PROGETTO STRATEGICO **TERRITORI**

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

Rita Fioresi - Mediterranean Area

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

PAC CTE 2014 - 2020

Programma complementare di azione e coesione sulla governance nazionale dei programmi dell'obiettivo cooperazione territoriale europea (CTE) 2014-2020

PIANO DI ATTIVITÀ PER L'ATTUAZIONE DELLA LINEA 5 "PROGETTUALITÀ STRATEGICHE E STUDI" DEL PAC CTE 2014-2020

01. Territori project path

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

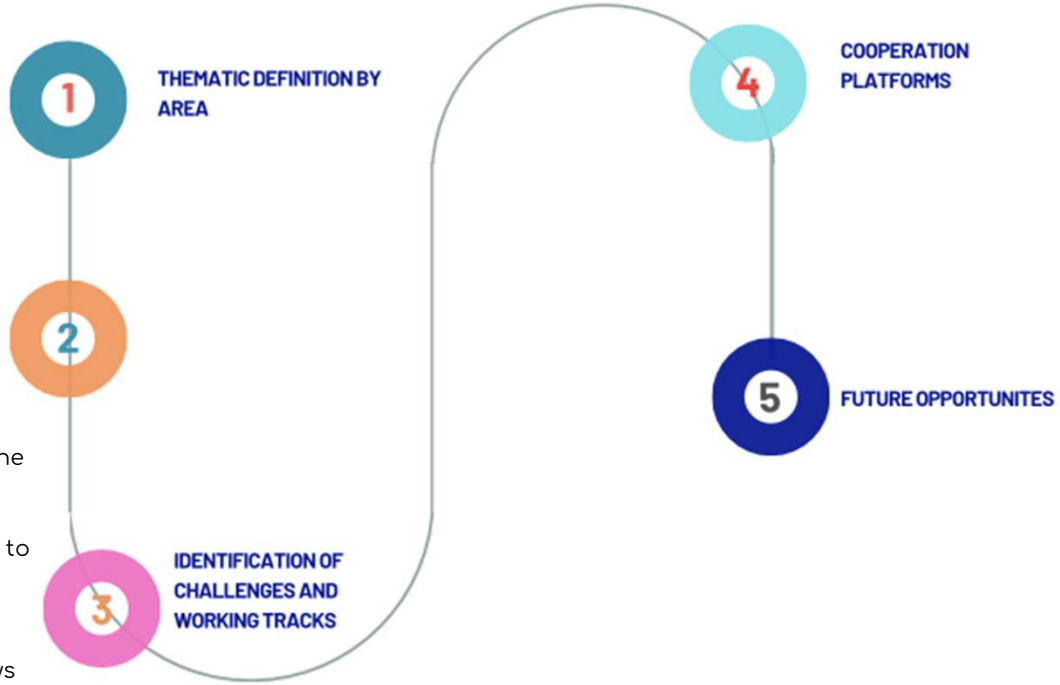
PROGETTO STRATEGICO **TERRITORI**

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

PAC CTE 2014 - 2020

MODEL "TERRITORI"



