

Project co-financed by the European  
Regional Development Fund



ShapeTourism



# SHAPE TOURISM

NEW SHAPE AND DRIVES  
FOR THE TOURISM SECTOR:  
SUPPORTING DECISION,  
INTEGRATING PLANS AND  
ENSURING SUSTAINABILITY

<https://shapetourism.interreg-med.eu> | [www.shapetourism.eu](http://www.shapetourism.eu)



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CENTER FOR EUROPEAN AND INTERNATIONAL AFFAIRS  
University of Nicosia

# Project description

ShapeTourism improves the tourism knowledge framework, providing analysis and operational tools to shape and drive tourism sustainable growth, particularly for Cultural Destinations.

The project supports policymakers and private operators to achieve: attractiveness, growth, sustainability, taking into account the major challenges of global competition.

Starting from the capitalization of scientific studies and from tourism established patterns, the project aims to foster the balance between divergent public and private interests by gearing tourism development toward an holistic, highly operational and sustainable approach.

## The project provides

### **OBSERVATORY**

In order to improve the knowledge framework about the tourism health of MED cultural destinations, and help stakeholders to “shape tourism in a sustainable way”. The Smart Integrated Tourism Data System offers information, scenarios and indicators on competitiveness, attractiveness and sustainability. The Innovative

observatory integrates traditional data with broad mass of data, using new methods for collecting and processing BigData and generate open data able to overpass informative limitations of conventional statistical analysis. The observatory will bridge the gap amid stakeholders' current information needs and traditional statistic responses.

### **TOOLS, PATTERNS AND ECONOMETRIC MODELS TO IMPROVE TOURISM POLICIES AND PLANS**

With the aim of improving tourism policies and support stakeholders to better managing tourism conflicts, a set of tools are issued specifically to assess the carrying capacities and the optimal level of pressures to maximise tourism revenue. Project tools are tested in cultural destinations, consistency with the Integrated Coastal Zone Management (ICZM) and the Maritime Spatial Planning (MSP) approaches.

### **PARTICIPATIVE SUPPORT SYSTEM**

With the purpose to develop a collaborative mechanism necessary to improve stakeholders capacities in taking part at decisional planning process and policies,

an innovative decisional support system is designed and tested within the framework of the ShapeTourism project.

## The project objectives

The project aims at a more integrated coastal and maritime sustainable development, offering to public and private operators knowledge and tools to stimulate cultural destination development combining the strategic territorial assets exploitation with carrying capacities constraints as well as the sustainability in the long run.

The project objective is double-faced:

1. to improve the knowledge framework on Med Destination status of health,
2. to close the gap between research and reality providing actual responses to ICZM/MSP approaches, tackling main challenges of global competition. ✓

The project assumes the main EU Directives (e.g. Territorial Agenda2020, ICZM, MPS, Blue Growth, Sustainable Tourism agenda) with the purpose to provide an effective contribution to the achievement of both EU and MED strategic objectives.

# Partners

Ca' Foscari University of Venice - Department of Economics, Italy

University of Algarve - School of Management, Hospitality and Tourism, Portugal

Italian Association of the Council of European Municipalities and Regions - Veneta Federation, Italy

University of Split - Faculty of Economics, Croatia

Cyprus Center for European and International Affairs, Cyprus

Research Centre of the Slovenian Academy of Sciences and Arts, Anton Melik Geographical Institute, Slovenia

University of Malaga - Department of Economics and Management, Spain