Since 1998 VEDA is a member of the network of the Bulgarian Association of Regional Development Agencies and Business Centers (BARDA). VEDA aims towards leadership in the establishment of conditions for the sustainable economic development of Varna and the region. The agency supports the building of the capacity of small and medium-sized enterprises (SMEs) through the impartial provision of information, consulting services, and training. VEDA promotes networking, the attraction of foreign investments in the Region, and improvement of the local employment opportunities. In recent years, VEDA has focused its activities on EU and international projects implementation, financed by the Joint Operational Programme Black Sea Basin 2014-2020, Danube Transnational Programme 2014-2020, SEE Transnational Cooperation Programme 2007-2013, Black Sea Basin 2007-2013 and Erasmus+ KA2 Strategic Partnerships, having participated in over 40 projects. VEDA also has vast experience in participating in and/or managing EU-co-financed projects related tourism, such as NETWORLD (Danube Transnational Programme) which aims at managing the sustainable use of the WW1 cultural heritage by combining it with quality cultural tourism, PIRT (JOP" Black Sea Basin") which aimed at developing of new innovative tourist packages in the area of the Black Sea basin, mAPP my Europe (ERASMUS+) which developed a smartphone app for youth tourism that will offer different attractive routes for young people & Bluesprout (ERASMUS+)	
What is the role (contribution and main activities) of your organisation in the project?	
Varna Economic Development Agency (VEDA) will take part in all the preparatory activities for the specification and designing of the pilot action of the City of Varna pilot. Also, VEDA will be the responsible partner for the implementation and monitoring of the pilot activity for Bulgaria, for monitoring of tourists and resident flows in key Varna city center pedestrians or predicting critical conditions and sending suggestions to city operators and city users via Mobile Apps, Telegram, Digital Signage to avoid and/or reduce it (myAPP my Europe, PIRT). The company will also participate in the decision-making process (NETWORLD) and in the evaluation and impact assessment of pilot results. In addition, VEDA will participate in the communication, exploitation & transferring activities under WP3, engaging its network of stakeholders of local authorities and businesses, investors, embassies, NGOs, media etc. in the project for the capitalization and sustainability of TOURISMO. VEDA will also lead the local engagement workshops with Tech providers, supporting the partners for their successful organization for the best possible outreach of the project.	

Co-financing			
Source		Amount	Percentage
Interreg Funds		236,600.00	80.00 %
Partner contribution		59,150.00	20.00 %
Partner total eligible budget		295,750.00	100.00 %
Origin of partner contribution			
Source of contribution	Legal status of contribution	Amount	% of total partner budget
VEDA	Private	14,787.50	5.00 %
Bulgarian State Budget through a contract for national co-financing	Public	44,362.50	15.00 %
Total			
Sub-total public contribution		44,362.50	15.00 %
Sub-total automatic public contribution		0.00	0.00 %
Sub-total private contribution		14,787.50	5.00 %
Total		59,150.00	20.00 %
State Aid			
State aid criteria self-check			
Criterium I: Is the partner involved in economic activities through the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No	N/A	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No	N/A	
Criterium II: Does the partner receive an undue advantage in the framework of the project?			
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No	N/A	

Criterium II: Does the partner receive an undue advantage in the framework of the project?	
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N/A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 7	
Partner number	7
Partner role	PP
Name of the Organisation in original language	Javna ustanova RERA S.D za koordinaciju i razvoj Splitsko-dalmatinske županije
Name of the Organisation in english	Public Institution RERA S.D for Coordination and Development of Split Dalmatia County
Organisation abbreviation	RERA SD
Department / unit / division	
Partner main address	
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Splitsko-dalmatinska županija (HR035)
Street, House number, Postal code, City	DOMOVINSKOG RATA 2 21000 Split
Homepage	www.rera.hr
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	Sectoral agency
Legal status	Public
VAT number (if applicable)	HR40887282015
Other identifier number	N/A
Other identifier description	N/A
PIC (from EC Participant Register)	891314280

Contact	
Legal representative	Mr. Jozo Sarač
Contact person	Mr. Ivo Benzon
Email	ivo.benzon@rera.hr
Telephone no.	0038598264833
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project? Public Institution RERA S.D for Coordination and Development of Split Dalmatia County (RERA S.D.) is a regional development agency, and interdisciplinary institution established by Split-Dalmatia County (regional self-government body) for the purpose of preparation and implementation of projects related to regional development. RERA S.D. is organized into 5 departments: The Director's Office, Regional Development and Strategic Planning Department, Project Preparation Department, Project Implementation Department, and Department for general and administrative affairs, employs 41 persons. The team closely cooperates with Split Dalmatia County's departments on a daily basis, as to ensure a coordinated approach in development planning. The team is highly educated and has multidisciplinary knowledge and rich experience gained by working on numerous EU projects. Having prepared and implemented EU-funded projects, RERA S.D. established good cooperation at the University level (Faculty of Economics / Department for tourism, lifelong learning, SMEs; Faculty of electrical engineering, mechanical and naval architecture, etc.) and similar institutions at the national level (Institute for Oceanography and Fisheries Split). RERA S.D. has been the Lead partner on 7 projects and is fully capable of running large-scale projects. In addition, RERA S.D. has vast experience in the tourism sector, having participated in many EU projects related to sustainable tourism, cruise, coastal & maritime tourism, Smart and Slow Tourism, tourism policies, cultural heritage tourism, etc. (Interreg Med Programme: COASTGAP, SIROCCO, CO-EVOLVE, LABELSCAPE, MD.net // Interreg V-A Italy - Croatia Programme: ADRIREEF, TAKE IT SLOW, INNOCULTOUR, REMEMBER, DEEP SEA)	
What is the role (contribution and main activities) of your organisation in the project?	

Motivation

RERA S.D. is an institution established by Split Dalmatia County specialized in the creation and implementation of preparation and monitoring of the development strategy for the county, preparation, and implementation of EU-funded projects. The main role of RERA S.D. specifies, implement and monitor the pilot activity in the Blue Cave area / Island of Biševo. With the coordination of the leader of the activity, the RERA will make an analysis of existing data collected on-site, make improvements to existing software to automate and upgrade data collection, and set a list of indicators useful for decision-makers and SMEs (SIROCCO, LABELSCAPE, CO-EVOLVE, etc.). Participation in the project will be a great opportunity to make insights into tourism activity in the pilot area, analyze high peaks of tourism activity and propose solutions for better management of the site is an opportunity to promote sustainable tourism and reasonable use of the environment in the remote / island area of Biševo. RERA S.D. will ensure the installation of equipment necessary for data collection and synchronization with the existing HERIT-DATA platform. RERA S.D. will be responsible for the implementation of the regional communication activities of the project (organization of local events, engagement of stakeholders days, participation at external events), as well as for ensuring the transferring and sustainability of the project results (TAKE IT SLOW, SIROCCO, COASTGAP, REMEMBER).

Relevant to the project competencies and experiences RERA SD include coordination and management of EU projects (as well as lead partner or WP leader), strong database with stakeholders in SD county and a wide network of institutional operators within SME and tourist sector, training plan development and implementation, experience in comparison and creation of development strategies and action plans.

Co-financing

Source	Amount	Percentage
Interreg Funds	235,528.00	80.00 %
Partner contribution	58,882.00	20.00 %
Partner total eligible budget	294,410.00	100.00 %

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
RERA SD	Public	58,882.00	20.00 %

Total

Sub-total public contribution	58,882.00	20.00 %
Sub-total automatic public contribution	0.00	0.00 %
Sub-total private contribution	0.00	0.00 %
Total	58,882.00	20.00 %

State Aid

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N/A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N/A
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No N/A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N/A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 8	
Partner number	8
Partner role	PP
Name of the Organisation in original language	Malta Regional Development and Dialogue Foundation
Name of the Organisation in english	Malta Regional Development and Dialogue Foundation
Organisation abbreviation	MRDDF
Department / unit / division	
Partner main address	
Country	Malta (MT)
NUTS 2	Malta (MT00)
NUTS 3	Malta (MT001)
Street, House number, Postal code, City	Triq tal-Milord Ix-Xifer MST5053 Mosta
Homepage	www.mrddf.org
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	Interest groups including NGOs
Legal status	Private
VAT number (if applicable)	MT005/04
Other identifier number	MT005/04
Other identifier description	Internal reference number
PIC (from EC Participant Register)	997258262

Contact	
Legal representative	Dr. Brian Restall
Contact person	Dr. Brian Restall
Email	Info@mrddf.org
Telephone no.	0035699847540
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project? MRDDf is a registered non-governmental organisation in Malta focused on sustainable regional development, environmental resource management and the promotion of social dialogue. The Foundation is completely independent of any political party or organisation. MRDDf seeks to address environmental and social issues found in Malta by participating in transnational collaborative development projects, organising multi-stakeholder engagement, and conducting research on issues of critical national, regional and social interest, while influencing policy making via active civic participation and dialogue. We strive to ensure that marginalised views and voices are heard and believe that facilitating discussions across geographical and cultural boundaries is vital to promoting equal opportunities for all. Its work is guided by the cross-cutting principles of sustainable development, social dialogue, and equal opportunities for all. MRDDF objectives are to Increase sustainable regional development and awareness, enhance skills, and foster urban & rural regeneration. MRDDF activities relevant to the project include a) development of research methodologies / tools and testing in selected target sites, b) design, implementation and analysis of surveys, c) identification of good practices & evidence gathering, d) capacity building and e) dissemination of project outcomes and networking. Previously, MRDDF has participated in the following tourism relevant EU-Funded co-financed projects: -INHERIT: Sustainable Tourism Strategies To Conserve And Valorise The Mediterranean Coastal And Maritime Natural Heritage - Program: INTERREG MED -CASTWATER: Coastal Areas Sustainable Tourism Water Management In The Mediterranean - Program: INTERREG MED -GPP4Growth: Green Public Procurement For Resource-Efficient Regional Growth - Program: INTERREG Europe	
What is the role (contribution and main activities) of your organisation in the project?	

Motivation

MRDDF will actively contribute to all project activities and in particular lead the pilot testing of TOURISMO approach in one particular site in the Maltese Islands namely Il-Majjistral Nature and History Park which is the island's largest N2K site managed by Heritage Parks Federation. Il-Majjistral Park with its blue flag beach Golden Bay (Il-Bajja tal-Mixquqa) has previously served as a testing site for the INTERREG MED project INHERIT and remains one of the most popular tourist destinations on the Maltese islands.

MRDDF plans, in line with the TOURISMO approach, to specify, design, implement, monitor and evaluation of the pilot activity, which will valorize existing open and private data for the Majjistral Nature and History Park, visitors, and local businesses to understand the carrying capacity of the area, inform sustainable management of its beach, identify the other activities and facilities offered and inform data-driven decisions.

In addition, MRDDF will participate in all the communication, exploitation & transferring related activities of the project, engaging its network of stakeholders in the project's activities and ensuring the capitalization and sustainability of TOURISMO. It will actively pursue the Transferring and Exploitation of Project Results to other relevant sites in the Maltese Islands such as Ramla l-Ħamra, the largest sandy beach on the island of Gozo, as well as Ghajn Tuffieha Bay, a sandy beach in the northwest of Malta.

Finally, MRDDF will undertake the organization of the final conference which will be organized with the aim to mainstream project objectives and results at the Mediterranean and European Levels (CASTWATER, GPP4Growth).

Co-financing

Source	Amount	Percentage
Interreg Funds	228,900.00	80.00 %
Partner contribution	57,225.00	20.00 %
Partner total eligible budget	286,125.00	100.00 %

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
MRDDF	Private	57,225.00	20.00 %

Total

Sub-total public contribution	0.00	0.00 %
Sub-total automatic public contribution	0.00	0.00 %
Sub-total private contribution	57,225.00	20.00 %
Total	57,225.00	20.00 %

State Aid

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N/A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N/A
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No N/A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N/A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 9	
Partner number	9
Partner role	PP
Name of the Organisation in original language	KiNNO INNOVATION INTERMEDIARIES ΜΟΝΟΠΡΟΣΩΠΗ Ε.Π.Ε.
Name of the Organisation in english	KiNNO INNOVATION INTERMEDIARIES LTD
Organisation abbreviation	KiNNO
Department / unit / division	Research & Innovation
Partner main address	
Country	Elláda (EL)
NUTS 2	Attiki (EL30)
NUTS 3	Voreios Tomeas Athinon (EL301)
Street, House number, Postal code, City	Pentelis Av. 104 & Metamorfoseos 1 15234 Chalandri
Homepage	www.kinno.eu
Address of department / unit / division (if applicable)	
Country	Elláda (EL)
NUTS 2	Attiki (EL30)
NUTS 3	Voreios Tomeas Athinon (EL301)
Street, House number, Postal code, City	Pentelis Av. 104 & Metamorfoseos 1 15234 Chalandri
Legal and financial information	
Type of partner	SME
Legal status	Private
VAT number (if applicable)	EL998685970
Other identifier number	N/A
Other identifier description	N/A
PIC (from EC Participant Register)	

Contact	
Legal representative	Mr. Ioannis Geragotellis
Contact person	Mr. Ioannis Geragotellis
Email	geragotellis@kinno.eu
Telephone no.	00302106838950
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project? KiNNO is an innovation intermediary bringing together key players of the innovation ecosystem (universities, entrepreneurs, industry policy & institutional actors etc) in Greece & the Med countries, with extensive experience in methodologies, strategies, innovation ecosystems & innovation support services, having more than 15 years of experience in EU projects (H2020, ENI, Interreg III, MED, ADRION, BALKAN-MED, SEE, HORIZON 2020, ERASMUS+). KiNNO aims at constantly & significantly enhancing technology integration&innovation capacity, technology transfer & market uptake of research results in sectors such as tourism, energy, cleantech, agro-food, tourism, circular economy, maritime, transportation, ICT. KiNNO is active in the promotion of sustainable development through its participation in EU projects in various sectors, such as tourism, cultural heritage & CCIs, agro-food, energy, etc. KiNNO is the HUB of EIT Innoenergy in Greece & Cyprus offering innovation services to several deeptech, cleantech & blue energy startups & SMEs. Also, KiNNO has vast experience in the tourism sector, promoting innovation actions and cross-sectorial cooperation in (TourINN-Act, INNOVA, etc). KiNNO, through the project INTERREG MED SMATH, developed the methodology f for cluster building, services provision, operation & scaling up of the MED creative cluster for sustainable tourism, social cohesion & urban regeneration startups & SMEs. KiNNO provides a portfolio of support services such as knowledge acquisition: technology scouting & licensing-in; knowledge commercialization: marketing R&D, market analysis, exploitation plan, business model development & validation, licensing out, spinning-out new ventures; open innovation schemes & crosscutting services: strategic analysis, technical & commercial evaluation of knowledge & technologies, project management, & capacity building. Last but not least, KiNNO developed the Smart Specialization Strategy 2021-2027 for the Greek Government.	
What is the role (contribution and main activities) of your organisation in the project?	

Motivation

KiNNO has a track record of more than 110 successful innovation & entrepreneurship projects, having established a strong network at the EU & International levels with RTOs, entrepreneurs & SMEs, the community, & the public in the 4-Helix Model (Industry, Academia, Government). Under TOURISMO, KiNNO will participate in all the WPs of the project, as well as in all necessary actions for the successful implementation of the activities (day-to-day, administrative, management, reporting, and evaluation). Under WP1, KiNNO will contribute to the analysis of tourism habits and flows in Rhodes, having previous experience in tourism related-projects (TourINN-act, INNOVA, SMATH), will support the enrichment of the HERIT-DATA Indicators, and support the methodology for the pilot actions specification with main focus on the Pilot action in Greece (PELAGOS, ODEON, SMATH, FOCUS). In WP2, KiNNO will participate in the implementation and monitoring of the pilot in Greece, the collection of relevant data, and their exploitation in short-term and long-term applications and decision-making (ODEON, INNOVA, NSSS). It will also support the evaluation & assessment of the impact of the pilot activities (ODEON, SMATH, FOCUS, EMPHASIS, INSPIRE, NSSS). In WP3, KiNNO will be responsible for the development of the “Communication, Exploitation and Transferability Plan” and the coordination activities with the Thematic Community Projects, actively contributing to all the communication, exploitation, & technology transfer activities (info days, engagement workshops, handbooks, etc.) (SUPERLNG, INSPIRE, EMPHASIS, PELAGOS, TourINN-act , etc), trying to engage all the target groups of the project. In addition, KiNNO will lead the design of incentives for the project’s target groups to easily adapt the solution, and will support the scale-up of the solution (PELAGOS, INNOENERGY, EMPHASIS, ODEON, SMATH)

Co-financing

Source	Amount	Percentage
Interreg Funds	238,680.00	80.00 %
Partner contribution	59,670.00	20.00 %
Partner total eligible budget	298,350.00	100.00 %

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
KiNNO	Private	59,670.00	20.00 %

Total

Sub-total public contribution	0.00	0.00 %
Sub-total automatic public contribution	0.00	0.00 %
Sub-total private contribution	59,670.00	20.00 %
Total	59,670.00	20.00 %

State Aid

State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N/A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N/A
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No N/A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N/A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 10	
Partner number	10
Partner role	PP
Name of the Organisation in original language	Fundación Santa María la Rea del Patrimonio Histórico
Name of the Organisation in english	Santa Maria la Real Foundation of Historical Heritage
Organisation abbreviation	FSMLR
Department / unit / division	Heritage, Tourism and Culture area
Partner main address	
Country	España (ES)
NUTS 2	Comunidad de Madrid (ES30)
NUTS 3	Madrid (ES300)
Street, House number, Postal code, City	Infantas 42 28004 Madrid
Homepage	www.santamarialareal.org
Address of department / unit / division (if applicable)	
Country	España (ES)
NUTS 2	Comunidad de Madrid (ES30)
NUTS 3	Madrid (ES300)
Street, House number, Postal code, City	Infantas 42 28004 Madrid
Legal and financial information	
Type of partner	Interest groups including NGOs
Legal status	Private
VAT number (if applicable)	ESG34147827
Other identifier number	N/A
Other identifier description	N/A
PIC (from EC Participant Register)	998575813

Contact	
Legal representative	Mr. Alvaro Retortillo Osuna
Contact person	Mrs. Paula Conte Garcia
Email	pconte@santamarialareal.org
Telephone no.	0034682668715
Motivation	
Which of the organisation's thematic competences and experiences are relevant for the project? FSMLR is a private non-profit Spanish foundation with a national scope. With more than 250 professionals working in different offices throughout several Spanish regions (Madrid, Andalusia, Castilla y León, Galicia...) the Foundation has a consolidated experience in territorial interventions that act on heritage sets generating impact at the territorial level through the creation of the joint brand, tourism product, & visibility. It promotes the creation of public & private partnerships (PPP) for heritage management. Moreover, it works to create social awareness about the need to preserve cultural heritage & sustainable tourism through training projects, communication (canalpatrimonio.com /romanicodigital.com), & projects in the social innovation area. Our previous experience especially related to the project is based on cultural diffusion & communication with society, Intervention master plans & territorial development (we design territorial development programs & projects to promote the creation of employment & new opportunities in the towns, taking advantage of its own resources) & Cultural Tourism. After decades of working for the study, restoration, conservation, & spread of the Heritage, & with a huge number of courses, seminars, workshops & routes behind them, the team of FSMLR values these resources to generate development through cultural tourism and sets up in 2016 the specialized agency Cultur Viajes. The FSMLR has experience in the design, execution and justification of regional, national & European programs. At the international level, the FSMLRPH has participated as a partner and coordinator in cooperation projects under FP6 (OPERA), FP7 (H-KNOW), Interreg Sudoe (SH Buildings, SH City), Interreg POCTEP (Flumen Durius, Discover Duero-Douro, NAPOCTEP, IBERICC), Interreg Europe (CD-ETA), Interreg Atlantic (BODAH), Cost Action (i2MHB), Horizon 2020 (RURITAGE, SUREFIT, IMPACTOUR, TExTOUR), Creative Europe (MUSNET) and Erasmus Plus (WAKE UP YOUR VOCATION).	
What is the role (contribution and main activities) of your organisation in the project?	

Motivation

FSMLR will assume a role of interconnection from the institutional structure to the operational side, with the purpose of validating concrete solutions, addressed in the project, to be transferred and scaled up for enhancing sustainable tourism. The proper capabilities and competencies of FSMLR for this purpose are endorsed by its involvement in several research, information, entrepreneurship and innovation networks to share, disseminate and capitalize the results of the projects in which it participates.

The validation of the solutions within the project will be based on instruments, policies, strategies and action plans. FSMLR will lead the Design and Setup of Solution Deployment by conducting a preliminary analysis of existing data on current touristic habits and tourism flows in the selected locations (pilot areas) to understand how flows are currently managed and mapping the key typologies of stakeholders involved in the processes.

FSMLR will address special attention to capitalize the previous work of HERIT DATA project where FSMLR was in charge of defining indicators and its thresholds for sustainable tourism, both, from the offer side: Carrying capacity indicators of coastal, cultural and cruise tourism destinations, and from the demand side: Visitors behaviors and trends. We will assume here the revision of the set of tourism indicators to be collected per pilot area, defining the protocol and procedure to collect and integrate data, so as to allow new data collection that can be useful & exploited by SMEs and other stakeholders. FSMLR will also be in charge of testing models of certifications as sustainable tourism destinations and evaluate its implementation in the selected locations (pilots).

Finally, the FSMLR will take advantage of its multidisciplinary profile in the field of culture and tourism to participate profusely in the transfer, upscaling and exploitation of the results, reaching a large number of stakeholders within the quadruple helix.

Co-financing

Source	Amount	Percentage
Interreg Funds	175,072.00	80.00 %
Partner contribution	43,768.00	20.00 %
Partner total eligible budget	218,840.00	100.00 %

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
FSMLR	Private	43,768.00	20.00 %

Total

Sub-total public contribution	0.00	0.00 %
Sub-total automatic public contribution	0.00	0.00 %
Sub-total private contribution	43,768.00	20.00 %
Total	43,768.00	20.00 %

State Aid	
State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N/A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N/A
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via public procurement procedures for example?	No N/A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N/A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

Associated organisations

Number	Status	Name of the Organisation in original language	Name of the responsible project partner
1	Active	Δήμος Ρόδου	READ SA
2	Active	Περιφέρεια Νοτίου Αιγαίου	READ SA
3	Active	Εφορεία Αρχαιοτήτων Δωδεκανήσου	READ SA
4	Active	Comune di Firenze	FRI
5	Active	Diputación de Valencia	FV
6	Active	Autoridad Portuaria de Valencia	FV
7	Active	Район „Одесос“, Община Варна	VEDA
8	Active	Nautički Centar Komiža	RERA SD
9	Active	Splitsko-dalmatinska županija	RERA SD
10	Active	Heritage Parks Federation	MRDDF
11	Active	ΠΑΝΕΛΛΗΝΙΑ ΟΜΟΣΠΟΝΔΙΑ ΞΕΝΟΔΟΧΩΝ	KiNNO
12	Active	Οργανισμός Ανοιχτών Τεχνολογιών - ΕΕΛΛΑΚ	KiNNO
13	Active	Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A.M.P.	FSMLR
14	Active	Regione Toscana	FRI
15	Active	Camera di Commercio di Firenze	FRI
16	Active	PromoFirenze	UNIFI

Δήμος Ρόδου A01	
Partner number	LP1
Name of the Organisation in original language	Δήμος Ρόδου
Name of the Organisation in english	Municipality of Rhodes
Country	Elláda (EL)
NUTS 2	Notio Aigaio (EL42)

Δήμος Ρόδου Α01	
NUTS 3	Kalymnos, Karpathos, Kasos, Kos, Rodos (EL421)
Street, House number, Postal code, City	Eleftherias Sq. 1 85131 Rhodes
Legal representative	Mr. Athanasios Vyrinis
Contact person	Mrs. Veatriki Servou
Email	tourism@rhodes.gr
Telephone no.	00302241035240
Partner role	Associated Organisation - Observer/Supporter & End User/Receivers/Final Beneficiaries: Rhodes is the largest of the Dodecanese islands of Greece and is also the island group's historical capital. Administratively, the island forms a separate municipality within the Rhodes regional unit, which is part of the South Aegean administrative region. The principal town of the island and seat of the municipality is Rhodes. The city of Rhodes had 50.636 inhabitants in 2011 and it's located northeast of Crete, southeast of Athens. The Medieval Old Town of the City of Rhodes has been declared a World Heritage Site. Today, it is one of the most popular tourist destinations in Europe and home to the third busiest airport in Greece, with a 46% growth in international air arrivals between 2021 – 2018. The Municipality of Rhodes is interested in activities enhancing innovation and sustainable landscape of the area. Therefore will contribute as a supporter of TOURISMO by facilitating the necessary data and authorizations for the execution of the pilot action that will take place within the Medieval City of Rhodes, which belongs to the Municipality. It will also act as an end-user by utilizing and taking advantage of the pilot results in order to better manage the visitor flows within the Medieval City.