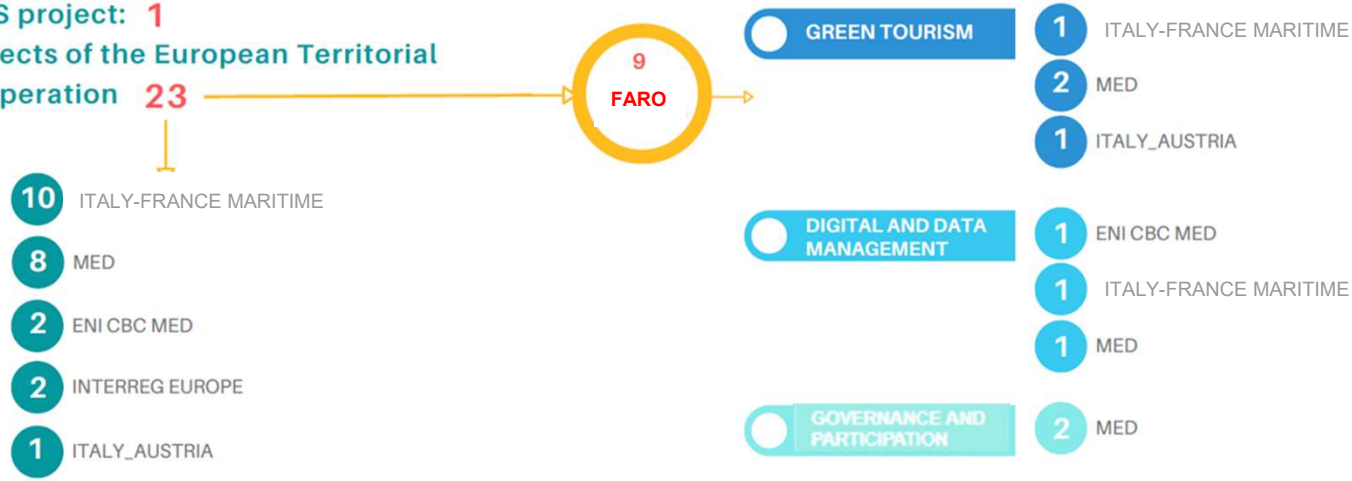
- Selection of 29 projects in the initial phase, reduced to 11 in the sample refinement process
- Structuring a tailor-made questionnaire to be submitted to the beneficiaries of the most promising projects
- Composition of the result tracking grids for the interviews and development of semi-structured interviews
- Completion of the grids after conducting interviews with project beneficiaries from the two regions involved in the experimentation
- Drafting of an extended report and a summary report, related to the analysis of the information gathered in the previous phases

02. Selection of the strategic theme and relevant related projects

Involved Regions	Tuscany and Lazio
Theme	*SUSTAINABLE TOURISM* as a priority and strategic development sector of the Mediterranean Area