Περιφέρεια Νοτίου Αιγαίου ΑΟ2	
Partner number	LP1
Name of the Organisation in original language	Περιφέρεια Νοτίου Αιγαίου
Name of the Organisation in english	South Aegean Region
Country	Elláda (EL)
NUTS 2	Notio Aigaio (EL42)
NUTS 3	Kalymnos, Karpathos, Kasos, Kos, Rodos (EL421)
Street, House number, Postal code, City	Eleftherias Sq. 1 85131 Rhodes
Legal representative	Mr. George Hatzimarkos
Contact person	Mr. Konstantinos Christofakis
Email	readsapnai@gmail.com
Telephone no.	00302241360619
Partner role	Associated Organisation - Observer/Supporter: The Region of South Aegean is one of the thirteen regions of Greece. It consists of the Cyclades and Dodecanese island groups in the central and south-eastern Aegean Sea. The region was established in the 1987 administrative reform. With the 2010 Kallikratis plan, its powers and authority were redefined and extended. Along with the North Aegean, it is supervised by the Decentralized Administration of the Aegean based at Piraeus. The capital of the region is situated in Ermoupoli on the island of Syros. Since 1 January 2011 it is divided into 13 regional units, formed around major islands: Andros, Kea-Kythnos, Syros, Thira (Santorini), Milos, Mykonos, Naxos, Tinos, Paros, Rhodes, Kos, Kalymnos and Karpathos. The South Aegean Region will contribute as an observer in this project in the following way: •disseminating best practices, outcomes and project results •supporting the capacity building and policy learning activities on regional level •encouraging involvement and networking of regional stakeholders in project activities •supporting mainstreaming of project results beyond participating regions

Εφορεία Αρχαιοτήτων Δωδεκανήσου Α03	
Partner number	LP1
Name of the Organisation in original language	Εφορεία Αρχαιοτήτων Δωδεκανήσου
Name of the Organisation in english	Ephorate of Antiquities of the Dodecanese
Country	Elláda (EL)
NUTS 2	Notio Aigaio (EL42)
NUTS 3	Kalymnos, Karpathos, Kasos, Kos, Rodos (EL421)
Street, House number, Postal code, City	Ippoton Street, Medieval City of Rhodes N/A 85131 Rhodes
Legal representative	Mrs. Maria Michailidou
Contact person	Mrs. Maria Michailidou
Email	mmichailidou@culture.gr
Telephone no.	00302241365200

Εφορεία Αρχαιοτήτων Δωδεκανήσου Α03

Partner role

Associated Organisation - Observer/Supporter & End User/Receivers/Final Beneficiaries: The Ephorate of Antiquities of the Dodecanese is based in Rhodes and is territorially responsible for the regional units of Kalymnos, Karpathos-Kasos, Kos and Rhodes. Its responsibilities include the scientific research, discovery, preservation, conservation, protection, promotion and safeguarding of antiquities as well as the study, planning, management and execution of any archaeological maintenance, repair or restoration of monuments and archaeological sites, as well as their immediate natural or non-natural environment. Finally, it's responsible for the management of the monuments, archaeological sites, museums and collections in the Dodecanese islands. Therefore, the Ephorate of Antiquities of the Dodecanese holds an important role in this project, since it is the organization responsible for the antiquities and the monuments situated within the Medieval City of Rhodes, where the Greek pilot action is going to take place. It will participate in the project as a supporter and end user and will provide the necessary permits for the execution of the pilot activities and, once the results from the pilot will be available, it will benefit by acquiring data about the tourist flow in order to better manage the overcrowding of visitors to the different monuments and sites of the Medieval City.

Comune di Firenze A04	
Partner number	PP3
Name of the Organisation in original language	Comune di Firenze
Name of the Organisation in english	City of Florence
Country	Italia (IT)
NUTS 2	Toscana (IT11)
NUTS 3	Firenze (IT114)
Street, House number, Postal code, City	Piazza Signoria 1 50122 Firenze
Legal representative	Ms. Lucia De Siervo
Contact person	Mrs. Carlotta Viviani
Email	carlotta.viviani@comune.fi.it
Telephone no.	00390552616086

Partner role

Associated Organisation - Observer/Supporter & End User/Receivers/Final Beneficiaries: City of Florence will participate in the TOURISMO project as an end user of the project results, which will support them in enhancing data-driven solutions aiming at balancing touristic flows, thus promoting sustainable tourism, bringing benefits to communities while preserving the cultural heritage & environment. Florence was named Unesco Site in 1982 & it's a worldwide well-known tourist destination. Before Covid-19, year 2019 closed with 4.025.355 arrivals (excluding daily visitors, about 5Mil/year) & overnight stays were 11.048.718. Actually, in 2022, Florence has recovered fast the whole gap of 2 years of COVID effects, setting at -16% respect 2019. Foreign tourist flows are now respecting the 2019 level & represent 80% of overnight stays. Tourist flows management to balance overcrowded destinations/less visited sites is one of the main issues to ensure both the quality of the visitors' experience & a lower impact on residents' lives. Florence has embarked on a solid, sustainable & innovative development path & provides a smart city infrastructure for all digital content through a variety of channels & is developing a system of infotainment & gaming that can offer tourists a fun experience. Feel Florence is an ICT tool based on data analysis to manage/orient tourist flows & enhance the city as Smart Destination: a tourism platform & APP developed by Florence & extended to all 41 municipalities in the metropolitan area, also connected to the regional platform VisitTuscany. Feel Florence is based on data analysis & provides information to visitors to travel in a more sustainable/smart way suggesting unusual itineraries allowing visitors to better experience the city. The results of the pilot activity in TOURISMO will also enrich the Feel Florence App.

Diputación de Valencia A05	
Partner number	PP4
Name of the Organisation in original language	Diputación de Valencia
Name of the Organisation in english	Valencia Provincial Deputation
Country	España (ES)
NUTS 2	Comunitat Valenciana (ES52)
NUTS 3	Valencia/València (ES523)
Street, House number, Postal code, City	Pza. Manises 4 46003 Valencia
Legal representative	Mr. Antoni Gaspar Ramos
Contact person	Mr. Carlos Alarcón Vinuesa
Email	Carlos.alarcon@dival.es
Telephone no.	0034697602273
Partner role	Associated Organisation - End User/Receivers/Final Beneficiaries: Diputación de Valencia will take part as Associated Organisation, in the category of end-user and observer, of the TOURISMO proposal within the framework of the Interreg Euromed 2021-2027 call 2 for thematic projects focused on the "Smarter Mediterranean" Programme priority and the related specific objectives. The project scope and objectives are of strong interest to the organization, Diputación de Valencia, to promote the utilization of new solutions, methodologies and tools to monitor and manage tourist flows, exploiting the foundations laid by its predecessor HERIT-DATA. Diputación de Valencia has been actively involved in monitoring the flow of visitors to key locations in the towns and cities of the Valencia region. For this reason, Diputación de Valencia is interested in the results from the pilot taking place in Valencia, especially in the analysis and prediction of cruise tourist flows as well as the utilization of nudging technology to influence the decision-making of tourists. As an Associated Organisation, the organization is willing to provide feedback on the technical work, participate in the final conference and relevant meetings, as well as in some trials and pilots to share experiences and expertise.

Autoridad Portuaria de Valencia A06	
Partner number	PP4
Name of the Organisation in original language	Autoridad Portuaria de Valencia
Name of the Organisation in english	Valencia Port Authority
Country	España (ES)
NUTS 2	Comunitat Valenciana (ES52)
NUTS 3	Valencia/València (ES523)
Street, House number, Postal code, City	Av Muelle del Turia S/N 46024 Valencia
Legal representative	Mr. Aurelio Martínez
Contact person	Mrs. Francesca Antonelli
Email	fantonelli@valenciaport.com
Telephone no.	0034963939500

Autoridad Portuaria de Valencia A06

Partner role

Associated Organisation - Observer/Supporter & End User/Receivers/Final Beneficiaries: Valencia Port Authority (APV), which trades under the name of Valenciaport, is the public body responsible for running and managing three state-owned ports along an 80km stretch of the Mediterranean coast in Eastern Spain: Valencia, Sagunto and Gandía. APV is Spain's leading Mediterranean port in terms of commercial traffic, mostly containerised cargo, due to its dynamic area of influence and extensive network connecting it to major world ports. As far as cruises are concerned, Valencia has been a medium-sized cruise port for five years, with a strategy focused on sustainability and balance towards our destination. Valencia welcomes for all types of shipping companies, from those in the contemporary category such as luxury or even expedition cruisers. Valenciaport is an active member of the MedCruise association in which it collaborates with all Mediterranean ports to contribute to the development of a responsible, competitive and sustainable cruise industry. Valenciaport was already an associate member of the Herit Data project, financed by the Interreg Med programme, and collaborated in the implementation of a pilot project to monitor cruise flows and improve the management of this type of tourist in Valencia. In the same way, Valenciaport continues its commitment to broaden the scope and implement new pilots that contribute to a better management of cruise passengers in the city of Valencia and their experience and impact on the destination and supports as Associated Organisation playing the role of supporter of the solutions tested during TOURISMO project and the role of the end user.

Район „Одесос“, Община Варна АО7	
Partner number	PP6
Name of the Organisation in original language	Район „Одесос“, Община Варна
Name of the Organisation in english	City Region” Odesos”, Varna Municipality
Country	Bulgaria (BG)
NUTS 2	Severoiztochen (BG33)
NUTS 3	Varna (BG331)
Street, House number, Postal code, City	Stefan Karadzha Str. 30 9000 Varna
Legal representative	Mr. Georgi Nedev
Contact person	Mrs. Yovka Koseva
Email	ykosseva@abv.bg
Telephone no.	00359887566968
Partner role	Associated Organisation - Observer/Supporter & End User/Receivers/Final Beneficiaries: Varna is the third largest city in Bulgaria and the largest on the Bulgarian Black Sea coast. It is the administrative center of the municipality and the region. Today, over 5% of the population of the country lives in Varna. Today Varna is an attractive tourist, cultural and educational centre with excellent investment opportunities. As the eastern gate of the European Union, the city is an important transport and logistics centre, linking Europe and Asia, a bridge for cooperation and development of trade, transport and cultural relations. The City Region Odessos will participate in the proposal as an associated organisation and specifically as a supporter and end user of the project. The region will utilize the Bulgarian's pilot analyzed data for better management of the municipal territory and improving the decision-making process related to tourist activities. In addition, the City Region Odessos, Varna Municipality will support the pilot with the suitable permissions for the city center's areas where the pilots will be carried out and is willing to participate in the final conference of the project.

Nautički Centar Komiža A08	
Partner number	PP7
Name of the Organisation in original language	Nautički Centar Komiža
Name of the Organisation in english	Nautical Center Komiža
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Splitsko-dalmatinska županija (HR035)
Street, House number, Postal code, City	Ul. Hrvatskih mučenika 17 21485 Komiža
Legal representative	Mrs. Brigita Fiamengo
Contact person	Mrs. Brigita Fiamengo
Email	info@nautica-komiza.com
Telephone no.	003850912454002
Partner role	Associated Organisation - Observer/Supporter & End User/Receivers/Final Beneficiaries: Nautical Centre Komiža, as a concessionaire at the Blue Cave location on Biševo island, will participate in TOURISMO proposal as an Associated Organisation with the role of supporter and end-user. During the project, its staff will manage the equipment and make sure it collects data properly. Besides that, they will be involved in various workshops and discussions. Furthermore, they are expected to be playing an active role in giving information in real-time about circumstances and possible challenges regarding the pilot. The Nautical Centre Komiža will also be benefitted from the data analysis of the pilot receiving valuable information about the tourist flow which will support it to improve the site with clear perception.

Splitsko-dalmatinska županija AO9	
Partner number	PP7
Name of the Organisation in original language	Splitsko-dalmatinska županija
Name of the Organisation in english	Split Dalmatia County
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Splitsko-dalmatinska županija (HR035)
Street, House number, Postal code, City	Domovinskog rata 2 21 000 Split
Legal representative	Mr. Blaženko Boban
Contact person	Mrs. Matea Dorčić
Email	matea.dorcic@dalmacija.hr
Telephone no.	0038521400282

Splitsko-dalmatinska županija A09

Partner role

Associated Organisation - Observer/Supporter & End User/Receivers/Final Beneficiaries: Split-Dalmatia County (SDC) is the largest Croatian county with a total area of 14106.40 km². Geographically it is located in the central part of the Adriatic coast. It stretches from Vrlika in the north to the furthest Croatian island of Palagruza in the south, and from Marina in the west to Vrgorac in the east. ITs main activities are: -promotion of entrepreneurial infrastructure -granting credit to small and medium enterprises -granting credit to the agricultural family farms and to agritourism -cofinancing the insurance policy in agriculture -cofinancing the seed material -cofinancing the development of LEADER approach -cofinancing the fisheries infrastructure development -cofinancing the development of competitiveness and quality of agricultural production -irrigation in SDC -implementation of hunting law under the competence of SDC -realization of approved and forthcoming projects for EU programmes -energy management -organization of county line passenger transport in SDC Split Dalmatia County, through participation in various initiatives and associations, has formed coordinated and systematic cooperation with regions in neighboring countries and regions of the EU. Bilateral relations with influential regions and membership in important international organizations have led to fruitful cooperation in the economic domain. In the TOURISMO project, as an Associated Organisation, SDC will perform the role of the observer, fully supporting the project activities and communicating the project to the network of stakeholders.

Heritage Parks Federation A010	
Partner number	PP8
Name of the Organisation in original language	Heritage Parks Federation
Name of the Organisation in english	Heritage Parks Federation
Country	Malta (MT)
NUTS 2	Malta (MT00)
NUTS 3	Malta (MT001)
Street, House number, Postal code, City	Triq Il-Kappella Tal-Militar N/A MLH 5510 Manikata
Legal representative	Mr. Darren Saliba
Contact person	Mr. Darren Saliba
Email	darren@majjistral.org
Telephone no.	0035621521291

Heritage Parks Federation A010

Partner role

Associated Organisation - Observer/Supporter & End User/Receivers/Final Beneficiaries: Heritage Parks Federation (HPF) is the responsible body for the management and supervision of the heritage parks in the Maltese islands, the development of the related policies and practices, the lobbying, the promotion of the representation of NGOs in the management of heritage parks in Malta, any other activity deemed necessary for their management. HPF is specifically interested in the aims and ambitions of the TOURISMO project since Majjistral Park, where the Maltese pilot will be located, hosts one of the busiest tourist hotspots in a NATURA 2000 protected area. MAJJISTRAL Park and its staff would appreciate having the opportunity to start tackling over tourism and open data solutions. HPF will participate as an Associated Organisation with the role of supporter and end-user in TOURISMO and will support the project by: -Providing full access to the park's natural assets, GIS datasets and facilities' -Assessing the tourism impacts on the Park's hotspots, and act as an advisor to the project, - Providing support with related activities, -Providing access to end-users and pilot beneficiaries in order to improve the tourist experience and valorize the area, - Disseminating the project findings and outputs via its own channels.

ΠΑΝΕΛΛΗΝΙΑ ΟΜΟΣΠΟΝΔΙΑ ΞΕΝΟΔΟΧΩΝ ΑΟ11	
Partner number	PP9
Name of the Organisation in original language	ΠΑΝΕΛΛΗΝΙΑ ΟΜΟΣΠΟΝΔΙΑ ΞΕΝΟΔΟΧΩΝ
Name of the Organisation in english	HELLENIC HOTELIERS FEDERATION
Country	Elláda (EL)
NUTS 2	Attiki (EL30)
NUTS 3	Kentrikos Tomeas Athinon (EL303)
Street, House number, Postal code, City	Stadiou 24 10564 Athens
Legal representative	Mr. GRIGORIS TASIOS
Contact person	Mrs. ANTIGONI MAISTRALI
Email	info@hhf.gr
Telephone no.	00302103312535
Partner role	Associated Organisation - Advisory & End User /Receivers/Final Beneficiaries: The Hellenic Hoteliers Federation (HHF) was founded in 1949. It is an employers' organization and represents the hotel enterprises that are operating in Greece. The Hellenic Hoteliers Federation is undertaking initiatives and actions in order to protect the interests of the hotel enterprises that have to face an ever-changing environment, where the competition between traditional and emerging destinations is intensified. The Hellenic Hoteliers Federation is particularly interested in participating in the TOURISMO proposal as an Associated Organisation, with the role of advisor and end user. HHF can support the project by disseminating the project results to its network and providing insights into the tourism sector. In addition, the results from the pilot activity in Rhodes would be very useful for the member of HHF located in the area, to support them in the descision-making process and the improvement of services. HHF will also disseminate TOURISMO approach to all the members with the view of capitalization of the project.

Οργανισμός Ανοιχτών Τεχνολογιών - ΕΕΛΛΑΚ ΑΟ12	
Partner number	PP9
Name of the Organisation in original language	Οργανισμός Ανοιχτών Τεχνολογιών - ΕΕΛΛΑΚ
Name of the Organisation in english	Open Technologies Alliance - GFOSS
Country	Ελλάδα (EL)
NUTS 2	Αττική (EL30)
NUTS 3	Κεντρικός Τομέας Αθηνών (EL303)
Street, House number, Postal code, City	Iroon Polytechniou 9 15780 Athens
Legal representative	Mr. Ioannis Stamelos
Contact person	Mr. Alexandros Melidis
Email	almel@eellak.gr
Telephone no.	00302102209380

Οργανισμός Ανοιχτών Τεχνολογιών - ΕΕΛΛΑΚ ΑΟ12

Partner role

Associated Organisation - Advisory: Open Technologies Alliance (GFOSS) is a non-profit organization founded in 2008 and 37 Universities and Research Centers are shareholders of GFOSS. The main goal of the organization is to promote Openness through the use and development of Open Standards and Open Technologies in Education, Public Administration and Business in Greece. We are platform for Open Standards, Free Software, Open Content, Open Data & Open Hardware in Greece. The major Greek Universities and Research Centers participate in GFOSS, while leading members of the Greek community of developers play a key role in the implementation of our policies. GFOSS experts share extensive multidisciplinary experience in the development and operation of major open-source projects in education, transparency and public engagement. These include projects on electronic deliberation for participatory decision-making, open innovation, and open education. GFOSS, with vast experience in open source and open data-related issues, will participate as an Associated Organisation in TOURISMO with the role of Advisor in data utilization, accessibility and permissions, that arise from the implementation of the pilot activities, as well as will provide the project with useful datasets collected in the ODEON Open Data Platform which developed by GFOSS in the context of its participation in the ODEON Interreg MED project.

Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S. A.M.P. A013

Partner number	PP10
Name of the Organisation in original language	Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A.M.P.
Name of the Organisation in english	State Commercial Company for Management of Innovation and Tourism Technologies, S.A.M.P.
Country	España (ES)
NUTS 2	Comunidad de Madrid (ES30)
NUTS 3	Madrid (ES300)
Street, House number, Postal code, City	Paseo de la Castellana 135, Planta 16 28046 Madrid
Legal representative	Mr. Enrique Martínez Marín
Contact person	Mr. Carlos Romero Dexeus
Email	Carlos.romero@segittur.es
Telephone no.	0034672001387

Partner role

Associated Organisation - Advisory: Segittur is the State Mercantile Society for the Management of Innovation and Tourism Technologies, belonging to the Secretary of State for Tourism of the Spanish Government, to promote innovation and technology in the tourism sector. It is responsible for promoting innovation (R+D+i), both in the public sector (new models and channels for promotion, management and creation of smart destinations, etc.) and in the private sector (support to entrepreneurs, new models of sustainable and more competitive management, export of Spanish technology). Its activity focuses on 5 lines of action: Digital promotion, Internationalisation, Digital transformation, Smart Tourist Destinations, SDG and Sustainability. The TOURISMO project aims at further testing new solutions to monitor and manage tourist's flows, capitalising previous projects and keep boosting innovation through new methodologies and tools. In this context, Segittur, positioned as the tourism reference entity in Spain, a world exponent in the field of international tourism, participates as Associated Organisation with the role of Advisor, providing general support in establishing decision-making and coordination mechanisms but also contributing its expertise in one of the themes tackled in the project, related to the compilation of good practices in terms of certification in tourism sustainability. Segittur, the main promoter of sustainable tourism in Spain and the managing body of the Smart Tourist Destination certification project, will provide support within the project with a special focus on tourism certification issues.

Regione Toscana AO14	
Partner number	PP3
Name of the Organisation in original language	Regione Toscana
Name of the Organisation in english	Tuscany Region
Country	Italia (IT)
NUTS 2	Toscana (IT11)
NUTS 3	Firenze (IT114)
Street, House number, Postal code, City	Via di Novoli 27 50127 Firenze
Legal representative	Mr. Gianluca Vannuccini
Contact person	Mr. Davide Bruno
Email	Davide.Bruno@regione.toscana.it
Telephone no.	00390554383649

Regione Toscana AO14

Partner role

Associated Organisation - End User/Receivers/Final Beneficiaries: The Tuscany Region is very interested in the results that project TOURISMO will be able to provide, since the objective of further experimenting with new solutions to monitor and manage tourist flows is a very demanding and still ongoing challenge, especially considering the post pandemic effects. Starting with its predecessor HERIT-DATA, of which Tuscany Region was Leading Partner, the tackled problems remain a focus for the administration agenda, and it is fundamental to keep leveraging the foundations laid so far and continuing to promote innovation through new methodologies and tools. The main tourist places that have to face over-tourism challenges during the high season in the participating areas will be identified and therefore 7 pilots will be managed by the project and this will allow to potentially gather further solutions of interest to be exploited in the future. The pilots will also keep leveraging existing data, tools and methods that derive from the project capitalized and use sensors (such devices would only be placed for the lifespan of the pilots, approximately 2 years, and thus would be easily removed), open-big- intelligent data and techniques such as influencer marketing, nudge, sentiment analysis et al. to evaluate and predict tourist flows and guide them virtuously in a sustainable way. Overall both the capitalization of the Herit Data outcomes and the new developments built on them as well as the completely new outputs will represent a valuable support to keep boosting the flow management in the Region. Not having had the chance to participate as a full partner in TOURISMO due to a momentaneous activities congestion, the chance to be an associated partner is a great opportunity for the Tuscany Region and as a consequence we are happy to fully endorse the project itself and end up being potential final beneficiaries.

Camera di Commercio di Firenze A015	
Partner number	PP3
Name of the Organisation in original language	Camera di Commercio di Firenze
Name of the Organisation in english	Chamber of Commerce of Florence
Country	Italia (IT)
NUTS 2	Toscana (IT11)
NUTS 3	Firenze (IT114)
Street, House number, Postal code, City	Piazza dei Giudici 3 50122 Florence
Legal representative	Dr. Leonardo Bassilichi
Contact person	Dr. Giuseppe Salvini
Email	presidente@fi.camcom.it
Telephone no.	00390552392120
Partner role	Associated Organisation - End User/Receivers/Final Beneficiaries: The Chamber of Commerce of Florence is interested in TOURISMO, in particular about its aims at further testing new solutions to monitor and manage tourists flows, exploiting the foundations laid by its predecessor HERIT-DATA in the Florence area, and keep boosting innovation through new methodologies and tools. Major touristic points that face overtourism/overcrowding challenges during high seasons in the participating areas will be identified as a starting point and then 7 pilots will be executed among which Florence. The pilots will exploit existing data, tools and methods that derive from the past project capitalized and will utilize sensors (such devices would be placed just for the duration of the pilots, approximately 2 years, and then would be easily removed in necessary), open-big-smart data, and techniques such as influencer marketing, nudging, sentiment analysis et al. to assess and predict tourists' flows and virtuously sustainably orient them. The members of the Chamber of Commerce of Florence will also benefit from the results of the pilots and the use case scenarios.

PromoFirenze AO16	
Partner number	PP2
Name of the Organisation in original language	PromoFirenze
Name of the Organisation in english	PromoFirenze
Country	Italia (IT)
NUTS 2	Toscana (IT11)
NUTS 3	Firenze (IT114)
Street, House number, Postal code, City	Piazza dei Giudici 3 50122 Florence
Legal representative	Dr. Massimo Manetti
Contact person	Dr. Mario Casabianca
Email	Mario.casabianca@promofirenze.it
Telephone no.	00390552671618
Partner role	Associated Organisation - End User/Receivers/Final Beneficiaries: PromoFirenze is very interested in the project, especially with respect to the testing of new solutions to monitor and manage tourists flows, exploiting the foundations laid by its predecessor HERIT-DATA in the Florence area, and keep boosting innovation through new methodologies and tools. Tourism is a key area of interest for Promofirenze as well as the related issue such as overtourism and overcrowding, especially in light of the post pandemic effects and the fact that Florence has no seasonality, so the challenges are all year in place. The project pilots, among which Florence, will exploit existing data, tools and methods that derive from the past capitalized project and will utilize sensors (such devices would be placed just for the duration of the pilots, approximately 2 years, and then would be easily removed), open-big-smart data, and techniques such as influencer marketing, nudging, sentiment analysis et al. to assess and predict tourists' flows and virtuously sustainably orient them. Promofirenze is then clearly interested also in specific tools performance being them of daily interest to promote the city of Florence.

C - Project description

C.1 Project overall objective

Below, you can see the Programme priority specific objective your project will contribute to (chosen in section A.1.).

RS01.1: Developing and enhancing research and innovation capacities and the uptake of advanced technologies

Project overall objective

Now think about your main objective – what do you aim to achieve by the end of your project? Remember your project needs to contribute to the programme's objective.

Your objective should:

- be realistic and achievable by the end of the project, or shortly after;
- specify who needs project results and in which territory;
- be measurable – indicate the change you are aiming for.

TOURISMO fosters research & innovation to tackle the management of tourism flows in Med destinations. Our approach to challenges, posed mainly by overtourism, will be based on open-big-smart data utilization, ICT tools, on-site equipment and innovative methodologies. TOURISMO will deliver a monitoring & decision-making support management system, exploiting innovative data technologies. Pilot test in 7 MED pilot areas with a variety of characteristics will enable replicability in other areas.

C.2 Project relevance and context

C.2.1 What are the common territorial challenge(s) that will be tackled by the project?

Please describe why your project is needed in the programme area and the relevance of your project for the programme area, in terms of common challenges and opportunities addressed.

The project aims at tackling a widespread common problem for the partners' territories, i.e., the management of touristic flows by promoting innovation and the uptake of advanced technologies. Tourists are never a problem, but they need to be better managed during the high season. As per the words of an administrator of the city of Florence: Tourists are a richness for any territory and Florence aims at welcoming whoever whenever, allowing them to live the best possible experience when visiting us, so over-tourism is not the challenge, the virtuous management of tourist flows is the real one. The post-pandemic era made things even more complicated than before, presenting new and old challenges from a new perspective. Tourists are coming back everywhere, even more, willing to live at the best their experience after some years of "seclusion", but with a new perception of how to truly get immersed in cultural and natural heritage, without forgetting the need for safety and the feeling of not being "drenched" in overcrowding phenomena. After the extraordinary touristic flows of 2018, 2019 and the beginning of 2020 (January 2020 presented very interesting figures) and the complex pandemic years 2020-2021, territories found themselves starting from 2022 (and will find) in front of a new generation of tourists, having the need of limiting negative impacts but allowing at the very same time visitors, even more than before, to live the best possible experience without wasting time and missing any treasure, from the most known to the most hidden. This new paradigm embodies the deep meaning of sustainable tourism itself, side by side with the macro challenges to be confronted. Additionally, it carries along all the sub-challenges to be faced such as the need to harmonize the interaction between tourists and residents, to virtuously orient behaviours toward a more sustainable approach to tourism, to allow people to live an experience truly matching their profile and desires, to make territories (and their people, enterprises and stakeholders) thrive thanks to an all-encompassing offer, with no exclusions in terms of heritages and attractors. The challenges are also related to a no longer negligible social sustainability of tourism, first and foremost in terms of inclusiveness and accessibility, but also in terms of digital equity and tourist empowerment. The project's variety of regions, differences that manifest themselves in geographical and climatic terms, but above all in the touristic offer, will provide a variety of micro-challenges too, which will make the pair with the above-mentioned macro challenges. Many cultural heritage areas, for instance, are characterized by the simultaneous presence of narrow passages (whether on land or water) and a high number of access points to the central attractors, thus entailing a discrepancy of flows that often require very different and complementary solutions. Moreover, sometimes not to say almost quite often, the challenges require solutions that are not economically sustainable or compatible with the heritages, and thus becoming a challenge themselves since a redesigning, rethinking or reshaping needs to be performed for such solution to become truly implementable. Additionally, a common challenge in the territories regards the need to bring onboard all the necessary stakeholders to address the management of flows and the rightful necessity to not reinvent the wheel but instead exploit the existing solutions and upscale them with novel functionalities. Finally, a challenge in all touristic regions regards the often-underestimated challenge of reaching the target, i.e., the tourists! It is unwise to manage flows considering the tourists as passive players. . On the contrary, we argue that tourists need to be involved at many levels and at different times to empower them and benefit in real time from their support. Tourists need to be reached in advance before they arrive on site, and when this happens the interaction must be of mutual interest and benefit, easy to access, quick and as fascinating as possible. It is necessary to get in touch with tourists and at the same time sensitize them about a more sustainable tourism, not by pushing them, but by orienting them in a virtuous way and, making them feel part of a community, while taking care of the cultural/natural heritage. The

latter is maybe the first challenge to be tackled, since no developed solution can work without the involvement of the target to which it is aimed at, whether we discuss about business or sustainability. Altogether the overarching macro challenges will be the common ground for all the project territories /pilots, which then will tackle their own specific issues to finally give back a comprehensive and exhaustive feedback “as a whole”, with high replicability and transferability so as to benefit as many territories as possible outside those of the project

C.2.2 How does the project tackle identified common challenges and/or opportunities and what is new about the approach the project takes?

Please describe new solutions that will be developed during the project and/or existing solutions that will be adopted and implemented during the project lifetime. Describe also in what way the approach goes beyond existing practice in the sector/programme area/participating countries.

The project approach to addressing challenges and opportunities will be based on open-big-smart data, ICT tools, methodologies and innovative communication and policy strategies.

The starting point will be an umbrella platform already up and running (Snap4City) which will be further developed and adjusted to spawn seven sub-platforms, one for each pilot site, practically interoperable. The overall infrastructure and architecture have been successfully developed and tested within Herit Data project, implying that the testing phase will start as soon as the pilot designing phase is completed, at the very beginning of the project. The pilot sites' implementation strategy will be designed based on the available data, the new data to be generated, the correspondent sensors/tools required to obtain the latter, and the reaching/outreaching methodology. The tourist flow management macro challenge and all the micro challenges will be tackled exploiting common operational guidelines, not necessarily all of them in all sites. More specifically, flow management will be implemented through a monitoring and management system of tourists' presences, density, trajectories, and behaviours, using data from thermal cameras, pax counters, Wi-Fi access points, drones, tags, video cameras, ticketing, etc. The data will then be elaborated into dashboards to be used by authorities and become available to tourists. The very same data /dashboard will be cross correlated to spring new more advanced data, indicators and displayable information. This will support the authorities in taking decisions and actively intervene to handle flows. At the same time the above information and depictions will be delivered to tourists, along with hints.

The double action will help in reaching the first target of the project, i.e., orient people flows so to avoid over- crowding and provide tourists the best possible experience. The key element in this respect will be tourists engaging mechanism, to be realized by means of Apps, Web Apps and other possible solution and methodologies such as: influencer marketing campaigns, blockchain/tokens, gaming et al. Among the additional complementary data to be exploited to manage flows, worth of mentioning are the parking lots availability, the thermophysiological parameters and pollution. Regarding the tools to be used, TOURISMO will test dynamic digital signaling, a way to orient with a hybrid approach between the nudging and the exhortation, e.g., while moving on a scooter a luminous message is projected in front of the means of transport to provide an information such as the arrival of an ambulance or the unavailability of parking lots. The elaborated data will also make available predictions about crowding, most suited routes etc., side by side with suggestions about alternatives and potential behaviors. Some of the pilot sites will create a Digital Twin of themselves too, containing some of the data displayed inside. In this way, pilot sites will offer visitors the opportunity to almost pre-live their experience, receive alerts and warnings accompanied by suggestions to fine tune the current excursion. Another platform/method which will be employed to be applied on Twitter and potentially other sources will be the Sentiment Analysis,. The semantic analysis will aim at analysing the feelings of tourists in respect to specific topics (e.g., crowding, experience et al.) and it will foresee the creation of numerous “word nets” to capture such information. The same analysis

will be exploited to spot sudden occurrences, functional to the flows management (accidents, etc.). The overall approach will be innovative for all the pilots, for different reasons in each case. In some sites it will be the very first time that certain data, sensors, tools, or methods, are used. In others, the innovation will concern the implementation of new ones or the novel use of the existing. The widespread use of digital twinning will be a novelty for all sites and indeed an opportunity to set up a new highly transferable good practice mixing physical and virtual to the benefit of tourists and administrators. The use of thermal cameras and drones will be boosted to new frontiers where already applied and where of interest and possible exploited in sites that have never used them so far. A remarkable application in respect to thermal cameras will be, for instance, the acquisition of data aimed at elaborating thermophysiological indicators, which will then be used to inform tourists and administrators about possible health risks due to high temperatures and subsequently orient flows based on this information. The Sentiment Analysis will also be pushed toward new threshold of interpretation, opening the way to a better interaction with the visitors.

C.2.3 Why is transnational cooperation needed to achieve the project's objectives and result?

Please explain why the project objectives cannot be efficiently reached acting only on a national/regional /local level. and/or describe what benefits the project partners/target groups/ project area/programme area gain in taking a transnational approach.

TOURISMO acknowledges that interventions for a suitable balance in tourism must be established between the three dimensions proposed by the World tourism Organization (<https://www.unwto.org/sustainable-development>) to guarantee its long-term sustainability in different areas:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping natural heritage and biodiversity conservation.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Therefore, a high level of transnational cooperation among all project countries is crucial for facilitating the development of pilots that will encourage the adoption of research & innovation while increasing the critical mass involved & social acceptance of interventions and contributing to sustainable tourism in the MED basin. The transnational cooperation that will be enhanced through the establishment of the TOURISMO network, will increase skills & innovation capacity of all key actors involved in the sector as well as linkages, knowledge exchange & networking opportunities among them to tackle together the above challenges that could not be reached without transnational cooperation. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

The Project aims at further testing new solutions to monitor and manage tourists flows, exploiting the foundations laid by its predecessor HERIT-DATA, and keep boosting innovation through new methodologies and tools. Major touristic points that face overtourism challenges during high seasons have been identified in the seven participating areas. The pilots will be executed in these touristic points. exploiting existing data, tools and methods that derive from the past projects capitalized . The pilots will utilize innovative technologies, open-big-smart data, and techniques such

as influencer marketing, sentiment analysis, etc. to assess and predict tourists' flows and virtuously sustainably orient them.

Pilots have been designed to enhance transnational cooperation between project partners since pilot owners will be cooperating with other partners to exchange and add novel dimensions to the solutions deployed, i.e. economic, innovation, institutional. More specifically we have designed 7 joint pilots: the Rhodes city pilot (Lead by Regional Development Agency of South Aegean and Participants: University of Florence, Fondazione per la Ricerca e l'Innovazione, KiNNO), the City of Florence pilot (Lead by Fondazione per la Ricerca e l'Innovazione and Participants: University of Florence, KiNNO), the Valencia port and city pilot (Lead by Fundacion Valenciaport and Participants: University of Florence, Fondazione per la Ricerca e l'Innovazione, Foundation Santa Maria la Real), the Limassol Port pilot (Lead by Limassol Development Company and Participants: University of Florence, Fondazione per la Ricerca e l'Innovazione), the City of Varna pilot (Lead by Varna Economic Development Agency with Participants: University of Florence, Fondazione per la Ricerca e l'Innovazione), the Island of Biševo pilot (Lead by Public Institution for Coordination and Development of Split Dalmatia County and Participants: University of Florence, Fondazione per la Ricerca e l'Innovazione), and the Golden Bay (Il-Bajja tal-Mixquqa) pilot (Lead by Malta Regional Development & Dialogue Foundation with Participants: University of Florence, Fondazione per la Ricerca e l'Innovazione).

The complexity of the tourism sector and its importance for the economies of the regions involved calls for joint forces that not only adopt and upscale solutions tested in other territories but moreover integrate the different local data and systems in a joint vision. The proposed solutions will address various economic sectors/value chains/technological processes to increase their resilience, involve participative models, demonstrate sustainable practices and/or services' business models, involve one or more social and community-based innovation schemes and address environmental, behavioral, and cultural aspects that facilitate knowledge sharing services for local stakeholders.

C.2.4 Who will benefit from your project outputs?

In the first column of each row, please select one of the pre-defined target groups from the drop-down list. In the second column explain in more detail exactly who will benefit from your project. For example, if you choose the category education, you need to explain which specific schools or groups of schools and in which territory.

Target Group	Specification
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Target Group	Specification
Local public authority	Local Public Authorities will benefit since they will acquire useful information and data about the tourism flow and behaviors (specific areas and time zones during the day that the site is overcrowded, exact number of visitors etc). Local authorities directly interested and/or involved in TOURISMO pilot actions (owners of pilot sites/ AOs/ pilot city) in the first place, will receive scientific data, real-time solutions, forecasts and long-term solutions for the management of tourism flow, concerning the relevant TOURISMO pilot site /monument/port/park/etc for the better management of flows. Thus, Authorities that have access to tourism-related data will exploit the existing data platform and transform data into meaningful information, e.g., graphs, charts, tables and so on. In this sense, the interaction among different local /regional stakeholders and tourists will be supported. Local Public Authorities from national and European areas will benefit from pilot outputs and solutions of TOURISMO, which can easily be replicated to improve the management of tourism flows to other areas as well.
Regional public authority	Regional public authorities will obtain information on the busiest points in the regions, to determine the time slots with the highest levels of affluence and to determine which areas are most visited by tourists. This will allow the creation of better tourism-related policies. The pilots will contribute to avoiding occasional overtourism events in certain tourist sites, especially those that may be caused by the simultaneous arrival of large tourist flows. Thus, regions may strengthen their Smart Specialization Strategies, add advanced technologies (digitalization is now more than ever an enabler of a sustainable economy) and non-technological innovations in the tourism sector, and strengthen the cooperation between stakeholders of the quadruple helix in the tourism sector considering the environmental dimension in their activities. Finally, regions may benefit from the establishment of knowledge networks focused on knowledge transfer in the area of data collection and tourism research, regarding the enhancement of the innovative tourism practices for the improvement of data collection, management, and sharing in the field of sustainable tourism
SME	Tourism SMES will be supported to improve their innovation absorption capacities, address their need to advance innovation and digital transformation of the sector, including investment in digital skills, alongside with the necessity to boost competitiveness. Rebuilding tourism could be seen as an opportunity to maximize the impact on the destinations visited and build more resilient businesses through innovation, digitization, coordination and partnerships. In addition, nowadays, the success of the tourism industry is dependent on the quality of business operations and how well they are able to sustain themselves in the networked economy. It is essential to develop effective networks and strengthen the capacity through tourism networks

Target Group	Specification
Business support organisation	BSOs can offer innovative practices to their members in order to adopt new business models oriented to the generation of shared value and cultural and creative industries in a post-Covid context and thus create business opportunities for the local tourism businesses, able to capture spontaneous demand as visitors change their plans and look for alternatives
Interest groups including NGOs	Other beneficiaries will be the civil organizations (Interest groups including NGOS) which will have access to valuable data to support them in planning their in-city activities accordingly to avoid the most crowded areas. Organizers of public cultural events like open-air exhibitions, book fairs, city-guided tours, international dancing festivals, etc could benefit from the pilot investments. For instance, they will gain insights for planning to book venues for their events that cross the walking route of guests and visitors to the sites, being located between the accommodation /hotels and the main tourist attractions.
Other	Tourism management agencies: Beneficiaries will be the tourism operators in the pilot areas. Knowledge of occupancy levels and flows of visiting tourists via digitisation or 'smartification' of visitor management systems is key to the efficient management of tourism especially for managers of overcrowded public spaces. This effort intends to establish a baseline of tourist flows across the years in order to guide a carrying capacity assessment. This implies opportunities for the use of IoT technology not only for statistical site management, but also for real-time data tracking of visitor flows and movement patterns
Other	Destination Management Organizations: DMOs may establish occupancy baselines, trends, peaks and troughs of visitors over time to build resourcing models based on real historical data. The project will facilitate automated visitor assessments of usage, provide real time head counts, identify peak presence times, provide remote alarm activation and improved situational awareness from IoT sensors analysis in order to inform a proactive management by DMOs to find less crowded alternative destinations nearby target areas
Other	Solutions Providers: Solution providers will have the opportunity to use data and build applications monitoring flow management based on tourists' presences, density, trajectories, and behaviors. Data used from thermal cameras, pax counters, Wi-Fi access points, drones, tags, video cameras, ticketing, etc. will be elaborated into dashboards and made available to tourists. The very same data/dashboard will be cross correlated to spring new more advanced data, and displayable information. This may be an opportunity for Solution providers to design applications to handle flows and redirect tourists in new ways.
General public	Pilot cities' residents and tourists, after the implementation of the solutions, will benefit by having the opportunity of easier movement within the pilot sites. TOURISMO approach will harmonize the interaction between tourists and residents, allowing tourists to enjoyably experience the city to the fullest and residents to avoid every-day difficulties (e.g traffic jams)

C.2.5 How does the project contribute to wider strategies and policies?

Please indicate to which strategies and policies your project will contribute. Then describe in what way you will contribute.

Strategy	Contribution
European Green Deal Strategy	Tourism is a significant economic factor in the world GDP, but at the same time it affects the preservation of cultural heritage, the environment, the labour market, infrastructure, etc. As these challenges are common to all Member States, it is important to address these issues in a systematic manner at both European and global level of Tourism. In the framework of the new Green Deal it is still not directly referenced nor identified as one of the driving forces of sustainable development in Europe. There is a recognized need from the European Member States to exchange views and to come together for a united message on the importance of Sustainability in tourism for the future of Europe. TOURISMO will provide valuable feedback to the framework for this important discussion to take place, bringing together high-level representatives from EU Tourism Stakeholders and Private Sector representatives. The results from the pilot activities will contribute to the discussion and support Mediterranean Member States to position tourism as an EU policy priority, highlighting tourism's impact on regional, national, and international sustainable development and prioritizing SDG's implementation within the 2030 Agenda. Implementation and promotion of sustainable development practices are the backbone of our Project.
Territorial Agenda 2030 Strategy	Natural and cultural heritage are local and regional development assets that offer unique opportunities for development and high-quality living environments. Sustainable and effective use of resources should benefit local communities and promote local business opportunities. Overexploitation of these assets however can threaten a local or regional economy. Urbanisation and mass tourism threaten cultural assets and landscapes and may fragment natural habitats and ecological corridors.
EU Strategy for the Adriatic and Ionian Region Strategy	EUSAIR recognizes that developing the Region's potential in terms of sustainable tourism can be accelerated by offering innovative and quality tourism products and services, while the main objectives of EUSAIR's pillar on tourism are to diversify the macro-region's tourism products and services and tackle the issue of seasonal tourism by improving quality and innovative approaches. TOURISMO contributes by designing cooperation at macro-regional level which will boost efforts to diversify tourism in a sustainable manner, to reduce the dependence of the sector on the seasonal model, and limit its environmental impact. EUSAIR highlights that Sustainable tourism is not as developed as it should be in the Region since tourism activities are not always managed properly. This mismanagement can have a negative impact on the coastal and marine environment. TOURISMO offers a commercial, yet sustainable, approach with a set of actions that create a network of sustainable tourism businesses and clusters, to stimulate innovation and create synergies with complementary sectors

Strategy	Contribution
Initiative for the sustainable development of the blue economy in the western Mediterranean region Strategy	The Assistance Mechanism organised by the Sustainable Tourism Community of WestMed Initiative has highlighted the importance of replicability and transferability of EU funded projects and the importance of strengthening ties and opportunities with Southern partners. To this end, the solutions, and the results of TOURISMO will be available for replication in overcrowded touristic places in south countries. It was also noted that the Assistance Mechanism is actively engaged in supporting stakeholders to extend the benefits that are coming out of several projects on sustainable tourism in the Mediterranean. The MED Sustainable Tourism Community counts on a group of 17 Associated partners (networks, actors participating in Mediterranean initiatives, tourism stakeholders, academia) with the role of ensuring links with other initiatives and to enlarge the impacts and the scope of the dissemination, transferring and capitalisation activities.
Other Strategy	EU strategy for Sustainable Tourism (P9 TA(2021)0109) The Commission has been asked to deliver an EU strategy for sustainable and strategic tourism aligned with the Digital Agenda, the Green Deal, and the UN Sustainable Development Goals, replacing the strategy from 2010, to maintain Europe's standing as a leading destination. The commission recalls that in drawing up this strategy there must be a consultation of professionals in the tourism sector; stresses, in this regard, the importance of concrete action to overcome the current crisis and the promotion of alternative forms of tourism such as cultural and sustainable tourism, agrotourism, wildlife tourism, ecotourism and other experiences, which should respect the environment and the cultural heritage of the local population to avoid over tourism. The Commission calls to bring the European Tourism Indicators System (ETIS) into operation and to introduce it in tourism destinations, with static indicators and real-time data for their management and evaluation, in partnership with regions; stresses that the aim of the ETIS scoreboard is to monitor the economic, social, and environmental impact of tourism. The commission Recalls that the lack of accurate quantitative and qualitative metric data on the effects of tourism on sustainability impedes the decision-making of public and private actors and asks Eurostat to establish a frame of reference for the collection of data relating to sustainability, over tourism, undertourism, stresses the vast potential of big data and up-to-date data, for understanding the evolution of tourism flows and changes in demand, and for adapting the offer and implementing adequate policies accordingly. Collection of data regarding tourists' presence, density, trajectories, and behaviours, using thermal cameras, pax counters, Wi-Fi access points, drones, tags, video cameras, etc is at the core of TOURISMO's design thus perfectly in line with the EU strategy.

Strategy	Contribution
Other Strategy	European Strategy for Coastal and Maritime Tourism TOURISMO will pilot solutions in six out of seven coastal and maritime areas in six participant countries (i.e., Rhodes, Valencia, Limassol, Varna, Biševo and Malta). Results will contribute to the European Strategy for Coastal and Maritime Tourism that clearly points out that seasonality often affects coastal and maritime tourism more than other destinations which benefit from a more balanced arrival pattern. Therefore, emphasis is given to the regions which need more assistance in diversifying their tourism flows, and to the local business community for promoting and using creatively their local heritage and service provision so as to offer a broader range of products and services.

C.2.6 Which synergies with past or current EU and other projects or initiatives will the project make use of?