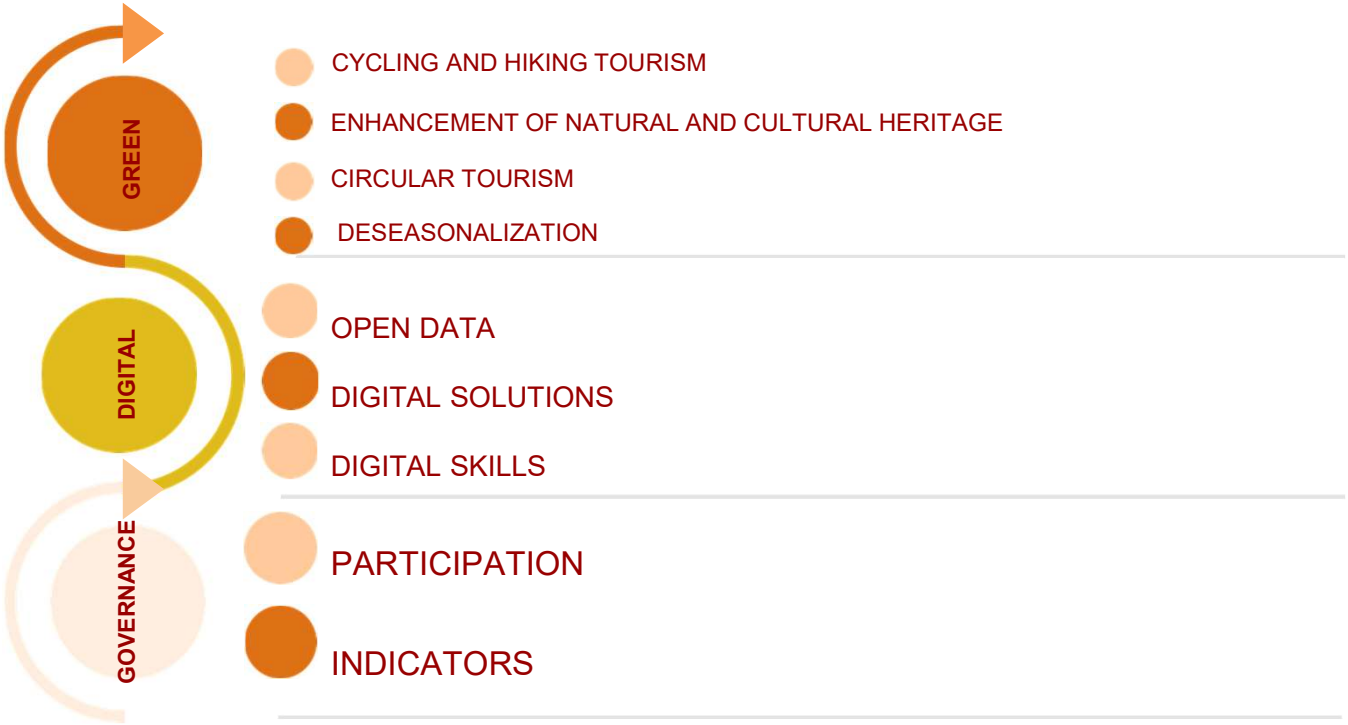
TOURISM RELEVANT PROJECTS AT TERRITORIAL LEVEL

- COSME Projects: 2
- Projects RCR Lazio Region 836/2020: 2
- HORIZON 2020 project: 1
- AICS project: 1
- Projects of the European Territorial Cooperation 23



The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

03. Thematic clusters



The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

PROGETTO STRATEGICO TERRITORI

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

PAC CTE

04. Focusing and selection of the *most promising* projects

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

PROGETTO STRATEGICO TERRITORI

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

PAC CTE 2014 - 2020

Thematic focus	Participation models and sustainability indicators
Survey sample	**11 projects** *BEST MED* Med *COASTING* Med *CO-EVOLVE 4BG* Eni cbc Med *DESTIMED PLUS* Med *ETRUSKEY* Regional Council Resolution Lazio Region 836/2020 *HERIT-DATA* Med *INCIRCLE* Med *INTENSE* Italy-France Maritime *MITOMED+* Med *TIBERLAND* Regional Council Resolution Lazio Region 836/2020 *WINTERMED* Med

05. Challenges and working tracks identified

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

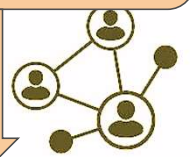
PROGETTO STRATEGICO **TERRITORI**

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

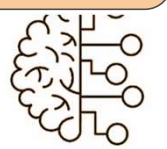
PAC CTE

CHALLENGE 1: NEW FUNCTIONALITIES FOR DMOs AND PARTICIPATION



- TRACK 1: Development of a governance model for cycling routes at the national level
- TRACK 2: Development of a management model for DMOs
- TRACK 3: Development of the Etruria Destination

CHALLENGE 2: HUMAN CAPITAL AND SKILLS



- TRACK 2: Development of a management model for DMOs

CHALLENGE 3: GREEN AND DIGITAL TRANSITION AND TERRITORIAL IMPACT

- TRACK 1: Development of a governance model for cycling routes at the national level
- TRACK 2: Development of a management model for DMOs
- TRACK 3: Development of the Etruria Destination
- TRACK 4: Development of a national-level tourism impact measurement model

CHALLENGE 4: METHODOLOGIES AND TOOLS FOR IMPACT MANAGEMENT

- TRACK 4: Development of a national-level tourism impact measurement model

06. Working track identified and relevant projects and outputs

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

PROGETTO STRATEGICO TERRITORI

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

PAC CTE 2014 - 2020

WORKING TRACK: Model for Measuring the Impact of Tourist Cycling Routes (ref. challenges 4 and 3)

BEST MED (FARO)	• BEST MED Open Platform • MED Sustainable & Cultural Path Model
CO-EVOLVE 4BG	• Co-Evolve4BG General Toolkit
DESTIMED PLUS	• Online Platform for measuring the sustainability of ecotourism routes
HERIT-DATA (FARO)	• System of impact indicators for tourist flows
INTENSE (FARO)	• Technical standards (Green Sustainability Indicators)
MITOMED+	• Toolkit of indicators for sustainable tourism

07. The topic identified

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

PROGETTO STRATEGICO **TERRITORI**

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE
Unione europea
PAC CTE 2014-2020

why tourist cycling routes?