Project or Initiative	Synergy
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Project or Initiative	Synergy
HERIT-DATA - Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data / 2014 - 2020 INTERREG VB Mediterranean/ https://herit-data.interreg-med.eu TOURISMO Project Partners: UNIFI, FRI, FV, FSMLR TOURISMO Associated Organisation: Tuscany Region (LP of HERIT-DATA) The main objective of the HERIT-DATA project was to promote sustainable, responsible management of historical and cultural heritage tourism in the cities located in the MED regions. Its main challenge was to reduce the impact of mass tourism on cultural heritage, focusing on two destinations: historical centers & special heritage or archaeological interest sites, including sites declared as World Heritage Sites. To achieve this, the project developed a platform (https://herit-data.interreg-med.eu/what-we-achieve/results/), capitalizing on the Snap4City FIWARE platform (https://www.snap4city.org/) to integrate data into an artificial intelligence tool that supported decision-making processes, including Identification, collection & harmonization of data (big/open/smart), Analysis and production of smart data that will provide information on tourist behaviour, seasonality, trends, etc., Measurement of sustainability indicators in order to measure the effect of mass tourism on cultural heritage, the project involved the specification of a set of indicators at different levels & based on different parameters. This aimed to capture information on congestion in the areas with the most popular tourist attractions, the tourist experience in the city, safety, and the impact on historic buildings. Six pilot sites have been chosen to implement the HERIT-DATA platform: Dubrovnik (Croatia), Pont du Gard (Région Occitanie, France), Ancient Olympia (Western Greece), Florence (Tuscany Region, Italy), Valencia (Valencia Region, Spain) and Mostar (Bosnia-Herzegovina).	HERIT-DATA Tourist Flow management platform (https://www.snap4city.org/dashboardSmartCity/view/index.php?iddashboard=MzExNQ==) for multidomain data aggregation and visual analysis, which is based on the Snap4City Platform (www.snap4city.org) and developed by the DISTI LAB of UNIFI, in the context of HERIT-DATA project is the core of the TOURISMO pilot activities. Existing data and collected data in the pilot locations will be analyzed in the HERIT-DATA platform to support the orientation of tourism flows. The HERIT-DATA platform will be updated in the initial stages of TOURISMO, and adjusted for the new locations and indicators. The digital twins of the pilot areas will also be developed. The List of HERIT-DATA Indicators is the end HERIT-DATA output to be exploited by TOURISMO for the evaluation of the impact of tourism in the pilot locations of the project. In particular, the list of HERIT-DATA sustainable indicators will be revised and enriched according to TOURISMO pilot needs to allow new data collection that can be useful & exploited by SMEs and other stakeholders, like tourists themselves. The mainstreaming model of HERIT-DATA will also be the basis for communicating and transferring TOURISMO pilot results to the target groups of the project. Access to the established HERIT-DATA network of stakeholders will also be pursued with the support of UNIFI, FRI, FV and FSMLR (Partners of HERIT-DATA), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
ALTER ECO PLUS - Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity / 2014 - 2020 INTERREG VB Mediterranean / https://alter-eco.interreg-med.eu/ TOURISMO Project Partners: READ SA ALTER ECO PLUS objective was to facilitate the integration of tools aiming at balancing the effects of tourism development by taking into account carrying capacity issues and expanding the focus of tourism development beyond the local destination level. ALTER ECO enhanced the local sustainable development of tourism by promoting Mediterranean Identity through the implementation of alternative tourist strategies in 6 pilots co-designed and implemented by public and private stakeholders. The project provided the opportunity of testing, in representative MED cities, used as LIVING LAB, existing methodologies and tools arisen in previous high-impact projects in the field of sustainable tourism or proposed by key stakeholders, with the aim of reaching holistic and realistic tourist strategies at the local and regional level that allow transferability in the MED territory. Project results supported policy makers in making more informed and integrated decisions for the governance and management of tourism in the Mediterranean and at the same time enhanced the coordination of actions between public and private stakeholders toward the implementation of the raised strategies in order to create new business opportunities. ALTER ECO also contributed to improving knowledge and decision-making capacities, including better use of observation, monitoring, and planning in the field of sustainable tourism.	TOURISMO will build on two solutions of the ALTER ECO PLUS project, the Interregional Learning Portfolio (www.alterecotips.com) and the Online tool to calculate the Tourism Carrying Capacity (TCC) of a destination (https://quantitas.it/dev/med/cc/ro.html). The 38 key study practices collected by ALTER ECO at the Interregional Learning Portfolio, will be reviewed by the partnership with a special focus on the 15 practices which address the problem of concentration of tourists in a hot spot (exceeding carrying capacity). The best practices will support the pilot partners to specify the characteristics of the pilot activity, and will also assist them in making decisions on how to orient tourism flows (short-term and long-term) after analyzing the collected data. In addition, the best practices will be considered for the development of the use case scenarios for project stakeholders. With regards to the "Carrying Capacity Limit" calculation tool, developed by ALTER ECO PLUS, TOURISMO pilot partners have already specified the need for the calculation of the carrying capacity of the pilot sites. The tools will fully support the partnership in the day-to-day monitoring of tourism flows during the implementation of the pilot activities, giving valuable insights that will feed the decision-making process for orienting the flows. The tool has already been tested in Rhodes city under ALTER ECO PLUS, and can also be customized for the other TOURISMO pilots. Access to the established ALTER ECO PLUS network of stakeholders will also be pursued with the support of the TOURISMO Lead Partner, READ SA (Partners of ALTER ECO PLUS), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
CO-EVOLVE - Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism / 2014 - 2020 INTERREG VB Mediterranean/ https://co-evolve.interreg-med.eu/ TOURISMO Project Partners: FV, RERA SD CO-EVOLVE encouraged the emergence of policies and initiatives to promote the development of sustainable and responsible coastal and maritime tourism by applying the principles of Integrated Coastal Zone Management (ICZM) and Maritime Spatial Planning (MSP) that take into account all the main challenges related to the sustainability of tourism (e.g. seasonality of demand, transport, sustainable use of resources, community prosperity and quality of life, preservation of natural and cultural). CO-EVOLVE aimed at analyzing and promoting the co-evolution of human activities and natural systems in touristic coastal areas, facing effects due to climate change and allowing sustainable development of touristic activities, in coexistence and synergy with other uses of the coastal and marine space and resources, based on the principles of ICZM/MSP. To achieve that, the consortium tested instruments, policies, strategies and joint plans in 7 Pilot Areas from 5 countries following ICZM/MSP principles and selected pilot actions on key issues for sustainable coastal tourism development in order to set up solutions applicable to a wider set of users and territories with a wide and long-lasting influence	The CO-EVOLVE project has developed the Coastal Tourism Sustainability Toolkit to establish monitoring and evaluation schemes of tourism impact, which will be reviewed by the TOURISMO partnership to support the enrichment of the HERIT-DATA list of sustainable indicators during the preparatory stage of the pilot actions. The categorization in the indicators included in CO-EVOLVE Toolkit per destination category (Nature/Ecotourism, Cruising, Beach/Maritime tourism, Urban/Cultural tourism & Recreational boating (Yachting /Marinas)) covers all the sites selected for TOURISMO pilot activities. In addition, the evaluation and impact assessment of the pilot activities will be supported by the list of indicators that are taken into consideration, the environmental, social& cultural and economic aspects of tourism. Access to the established CO-EVOLVE network of stakeholders will also be pursued with the support of FV and RERA SD (Partners of CO-EVOLVE) for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
DESTIMED PLUS - DEVELOPING ECOTOURISM IN MEDITERRANEAN PROTECTED AREAS / 2014 - 2020 INTERREG VB Mediterranean/ https://destimed-plus.interreg-med.eu/ TOURISMO Project Partners: FV, RERA SD DestiMED PLUS aimed at promoting integrated planning in coastal tourism, where regional policymakers apply holistic policies that link tourism with conservation, by jointly developing ecotourism itineraries in Mediterranean Protected Areas (PAs), as a concrete example of ICZM application. The project built on the success of MEET and DestiMED, and will support 9 Mediterranean regions and respective Protected Areas through enhancing cross-sectoral local and regional policies, improving integrated planning strategies, and providing stakeholders with effective training and tools to manage, measure, and promoting ecotourism. The project applied integrated planning and governance strategies to preselected Mediterranean Protected Areas to improve the integration of regional tourism and conservation policies, established a holistic and integrated tool that strengthens the enabling environment for ecotourism policy and provides evidence for improving sustainability of protected area ecotourism Products and improve capacities of ecotourism stakeholders at local, regional and Mediterranean scales in integrating conservation and tourism agendas, manage, measure, and promote ecotourism.	DESTIMED PLUS solutions will be exploited by TOURISMO for supporting the achievement of the project objectives. The "Ecotourism Product Standard to benchmark and monitor the quality, sustainability, and resource use of ecotourism products in the touristic destinations" will be taken into consideration for the development of use case scenarios for pilot outputs exploitation and will be presented to Tourism SMEs as a useful guide to ensure the sustainable operation of the business. In parallel, The Ecological Footprint calculator Ecotourism Footprint Calculator will be used under the evaluation of pilot Activity, if the case may be, and will also be introduced to tourism SMEs to support their sustainable performance. Access to the established DESTIMED PLUS network of stakeholders will also be pursued with the support of RERA SD (Partner of DESTIMED PLUS), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
SIROCCO - Sustainable InterRegional cOastal & Cruise maritime tourism through COoperation and joint planning / 2014 - 2020 INTERREG VB Mediterranean/ https://sirocco.interreg-med.eu/ TOURISMO Project Partners: FV, RERA SD The aim of the SIROCCO project was to help overcome the negative impacts of cruise tourism, conserve the natural and cultural heritage of the Mediterranean, reduce demand seasonality, address its impacts on infrastructure and minimize the use of resources and waste production. SIROCCO helped the sustainability of the coastal * cruise maritime sector through the integration of relevant data and expertise and improvement of decision-making capacity in order to enable better planning and management, through the provision of solutions to improve the creation and capture of cruise tourism value, while reducing its negative impact, and, through the improvement of the development of policies and the coordination of strategies between territories and stakeholders at an interregional and transnational level.	TOURISMO will build on SIROCCO's developed tools methodologies, strategies, and action plans in the field of the cruise sector. The sustainable cruise value chain action plans developed for Valencia port, Rhodes port, Limassol port, and Split port will be of particular interest for related TOURISMO pilot actions - City of Florence pilot, Rhodes city pilot, Limassol port pilot, Island of Biševo pilot respectively - for the specification of the pilot. The action plans will be also supportive of the Golden Bay (Il-Bajja tal-Mixquqa) pilot and the City of Varna pilot which will be held in coastal regions. The SIROCCO Sustainable Cruise Tourism Certification System (SSCTCS) will also be reviewed and integrated under the certification action plans to be developed by the aforementioned pilot actions, as well as in assessing cruise tourism's economic, environmental and social impact. Access in the established SIROCCO network of stakeholders will also be pursued, with the support of FV and RERA SD (Partners of SIROCCO), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
INHERIT - Sustainable Tourism Strategies To Conserve And Valorise The Mediterranean Coastal And Maritime Natural Heritage / 2014 - 2020 INTERREG VB Mediterranean / https://inherit.interreg-med.eu TOURISMO Project Partner: MRDDF The INHERIT project aimed to conserve and valorize natural heritage in MED coastal and maritime tourist destinations. The project tested and deployed a new approach adapted to MED specificities protecting natural heritage from the adverse effects of intensive tourism. INHERIT promoted sustainable tourism alleviating seasonality and tackling the surpassing of the hosting capacity, by designing and implementing a “bottom-up” protection approach relying on self-regulation and monitoring by local society and tourism stakeholders. INHERIT proposed a new approach to protect MED coastal and maritime natural heritage, including a novel mix of measures (e.g. ICZM-MSP integration, “bottom-up” waste management initiatives) to protect its natural heritage from mass tourism effects (excess construction & waste, desertification-erosion, exceeded the capacity of specific destinations, tourism seasonality) and a strategy of transnational cooperation to form a network of MED areas, namely INHERITURA areas, which will prioritise the enhanced protection of their natural heritage as an asset to develop sustainable tourism activities (e.g. sea caving in the MED, MED inland tourism itineraries, remote islands activities) and to ensure responsible development.	The INHERIT approach for management and protection of the coastal areas of tourist interest, and in particular the INHERITURA areas that was designated to promote ecological integrity and environmental protection in natural heritage sites will be reviewed by TOURISMO for Certification of Sustainable Tourism Destinations. TOURISMO pilot actions taking place in cultural heritage sites, monuments, etc. (Rhodes city pilot, Valencia port and city pilot, Golden Bay (Il-Bajja tal-Mixquqa) pilot) will be particularly supported from INHERIT tools, action plans and methodologies. Access to the established INHERIT network of stakeholders will also be pursued, with the support of MRDDF (Partner of INHERIT), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
LABELSCAPE - INTEGRATION OF SUSTAINABILITY LABELS INTO MEDITERRANEAN TOURISM POLICIES / 2014 - 2020 INTERREG VB Mediterranean / https://labelscape.interreg-med.eu/ TOURISMO Project Partners: READ SA, RERA SD The overall objective of the LABELSCAPE was to develop mechanisms for integrating sustainability labels in wider tourism policies and to provide support for destination-based initiatives in the certification process. The project capitalized on the existing certification initiatives. It also addressed the latest challenges of certified destinations and businesses: recognisability, complementarity with User Generated Content, and digital transformation. LABELSCAPE objectives was achieved through knowledge exchange in Experience workshops, an online capacity-building platform, policy change actions in 8 regions, and transferable policy recommendations	LABELSCAPE, focusing on supporting the certification process for sustainability labels, has developed an online capacity-building platform (https://sustainablelabels.eu/) that includes many useful tools for sustainable tourism certifications, which will fully support the activity "Development of best practice framework for Certification of Sustainable Tourism Destinations" under TOURISMO. In particular, the platform includes a database with MED sustainable tourism certifications for destinations, sites, parks and beaches, from country to global level, a certification roadmap to support the certification process, a database with experts on sustainable tourism and certification and many other tools covering all the certification aspects. In addition, Sustainable Tourism Questionnaires have also been gathered and included in the platform to measure and collect data. The questionnaires are targeting visitors (behavior, responsibility), businesses (sustainability self-audit tool attitudes towards sustainable tourism), and residents (to assess their attitudes to sustainable tourism development). The questionnaires for visitors can be used horizontally for all the pilot actions in order to support the collection of data and useful info for the tourist flow in the pilot locations. The questionnaires for businesses and residents will be reviewed and potentially used under the use case scenarios for business opportunities and the development of incentives for the exploitation of project solutions to enhance the sustainable development of tourism. Access to the established LABELSCAPE network of stakeholders will also be pursued, with the support of READ SA and RERA SD (Partners of LABELSCAPE), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
TouriNN-act - Tourism INNOvation Actions and cross-sectoral cooperation in SMEs / COSME Programme/ https://tourinnact.eu/ TOURISMO Project Partner: KiNNO TouriNN-act aims at boosting the uptake of digitalisation and innovation by tourism SMEs through specific transnational cooperation and capacity-building actions and the provision of financial support to minimum 60 tourism SMEs from different countries in the form of vouchers, developing new organizational models for the management of tourism spaces and innovative solutions for the modernization of the tourist experience, improving the fruition of the tourist offer and making SMEs more sustainable and profitable in the medium-long term. TouriNN-act will improve the mutual cooperation among tourism SMEs, technological providers, public authorities, and relevant actors of the tourism value chain through capacity-building actions and the organization of activities such as webinars, peer-learning networks, matchmaking schemes and knowledge-sharing participation processes with the aim to build a Community of Practice around digital innovation, sustainability & tourism in a long-term perspective. The purpose of the community is to create consortia for innovative projects under the TouriNN-act funding scheme aimed at boosting the adoption of digital and sustainable practices among tourism SMEs.	The TouriNN-act project has developed the TouriNN-act Roadmap for digital, sustainable and innovative solutions (digital infrastructure, technologies, e-commerce, online marketing, advisory, training & green solutions) for tourism SMEs, also including trends and megatrends of the tourism sector and clear view of tourism SMEs needs. In addition, a database with solution/service providers of this kind of solution from 5 different countries has been developed along with a step-by-step guide with best practices for their implementation. These tools will be integrated by TOURISMO as innovative solutions under the use case scenarios for pilot outputs exploitation and will be presented to tourism SMEs in the relevant local engagement workshops to support them to innovate and develop their capacities, simultaneously promoting the cross-border collaboration between them and foreign providers. Access to the established TouriNN-act network of stakeholders will also be pursued, with the support of KiNNO (Partner of TouriNN-act), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
WINTER MED - Winter Islands Network for all year round Tourism ExpeRience in the MEDiterranean /2014 - 2020 INTERREG VB Mediterranean / https://winter-med.interreg-med.eu/ TOURISMO Project Partner: READ SA WINTER MED project tackled the current seasonality of demand for maritime and coastal tourism by capitalizing on European projects that have focused on the planning and diversification of sustainable tourism in MED islands and the improvement of strategies and policy planning in view of the transition from the summer overexploited tourist season to a responsible and sustainable all year-round offer, based on the development of high-quality thematic tourism products. WINTER MED aimed to deliver an integrated transnational strategy for the development of all year-round sustainable and responsible tourism in Mediterranean island destinations, through joint planning and cooperation between involved regions. The project implemented capacity building and policy learning, supported by a transnational exchange of experiences and capitalization actions to facilitate the transition from the current summer overexploitation of insular destinations to an alternative, sustainable, all-year-round use of territories	WINTER MED, aiming at promoting an all-year-round sustainable and responsible tourism project, has developed a Toolbox, in which a plethora of good practices gathered by the WINTER MED project concerning sustainable and responsible tourism in the Mediterranean island destinations have been collected. The toolbox (https://www.dropbox.com/sh/sfxm3f6une65ba4/AACmRLc6p_5szqvVhFIQJvaTa?dl=0) includes a set of tools from over 13 projects /initiatives which will be reviewed by TOURISMO to support the methodology for the pilot with main focus on those taking place in islands, such as Rhodes City pilot, Island of Biševo pilot and Golden Bay (Il-Bajja tal-Mixquqa) pilot. It also contains tools for the transferability of activities which will be considered for the exploitation and transferring activities of TOURISMO. Finally, a Regional Action Plan for South Aegean and Cyprus has already been developed which will be a valuable tool for the decision-making process arising from the specific pilots. Access to the established WINTER MED network of stakeholders will also be pursued, with the support of the Lead partner, READ SA (Partner of WINTER MED), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
Co-Evolve4BG - Co-evolution of coastal human activities & Med natural systems for sustainable tourism & Blue Growth in the Mediterranean / ENI CBC Mediterranean Sea Basin Programme 2014-2020 / http://www.enicbcmcd.eu/projects/co-evolve4bg TOURISMO Project Partner: FV Co-Evolve4BG project aimed at analyzing and promoting the co-evolution of human activities and natural ecosystems in touristic coastal areas, towards sustainable development of tourist activities based on the principles of Integrated Coast Zone Management (ICZM) and Maritime Spatial Planning (MSP), promoting at the same time Blue Growth in the Mediterranean. The analysis and the demonstration actions foreseen by the project enhanced sustainable coastal and maritime tourism development fully exploiting the Blue Economy potential, promoting the creation of business and job opportunities in the field of ecosystem-oriented services, coastal and maritime tourism, coastal management, and adaptation to climate change. Under the project an integrated analysis of the threats and factors favoring sustainable tourism at the Mediterranean level was done, a toolkit with sustainability indicators for the tourism sector was developed, two training sessions for stakeholders involved in pilot actions were organized and 7 pilot actions for sustainable tourism development was developed in Lebanon, Greece, Tunisia, Spain and Italy. Co-Evolve4BG is part of a larger project, "Med Coast for Blue Growth", involving 43 countries of the Union for the Mediterranean.	The Co-Evolve4BG ENI CBC MED project, has developed a toolkit with indicators to measure the sustainability of the tourism sector. The toolkit will be reviewed by the TOURISMO partnership for the enrichment of the existing list of HERIT-DATA Indicators that will support the data collection for the pilot actions. In addition, the approach of Co-Evolve4BG pilot activities will be considered for the Common Demonstration Methodology for the Specification of Pilot Actions to be developed under TOURISMO. Access to the established Co-Evolve4BG network of stakeholders will also be pursued, with the support of FV (Partner of Co-Evolve4BG), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
TAKE IT SLOW - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow /2014 - 2020 INTERREG V-A Italy – Croatia / https://www.italy-croatia.eu/web/take-it-slow TOURISMO Project Partner: RERA SD TAKE IT SLOW was designed to establish, manage & promote Adriatic Region as a smart, integrated, sustainable, accessible, year-round, green & slow tourist destination of the Mediterranean based on accessible, protected, valorized & promoted tangible & intangible joint natural & cultural heritage of its islands, coastal, inland & rural Adriatic. With the realization of project activities within 36 months, DNC & 11 project partners & 1 AP triggered a high-quality level of services and products of the tourism value chain through smart specialization concepts stimulating innovation, knowledge, competitiveness, networking, and CB partnership processes. TAKE IT SLOW developed a capacity-building platform of scientific, private & public sectors with 120 actors, strategic framework, methodology, monitoring system, marketing & promotion of CB tourism destination focused on 10 cultural & natural heritage, 10 ecolabel/green certifications obtained and promotion of sustainable tourism realized and 7 natural and/or cultural heritage sites with improved accessibility put in place. The project contributed to a more balanced seasonality of tourism activities on natural & cultural heritage sites in the project area & make natural & cultural heritage leverage for sustainable & more balanced territorial development.	RERA SD will ensure easy access to TAKE IT SLOW results and methodologies, where possible, to support the TOURISMO activities and approach. In particular, the report on traveler types developed by TAKE IT SHOW, will support the initial stages of the TOURISMO approach when the partners will analyze the tourist habits and flows and specify the pilot activities. The plethora of TOURISMO pilot sites will be better managed with the support of such a tool. In addition, the "Best Practices Showcase of sustainable, slow and smart products and services in tourism" (https://www.italy-croatia.eu/web/take-it-slow) that have been developed by TAKE IT SLOW will be reviewed and capitalized in many TOURISMO activities. These practices including already successfully applied methods to improve the tourism sector (ecotourism, sustainable tourism, accessible tourism, slow tourism, etc.), that can support the specification of pilot activities, and the use case scenarios for pilot outputs exploitation from many types of stakeholders, since also includes best practices for gastronomy tourism, business tourism, etc. Access to the established LABELSCAPE network of stakeholders will also be pursued, with the support of RERA SD (Partner of TAKE IT SLOW), for TOURISMO dissemination and transferring purposes.

Project or Initiative	Synergy
IMPACTOUR - To make cultural tourism an actual axis of territorial development / H2020 / https://www.impactour.eu/ TOURISMO Project Partner: FSMLR IMPACTOUR project is connecting Cultural Tourism (CT) stakeholders and researchers, envisaging new approaches and methods that will support European CT, reinforce a feeling of belonging, value minority cultures and promote Europeanisation. The project elaborates on an advanced and adaptable methodology to estimate the impact of CT on EU regional economic growth. It combines data analytics algorithms with machine learning and AI approaches to improve policies and actions on CT. By identifying and comparing quantitative/qualitative pan-European information on CT forms and promotion, and by providing quantifiable evidence of CT strategies and their effect on European regions' development and Europeanisation, IMPACTOUR delivers an innovative methodology and tool (combining data analytics algorithms with artificial intelligence and machine learning strategies) providing CT stakeholders with strategic guidance so that policies and practices on CT can be improved. IMPACTOUR will encompass a sustainable ecosystem by engaging Cultural Tourism stakeholders and following a participatory approach. IMPACTOUR tools and methods will lead to reinforcing the commitment with Europe CT, increasing citizens sense of belonging, valorisation of minority cultures, strengthening of identities and Europeanisation. IMPACTOUR Methodology will be completed and tested with data coming from 15 Data Information Pilots and the IMPACTOUR tool will be validated in 5 Validation Pilots, with distinct characteristics spread around Europe.	The IMPACTOUR project has already delivered important outputs to support its objective of boosting Cultural Tourism, by applying new methods and approaches and developing a strong network of stakeholders. TOURISMO partnership will review the Dissemination and Exploitation plan & the Stakeholders Engagement Plan produced by IMPACTOUR for developing the Communication, Exploitation, and Transferability Plan of the project to maximize the engagement of TOURISMO targets groups and the sustainability of the project. In parallel, with support of FSMLR (IMPACTOUR partner) the existing network of actors of IMPACTOUR will also be targeted through the communication activities of the project (news, invitation to info days, local engagement workshops and final conference). Finally, IMPACTOUR has developed a toolkit with instruments for Cultural Tourism Impact assessment, which will be considered for the development of the evaluation methodology for TOURISMO pilot actions, with a special focus on measuring the impact of cultural tourism on pilot activities taking place in cultural heritage sites, monuments, etc. (Rhodes city pilot, Valencia port and city pilot, Golden Bay (Il-Bajja tal-Mixquqa) pilot).

Question not used

Please fill the field with NA

N/A

C.3 Project partnership

Describe the structure of your partnership and explain why these partners are needed to implement the project and to achieve project objectives. What is the contribution of each partner to the project?

The Partnership is composed of 10 Project Partners (PPs) & 16 Associated Organisations (AOs), representing 7 European countries (GR, IT, ES, CY, BG, HR & MT).