- Importance of the network of tourist cycling routes in Italy
- In 2023: increase in direct arrivals generated by cycling tourism
- Estimated economic impact of over 5.5 billion euros
- Support from the National Recovery and Resilience Plan (NRRP) and integration into the National Strategic Tourism Plan (STP)
- European Declaration on Cycling: innovation in the cycling tourism industry, integration of bicycle use to ensure the development of intermodality and multimodality in transport, **development of data management and specific indicators**

08. The cooperation Platform: objectives and participants

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

PROGETTO STRATEGICO TERRITORI

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

PAC CTE

Objectives

- **Definition of a model for evaluating the impact of cycling tourism at the territorial level**
- **Creation of a stable national exchange platform**

Participants

- Ministry of Tourism
- Presidency of the Council of Ministers, Department for Cohesion Policies and the South, Service XVIII Coordination and Monitoring of Interreg Programmes
- Apulia Region, Special Structure for Euro-Mediterranean Cooperation
- Tuscany Region, International Activities and Investment Attraction Sector
- Tuscany Region, Cycling and Sustainable Mobility Sector
- Tuscany Region, Digital Services and Data Integration Sector. Regional Statistics Office
- Tuscany Region, Tourism, Commerce and Services Sector
- Tuscany Region, Sustainable Mobility Sector
- Lazio Region, Specialization for Enterprises and European Cooperation Area
- Lazio Region, Promotion and Commercialization, Cinema, Sports, and Tourism Area
- Lazio Region, European Affairs and International Relations Area
- Lazio Region, Department of Public Works, Reconstruction Policies, Roads, Infrastructure
- Friuli Venezia Giulia Region, International Relations and European Programming Service
- Friuli Venezia Giulia Region, Infrastructure Service
- Veneto Region, Unit for Territorial Cooperation and European Macrostrategies, Directorate of Unified Programming
- ISNART, National Institute for Tourism Research
- Legambiente
- FIABITALIA - National Coordination EUROVELO
- WWF Mediterranean
- Tuscany Tourist Promotion
- University of Florence
- Foundation for Research and Innovation at the University of Florence
- ANCI Tuscany
- Province of Livorno, Planning and European Policies Service
- EUTALIA, experts from the Territori project

09. The cooperation Platform: activities and results

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

PROGETTO STRATEGICO TERRITORI

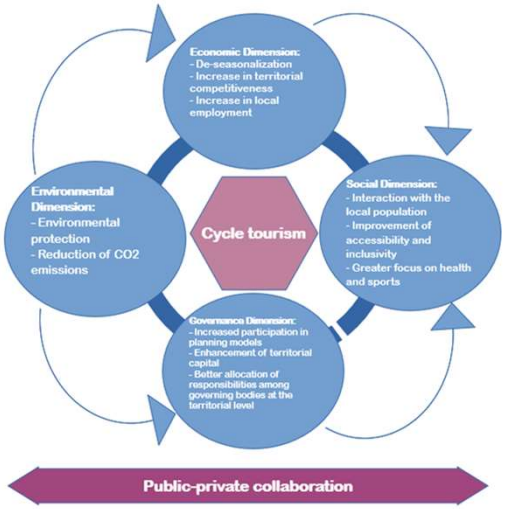
Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

PAC CTE 2014 - 2020

Activities

- Meetings: Rome, July 4, 2024; Florence, September 17, 2024; Online, November 8, 2024
- Setting up a proposal to measure the impact of cycling tourism at the territorial level



- Discussions and debates

Results

- Involvement of the Ministry of Tourism in the working group
- Involvement of ISNART and LEGAMBIENTE (4th National Report on Cycling Tourism) and FIABITALIA, as the national coordinator of EUROVELO
- Enlargement to the Region of Friuli Venezia Giulia
- Proposal of evaluation model
- Presentation of the model at the EuroMed Forum Italy - Florence, November 21, 2024
- Collection of additional expressions of interest (Consortium OltrePò Mantovano, Uni.Rimini)