A strong history of participation in previous projects & other initiatives related to the sustainable development of tourism industry, ecotourism, policies & strategies for the improvement of tourism sustainability in MED has provided the PPs with a wide range of complementary skills as well as a good understanding of the particularities & the characteristics of the project:

- Regional Development Agency of South Aegean (READ SA, GR) (Lead Partner)
- University of Florence (UNIFI, IT)
- Fondazione per la Ricerca e l'Innovazione (FRI, IT)
- Fundacion Valenciaport (FV, ES)
- Development Agency Of Lemesos Ltd (ANELEM, CY)
- Varna Economic Development Agency (VEDA, BG)
- Public Institution for Coordination and Development of Split Dalmatia County (RERA SD, HR)
- Malta Regional Development And Dialogue Foundation (MRDDF, MT)
- KiNNO Innovation Intermediaries (KiNNO, GR)
- Foundation Santa Maria la Real (FSMLR, ES)

The Partnership represents many types of stakeholders (Development Agencies, Higher Education & Research Organisations, Technical & Scientific experts, Innovation Institutes, Innovation Intermediaries, NGOs), that have the necessary expertise & experience for supporting the project objectives in enhancing sustainable tourism via the collection & analysis of a wide range of data in the HERIT-DATA platform that will lead to useful insights for the suitable management of tourist flow. Under TOURISMO, 7 pilot activities will be deployed by "pilot owners" & supported by other PPs to have an integrated approach comprising operational, scientific & economic aspects for the jointly testing of solutions,

The 7 pilot activities will be implemented by the following PP/pair of PPs with the horizontal support of UNIFI, that have developed the HERIT-DATA platform & will provide the pilots with data ingestion & data transformation processes & FRI which will bring thematic & strategic competencies based on the experience in HERIT-DATA related to Big-Open-Smart Data, tools & methodologies:

- Rhodes city pilot: READ (Leader), KiNNO (Co-Leader), UNIFI (Technical Expert), FRI (Scientific Expert)
- City of Florence pilot: FRI (Leader), UNIFI (Technical Expert), KiNNO
- Valencia port and city pilot FV (Leader), FSMLR (Co-Leader), UNIFI (Technical Expert), FRI (Scientific Expert)
- Limassol port pilot: ANELEM (Leader), UNIFI (Technical Expert), FRI (Scientific Expert)
- City of Varna pilot: VEDA (Leader), UNIFI (Technical Expert), FRI (Scientific Expert)
- Island of Biševo pilot: RERA SD (Leader), UNIFI (Technical Expert), FRI (Scientific Expert)
- Golden Bay pilot: MRDDF (Leader), UNIFI (Technical Expert), FRI (Scientific Expert)

In addition, the PPs were selected based on their access to a variety of locations for testing solutions in many sites in order to observe the visitor's behavior & flow with a wider view (e.g. UNESCO areas, ports, city centre, caves, beaches, cultural heritage monuments, & parks)

TOURISMO AOs represent various types of stakeholders (Public, Ports, Tourism & Cultural Federations, Technological centers, etc.) having a particular interest in TOURISMO. To start with, the owners of pilot activities' locations were strategically selected as AOs to make easier the smooth implementation of the selected activities & support the PPs in potentially required permissions for the installation of equipment. The following owners of pilot sites will support the project with the role of "Observer/Supporter":

- Municipality of Rhodes, GR
- Ephorate of Antiquities of the Dodecanese, GR
- City of Florence, IT
- Valencia Port Authority, ES
- City Region” Odesos”, Varna Municipality, BG
- Nautical Center Komiža, HR
- Heritage Parks Federation, MT

The above AOs, along with Tuscany Region (IT), Chamber of Commerce of Florence (IT), PromoFirenze (IT), the Valencia Provincial Deputation (ES – also “Observer/Supporter”), & the Split Dalmatia County (HR - also “Observer/Supporter”) will also participate as “End User/Receivers/Final Beneficiaries”, who will benefit from the results of the project, receiving the Handbook for Replication of Project Solution & use case scenarios for pilot outputs exploitation. The South Aegean Region (GR) is an “Observer/Supporter”

Under the category “Advisory”, PPs have engaged the Hellenic Hoteliers Federation (GR – also “end user”), which can provide useful insights & data for the tourism sector, the Open Technologies Alliance (GR), who has vast experience in open data & technologies & will provide the PPs with available datasets & advice on in data utilization & the Segittur, who can support the decision-making for the management of tourism flows & the certification in tourism sustainability.

All AOs will constantly be informed about the project & invited to events & local workshops, as well as to the final conference of TOURISMO in Malta.

C.4 Project work plan

Number	Work package name
1	Design and Setup of Solutions' Deployment
2	Implementation and Evaluation of pilot interventions
3	Exploitation, Sustainability and Scaling up of Project Results

Work package 1

Work package title

Design and Setup of Solutions' Deployment

Objectives

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

WP1 aims at analysing the touristic habits and flows, revise the set of tourism indicators to be collected, gather complementary data and specify the pilot actions in the selected pilot areas. In parallel, HERIT-DATA platform will be fine tuned

Think about the communication objective that will contribute to the achievement of the specific objective. Communication objectives aim at changes in a target audience's behaviour, knowledge or belief.

Communication activities to explain the project rationale and identify existing data sources from local ecosystem stakeholders and select and engage key stakeholders in local focus groups to discuss and specify the design of the pilots and the indicators to be used demonstrating the added value of TOURISMO. Main groups of stakeholders will be public authorities, DMOs, solution providers and traditional tourism SMEs.

Activities

Activity 1.1	
Title	Analysis of touristic habits and tourism flows in the selected locations
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6

Activity 1.1	
Description	In A.1.1, partners -based on a common format- will gather and analyze existing data on current tourism flows, tourist profiles and behavior in order to understand how flows are currently moved, monitored & managed per pilot area. Moreover, they will work on interpreting them under a purely spatial perspective per pilot area. Additionally, they will elaborate a mapping of the key typologies of stakeholders (public authorities, ports, cultural federations etc.) per pilot area involved in the processes.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 1.1			
Running number	Deliverable title	Description	Delivery period
D.1.1.1	Report on Current Situation and Tourism Flows in the selected areas	Consolidated report with localized sections regarding situation, flows & key stakeholder typologies	Period 1 , 1 - 6

Activity 1.2	
Title	Revision and Enrichment of HERIT-DATA List of Indicators
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6
Description	Under the leadership of the FSMLR, PPs will revise and enrich the HERIT-DATA set of tourism related indicators to be collected per pilot area so as to allow new data collection to be ingested by specific feeds, that can be useful for utilization and exploitation by SMEs and other stakeholders under TOURISMO activities. The enriched list will enclose sets of indicators related to sustainability, environmental, socio-economic, governance, management, value chain, impact etc.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 1.2			
Running number	Deliverable title	Description	Delivery period
D.1.2.1	Tourism Sustainability Indicators Report	Enriched list of sets of indicators relevant to TOURISMO pilot actions.	Period 1, 1 - 6

Activity 1.3	
Title	Fine tuning of complementary datasets
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6
Description	The partners will identify sources and gather data sets of existing complementary databases that will be used for the analysis during the pilot testing (ie. weather data, tourist arrivals etc.), with emphasis on available open data sources at European, national and local level.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 1.3			
Running number	Deliverable title	Description	Delivery period

Activity 1.4	
Title	Fine tuning of HERIT-DATA platform
Start period	Period 1, 1 - 6
End period	Period 6, 31 - 33
Description	Preliminary work on the existing HERIT-DATA software to adjust to new locations, finetuned to complementary datasets and new indicators to be collected. Set up of Digital Twins of settlements of the pilot areas will be elaborated , simulating plans before implementing them so as to allow intelligence-based challenges identification and effective visualization.

Activity 1.4	
Partner(s) involved	ANELEM, FRI, FV, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 1.4			
Running number	Deliverable title	Description	Delivery period

Activity 1.5	
Title	Specification of pilot actions
Start period	Period 1, 1 - 6
End period	Period 2, 7 - 12
Description	At this step, the partners will design the pilot actions to be performed according to a common demonstration methodology that will be elaborated. The pilot sites' implementation strategies will be designed and specified based on the available data, the new data to be acquired, the new data to be generated and the corresponding sensors/tools required to obtain the latter. The activity foresees the specification, engagement and involvement of quadruple Helix stakeholders per pilot area through workshops to co-design the pilots through a participatory process, taking into account the needs and the suggestions of different typologies of local ecosystem stakeholders and ensuring usability and exploitation of consequent TOURISMO pilots outcomes and results.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 1.5			
Running number	Deliverable title	Description	Delivery period
D.1.5.1	Common Demonstration Methodology for the Specification of Pilot Actions	Design of common steps for the application of the solution, connection with the platform, timeplan for data collection, equipment, means to approach, engage and influence tourism behavior etc.	Period 2 , 7 - 12

Deliverables 1.5			
Running number	Deliverable title	Description	Delivery period
D.1.5.2	Specification of Pilot Action in Rhodes	ToRs definition for purchase of equipment (where/if necessary), identification of key stakeholders to be involved in the Rhodes city pilot, selection of indicators and/or data and/or tools and/or methodologies to be exploited in the pilot	Period 2 , 7 - 12
D.1.5.3	Specification of Pilot Action in Florence	ToRs definition for purchase of equipment (where/if necessary), identification of key stakeholders to be involved in the City of Florence pilot, selection of indicators and/or data and/or tools and/or methodologies to be exploited in the pilot	Period 2 , 7 - 12
D.1.5.4	Specification of Pilot Action in Valencia	ToRs definition for purchase of equipment (where/if necessary), identification of key stakeholders to be involved in the Valencia port and city pilot, selection of indicators and /or data and/or tools and/or methodologies to be exploited in the pilot	Period 2 , 7 - 12
D.1.5.5	Specification of Pilot Action in Limassol	ToRs definition for purchase of equipment (where/if necessary), identification of key stakeholders to be involved in the Limassol port pilot, selection of indicators and/or data and/or tools and/or methodologies to be exploited in the pilot	Period 2 , 7 - 12
D.1.5.6	Specification of Pilot Action in Varna	ToRs definition for purchase of equipment (where/if necessary), identification of key stakeholders to be involved in the City of Varna pilot, selection of indicators and/or data and/or tools and/or methodologies to be exploited in the pilot	Period 2 , 7 - 12
D.1.5.7	Specification of Pilot Action in Split	ToRs definition for purchase of equipment (where/if necessary), identification of key stakeholders to be involved in the Island of Biševo pilot, selection of indicators and/or data and/or tools and/or methodologies to be exploited in the pilot	Period 2 , 7 - 12
D.1.5.8	Specification of Pilot Action in Malta	ToRs definition for purchase of equipment (where/if necessary), identification of key stakeholders to be involved in the Golden Bay (Il-Bajja tal-Mixquqa) pilot, selection of indicators and/or data and/or tools and/or methodologies to be exploited in the pilot	Period 2 , 7 - 12

Outputs

Output 1.1

Output 1.1	
Output Title	Cooperating at local and transnational level in the system design and specification of the 7 pilot activities for the monitoring and management of tourism flows
Programme Output Indicator	11087: Organisations cooperating across borders
Measurement Unit	Organisation
Target Value	26.00
Delivery period	Period 2, 7 - 12
Output Description	We foresee the direct cooperation of the 10 TOURISMO partners plus 16 associated organisations cooperating actively in the specification of the pilot actions for the management of tourism flows and the enrichment of HERIT-DATA indicators. Indirectly, at least 42 organisations active in the 7 local tourism ecosystems , will participate in the specification of the pilot actions, as a result of WP1 activities.

Investments

Work package 2

Work package title

Implementation and Evaluation of pilot interventions

Objectives

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

WP2 aims at implementing the pilots, integrate collected data with complementary data to make tourism flows' predictions and measure the impact of pilots. Additionally, WP 2 will deliver a framework on certifying destinations as sustainable

Think about the communication objective that will contribute to the achievement of the specific objective. Communication objectives aim at changes in a target audience's behaviour, knowledge or belief.

Communication activities to disseminate the pilots, the results, their impact before & after and their contribution to tourism flows predictions and management. Dissemination of impact assessment and the framework for Certification of Sustainable Tourism Destinations to tourism stakeholders and the general public

Activities

Activity 2.1	
Title	Pilots on Tourism Flows' monitoring and tourism behavior's influence
Start period	Period 2, 7 - 12
End period	Period 5, 25 - 30

Activity 2.1

Description	A.2.1 start marks the initiation of the 7 pilot actions' implementation in each TOURISMO pilot area for the monitoring and the management of tourist flows, namely: 1.Rhodes city pilot, 2.City of Florence pilot, 3. Valencia port and city pilot, 4.Limassol port pilot, 5. City of Varna pilot, 6.Island of Biševo pilot, 7.Golden Bay pilot. In A.2.1, pilot leading partners will install the necessary equipment at the pre-selected pilot sites & implement the foreseen activities regarding monitoring of the tourism flows, real-time collection of data & gaining insights from HERIT-DATA Platform to enable real time decision making. This approach & information will enable responsible PPs to support the appropriate decisions & actions to manage and/or redirect tourism flows in a more sustainable way within the selected area of intervention & thus influence tourism behavior. The target is to pilot test TOURISMO approach during 2 high-season periods per pilot area, during the project implementation.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KINNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 2.1

Running number	Deliverable title	Description	Delivery period
D.2.1.1	Report of Monitoring and Intervention Results in Greece	Description of devices activity, data collection and elaboration, platforms activities and flows sustainable management actions for the Rhodes city pilot	Period 5 , 25 - 30
D.2.1.2	Report of Monitoring and Intervention Results in Italy	Description of devices activity, data collection and elaboration, platforms activities and flows sustainable management actions for the City of Florence pilot.	Period 5 , 25 - 30
D.2.1.3	Report of Monitoring and Intervention Results in Spain	Description of devices activity, data collection and elaboration, platforms activities and flows sustainable management actions for the Valencia port and city pilot.	Period 5 , 25 - 30
D.2.1.4	Report of Monitoring and Intervention Results in Cyprus	Description of devices activity, data collection and elaboration, platforms activities and flows sustainable management actions for the Limassol port pilot.	Period 5 , 25 - 30

Deliverables 2.1			
Running number	Deliverable title	Description	Delivery period
D.2.1.5	Report of Monitoring and Intervention Results in Bulgaria	Description of devices activity, data collection and elaboration, platforms activities and flows sustainable management actions for the City of Varna pilot	Period 5 , 25 - 30
D.2.1.6	Report of Monitoring and Intervention Results in Croatia	Description of devices activity, data collection and elaboration, platforms activities and flows sustainable management actions for the Island of Biševo pilot .	Period 5 , 25 - 30
D.2.1.7	Report of Monitoring and Intervention Results in Malta	Description of devices activity, data collection and elaboration, platforms activities and flows sustainable management actions for the Golden Bay (Il-Bajja tal-Mixquqa) pilot.	Period 5 , 25 - 30

Activity 2.2	
Title	Forecast and Sentiment Analysis to Support Future Decision Making Processes
Start period	Period 2, 7 - 12
End period	Period 5, 25 - 30
Description	Under A.2.2 PPs will utilize the data collected during the project, along with complementary historical data & relevant open data, available per pilot area, so as to elaborate a reliable forecast about the tourism flows in certain days of interest and their distribution among the day for better management of the tourism flows. Sentiment Analysis where feasible will be performed. This approach will support mid-to-long term decision making processes related to the future tourism flows management.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 2.2			
Running number	Deliverable title	Description	Delivery period

Deliverables 2.2			
Running number	Deliverable title	Description	Delivery period
D.2.2.1	Report of Analysis per area	Report per pilot area with predictions of flows for the future high seasons to provide the basis for decision making of tourism operators on how to manage touristic flows.	Period 5 , 25 - 30

Activity 2.3	
Title	Development of best practice framework for Certification of Sustainable Tourism Destinations
Start period	Period 2, 7 - 12
End period	Period 5, 25 - 30
Description	Partners will analyze from a multidisciplinary perspective (future competitiveness, governance and impact indicators) how tourism destinations can be certified as "green/sustainable" destinations that enhance the touristic experience but moreover preserve the living conditions of the local communities. An action plan for the application of best practices in the pilot areas will be elaborated, enabling knowledge & experiences transferring and replication to other MED areas .
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 2.3			
Running number	Deliverable title	Description	Delivery period
D.2.3.1	Best Practices Guide on tools & strategies for Certification of Sustainable Tourism Destinations	Development of guidelines, set of indicators/data /tools to be considered, possible certification process and best practices development for Certification of Sustainable Tourism Destinations	Period 4 , 19 - 24
D.2.3.2	Action Plan for applying best practices in pilot areas	Development of an Action Plan for applying the best practices in pilot areas to facilitate knowledge & experiences transferring and replication to other MED areas.	Period 5 , 25 - 30

Activity 2.4	
Title	Evaluation of Pilot Actions
Start period	Period 1, 1 - 6
End period	Period 6, 31 - 33
Description	This activity foresees the preparation of a Methodology, consisting of the roles, tools and steps that will be applied during the Activity. The consortium will use a set of effective evaluation tools, consisting of questionnaire, qualitative and quantitative indicators and special forms. Each pilot site will perform its own evaluation according to the common methodology developed, to be presented in an overall report. The evaluation impact of the pilot actions' results will strengthen the mutual learning process among partners, as well as the impact of TOURISMO approach in the involved territories and key stakeholders.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KINNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 2.4			
Running number	Deliverable title	Description	Delivery period
D.2.4.1	Methodology for the evaluation of pilot actions	A common methodology to evaluate the progress on the pilot actions and the achievement of the initial objectives will be developed to measure the effectiveness and efficiency of the actions undertaken.	Period 2 , 7 - 12
D.2.4.2	Evaluation Report	Evaluation report applying the methodology previously developed. Use of data from all pilot sites and compilation of overall report	Period 5 , 25 - 30
D.2.4.3	Impact Assessment of Pilot Results	A critical step will be to assess the impact of the pilot actions in the involved territories on how tourism experience is affected but also living conditions for the regular population of the area.	Period 6 , 31 - 33

Outputs

Output 2.1

Output 2.1	
Output Title	Jointly developing & testing solutions for the management of tourism flows in pilot areas
Programme Output Indicator	11116: Jointly developed solutions
Measurement Unit	Solution
Target Value	7.00
Delivery period	Period 5, 25 - 30
Output Description	TOURISMO solutions will support the management of tourism flows during high seasons, improve data collection in the field of sustainable tourism & enable effective change in tourism management practices promoting “responsible tourism” initiatives. Additionally, TOURISMO will offer solutions for the establishment of knowledge networks enabling knowledge transfer in pilot areas & beyond regarding data collection, data-driven decision making & breakthrough research on innovative tourism practices.
Output 2.2	
Output Title	Cooperating at local and transnational level in demonstrating solutions for the management of tourism flows and assessing their impact on the local ecosystem value chain
Programme Output Indicator	11087: Organisations cooperating across borders
Measurement Unit	Organisation
Target Value	26.00
Delivery period	Period 6, 31 - 33
Output Description	We foresee the active collaboration of the 10 TOURISMO partners in the 7 local tourism ecosystems, plus 16 associated organisations participating actively in the validation of TOURISMO pilots impact in the local ecosystem stakeholders, as a result of WP2 activities.

Investments

Investment 2.1

Title

Rhodes city pilot

Expected delivery period

Period 5, 25 - 30

Justification (description)

Please explain why this investment is needed.

The Medieval City of Rhodes is the most popular touristic site in the island of Rhodes; therefore it is always full of people, especially during the high season (April-October), creating congestion and making circulation and mobility within the city very difficult both for visitors and residents. At the same time Rhodes Medieval Town is listed as a Unesco world heritage and actions need to be taken in order to preserve and protect it. Within the project the idea is to solve these issues by using digital open and smart data together with the Herit-data platform, in order to analyze and redirect tourists by applying also new solutions, therefore the investment is needed to better manage the visitor flows within the Old Town. The objective of the pilot is making easier for people to move and get to their destination. At the same time, another goal is to protect the Unesco world heritage site from the strain caused by the increased flows of visitors. Achieving to decompress specific parts of the Medieval City that are usually overcrowded will give the opportunity to the authorities to better preserve the area (less natural wear, waste collection etc)

Please clearly describe the cross-border/transnational relevance of the investment.

The problem that Rhodes island faces is something very common in many other Mediterranean countries with equally acclaimed attractions, so becoming a pilot by taking the heritage of a previous successful project (Herit-data) is a unique opportunity for Rhodes city pilot to learn from other good practices and exchange ideas with other partners facing the same challenges on this particular subject. Even though the problems of tourist flows in all Mediterranean Tourist destinations are similar there are different stages regarding the proposals and implementation of solutions. In this sense it's possible to learn from partners that already implemented some monitoring and piloting activities (Italian and Spanish partners) in what actions had the best results and the most concrete impacts. At the same time our pilot can offer knowledge and knowhow in new ascending destinations like Split.

Please describe who is benefiting (e.g. partners, regions, end-users, etc.) from this investment, and in what way.

The ones benefiting from this investment will be the local authorities (the Municipality of Rhodes and the Ephorate of Antiquities of the Dodecanese) but also the residents of the area, the employees in the touristic service and the cultural sites as well as the visitors/tourists. The local authorities (Municipality and Regional Government) will benefit in the sense that they will acquire exact data and specific details about the problem they need to solve (specific areas and time zones during the day within the Medieval City with huge flows of people, exact number of visitors etc). This is the perfect chance to transform a general assumption in real scientific data with targeted smart solutions for the better management of flows. After the implementation of the solutions both visitors and local residents will benefit by having the opportunity of an easier access to all the areas of the Medieval City, also the most touristic ones.

In the case of pilot investment, please clarify which problem it tackles, which findings you expect from it, how it can be replicated, and how the experience coming from it will be used for the benefit of the programme area.

The investment tackles the problem of overcrowding in the popular public spaces and cultural sites of the Medieval City of Rhodes. The findings expected are in first place data on the trajectories of the people moving within the Medieval City and ways to manage and redirect them, but also new data that could lead to unexpected information useful as well for the sustainable management of the destination. Since many Mediterranean countries/regions face similar problems, these findings /solutions could easily be replicated and once more also capitalized, thus fulfilling the programme's scope.

Location of the physical investment	
Country	Elláda (EL)
NUTS 2	Notio Aigaio (EL42)
NUTS 3	Kalymnos, Karpathos, Kasos, Kos, Rodos (EL421)
Street House number, Postal code, City	Medieval City of Rhodes N/A, 85131, Rhodes

Risk associated with the investment

Describe the risk associated with the investment, go/no-go decisions, etc. (if any).

The only foreseeable risk is a potential delay in the pilot specification process, as a result of changes that may occur in policy/administrative level due to local and regional elections of October 2023. However, this risk is considered of low likelihood, due to the importance of TOURISMO activities for the pilot area, as well as the supportive environment of the regional & local ecosystem who are AOs of the project.

Investment documentation

Please list all technical requirements and permissions (e.g., building permits) required for the investment according to the respective national legislation and confirm they are available or will be by the project start. An ad-hoc declaration will have to be provided by each concerned partner in the pre-contracting phase

The procedure for acquiring relevant permissions will be initiated with the official approval of the proposal. The Ephorate of Antiquities of the Dodecanese, which is the organization responsible for granting the permits relevant to our investment, is one of our associated partners in the project proposal therefore all necessary permissions will be issued on time.

For investments in infrastructure with an expected lifespan of at least five years, please indicate whether an assessment of expected impacts of climate change has been carried out. Should it be necessary, you must be ready to submit this documentation to the relevant programme body/ies.

N/A

Ownership

Who owns the site where the investment is located?

The Medieval City of Rhodes belongs to the Municipality of Rhodes and, being a UNESCO World Heritage Site, its monuments are under the jurisdiction of the Ephorate of Antiquities of the Dodecanese.

Who will retain ownership of the investment at the end of the project?

READ SA will retain the ownership of the investment for a period of five years after the project, according to the Programme rules. After this predefined timeframe, the ownership of the investment will be transferred to the Municipality of Rhodes and the Ephorate of Antiquities of the Dodecanese, while expressing their willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

Who will take care of the maintenance of the investment? How will this be done?

The Municipality of Rhodes will take care of the maintenance of the investment by means of its own funding.

Investment 2.2

Title

City of Florence pilot

Expected delivery period

Period 5, 25 - 30

Justification (description)

Please explain why this investment is needed.

The post-pandemic era is bringing again overcrowding and flows management challenges, but at the same time there are new paradigms to be faced, e.g., social health measures which have become a constant interest, in order to be ready for any inconvenience, or the rediscovered need of tourists to truly live an experience. As a consequence it is of great importance fostering resilience, promotion of sustainable tourism, and new ways to accompany tourists in the discovery of the city and its beauties so to reach a true sustainability, as well as to anticipate critical situations to provide early warning and weather alerts, related to health issues too. Many achievements have been already reached in Florence in respect to a sustainable tourists management, thanks also to the Herit-Data project and other actions, even if the Covid-19 pandemic didn't allow for the expression of its full potential due to the loss of tourists during most part of the past years testing phases. On the other hand, the field of data usage and analytics has barely no limits and having constantly the right most updated tool to be exploited for data collection is fundamental. The data platform used in Herit-Data put in practice theories and methodologies and allows for a constant data hints production and updates, e.g. smart enriched data, moving the frontier barrier always further, computing / predicting reputation, and analysing people behavior. However, in order to keep expanding the use of data for deeper and more detailed tourism-related analysis, investments in data collection, advanced Artificial Intelligence / Explainable AI analytics and optimizations are fundamental, so to keep improving forecasts, brand-new and upcoming trends and other possible activities that have their roots in data analytics. Florence still needs many investments, not only to keep the pace, but to face the new post pandemic challenges and most of all to enhance its resilience in a stronger sustainable tourism optic.

Please clearly describe the cross-border/transnational relevance of the investment.

Being Florence pilot in an already advanced state, thanks also to the previous Herit-Data experience, the investment received for the pilot is relevant in terms of transnationality in order to show that what was achieved before was just the beginning, and that the use of big-open-smart data is and will be key also in near and far future to anticipate and mitigate negative or unexpected unknown events, predict flows and virtuously orient them, improve the digital experiences and so on, all this to balance tourists presence with residents and improve also the livability of a city. Florence pilot could be therefore a lighthouse for those pilots approaching to tourism-related data analysis for the first time, or willing to improve the existing status, supporting their experience and working transnationally to similar or common solutions. At the same time Florence itself will benefit from other already optimized experiences, leveraging the existing management infrastructure

Please describe who is benefiting (e.g. partners, regions, end-users, etc.) from this investment, and in what way.

Florence territory thanks to the previous investments from the Interreg MED programme, has developed a deep synergy between not only pilot-related partners and also stakeholders from the territory, following the model of the quadruple helix. The success case of the cooperation among policy makers and public administrations, university and private companies but also the civil society, i.e. the so called quadruple helix of innovation, was testified by the results achieved within "FeelFlorence" App and Florence pilot good practice was published in several documents/catalogues /etc. or brought as virtuous example in international events. Florence pilot aims to reinforce this legacy by improving the App functions, the data and forecasts available and increasing engage of App end-users thanks to the more and more use of smart data and the consequent cooperation /contribution of the App users. Beneficiaries will be many, among which the Municipality of Florence, the Metropolitan City of Florence, the Region, but most of all end users such the tourists and the citizens.

Finally, considering that the investment will take into account the "15 minutes City index", as a consequence it'll have an impact on many Sustainable Development Goals (3-7-11-12 et al.), so in the end the overall community/ies will be the most relevant beneficiary of the very same investment.

In the case of pilot investment, please clarify which problem it tackles, which findings you expect from it, how it can be replicated, and how the experience coming from it will be used for the benefit of the programme area.

The investment keeps working on the Unesco area of the City of Florence (5km2 area), owned by the Municipality of Florence which is Associated Partner in the present as in the previous call. Specifically, the investment tackles sustainable tourism and the overflows/crowding issue. Being Florence a city of art with peaks of more than 15 million visitors per year (outside pandemic times, of course), it's clear how this huge amount of flows needs to be oriented and redistributed to be well managed. A new complementary issue is also being able to predict and avoid "jams", in order to support and improve the visiting experience. Providing such information requires many types of data, tools and elaboration which is what is expected to be obtained, thanks to the previous Herit-Data project platform developed, which can transform all of the above in meaningful information.

The Florence experience can be easily replicated, thanks to its nature, by any other city/area/site that has access to tourism-related data and by exploiting an existing data platform able to transform them, as said above, in meaningful information, e.g. graphs, charts, tables and so on, thus supporting the interaction among different local/regional stakeholders and tourists, and therefore the development of quadruple helix models, and the fostering of public-private partnerships. The program area will benefit from all of the above thanks to a higher replicability, allowing anyone to make their own the project outcomes.

Location of the physical investment	
Country	Italia (IT)
NUTS 2	Toscana (IT11)
NUTS 3	Firenze (IT114)
Street House number, Postal code, City	UNESCO area in Florence (city center)&surroundings N/A, 50100, Florence

Risk associated with the investment

Describe the risk associated with the investment, go/no-go decisions, etc. (if any).

No foreseeable risks at the moment, and if one thing pandemic taught us is to be ready. Every step of the investment will contemplate a plan B, so to avoid any kind of stop or slowdown.

Investment documentation

Please list all technical requirements and permissions (e.g., building permits) required for the investment according to the respective national legislation and confirm they are available or will be by the project start. An ad-hoc declaration will have to be provided by each concerned partner in the pre-contracting phase

The agreement with the Associated Partner is providing support and permissions to the installation of the Thermal Cameras and PAX counters. We do not foreseen any additional requirements in terms of permissions. The data management will be performed exploiting the Snap4City platform which is GDPR compliant, passed PENTest and it is also installed in several locations and in ISPRA JRC of EC for the SOC management.

For investments in infrastructure with an expected lifespan of at least five years, please indicate whether an assessment of expected impacts of climate change has been carried out. Should it be necessary, you must be ready to submit this documentation to the relevant programme body/ies.

No measurable impact on climate change is expected by this action.

The action can impact in terms of suggestion and tools which can help reaching some SDG:

8) Decent work and economic growth: Snap4City can contribute to the economic growth since it will provoke a strong push in the direction of smart and digital of the public administration. In addition, SME and Operators will be pushed to follow the paths opening the market for smart applications and data economy in the two regions. This will pose the basis of the digital extension in the whole country.

9) Industry, innovation and infrastructure: Snap4City solution will be a new and relevant digital infrastructure for data economy, leveraging SME and Operators will be pushed to follow the paths opening the market for smart applications and data economy in the two regions. This will pose the basis of the digital extension in the whole country. Industries would be pushed in providing data and would benefit in obtaining data back to better understand the territory, the resources and the trends.

11) Sustainable Cities and Communities. Snap4City can help the city and communities adopting to become sustainable on the basis of the data and service economy.

16) Peace, justice and strong institutions. Snap4City platform is pushing in the direction of providing the service of the institutions supporting them with data driven decision-making processes. This approach can be followed in multiple domains: tourism, mobility, lighting, waste, parking, etc.

17) Partnership for the goals. Snap4City platform can be used to facilitate effective public, public-private and civil society partnerships contributing to improvement and assessment of capacity-building, measurements of progress on sustainable development, developing high quality services, and thus providing timely and reliable data and aggregated data.

Ownership

Who owns the site where the investment is located?

Municipality of Florence

Who will retain ownership of the investment at the end of the project?

UNIFI and FRI will retain ownership of the investment for a period of five years after the project, according to the Programme rules. After this predefined timeframe, the Municipality of Florence and the University of Florence will retain the ownership of the investment, while expressing their willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

Who will take care of the maintenance of the investment? How will this be done?

DisitLab - All the technical infrastructure (cameras, equipment, and the platform) will be managed and maintained by the DISIT Lab of the University of Florence in its own data center also after the project end according to EC rules.

Investment 2.3

Title

Valencia port and city pilot

Expected delivery period

Period 5, 25 - 30

Justification (description)

Please explain why this investment is needed.

The main objective is to analyze and manage the cruise tourists flows in Valencia through IoTs and the development of AI algorithms capable to predict tourist flows, to provide nudging information to tourists and simulate "what-if" situations. New technologies will be explored to enable the monitorization of the visit experience of cruise passengers. The pilot will leverage the data gathered from sensors installed in Herit-Data project, with complementary sensors installed within this project and relevant information from other data sources, to develop intelligent algorithms capable to predict metrics, simulate situations and to produce nudging information to influence the cruise tourist's decision-making.

Currently, the port of Valencia has only 1 sensor capable of detecting tourists disembarking from cruise ships, but to adequately cover all the areas, 3 additional sensors will be necessary. On several occasions, more cruise ships call at the port simultaneously, and if not all passengers are detected, the information of tourist flows in the city will be incomplete to develop the AI models. In addition it is necessary to detect the formation of queues at the entrances of some tourist sites, so that cruise tourists can be informed of climate-extreme situations and modify their visit plan in time. To do so, thermal cameras might be used, measuring also body temperature. This can also be relevant in extreme temperature conditions, like during summer. Focusing on crowded areas, it is also crucial looking at the quality of preservation of heritage buildings as well as safeguard the right to rest of residents. Ensuring a positive cultural-social impact of cruise tourism and upgrading a good perception by the inhabitants are critical issues for sustainability. Temperature, humidity, luminosity, CO2 and noise sensors will complete the monitoring equipment and will be installed in two sensitive locations of the city of Valencia.

Please clearly describe the cross-border/transnational relevance of the investment.

The city of Valencia is an undeniable tourist draw: more than two million people visited the city in 2019 before the outbreak of COVID. Likewise, the interest from cruise passengers has also grown in the past years, arriving at the Port of Valencia a total of more than 435,000 passengers in 2019. In 2022, a notable increase of these figures is expected for both, general visitors, and cruise passengers. The Med cities all face similar challenges in terms of sustainable tourism, therefore the Spanish partners, Fundaci3n Valenciaport and FSMLR will benefit from the cooperation with the countries involved in the consortium by sharing knowledge with the partners and creating synergies on the methodology of the project.

Please describe who is benefiting (e.g. partners, regions, end-users, etc.) from this investment, and in what way.

The development of this pilot will provide several benefits to many parties:

1. The Port Authority of Valencia will leverage the information generated from this pilot (e.g. predictions on disembarking passengers) to support the decision-making in the cruise port call organization (berthing quay selection, shuttles, security, etc.)
2. The pilot aims to maximize the satisfaction of cruise passengers in their visit in Valencia which, in turn, is a clear benefit as well for the cruise shipping agencies, tourist operators and the city itself. The cruise passengers, as end-user, will optimize their visit time maximizing their visit's experience.
3. Relevant public authorities (Municipality of Valencia and Provincial Council) will obtain information on the busiest points in the city, to determine the time slots with the highest levels of affluence and to determine which areas are most visited by tourists. This will allow the creation of new tourism-related policies.
4. If flows of cruise tourists are well balanced, potential massification will be avoided which favors the coexistence and mobility of residents.
5. Partners involved in the pilot will feed on the knowledge acquired through data sources to predict metrics and generate knowledge that will result in an improvement of the decision-making process that make cruise tourism more sustainable.

In the case of pilot investment, please clarify which problem it tackles, which findings you expect from it, how it can be replicated, and how the experience coming from it will be used for the benefit of the programme area.

Tourism in the city of Valencia is experiencing a constant growth. The aim of this pilot project is to avoid occasional overtourism events in certain tourist sites in the city, especially those that may be caused by the simultaneous arrival of large cruise ships in the port of Valencia, i.e. an injection of several thousands of visitors to the city in a short period of time (from 6 to 8 hours), most of them heading to the same tourist sites. In this context, sites and buildings could exceed their carrying capacities affecting its conservation. In addition, the influence of tourists can interfere with the non-tourist activities, generating nuisances due to occupancy or noise.

The findings expected from the investment is related to improving the decision making process regarding flow management for a better cruise tourism sustainability, minimizing negative environmental, cultural and social impacts, favoring preventive conservation of historic centers and uplifting residents' positive perceptions and attitudes.

In the same way, there are several Med cruise destinations facing similar problems that will benefit from knowledge generated in this pilot while implementing similar solutions, and vice-versa.

Location of the physical investment	
Country	España (ES)
NUTS 2	Comunitat Valenciana (ES52)
NUTS 3	Valencia/València (ES523)
Street House number, Postal code, City	3 Port Spots & 2 Cultural Heritage buildings N/A, 46024 /46003 /46001 , Valencia

Risk associated with the investment

Describe the risk associated with the investment, go/no-go decisions, etc. (if any).

No risks are foreseen.

Investment documentation

Please list all technical requirements and permissions (e.g., building permits) required for the investment according to the respective national legislation and confirm they are available or will be by the project start. An ad-hoc declaration will have to be provided by each concerned partner in the pre-contracting phase

The availability of power supply in the installation locations is the only technical requirement necessary. As already explored in Herit Data project, this requirement has not been a major challenge in the installation.

For investments in infrastructure with an expected lifespan of at least five years, please indicate whether an assessment of expected impacts of climate change has been carried out. Should it be necessary, you must be ready to submit this documentation to the relevant programme body/ies.

No investment in infrastructure is necessary.

Ownership

Who owns the site where the investment is located?

The site where the equipment will be installed is owned by the Port Authority of Valencia for the PAX sensors. Since the location of thermal cameras are still to be selected, the owner of the sites is still unknown.

For the installation of sensors in heritage buildings, the owners are: Consulate of La Lonja (Chamber of Commerce) and Bishopric of Valencia.

Who will retain ownership of the investment at the end of the project?

Fundación Valenciaport and FSMLR will retain the ownership of the software developed and the equipment installed in this pilot, , while expressing their willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

Who will take care of the maintenance of the investment? How will this be done?

The maintenance will be covered by Fundación Valenciaport and FSMLR .

Investment 2.4

Title

Limassol port pilot

Expected delivery period

Period 5, 25 - 30

Justification (description)

Please explain why this investment is needed.

There is an urgent need in the provided pilot area of the Cypriot port of Limassol in order to address the phenomenon of large flows of tourists moving in the port area. A proper planning of tourism development at both local and national level is mandatory and it should include strategies and methods for prevention, early detection/warning and resolution, possible in real time, of any negative effect at all levels in respect to tourism activities. Such action, whether they are preventive or in real time, will reverberate on the economy, environment and society. The just mentioned actions will maximize the benefits for the territory, ensuring at the same time the sustainable development of each tourist destination, but for these to become reality it's necessary the development of customized solutions, just right as the one provided by the TOURISMO project. Limassol pilot will, in fact, study and analyze tourists flows within the port area, so to achieve the above mentioned results. The Limassol port has great potential, thanks to a weather-protected area, right in the middle of the coastline and close to all major tourist attractions, making it ideal for passengers on short visits; it is also located on the south coast of the island and is sheltered by breakwaters. Anyway, the lack of data and their correct exploitation make the management of flows an issue both in terms of crowding and promotion. The competitiveness of the area's tourism industry depends more and more on its ability to generate and manage knowledge and innovation, so to better visitors' experiences. Real-time accessibility to products and services is fundamental to create competitive advantage and the pilot test can help in getting a feedback from key stakeholders, reduce costs and improve efficiency. The analysis of time variables correlating touristic flow, identification of congested areas and monitoring of port infrastructure will be pillars in identifying potential problems and solutions.

Please clearly describe the cross-border/transnational relevance of the investment.

The Project strives to encourage regional and local actors to evaluate tourism consumption patterns and to view in heritage communication a tool to pursue further sustainable growth in cultural tourism, also by taking into account the experiences of other pilots. The explicit exchange, sharing and transfer of policy experiences, knowledge and best practices, gained in the different regions of Europe, will contribute to diffuse among Partners and Partners-related-organizations successful experiences. Side by side with suggestions on how to speed up the process and mainly what to avoid in terms of making the same mistakes or reinventing the wheel. Moreover, the simultaneous presence in the project of similar location, environmentally/territorially conformation speaking, will enhance the potential transferability process, benefitting all parties (e.g. 3 port areas are present in the project).

Please describe who is benefiting (e.g. partners, regions, end-users, etc.) from this investment, and in what way.

Implementing pilot actions will unite economic operators, policy makers, local and regional authorities, experts and educators in embracing benefits of natural and cultural heritage in a sustainable and environmentally responsible way.

In the case of pilot investment, please clarify which problem it tackles, which findings you expect from it, how it can be replicated, and how the experience coming from it will be used for the benefit of the programme area.

Port tourism has been a growing asset and concern at the very same time since many years, due to the fact that these areas are often overwhelmed by the massive amount of tourists descending from cruises. The just mentioned phenomenon can lead to a number of cascade problems, among which:

- Lack of available spaces and overcrowding. There simply isn't enough space in most ports for all of the tourists, this can lead to overcrowding which can be even dangerous and cause accidents, not to mention that it can also lead to environmental issues in respect to garbage, wastes and sewage.
- Lack of resources. Having so many people in one single place, i.e. the port, its the resources can be quickly depleted and this includes things like food, water, taxi, buses and toiletries.
- Security concerns. The presence of long queues at the passport control counters can lead to even longer delays with the potential consequence of missing connections to other touristic attractions and this can be really frustrating for visitors and impacting negatively on the area's reputation.

The testing will allow to acquire new data and pair them with old ones too, so to start elaborating new monitoring features, but most of all new solutions for the management of flows. The use of new methods and tools, such as the thermal cameras or instance, will improve security, efficiency and safety, making such solutions an essential part of any port's operation and not only in Cyprus, so benefitting all the program area.

Location of the physical investment	
Country	Kýpros (CY)
NUTS 2	Kýpros (CY00)

Location of the physical investment	
NUTS 3	Kýpros (CY000)
Street House number, Postal code, City	Limassol, Port Area N/A, N/A, Limassol

Risk associated with the investment

Describe the risk associated with the investment, go/no-go decisions, etc. (if any).

No foreseeable risks at the moment.

Investment documentation

Please list all technical requirements and permissions (e.g., building permits) required for the investment according to the respective national legislation and confirm they are available or will be by the project start. An ad-hoc declaration will have to be provided by each concerned partner in the pre-contracting phase

Limassol Port Authority and Municipality of Limassol, who are the owners of the pilot location in which the thermal cameras will be installed, have cooperated multiple times with ANELEM and will be fully engaged in TOURISMO from the start of the project. Any additional requirements in terms of permissions aren't foreseen

For investments in infrastructure with an expected lifespan of at least five years, please indicate whether an assessment of expected impacts of climate change has been carried out. Should it be necessary, you must be ready to submit this documentation to the relevant programme body/ies.

N/A

Ownership

Who owns the site where the investment is located?

Port Authority of Limassol

Who will retain ownership of the investment at the end of the project?

ANELEM will retain the ownership of the investment for a period of five years after the project, according to the Programme rules. After this predefined timeframe, the Limassol Port Authority and Municipality of Limassol will retain the ownership of the investment, while expressing their willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

Who will take care of the maintenance of the investment? How will this be done?

Thermal cameras and platform will be managed and maintained by Limassol Port Authority and Municipality of Limassol according to EC rules.

Investment 2.5

Title

City of Varna pilot

Expected delivery period

Period 5, 25 - 30

Justification (description)

Please explain why this investment is needed.

Varna is the sea capital of Bulgaria, where every summer, and in the last few years every season, huge flows of tourists get concentrated. The lack of sufficient signposts for tourist attractions and a missing city's cultural calendar, as well as lack of information about guided tours, parking spaces restrictions, places for organizing outdoor exhibitions and festival events without interfering with people flows, as well as restrictions on free city internet are only part of the problems that guests and visitors to the city have to face. The investment will be key to solve all these problems and trigger a short-medium-long term innovation process in respect to tourists management and monitoring. Such improvements could make Varna a city with improved liveability and a better tourism experience, thus making it a good practice to be exported to other places with similar issues. The specific pilot's objectives refer to drone's monitoring and data collection in respect to people/tourist-flow in Varna, with the aim to help local authorities and other interested stakeholders to:

- place advertising information signs and billboards in order to orient tourists so for them to better live the city and the summer resorts around Varna;
- highlight suitable locations for organizing processions, carnivals, book alley and other attractors;
- organize guided tours at appropriate times avoiding crowding;
- have potential interactions with mobile operators in respect to cell loads, especially for the Internet, placement of free access points for the Internet itself and concentration assessment of capacities in time ranges;
- facilitate tourists and municipal enterprises with an analysis of the data workload by hours, so to offer the possibility to better use the available parking lots, avoiding traffic and the lack of parking spaces at certain times.

Please clearly describe the cross-border/transnational relevance of the investment.

The cross-border/transnational importance of the investment is related to the membership of the Republic of Bulgaria in the European Union and the interest of people from other European countries to visit and get to know the cultural and historical heritage of the country, the people and their traditions, cuisine, lifestyle etc. Moreover, the country's access to the Black Sea coast and the possibility of sea, spa and balneotherapy tourism is a fundamental reason for many visitors from European countries with a colder climate such as Poland, Finland, Sweden, Denmark, Ireland, etc., to prefer Bulgarian seaside resorts and cities for their vacations. The investment will possibly boost up the area promotion and most importantly allow for a virtuous management that could be replicated in other similar locations.

Please describe who is benefiting (e.g. partners, regions, end-users, etc.) from this investment, and in what way.

The City Region Odessos, which is the central municipal region, is the main beneficiary of the investment. The municipal officers could use the collected and analyzed data for a better management of the urban municipal territory, including exploiting alleys, green areas and playgrounds when organizing public events for the city cultural calendar. The improvements will also allow for the introduction of maintenance measures for existing parking lots or the development of new ones, exploring the approach of green/blue zones, building new parking plots, etc. The municipal officers could also take better decisions when organizing the installation of billboards and other tables/signs on the city territory, especially when those are related to tourist attractions or cultural routes. Other beneficiaries will be the civil organizations (NGOS) of tourist guides and their members who could plan better city guided tours in order to avoid the most crowded areas, but not only. For example, also organizers of public cultural events like open air exhibitions, books' fairs, international dancing festivals etc. could benefit from the pilot investments. They need to book venues for their events that cross the walking route of guests and visitors to the city, being located between the accommodation /hotels, the main tourist attractions, and the Sea Garden/ the beach. The pilot could help event organizers to find the best locations for their events with less impact on the already crowded areas.

In the case of pilot investment, please clarify which problem it tackles, which findings you expect from it, how it can be replicated, and how the experience coming from it will be used for the benefit of the programme area.

The collection and processing of data on flows of tourists in key locations of the city will contribute to the analysis of the overall scenario, easing the implementation of measures and decisions by the relevant authorities, to support the further implementation of new solutions and solve emerging problems as a result of increased tourist flow, especially during the summer season, but also trying to maintain "untouched" the everyday life of citizens who are often impacted by such flows.

The following approaches will be used:

- Observation of key city locations with the most relevant flows during the days of the week and at the weekend, to identify suitable location for monitoring and data collection.
- Identification of the main indicators.
- Drone's monitoring and assessment of people's flows for at least three key point at specific times and days mainly, but not exclusively, during the three tourist' crowded months of the year (June, July and August).
- Processing and analysis of collected data and images to provide summary report with key finding considering the indicators and problems areas.
- Presenting the findings and results of the pilots to interested stakeholders i.e. municipal/state officials, NGOs, events' organizers, local population, media,

As mentioned in the last bullet point, some of the solutions that the local authorities in Bulgaria will propose and implement can be re-designed as good practices for solving similar problems in other European cities with similar tourism attractions and flows, thanks to the use of a common open platform that analyzes data and shapes them in useful information for the end-users (Municipality, tourist guides, organizers of events, et al.), supporting the decision-making process.

Location of the physical investment

Country

Bulgaria (BG)

Location of the physical investment	
NUTS 2	Severoiztochen (BG33)
NUTS 3	Varna (BG331)
Street House number, Postal code, City	Pedestrian areas of the city center N/A, 9000, Varna

Risk associated with the investment

Describe the risk associated with the investment, go/no-go decisions, etc. (if any).

For the moment we did not see any risks for collection of data with a drone and their utilization for project purposes.

Investment documentation

Please list all technical requirements and permissions (e.g., building permits) required for the investment according to the respective national legislation and confirm they are available or will be by the project start. An ad-hoc declaration will have to be provided by each concerned partner in the pre-contracting phase

The investment doesn't refer to an infrastructure investment or to the building of new sites. The requirements are unofficials ones, in the form of studies/data/other that will explain how the investment will help in taking better decisions the local officials when planning, developing or maintaining existing or new infrastructure of various types.

For investments in infrastructure with an expected lifespan of at least five years, please indicate whether an assessment of expected impacts of climate change has been carried out. Should it be necessary, you must be ready to submit this documentation to the relevant programme body/ies.

An assessment of expected impacts of climate change could be carried out depending to the problem areas identified and the proposed solutions for their overcoming.

Ownership

Who owns the site where the investment is located?

The sites where the pilot will take place are property of the Varna Municipality and government properties (the beach/coastal areas and the sea garden). The City Region Odessos is a central region within the structure of Varna Municipality. It is responsible for maintenance and development of over 7100 dka of the municipal territory, including the city center's areas where the pilots will be carried out.

Who will retain ownership of the investment at the end of the project?

Bulgarian partner Varna Economic Development Agency will retain the ownership of the results of the pilots in the country, while expressing its willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

Who will take care of the maintenance of the investment? How will this be done?

Bulgarian partner Varna Economic Development Agency will take care of the maintenance of the results of the pilots in the country.

Investment 2.6

Title

Island of Biševo pilot

Expected delivery period

Period 5, 25 - 30

Justification (description)

Please explain why this investment is needed.

Following the world trends that over the years have shifted towards the principles of sustainable tourism, the aim of Island of Biševo pilot is to achieve a higher level of responsibility and balance in managing natural resources (specifically the Blue Cave). Croatian Split Dalmatia region is registering tourist records each year and therefore a call-for-action is needed to preserve its natural, social and economic assets. The aim of the investment is to increase sustainability of the pilot area, using new technologies to acquire accurate data and transform them into information to be used at managerial level thanks to the project platform (i.e. the already existing HERITDATA platform) and tools to which such information could be redirected/used by. E.g. the implementation of new digital data technologies will allow to have data related to the number of Blue Cave visitors during the busiest months of the year, also on a day by day basis and at the same time a clearer picture on the flow of vessels anchoring in the nearby bay. Following the implementation of the solutions, it could be possible to redirect vessels to alternative service providers instead of letting them wait and jam the Blue Cave access. This would also encourage and support authorities in identifying new ways to address and manage that type of uncontrolled nautical tourism, as per some of the expected results of the project, and also strengthen Smart Specialization Strategies, promoting advanced technology solutions and the cooperation among public/private stakeholders in the tourism sector. The investment is fundamental to implement tools for data collection, and for them to be transformed into set of indicators, predictions, et al., useful at managerial level to customize the quality of tourist offers and at the same time to consider social and environmental impacts, addressing the needs of visitors, industry and local community and improve the management of the site and the tourism experience.

Please clearly describe the cross-border/transnational relevance of the investment.

Croatia is rich in natural beauties and as such is looking into positioning itself as one of the leaders in preserving those resources for the generations to come, promoting them at the same time to offer such beauties to tourists. This project is a relevant step that can serve as a motivational factor for other Croatian cities, but also other cities from other countries in using data to solve tourism issues and transform (bettering) the tourism experience for the visitors. Moreover, the investment would contribute extensively in forming liaison with international partners and in future cooperation in a comprehensive effort when it comes to applying the principles of sustainable tourism.