10.a The Proposal for an Impact Evaluation Model

N.	dimension	Impact description	Project source	Tipology (QUANtitative/ QUALitative)	Measure.	Indicator	Data source	note
1	governance	Presence of the cycling route within the regional cycling tourism strategy	MITOMED+ / ETIS / BEST MED	QUAL	YES/NO	Ref. Cycling Mobility Plan and equivalents	Regional Administrat.	
2	governance	Strengthening participatory planning mechanisms for the cycling route (including road and landscape management bodies and local communities)	HERIT-DATA	QUAL/QUAN	YES/NO X Y Z W	X = Number of coordinated planning tools Y = Number of stable collaboration forms activated to manage and promote cycling tourism Z = Number of stakeholders involved W = Number of coordination meetings	Manager	
3	governance	Improvement of the skills/capabilities of cycling route management staff (cycling tourism, sustainability, etc.)	BEST MED	QUAL/QUAN	YES/NO X Y	X = Number of training courses activated Y = Acquired skills	Manager	
4	governance	Contribution to the definition/strengthening of flows monitoring tools along the cycling route and evaluating cyclist satisfaction	BEST MED / HERIT-DATA	QUAL/QUAN	X Y	X = Number of flows monitoring tools installed Y = Number of cyclist sentiment detection tools developed	Manager	Reported on a scale from 1 to 5 and/or on sections of the cycling route
5 a	governance	Improvement/strengthening of infrastructure services connected to the cycling route	BEST MED / INTENSE / HERIT-DATA	QUAN	n/N	% change in the number of intermodal connections	analysis	Calculated on sections of the cycling route
5 b	governance	Improvement/strengthening of infrastructure services connected to the cycling route	BEST MED / INTENSE / HERIT-DATA	QUAN	n/N	% change in the number of assistance and support services for cyclists, including information and tourism promotion services for the cycling route	analysis	Calculated on sections of the cycling route
5 c	governance	Improvement/strengthening of infrastructure services connected to the cycling route	BEST MED / INTENSE / HERIT-DATA	QUAN	n/N	% change in the number of hospitality services	analysis	Calculated on sections of the cycling route
6	governance	Improvement of safety services and devices along the cycling route and emergency protocols	BEST MED	QUAL/QUAN	YES/NO X Y Z	X = Number of safety-related information provided Y = Number of safety devices installed along the cycling route Z = Number of emergency protocols developed	Manager	Reported on a scale from 1 to 5 and/or on sections of the cycling route
7	economic	Variation in cycling tourism flows	MITOMED+ / ETIS / BEST MED / HERIT-DATA	QUAN	n/N	% Change in the number of cycling tourists	Manager	
8	economic	Variation in the volume of spending by cyclists at the territorial level	MITOMED+ / ETIS / BEST MED	QUAN	n/N	Variation in daily spending per cyclist (both percentage and absolute value)	Manager	
9	economic	Variation in investments made on the cycling route	MITOMED+ / ETIS / BEST MED	QUAN	n/N	% Change in investments in new businesses or existing businesses along the cycling route (within 10km)	Manager	
10	economic	Increase in the offer of events targeted at cycling tourists	TERRITORI	QUAN	n/N	% Change in events targeted at cycling tourists compared to the total number of events organised at the territorial level	analysis	

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

10.b The Proposal for an Impact Evaluation Model

N.	dimension	Impact description	Project source	Tipology (QUANtitative/ QUALitative)	Measure.	Indicator	Data source	note
11	social/cultural	Level of satisfaction with the experience on the tourist cycling route by the cycling tourist	MITOMED+ / ETIS / HERIT-DATA	QUAL/QUAN	n/N	n = cycling tourists satisfied with the experience N = total cycling tourists on the cycling route	analysis/ surveys	Reported on a scale from 1 to 5 and/or on sections of the cycling route
12	social/cultural	Interaction with the local population	BEST MED	QUAL/QUAN	YES/NO X Y Z	X = Number of meetings held with the involvement of the local community Y = Number of individuals from the local community participating Z = Number of services/informational channels activated to collect the needs and sentiment of the local community	Manager	
13	social/cultural	Improvement of accessibility and inclusivity	MITOMED+ / ETIS / BEST MED / HERIT-DATA	QUAN	n/N	% Variation in the facilities/services made available to facilitate the accessibility of the cycling route for all individuals, including vulnerable groups	Manager	
14	social/cultural	Increase in tourism accessibility in rural or less-visited areas thanks to the cycling route	MITUR / HERIT-DATA	QUAN	n/N	% Variation n = number of cycling paths/cycling tourism routes at the regional level located in rural or less-visited areas N = total number of cycling paths/cycling tourism routes in the monitored region	analysis	
15	environmental	Reduction of CO2 emissions	MITOMED+ / ETIS / BEST MED / HERIT-DATA	QUAN	X Y	X = CO2 emissions avoided, in tons Y = Fuel savings due to bicycle use	analysis	
16	environmental	Reduction of road congestion	HERIT-DATA	QUAN	n/N	% Variation in the average accessibility of cars on the cycling route	analysis	
17	environmental	Improvement of business practices towards sustainability	ETIS	QUAL/QUAN	YES/NO n/N	% Variation in the number of businesses along the cycling route adopting environmentally friendly and green sustainability models (measured through the green scorecard and/or SDG 7 and 12 assessment)	analysis	
18	environmental	Green level of the cycling route area	UNIFI	QUAN	X	Number of green certifications/actions by the cycling route area (within a 10km radius)	analysis	
19	environmental	Green responsibility level of cycling tourists	UNIFI	QUAL/QUAN	YES/NO X	Green behaviors/actions Quantity of waste generated or not generated	analysis/ surveys	