Please describe who is benefiting (e.g. partners, regions, end-users, etc.) from this investment, and in what way.

Benefits from this investment will be plenty and there will be an entire chain of beneficiaries. To begin with, local stakeholders involved, such as Nautical Center Komiža, Local Tourist Board, Local Authorities, will be given means, methods, and equipment to perform more quality and controlled destination management. The City of Komiža together with the Tourist Board of the City of Komiža and Nautical Center Komiža recently opened the Blue Cave Visitor Center – Biševo in order to offer additional activities besides the popular visit to the Blue Cave. The Center includes multipurpose spaces for interpretation and presentation of the island and Vis archipelago natural heritage, office space for volunteers, a research center, and a restaurant. Therefore this building aims to become the central point of tourist activity. To accomplish that, people need to be redirected from long queues under the sun to the Center by suggesting to them some special offers such as “happy hour” and/or other activities supported thanks to project tools, analysis and end-users available information. By knowing the exact number of people on a day by day basis and if possible also hour by hour, the owners of local attractions would also be able to plan better activities in advance in order for everyone to have access to the chosen attraction. Furthermore, end-users would be great beneficiaries of project outcomes: thanks to the work done on the project platform and on data analysis and the consequent actions taken, they will be able to have a better experience and higher value for their investment and time spent in the area. A special focus will be on port and Blu Cave entrances/access, which need to be adequately arranged in periods of increased number of visits. The owners of the Nautical Center will have new information and data to work on too and to improve the site, and would get a clearer perception of the issues arising with visitors in the whole area during the day.

In the case of pilot investment, please clarify which problem it tackles, which findings you expect from it, how it can be replicated, and how the experience coming from it will be used for the benefit of the programme area.

Mass, uncontrolled, unlimited tourism has been a leading problem inside the tourism sector for years. This project would be an incredibly valuable contribution into evidence-based management of the touristic destination. Digitalization of the tourist flow will help us improve management of the area, helping authorities to improve planning and creation of Smart Specialization strategies, strengthen cooperation between stakeholders in the tourism sector, considering the environmental, ecological, and social dimension in their activities. The expected data and their elaboration, side by side with the support to the decision making process will allow to interact with tourists and guide them toward more sustainable behaviors. It is also very important to take into consideration that the testing will be conducted on a very peculiar kind of “on the water tourism”, which at the same time is widespread all around Europe, allowing a relevant degree of transferability and impact throughout the programme area. Transferability will be favored also in light of the solutions designing, which in the case of on the water tourism is quite “constrained” in terms of data and tool in every location.

Location of the physical investment	
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Splitsko-dalmatinska županija (HR035)

Location of the physical investment	
Street House number, Postal code, City	Island of Biševo - Blue Cave N/A, 21485, Komiža - Island of Biševo

Risk associated with the investment

Describe the risk associated with the investment, go/no-go decisions, etc. (if any).

Given the location (Blu Cave), potential challenges for equipment installation due to atmospheric conditions and people flows can be considered as a risk. However, the situation will be thoroughly examined during the specification of the pilot, enabling appropriate decision making about the equipment, installation period etc. Moreover, the support of the owner of the pilot site, Nautical Center Komiža, which is an associated organisation of TOURISMO mitigates significantly likelihood and impact of the risk.

Investment documentation

Please list all technical requirements and permissions (e.g., building permits) required for the investment according to the respective national legislation and confirm they are available or will be by the project start. An ad-hoc declaration will have to be provided by each concerned partner in the pre-contracting phase

In order to execute the pilot in the selected area of the Vis archipelago and Biševo island (installation of the equipment) there is no need for building permissions. Permissions/consent for the installation of equipment would have to be obtained from the city of Komiža and Nautical center Komiža which are our associated partners in this project and are the final beneficiary of the project's result. Since both RERA SD Associated partners - Split-Dalmatia County and Nautical Center Komiža were included in the preparatory processes of the project, this issue was already discussed and all the necessary permissions could be obtained upon request.

For investments in infrastructure with an expected lifespan of at least five years, please indicate whether an assessment of expected impacts of climate change has been carried out. Should it be necessary, you must be ready to submit this documentation to the relevant programme body/ies.

No assessment of expected impacts of climate change has been carried out. This is open for further discussion between parties involved.

Ownership

Who owns the site where the investment is located?

The site owner is the City of Komiža, which has given a concession to the Nautical Center Komiža, now in control of the location.

Who will retain ownership of the investment at the end of the project?

RERA SD will retain ownership at the end of the project for 5 years period, upon which the city of Komiža will be the owners, , while expressing its willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

Who will take care of the maintenance of the investment? How will this be done?

Nautical Center Komiža – Department for Nautical Tourism - Organizational unit for Technical services and Maintenance will take care of the maintenance for the installed equipment.

Investment 2.7

Title

Golden Bay (Il-Bajja tal-Mixquqa) pilot

Expected delivery period

Period 5, 25 - 30

Justification (description)

Please explain why this investment is needed.

Available data suggests that key beaches in Malta are already frequented more than the average European ones, raising concern as to whether an aspired increase in visitors could be managed sustainably. Golden Bay is under particular stress; being a very sensitive biodiversity and tourism hot spot and a Natura 2000 site. Golden Bay saw an average of 3,350 visitors per day in an area of 16,000 m² in August 2019 (a density per sqm of 6.8 visitors per day, against an EU average of 4.8) . This regularly leads to packed beaches, full car parks, parking on verges, congested traffic, encroachment on protected vegetation, trampling, soil degradation & desertification, increased litter, noise, dust, and air pollution, all of which undermining biodiversity and deter wildlife, while reducing the quality of the visit.

MRDDf plans to valorise existing open and private data for the Majjistral Nature and History Park, for visitors and local businesses to understand the carrying capacity of the area, to improve the sustainable management of Golden Bay (Il-Bajja tal-Mixquqa), to identify the other activities & facilities offered & support data-driven decisions. These data-driven decisions will be designed to:

- 1.Establish occupancy forecasts, trends, peaks & bottoms of visitors over time to build models based on real historical data.
- 2.Allow automated visitor assessments of usage, provide real time head counts, identify peak hours, provide remote alarm activation and improved situational awareness from IoT sensors and via AI/GiS analysis for proactive management by local authorities and rangers while enabling visitors to find less crowded alternative destinations nearby.
- 3.Create new opportunities for the local tourism businesses, able to capture spontaneous demand as visitors change their plans and look for alternatives.
- 4.Integrate tourist capacity and flow management in management plans and policies for tourism development, plus train the rangers and various entities concerned.

Please clearly describe the cross-border/transnational relevance of the investment.

The project will help alleviate the pressures exerted by tourism economic activities on MED coastal natural heritage areas by enhancing the level of protection through a combination of self-regulation, MED-specific proven policy measures, and transnational cooperation mechanisms. By engaging in transnational cooperation, MRDDf can reach the expertise, critical mass and visibility necessary to establish a viable strategy to combine sustainable tourism development while protecting Mediterranean coastal natural heritage, increasing the benefits for all stakeholders including tourism operators, authorities and citizens involved. Partners will also benefit from the experience from what is being put in place in other countries, the development of results and datasets, cross-fertilisation of ideas, pilot or capitalisation knowledge sharing and policies. All this set of outputs will pave the way for a common approach across the MED basin.

Please describe who is benefiting (e.g. partners, regions, end-users, etc.) from this investment, and in what way.

Besides the threat to biodiversity, overcrowding is leading to poor visitor and resident experiences; and many of the tourism businesses and attractions lack ways to take advantage of the increased visitor numbers. Stakeholders also agree that improvements to visitor management and control mechanisms are required, and that additional volumes appear unsustainable without such controls. Stakeholders like the Environment and Resources Authority, Ambjent Malta, PARKS, Mellieha Local Council, Malta Tourism Authority and the Majjistral Nature and History Park would be the primary beneficiaries since they are tasked with maintaining various aspects of the beach and environs, for ecological reasons but especially for the tourist products. The second beneficiary would be the tourism operators in the area, and finally it's important to mention also the tourists, who are expected to have an improved quality experience during and mostly after the pilot implementation.

In the case of pilot investment, please clarify which problem it tackles, which findings you expect from it, how it can be replicated, and how the experience coming from it will be used for the benefit of the programme area.

Mass tourism can threaten the very uniqueness of heritage sites and needs to be managed in a way that will facilitate conviviality and bring economic dynamism to tourist sites, while actually protecting the natural and historical assets of the location. Knowledge of occupancy levels/rates and flows of visiting tourists via digitisation or 'smartification' of visitor management systems is key to the efficient management of tourism, especially for managers of overcrowded public (but not only) spaces. This effort intends to establish a baseline of tourist flows across the years in order to guide a carrying capacity assessment. This implies opportunities for the use of IoT technology not only for statistical site management, but also for real-time data tracking of visitor flows and movement patterns.

The immediate need is for a way to monitor 'real time' beach and car parking occupancy rates to help stakeholders manage overcrowding, direct visitors to alternatives, and preserve the coastal environment from being overwhelmed. MRDDf is proposing to capture data from IoT sensors at the beach and parks, and uploading this near 'real time' occupancy information onto a physical and online dashboard to help manage stakeholders' response and resources depending on the demand. The same live data' will be sent to a visitors' mobile app, to highlight where visitors' 'hot spots' are, and direct tourists to other less crowded beaches, as well as highlighting alternative nearby attractions. With access to historic and other type of data, such as weather reports, it will be possible to have forecasts related to visitor peaks and help the Park to anticipate and plan for these demands in advance.

Location of the physical investment	
Country	Malta (MT)
NUTS 2	Malta (MT00)
NUTS 3	Malta (MT001)
Street House number, Postal code, City	Ramla tal-Mixquqa (Golden Bay) N/A, N/A, Mellieha

Risk associated with the investment

Describe the risk associated with the investment, go/no-go decisions, etc. (if any).

There is no particular risk associated with this investment, besides the potential for vandalism or theft of the equipment. Insurance cover will be sought against 3rd party damage.

Investment documentation

Please list all technical requirements and permissions (e.g., building permits) required for the investment according to the respective national legislation and confirm they are available or will be by the project start. An ad-hoc declaration will have to be provided by each concerned partner in the pre-contracting phase

A certain number of nature permits will be required in order to undertake the testing pilot being it a NATURA 2000 site. This is a relatively quick and straightforward procedure and we don't envisage major issues with the proposals at hand. No development/control applications will be necessary since the interventions are minimal and on the external fringes of the beach.

For investments in infrastructure with an expected lifespan of at least five years, please indicate whether an assessment of expected impacts of climate change has been carried out. Should it be necessary, you must be ready to submit this documentation to the relevant programme body/ies.

N/A

Ownership

Who owns the site where the investment is located?

The Majjistral Nature and History Park is entirely publicly owned, and guardianship of the area object of the pilot was passed to the Heritage Parks Foundation (TOURISMO AO) in 2007. MRDDf has a very good working relationship with this park, moreover a previous Interreg MED project (INHERIT) already showcased a pilot in the same area.

Who will retain ownership of the investment at the end of the project?

MRDDf will retain ownership of the investment, and remains committed to maintain the equipment and portal, while expressing its willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

Who will take care of the maintenance of the investment? How will this be done?

MRDDf will retain the investment, and remains committed to maintain the equipment and portal for a period of five years after the project when possible.

Work package 3

Work package title

Exploitation, Sustainability and Scaling up of Project Results

Objectives

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

WP3 aims at communicating TOURISMO objectives and key findings to the target stakeholders through local workshops, facilitating further adoption of the tested solutions by developing use case scenarios and ensuring sustainability of the approach

Think about the communication objective that will contribute to the achievement of the specific objective. Communication objectives aim at changes in a target audience's behaviour, knowledge or belief.

Drafting of communication strategy, organization of awareness events to present key results in port cities, organizing a conference, participation in external & Programme events and securing long-term viability of the network which will set out a sustainable way forward for the solutions piloted during the project. Target Audience: Public authorities and DMOs, Incubation programs for solution providers and financial incentives for traditional tourism SMEs.

Activities

Activity 3.1	
Title	TOURISMO Communication, Exploitation & Transferability Strategy
Start period	Period 1, 1 - 6
End period	Period 6, 31 - 33

Activity 3.1	
Description	Within A.3.1 the partners will elaborate their communication, exploitation, and transferability strategy, including the objectives, the target groups, the KPIs, the channels for communication and all other aspects. Actions will be considered to exploit the synergies with other projects and enhance project visibility. This activity also foresees the organisation info days per pilot area and the final conference of the project to be held in MT, as well as the participation of PPs in external events to maximize the impact and visibility of the project.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 3.1			
Running number	Deliverable title	Description	Delivery period
D.3.1.1	Communication, Exploitation and Transferability Plan	Design Activities, definition of targets for each activity and KPIs for the measurement of the effectiveness of the actions.	Period 1, 1 - 6
D.3.1.2	Info Days per pilot area	Information days hosted per pilot site to general public, to disseminate the project objectives and activities.	Period 5, 25 - 30
D.3.1.3	EU mainstreaming conference	Final conference to be held with the aim to mainstream project objectives and results at Mediterranean and European Level, diffusing project results and seeking sustainability and cooperation in other areas	Period 5, 25 - 30
D.3.1.4	Participation in external events	Participation to external to the project events to create and exploit synergies and enlarge the visibility of the project.	Period 6, 31 - 33

Activity 3.2	
Title	Ensuring Sustainability and Scaling Up of the Solution
Start period	Period 5, 25 - 30
End period	Period 6, 31 - 33

Activity 3.2	
Description	A.3.2 is dedicated to tasks ensuring the sustainability of the solutions tested at partners' settlements by creating the framework for upscaling the solutions in the pilot areas (ie additional datasets and functions, application to more areas /points of interest, additional features for tourists, local SMEs, citizens and other ecosystem stakeholders. Moreover, A.3.2 will result in the creation of a supportive mechanism for the easier adoption of the solutions, both in the target areas and beyond from targeted stakeholders, i.e. public authorities and DMOs, solution providers and traditional tourism SMEs.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 3.2			
Running number	Deliverable title	Description	Delivery period
D.3.2.1	Plan for the upscaling of the solutions in the project areas	Sustainability of project actions after project end, plan to apply the solutions at a larger scale and on more touristic areas in each participant country	Period 6 , 31 - 33
D.3.2.2	Design of Incentives to support the adaptation and application of the solutions	The partnership will design appropriate incentives to support direct or indirect adoption from the three main groups of stakeholders identified, designing incentives such as pre-commercial public procurement	Period 6 , 31 - 33

Activity 3.3	
Title	Use case scenaria and diffusion of project's results
Start period	Period 3, 13 - 18
End period	Period 5, 25 - 30

Activity 3.3	
Description	In A.3.3, partners will conceptualize use cases deriving from TOURISMO pilots, as well as the initial design, and work on specifying scenarios for new business opportunities based on TOURISMO results, both in the pilot areas and beyond. These use cases will be validated, enriched and diffused through engagement workshops with public and private actors to support the exploitation of opportunities deriving from TOURISMO outcomes for the local economic stakeholders, namely public authorities and DMOs, solution providers and traditional tourism SMEs.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 3.3			
Running number	Deliverable title	Description	Delivery period
D.3.3.1	Use case scenarios for pilot outputs exploitation	Partners elaborate scenarios on how data collected by the solution tested can be utilized as business opportunities for the local stakeholders.	Period 5 , 25 - 30
D.3.3.2	Local engagement workshops with public authorities and DMOs	Dialogue with public authorities and DMOs to validate scenarios and explore additional use cases. Introduction of incentives designed for the specific group of stakeholders.	Period 5 , 25 - 30
D.3.3.3	Local engagement workshops with Tech providers	Dialogue with technology providers to validate scenarios and explore additional use cases. Introduction of incentives designed for the specific group of stakeholders.	Period 5 , 25 - 30
D.3.3.4	Local engagement workshops with Tourism SMEs	Dialogue with traditional tourism SMEs to validate scenarios and explore additional use cases. Introduction of incentives designed for the specific group of stakeholders.	Period 5 , 25 - 30

Activity 3.4	
Title	Facilitating the replication of the project results to other MED territories
Start period	Period 5, 25 - 30

Activity 3.4	
End period	Period 5, 25 - 30
Description	Handbook is designed to be a transnational directive for Med tourism local & regional communities, integrating methodological steps, lessons learnt, best practices applied, use case scenaria and business opportunities arising from the solution, through concrete steps for replication and considerations according to area typologies. It will act as a roadmap for decision makers, integrating actions at the local, regional, and national-level plans covering economic, institutional, and other aspects.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 3.4			
Running number	Deliverable title	Description	Delivery period
D.3.4.1	Handbook for Replication of Project Solution	Revision of methodology used, lessons learnt and best practices applied, use case scenaria, adjustments needed for application according to the area etc.	Period 5 , 25 - 30

Activity 3.5	
Title	Coordination with Thematic Community Projects
Start period	Period 1, 1 - 6
End period	Period 6, 31 - 33
Description	Activity dedicated to the compulsory actions foreseen in cooperation with the TCP and governance projects. The activity foresees the participation in 2 F2F meetings and 1 joint event, 1 project video, preparation of training material for the EUROMED academy and other thematic developments envisaged.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 3.5			
Running number	Deliverable title	Description	Delivery period
D.3.5.1	Report on Activities implemented	One collective report on activities implemented and outcomes produced will be synthesized and delivered to the programme by the project end.	Period 6 , 31 - 33

Activity 3.6	
Title	Monitoring carbon footprint
Start period	Period 1, 1 - 6
End period	Period 6, 31 - 33
Description	Dedicated activity to calculate the carbon footprint of the project activities during the whole project duration.
Partner(s) involved	ANELEM, FRI, FSMLR, FV, KiNNO, MRDDF, READ SA, RERA SD, UNIFI, VEDA

Deliverables 3.6			
Running number	Deliverable title	Description	Delivery period
D.3.6.1	Calculation of project carbon footprint	Application of the Programme Methodology to assess the project activities carbon footprint and proof of carbon offsetting if relevant.	Period 6 , 31 - 33

Outputs

Output 3.1	
Output Title	Cooperating at local and transnational level to enable the management of tourism flows and adaptation solutions in EuroMed Cities
Programme Output Indicator	11087: Organisations cooperating across borders
Measurement Unit	Organisation
Target Value	26.00
Delivery period	Period 6, 31 - 33

Output 3.1

Output Description

We foresee the direct cooperation of the 10 TOURISMO partners plus 16 AOs, cooperating actively in TOURISMO project across borders & increasing their institutional capacity in the thematic field of the project. Indirectly, at least 247 organizations receiving results in TOURISMO transferring, mainstreaming & dissemination activities. In detail: 42 organisations active in the 5 local pilot areas, 105 participants in local engagement workshops & 100 in conference, participating in WP3 activities

Investments

C.5 Project Results

What do you expect to change because of the activities you plan to implement and the outputs you plan to deliver? Please take a look at the programme result indicators and select those that you will contribute to.

Result 1	
Programme result indicator	11104: Solutions taken up or up-scaled by organisations
Measurement unit	Applied solution
Baseline	0.00
Target value	7.00
Delivery period	Period 5, 25 - 30
Result description	TOURISMO will pilot and scale up seven physical pilots that will deploy and uptake different solutions for the management of tourism flow in Rhodes, Florence, Valencia, Limassol, Varna, Malta and the Island of Biševo. Solutions have been selected to address over tourism challenges such as: improvement of data collection, management, and sharing in the field of sustainable tourism, effective change in tourism practices promoting destinations sustainability and “responsible tourism” practices establishment of knowledge networks focused on both enabling knowledge transfer in the area of data collection and tourism research and sustainable recovery of the tourism sector in the aftermath of the COVID-19 crisis. The Project will further test new solutions to monitor and manage tourists flows, exploiting the foundations laid by its predecessor HERIT-DATA, and keep boosting innovation through open-big-smart data, and techniques such as influencer marketing, sentiment analysis, etc.

Result 2	
Programme result indicator	11PSI: PSI1 - Organisations with increased institutional capacity due to their participation in cooperation activities across borders
Measurement unit	Organisation
Baseline	0.00
Target value	26.00

Result 2	
Delivery period	Period 6, 31 - 33
Result description	We anticipate tourism actors to be engaged in all stages of the project, from inception to dissemination. We foresee direct cooperation of the 10 Project Partners plus 16 associated organizations to actively collaborate for TOURISMO activities across borders & increase their institutional capacity in sustainable tourism. Indirectly, at least 247 organizations receiving results in TOURISMO transferring, mainstreaming & dissemination activities. In detail: 42 organisations active in the 7 local ecosystems, 105 (15 participants *7 local events) in local engagement workshops plus 100 in the final conference

C.6 Project Time Plan

	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
WP1 Design and Setup of Solutions' Deployment						
A1.1 Analysis of touristic habits and to...	D1.1.1					
A1.2 Revision and Enrichment of HERIT-DA...	D1.2.1					
A1.3 Fine tuning of complementary datae...						
A1.4 Fine tuning of HERIT-DATA platform						
A1.5 Specification of pilot actions	D1.5.1 D1.5.2 D1.5.3 D1.5.4 D1.5.5 D1.5.6 D1.5.7 D1.5.8					
11087		O1.1				
WP2 Implementation and Evaluation of pilot i...						
A2.1 Pilots on Tourism Flows' monitoring...	D2.1.1 D2.1.2 D2.1.3 D2.1.4 D2.1.5 D2.1.6 D2.1.7					

A2.2 Forecast and Sentiment Analysis to ...					D2.2.1	
A2.3 Development of best practice framew...				D2.3.1	D2.3.2	
A2.4 Evaluation of Pilot Actions		D2.4.1			D2.4.2	D2.4.3
11087						O2.2
11116					O2.1	
WP3 Exploitation, Sustainability and Scaling...						
A3.1 TOURISMO Communication, Exploitation...	D3.1.1				D3.1.2	D3.1.4
					D3.1.3	
A3.2 Ensuring Sustainability and Scaling...						D3.2.1
						D3.2.2
A3.3 Use case scenaria and diffusion of ...					D3.3.1	
					D3.3.2	
					D3.3.3	
					D3.3.4	
A3.4 Facilitating the replication of the...					D3.4.1	
A3.5 Coordination with Thematic Communit...						D3.5.1
A3.6 Monitoring carbon footprint						D3.6.1
11087						O3.1
Result indicator						
11104					R1	
11PSI						R2

C.7 Project management

In addition to the thematic work you will do in your project, you will need time and resources for coordination and internal communication. Please describe below how you plan to organise yourself to ensure the project work runs smoothly.

C.7.1 How will you coordinate your project?

Who will be responsible for coordination? Will you have any other management structures (e.g., thematic groups, WP managers)? How will the internal communication work?

TOURISMO has a governance structure that aims to include all partners in the decision process while providing agile decision-making, reporting, & assessment mechanisms. The governance structure is consisted of the coordinator (READ SA) responsible for the daily management & coordination of the project, & it is the ultimate executive body for the project, ensuring Steering Committee (SC) & Project Management Office (PMO) decisions are implemented timely & adequately. READ SA will have a vital collaboration with the PMO, specifically Compliance & Reporting & will serve as a single official communication channel between the consortium & the EUROMED JTS & MA.

Steering Committee (SC): The SC will be responsible for taking all major high-level decisions & it will be informed by the PMO. The SC -chaired by the coordinator & composed of one representative per partner - will put efforts to revise the project's long-term objectives, strategic issues, & exploitation direction. The SC can act on its own initiative or decide & act on proposals raised by the PMO. The SC will meet ordinarily quarterly or before major project milestones; & extraordinarily if convened by the PMO.

Project Management Office (PMO) (READ SA +WP Leaders). The PMO is composed of two structures – Compliance & Reporting; Communication & Dissemination – & it is responsible for coordinating all major dimensions of the project & taking decisions on the execution of the strategy & other operational topics. The PMO will complement the SC by focusing on lower-level decision-making. The PMO has the following roles: i) to keep the work plan on schedule; ii) to merge & produce the internal & external Progress TOURISMO; iii) to evaluate the evolution of the project; iv) to verify the achievement of milestones; v) to discuss & approve solutions & deliverables; vi) to define the technical content to present to the funding authority; vii) to propose mechanisms for corrective actions if needed; viii) to determine solutions for arising conflicts; ix) to validate exploitation & dissemination actions. The PMO will ordinarily meet bi-weekly. Compliance & Reporting (READ SA + WP Leaders): This structure will be responsible for budget control, & reporting. Specifically, the roles & responsibilities include i) coordinating the work between the different WP to guarantee overall consistency; ii) monitoring day-to-day progress & informing the Coordinator & PMO of all developments; iii) collecting all technical, financial, & administrative information from partners & checking that their involvement remains in accordance with the work plan established; iv) organizing, with the remainder of the WP Leaders, the submission of deliverables; v) submission of Progress Reports. This structure will ordinarily meet monthly & bi-monthly in the three months before the submission of progress Reports. Communication & Dissemination (READ SA, KiNNO & WP Leaders): This structure will be responsible for all external project communication, scouting, stakeholder engagement & dissemination. This structure will ordinarily meet every two weeks.

Work Package Leaders (WPL1: FSMLR, WPL2: FRI, WPL3: READ SA): The lower levels of operational bodies are Work Package Leaders (WPLs). They are responsible for coordinating the partners & harmonizing the implementation of the actions within the WP. The WPLs will ensure that the milestones are achieved, & the deliverables produced on time. The WPLs will also check the performance & progress of the tasks, ensuring that project timeplan, costs & resources are maintained. The WPLs will also check programme deviations, prepare deliverables, & ensure the objectives & results of the WPs activities are achieved. WP Leaders will meet with Task Leaders once

a month.

Pilots Management (UNIFI, FRI, FSMLR, KiNNO): Pilots Support is composed of two structures – Pilot Support & Value Chain/ Ecosystem Management – and it will be responsible for preparing, supporting, evaluating, & reporting on pilot activities, identification of alternative strategies & mobilization of ecosystems' mechanisms. It will have a direct collaboration with the PMO. It will ordinarily meet monthly or bi-monthly if deemed necessary during the first three periods of TOURISMO project. Pilot Support (UNIFI, FRI): This structure will manage all preparation, innovation facilitation, scientific expertise & pilot management support, including needs assessments, pilot specification and roll out plan. It will ordinarily meet weekly or bi-weekly if deemed necessary. Value Chain/Ecosystem Management (FSMLR, KiNNO): It will be responsible for supporting the mapping & engagement of major value chain & ecosystem stakeholders & for prioritising & supporting pilot scalability & value chain optimization. This structure will ordinarily meet monthly or bi-monthly if necessary, during the first three periods of TOURISMO

C.7.2 Which measures will you take to ensure quality in your project?

Describe specific approaches and processes and responsible partners. If you plan to have any type of project evaluation, please describe its purpose and scope here.

TOURISMO will follow the methodologies and tools presented in PM2 (<https://op.europa.eu/en/publication-detail/-/publication/0e3b4e84-b6cc-11e6-9e3c-01aa75ed71a1>), a project management methodology developed and endorsed by the European Commission, revolving around different project phases: Initiating, Planning, Executing and Closing and one continuous parallel phase of Monitoring and Control. This methodology will combine a Time, Scope, Cost and Quality (TSCQ) approach, where TOURISMO consortium will impose practices that will promote adaptive planning, evolutionary development, early delivery, and continuous improvement, thus ensuring that TOURISMO project produces the expected outcomes and results in a timely and successful manner. Together with the roll-out process of this methodology, an internal Project Management Handbook and Quality and Risk Management Plan will present indications on how to handle any event that might threaten the project objectives proactively. These tools will guarantee the quality of project results. They will implement and maintain a quality control strategy that will provide a single reference point on the quality governed throughout TOURISMO. The consortium believes it is important to establish a risk management approach based on a clear and comprehensive risk log. This log (risk level and likelihood of occurrence before risk mitigation) will be used to document and communicate risks, risk exposure and mitigation actions, and assigned responsibilities. It will consist of regular assessments of the progress that each WP Leader will be responsible for briefly presenting in progress meetings. The project's progress will be monitored and evaluated at the consortium level through internal audits by the LP. The checks will be carried out periodically to verify the status and quality of the deliverables and KPIs against the determined criteria. All partners are committed and aware of the quality principles that shall guide the execution of all tasks. The WP leaders will work together to monitor the technical coherence and quality of the projects' tasks and deliverables and fine-tune the activities whenever necessary. The Quality and Risk Management Plan will be drafted, with clear indicators to measure this and ensure the quality level of the on-going work, cooperation, project deliverables and the project outcomes. The established governance structure (Section 7.1) also provides the necessary assurance and quality control requested by a project of TOURISMO nature. Specifically, the Steering Committee and PMO will play a vital role in project management, quality assurance, monitoring, and evaluation strategy. As for the evaluation methods, and to keep a close monitoring of project implementation and ensure quality delivery, TOURISMO proposes the following indicators: Number of consortium online meetings (unit: number; baseline: 0; target: 30) + number of in-person meetings (unit: number; baseline: 0; target: 5) | Timely submission of deliverables (unit: %; baseline: 0%; target: >90%) | Quality of deliverables (unit: % - acceptance by EUROMED; baseline: 0%; target: >90%) | Timely achievement of milestones (unit: %; baseline: 0%; target: >90%) | Budget control (unit: %; baseline: 0%; target: >95%).

Moreover, TOURISMO workplan has integrated a dedicated activity for the evaluation of the performance and the impact of the solutions for the management of tourist flows in the pilot sites under a common methodology to evaluate the progress of the pilot actions and the achievement of the initial objectives, as well as to measure the effectiveness and efficiency of the actions undertaken. This activity aims at drawing conclusions on the quality, effectiveness and impact and synthesize the lessons learnt to feed the learning process and capitalization activities that will follow, as well as validate the change brought about in the local ecosystems and value chains (mapping, perceptions, expectations) after pilots are implemented.

C.7.3 What will be the general approach you will follow to communicate about your project?

Who will coordinate project communication and how will he/she ensure the involvement of all partners? How will the communication function contribute to transfer your project results? Please note that all communication activities should be included in the work packages, as an integral part of your project. There is no need to repeat this information here.

A Communication, Exploitation & Transferability Strategy, led by READ SA as TOURISMO communication manager and elaborated by KiNNO, will be outlined in the first four months of the project to ensure effective communication of the project's activities, and the dissemination of its results. The Strategy (A.3.1) will identify the communication objectives, the main target groups of the project, and the appropriate communication channels to ensure TOURISMO project visibility, demonstrating the added value of EU funding and KPIs. This Strategy will also include the Exploitation and Capitalisation Strategy, providing a common vision and clear roadmap for the implementation of capitalisation activities, as well as suggestions for ensuring the longer-term sustainability of the project model. To reach its audience, TOURISMO will use different platforms, tailored to match the specific needs of the audience. Other activities will include: i) Kick-start event to publicly present the project concept and main objectives; ii) Online modules concerning the information regarding the project, such as the stakeholder's engagement, partners and contacts, pilot activities, and other important project documents. The online modules will be integrated in the EUROMED Academy and TOURISMO EUROMED website, in the Thematic Community Projects websites as well as all the partners' websites; iii) Social media activation, to reach the public, specifically via Twitter, LinkedIn and Facebook. The content for social media will include updates on the implementation of actions and outputs such as e-press releases or pilots' promotion videos; iv) Digital campaigns which will promote the TOURISMO activities and highlight the progress and results of the project; v) E-Newsletters, E-Press Releases and Infographics which will promote the project progress, highlights, achievements and forthcoming activities; vi) Promotional videos overviewing the main objectives/results of the project; vi) Pilots promotion videos with the involvement of ecosystem stakeholders that will act as ambassadors to represent and publicly promote the project in communication platforms; vii) External events (e.g. Thematic Community Project Events and meetings) which will be attended by different partners with the objective to communicate and disseminate TOURISMO activities and results; viii) Podcast series interviewing some of the most relevant stakeholders of the project in the multiple regions, allowing the acceleration of the engagement with different actors of the value chains; ix) Events under WP1 and WP3 workshops & info days, will also be a vehicle to promote the benefits of the project). x) Final conference (A.3.1) dedicated to the project results and local engagement workshops for public authorities & DMOS, tech providers & tourism SMEs for the diffusion of project knowledge xi) A.3.2 Plan for the upscaling of the solutions in the project areas which will set out a sustainable way forward for the solutions piloted during the project.

The visibility of EU funding will be ensured in all communications materials, media relations, and events. Moreover, the appropriate design and monitoring tools and offsetting solutions will be applied, in alignment with EUROMED programme tools, for the communication and dissemination activities of the TOURISMO project carbon footprint. Promotional material will be consistent with environmental sustainability. Minimization of the indirect negative effects on the environment is foreseen, thus printed material will be avoided and kept only to absolute minimum.

Moreover, due to the use (or development where necessary) of the online tools foreseen it is envisaged that much of the dissemination of the project materials and results will be done online. Furthermore, only the necessary travels are planned, reducing the environmental footprint due to transportation. TOURISMO consortium is composed by a well-balanced partnership with proven access to tourism ecosystem stakeholders such as tourist operators and DMOs, tourist SMEs with entrepreneurial activity in and around the intervention areas, innovation support professionals and organizations at regional, national and EU level, ensuring a unique capability to access the target groups for dissemination purposes. One of the objectives is to make the TOURISMO approach as

understandable as possible by showcasing the needs, the pilots, the success stories, their impact before & after, which will be the centre of WP3 activities. Different media channels will be used to bring TOURISMO outcomes to end-users & society at large in a compact & easy-to-digest format in a very brief & highly visualised manner. All WPs efforts will be heavily focused on developing and engaging the tourism ecosystems stakeholders, where the support of local stakeholders, businesses, investment & policy communities will be vital to ensure the project's long-term impact

Question not used

Please fill the field with NA

N/A

C.7.5 Cooperation criteria

Please select all cooperation criteria that apply to your project and describe how you will fulfil them.

Cooperation criteria		Description
Joint development	Yes	TOURISMO partnership cooperated actively during the phase of idea generation and design of the proposal. The Lead partner was responsible for the definition of each partner's role and the respective tasks' distribution, taking into consideration the competences and expertise of the participating organizations and ensuring a smooth and efficient project implementation. Special emphasis was given in the identification of existing solutions to be taken up and further developed during the project lifetime. Partners that have designed the pilots proposed have collaborated actively with the coordinator, the technical partner (UNIFI) and the scientific partner (FRI)) to design carefully, according to the needs, plans and ecosystem views, the proposed approaches.
Joint implementation	Yes	Following the approval of the project the Lead Partner, along with SC and PMO (see section C.7.1) will work towards the efficient coordination of the consortium leading to the qualitative implementation of the foreseen activities. All partners will participate in the project's tasks based on their predefined roles and TOURISMO work plan and rationale. The quality of the project will be regularly examined based on the quality methodology, tools and responsible bodies described in section C.7.2. More specifically, the joint pilots have been designed to enhance transnational cooperation with Pilot Sites, while cooperating with other partners to exchange and add additional dimensions to the solutions deployed, i.e., economic, innovation, institutional. More specifically, under TOURISMO, we have designed 7 pilot activities to be deployed by "pilot owners" & supported by other partners that allow for an integrated approach comprising operational, scientific & economic aspects for the jointly testing of solutions. All 7 pilot pilots will be implemented by the local partners with the horizontal support of UNIFI, that has developed the HERIT-DATA platform, and FRI.
Joint staffing	Yes	All TOURISMO partners have a predefined role in the project' s implementation and have allocated staff to fulfill the foreseen tasks. The members of the working teams will cooperate and will also exchange information with other partners that are involved in the same activities. The LP, along with SC and PMO (see section C.7.1) will ensure that there will not be any duplication of functions within the different organizations that would result in inefficient project implementation and delays or obstacles.
Joint financing	Yes	TOURISMO budget mirrors the level of involvement and the responsibilities of each partner within the project. The responsibility for the effective financial management of the projects lies on the Lead Partner, in close cooperation with PMO and WP Leaders, as well as the spending targets per period and the respect of the budget per Work Package. All partners are involved financially in the project through national or private contribution and the advance payment of their expenses.

C.7.6 Horizontal principles

Please indicate which type of contribution to horizontal principles applies to the project, and justify your choice.

Horizontal principles	Type of contribution	Description of contribution
Sustainable development	positive effects	Sustainable development and environmental concerns have been taken into consideration while designing TOURISMO. As proved by project's approach, TOURISMO promotes the creations of new sustainable itineraries, identify which natural and cultural heritage elements can trigger the creation of new itineraries and attractions, find creative ways to communicate the lesser renowned components for local heritage. The project is building the infrastructure for sustainable tourism, adopt strategies for developing local tourism offer, focuses on enhancing the attraction potential of small towns, villages and protected areas and engages with SMEs, tourist operators etc to design sustainable tourism products and services and exploits synergies between digital tools and sustainable initiatives that foster the local economy. Finally, TOURISMO addresses sustainable tourism in Covid-19 times and beyond, fosters tourism in new areas as antidotes to tourism overcrowding and tourism seasonality, invests on technology and digitalisation to better manage tourist flows enabling an evenly balanced geographical distribution and dispersion of tourists during the pandemic and beyond.
Equal opportunities and non-discrimination	neutral	TOURISMO will carefully take into consideration gender and other equality issues across project activities. The engagement of target groups and ecosystem stakeholders (i.e., focus groups, workshops, dissemination activities) will abide to non-discrimination principles in terms of gender, ethnicity, age, disability etc. Both genders are represented in the TOURISMO working team. TOURISMO activities are designed to adhere and secure the equality of different populations in accessing and deploying the opportunities and benefits of the project outputs, not only through impact and risk analysis, but also through cooperation in the co-design and monitoring phase of the pilots. It will be ensured that procedures and criteria do not result in discriminatory practices or unfair treatment. While TOURISMO does not directly intervene to address democracy and poverty, by enhancing the development of the economic environment, equal opportunities of workers towards new, high-quality jobs, growth and wealth creating are being promoted.

Horizontal principles	Type of contribution	Description of contribution
Equality between men and women	neutral	The project team will actively endeavour to achieve a fair gender balance of target groups and ecosystem stakeholders (i.e., focus groups, workshops, dissemination activities) and representative samples overall. As for the gender dimension, even though the proposed approach does not have a direct gender impact, TOURISMO will nevertheless enforce gender equality and parity principles. TOURISMO will follow the Directive 2002/73/EC on the implementation of the principle of equal treatment for men and women as regards access to employment, vocational training and promotion and working conditions. Even though the participation of women is clear at all levels of the project working team it will be continually encouraged and supported. Project staff is composed according to principles of equal opportunity and all consortium member organisations strongly enforce equal opportunity policy in their human resources selection processes.

C.8 Long-term plans

As a programme, we would like to support projects that have a long-lasting effect in the territory and those who will benefit from them. Please describe below what you will do to ensure this.

C.8.1 Ownership

Please describe who will ensure the financial and institutional support for the outputs/deliverables developed by the project (e.g., tools), and explain how these outputs/deliverables will be integrated in the work of the institutions.

The key outputs of TOURISMO project – namely

- (a) the Report on Current Situation & Tourism Flows in the selected areas (A.1.1)
- (b) the joint solutions for the management of tourism flows (A.2.1 & A.2.2)
- (c) the Best practices framework for Certification of Sustainable Tourism Destinations & local action plans (A.2.3)
- (d) the Use case scenarios for pilot outputs exploitation (A.3.3)
- (e) the Handbook for Replication of Project Solution (A.3.4)

will be publicly open, communicated & enriched by local workshops & feedback from workshops with stakeholders & Associated Organizations, & disseminated to bring TOURISMO outcomes to end-users, decision makers & society at large, for transferring, replicating & upscaling solutions that support the management of tourism flows, aiming at enhancing the development of sustainable tourism & tourism ecosystem.

In general, the PPs will specify in the Partnership Agreement (PA) how to properly manage, regulate & deal with the ownership of the project's results according to partner's interests & IPR rules. The PA will define the appropriate management process, addressing in detail the access rights to background & foreground necessary for the execution of the project, record keeping & confidentiality rules, limitations for dissemination & use of knowledge. With regards to the equipment related to the investments the ownership is led to the Project Partners for at least 5 years of the final payment to the beneficiary, according to the Interreg Euromed programme rules.

Moreover, in particular for the ownership of the pilots & investments in the framework of TOURISMO:

I2.1 Rhodes city pilot: The investment will be implemented through thermal cameras in the Medieval City of Rhodes to analyze & redirect tourists in order to enable people to move & get to their destination. The Medieval City of Rhodes belongs to the Municipality of Rhodes, is a UNESCO World Heritage Site, and its monuments are under the jurisdiction of the Ephorate of Antiquities of the Dodecanese. Thus, the owner of the pilot site will be the Municipality of Rhodes which supports the project as Associated Organisation. The owner of the equipment will be READ SA for the time framework set by the Interreg Euromed programme.

I2.2 City of Florence pilot: The owner of the pilot site will be the Municipality of Florence, - TOURISMO Associated Organisation-, since the monitoring of tourist flows with thermal cameras & Pax counters will take place in Florence. The owner of the equipment will be FRI for the time framework set by the Interreg Euromed programme.

I2.3 Valencia port and city pilot: the pilot will monitor the port of Valencia & cultural heritage buildings and manage of the cruise tourist flows in Valencia. The site where the PAX sensors equipment will be installed is owned by the Port Authority of Valencia - TOURISMO Associated Organisation. The owner of the equipment will be FV & FSMLR for the time framework set by the Interreg Euromed programme.

programme.

12.4 Limassol port pilot: The investment foresees monitoring of tourism flows in the port of Limassol & street areas, to analyze time variables that correlate to touristic flow, & identify areas where congestion is occurring. The owner of the equipment will be ANELEM for the time framework set by the Interreg Euromed programme.

12.5 City of Varna pilot: The pilot regards the monitoring of tourists & resident flows (with drones), in key Varna city center, to support local authorities & other stakeholders in placing advertising signs for easier orientation of tourists. The sites where the pilot will take place are property of the Varna Municipality & government properties (the beach/coastal areas & the sea garden). Thus, the owner of the pilot site will be the Varna Municipality which supports the project as Associate Organisation. The owner of the equipment will be VEDA for the time framework set by the Interreg Euromed programme.

12.6 Island of Biševo pilot : Measuring the number of Blue Cabe (Island of Bisevo) visitors & the flow of vessels anchoring in the nearby bay. The site owner is the City of Komiža, which has given a concession to the Nautical Center Komiža, now is in control of the location, which supports the project as Associated Organisation. The owner of the equipment will be RERA SD for the time framework set by the Interreg Euromed programme.

12.7 Golden Bay (Il-Bajja tal-Mixquqa) pilot: Monitoring of the Golden Bay, access points, car parks & roads to gain an understanding of visitor flows & development of a 3-D model of the beach for plotting occupancy patterns to Majjistral Nature and History Park managers & users. The owner of the site is the Majjistral Nature and History Park that is entirely publicly owned. Guardianship was passed to the Heritage Parks Foundation, which supports the project as Associated Organisation. The owner of the equipment will be MRDDF for the time framework set by the Interreg Euromed programme.

C.8.2 Durability

Some outputs/deliverables should be used by relevant groups (project partners or others) after the project's lifetime, in order to have a lasting effect on the territory and the population. For example, new practices in urban transport need to be used by local authorities to have cleaner air in the city, and the whole population will benefit from this. Please describe how your outputs/deliverables will be used after the project ends and by whom.

The key outputs of TOURISMO project will be disseminated through the pre-defined communication channels (C.7.3) to the project's target groups, Project Partners' network of actors and the tourism ecosystem at large, with the view to maximize the outreach of the project. The key outputs will also be uploaded to the ready-to-use website page provided by the Programme, which will host the official online presence of the project as well. READ SA, WP3 Leader and KiNNO, responsible for the Communication, Exploitation and Transferability Plan of the project will be in charge of regularly updating the website and ensuring the on-time uploading of TOURISMO outputs is accessible for everyone. Thus, the project outputs will continue to be available for the interested parties beyond the project's lifetime in the Programme's database.

The ownership of the investments at the end of the project will be retained by the relevant Project Partners at least for five years after the final payment of the beneficiary as described in the Programme Manual.

After the pre-defined 5 years, the following organisations will take care of the maintenance of the investments in the following way:

I2.1 Rhodes city pilot: After the pre-set period of five years, the ownership of the investment will be transferred to the Municipality of Rhodes and the Ephorate of Antiquities of the Dodecanese. The Municipality of Rhodes will take care of the maintenance of the investment by means of its own resources, while expressing its willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

I2.2 City of Florence pilot: The owner will remain the Municipality of Florence and maintenance will be secured by University of Florence. All the technical infrastructure (cameras, equipment, and the platform) will be managed and maintained by the DISIT Lab of the University of Florence in its own data center after the project end according to EC rules, while expressing its willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

I2.3 Valencia port and city pilot: Fundación Valenciaport will retain the ownership of the software developed and the equipment installed in this pilot. The maintenance will be covered by Fundación Valenciaport while expressing its willingness to continue its capitalization by offering services to citizens, tourists and local ecosystem actors in the area

I2.4 Limassol port pilot: The owner and in charge of maintenance after the pre-set period of 5 years will be Limassol Port Authority and Municipality of Limassol. Thermal cameras and platform will be managed and maintained by Limassol Port Authority and Municipality of Limassol according to EC rules, while expressing their willingness to continue their capitalization by offering services to citizens, tourists and local ecosystem actors in the area

I2.5 City of Varna pilot: The Bulgarian partner Varna Economic Development Agency will retain the ownership of the results of the pilots in the country and will take care of the maintenance of the results of the pilots in the country, while expressing its willingness to continue their capitalization by offering services to citizens, tourists and local ecosystem actors in the area

I2.5 City of Varna pilot: The owner and in charge of maintenance of the investment after the pre-set period of 5 years will be the city of Komiža, while expressing its willingness to continue the capitalization by offering services to citizens, tourists and local ecosystem actors in the area

I2.7 Golden Bay (Il-Bajja tal-Mixquqa) pilot: MRDDf will retain the investment after the pre-set period of 5 years , while expressing its willingness to continue the capitalization by offering services to citizens, tourists and local ecosystem actors in the area after the project finalization

C.8.3 Transferability

Some outputs/deliverables that you will deliver could be adapted or further developed to be used by other target groups or in other territories. What will you do to make sure that relevant groups are aware of your outputs/deliverables and are able to use them?

The partnership will ensure the maximum dissemination and transferability of the project results of the project. TOURISMO transferability of project results will be supported by dedicated deliverables and relevant activities have been specified. Starting from the development of a plan for the upscaling of the pilot solutions, PPs will build the pathway to ensure the sustainability of project activities and their application to other target groups and touristic areas at a local, regional, national and EU level. In addition, incentives to foster the adoption of solutions will be designed to foster various target groups, and along with use case scenarios on how collected by the solution tested can be utilized as

business opportunities, will be disseminated through local engagement workshops to interested parties.

Finally, the “Handbook for Replication of Project Solutions” where the methodology used, lessons learned, best practices applied, use case scenarios, and adjustments needed for application will be drafted for use in other territories and/or other entities.

Project deliverables will be adopted and/or further developed by other target groups and/or other territories in the following unique ways per pilot and at the project level as well. More specifically:

Rhodes Pilot: The main beneficiaries from this investment will be the Municipality of Rhodes and the Ephorate of Antiquities of the Dodecanese, the residents of the area, the SMEs and employees in the touristic service and the cultural sites as well as the visitors/tourists. Other municipalities of the South Aegean region & other territories can also benefit in the sense that they will acquire methodology and specific data about the problem they need to solve.

City of Florence pilot: Main adopters of the pilot will be the Municipality of Florence, the Metropolitan City of Florence, and the Region. The Florence experience can be easily replicated by any other site that has access to tourism-related data and by exploiting an existing data platform able to transform them into meaningful information.

Valencia Pilot: The development of this pilot will provide several benefits to the Port Authority of Valencia that will adopt the information generated from this pilot (e.g., predictions on disembarking passengers) to support the decision-making in the cruise port call organization (berthing quay selection, shuttles, etc.). Valencia's pilot case can be easily replicated by other Med cruise destination managers facing similar problems that will benefit from the knowledge & solutions generated.

Limassol Pilot: Implementing pilot actions will benefit economic operators, policymakers, local and regional authorities, experts, and educators to embrace the benefits of natural and cultural heritage in a sustainable and environmentally responsible way. The programme area will benefit from the use cases of thermal cameras to improve security, efficiency, and safety, making them an essential part of any port's operation in Cyprus and elsewhere.

City of Varna pilot: The solutions that the local authorities in Bulgaria will propose and implement can be adapted as good practices in other European cities with similar tourism attractions and flows, thanks to the use of a common open platform that analyzes data and shapes them in useful information for the end-users.

Island of Biševo pilot: This project would be a valuable contribution to evidence-based management of the touristic destination useful to additional stakeholders in the sector, considering the environmental, and social dimensions of their activities.

Malta pilot: Stakeholders like the Environment and Resources Authority, Ambjent Malta, PARKS, Mellieha Local Council, Malta Tourism Authority and the Majjistral Nature and History Park would be the primary beneficiaries since they are tasked with maintaining various aspects of the beach and environs. This effort intends to establish a baseline of tourist flows across the years in order to guide a carrying capacity assessment. This implies opportunities for the use of IoT technology not only for statistical site management, but also for real-time data tracking of visitor flows and movement patterns.