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

11. Evaluation dimensions

GOVERNANCE: assess the extent to which sustainability is integrated into regional tourism planning and management strategies, as well as the level of stakeholder participation in decision-making processes.

ECONOMIC DIMENSION: provides insights into the production and consumption of goods and services related to tourism activities, including visitor spending and the output of the tourism industries as benefits for the local economy. This dimension also captures employment opportunities in the tourism industries.

SOCIO-CULTURAL DIMENSION: allows for investigating the impacts of tourism on the quality of life of local communities, as well as tourist satisfaction and their integration into local contexts, in addition to the economic benefits generated by tourist flows in areas with vulnerabilities.

ENVIRONMENTAL DIMENSION: concerns the impacts of tourism on ecosystems and the ways in which natural resources are safeguarded by tourism activities.

12. Key stakeholders

- **Territorial government bodies** (Regional Departments and Services, Municipalities, Park Authorities, LAG - Local Action Groups, and the relevant National Ministries and Agencies)
- **DMO** (Destination Management Organizations)
- **Specialized organizations** (NGOs, associations, foundations, etc.) related to cycling routes and sustainability (including sports)
- **Tourism operators** (OTAs, tourism service companies, cycling sector operators, etc.)
- **Local communities** (citizens and businesses)

- **Universities and research centers**
- **Digital enterprises, ICC (Cultural and Creative Industries)**
- **Community process facilitators**
- **Training organizations**
- **Development agencies** (territorial and/or economic development agencies, institutes for economic planning, etc.)
- **National, European, and international networks**

13. Future opportunities

- Finalization of the Impact Evaluation Model
- Presentation of "pledges" within the implementation phase of the Transition Path for tourism at the European level
- Creation of specific focus within tourism events dedicated to the topic
- Contribution to EUROVELO
- Development of a shared governance model for cycling routes
- Enlargement of the Platform
- Development of new projects
- Definition of agreements/protocols for collaboration between Regions for the impact evaluation of interregional cycling routes
- Contribution to the implementation of the National STP 2023-2027
- Contribution to various European initiatives: WestMed, EUSAIR, Multi-programme coordination mechanism between Interreg Mediterranean area Programmes
- Definition of a Sustainability Charter for cycling routes, aligned with the SDGs

14. Implemented and produced documents

The Platform on Tourism in the Mediterranean Area: towards a system of impact indicators for tourist cycling routes

PROGETTO STRATEGICO **TERRITORI**

Presidenza del Consiglio dei Ministri
Dipartimento per le politiche di coesione e per il sud
Ufficio V - Servizio XVIII - Coordinamento e Monitoraggio Programmi CTE

Unione europea

PAC CTE

- Methodological guidelines for the activation of Cooperation Platforms and subsequent Integration Plans, *March 2023*
- Path for the identification of thematic Clusters, *March 2023*
- Project Data Collection Sheet for the Mediterranean Area - Sustainable Tourism, *March 2023*
- Accompanying note to the project for the Mediterranean Area, *May 2023*
- Interview Outline for analyzing the outputs of the projects, *June 2023*
- Report on the activation of capitalization processes for selected outputs, *January 2024*
- Report on the activation of capitalization processes for selected outputs - Summary, *January 2024*
- Cooperation Platforms for Sustainable Tourism, *May 2024*
- Working Document for defining a system of impact indicators for tourist cycling routes, *August 2024*
- Proposal for an impact evaluation model for tourist cycling routes, *November 2024*
- Modeling of the path activated by the Territori project, *December 2024*