

Measuring sustainability in Mediterranean coastal tourism destinations: CO-EVOLVE's approach

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**TOWARDS SUSTAINABLE MARITIME AND COASTAL
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I. Concept and Objectives

The economic and social performance of tourism activities need to be correlated and co-evaluated with the environmental performance and impacts on tourism destinations in a long term perspective ensuring the conditions of sustainable development for future generations.

Co-Evolve approach

Conceptual 3-tier *model* for assessing the level of sustainable development of tourism in *Mediterranean coastal destinations*

Starting basis to assess sustainability at destination level

Guide to identify data needs and gaps



II. Key issues in defining the typology of Mediterranean coastal tourism destinations

Spatial scale

Local administration

Regional level

Supra local

...

Tourism related particularities

Geographical characteristics

Predominant/
special types
of tourism

Typology of impacts

Resources

Biodiversity

Coastline

...

Dynamics

Developing destinations

Mature destinations

...



III. CO-EVOLVE Typology of destinations (1/2)

Variables

01

Average share of overnight stays at each destination against the total overnight stays in the Mediterranean destinations

02

Average annual growth of overnight stays at each destination

Average Annual Growth

Developing destinations with high tourism dynamic

Mature destinations with high tourism dynamic

Developing destinations with potential in tourism development

Mature destinations with further potential in tourism development

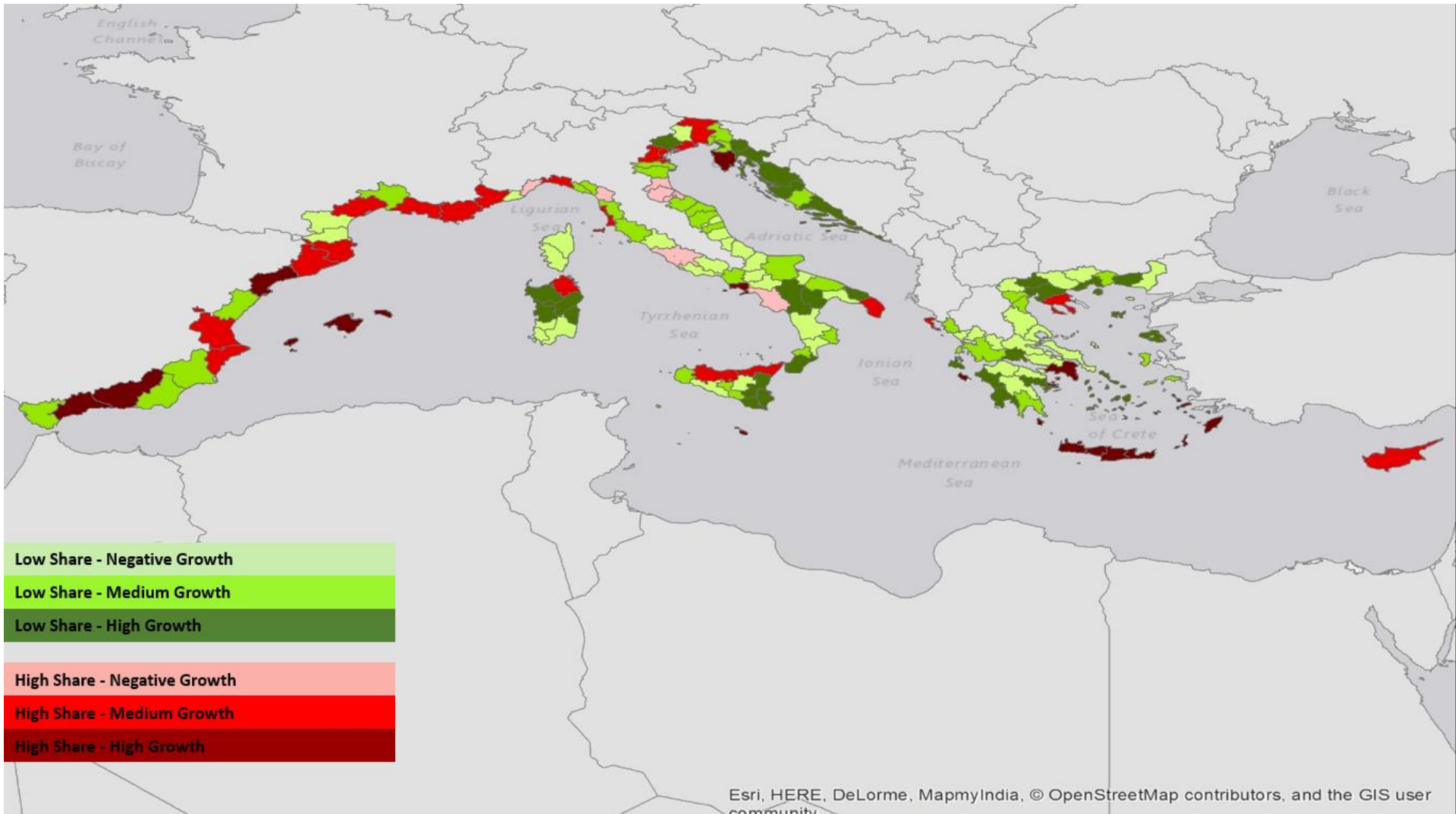
Developing destinations with low prospects in tourism development

Mature destinations with low prospects for further tourism development

Average Market Share



III. CO-EVOLVE Typology of destinations (2/2)



IV. Tourism Sustainability Toolkit – Analysis of the CO-EVOLVE model

1 Core Indicators

40 indicators from ETIS to serve as the basis for comparison of the level and trends of sustainable development

3 Pilot Area Specific Indicators

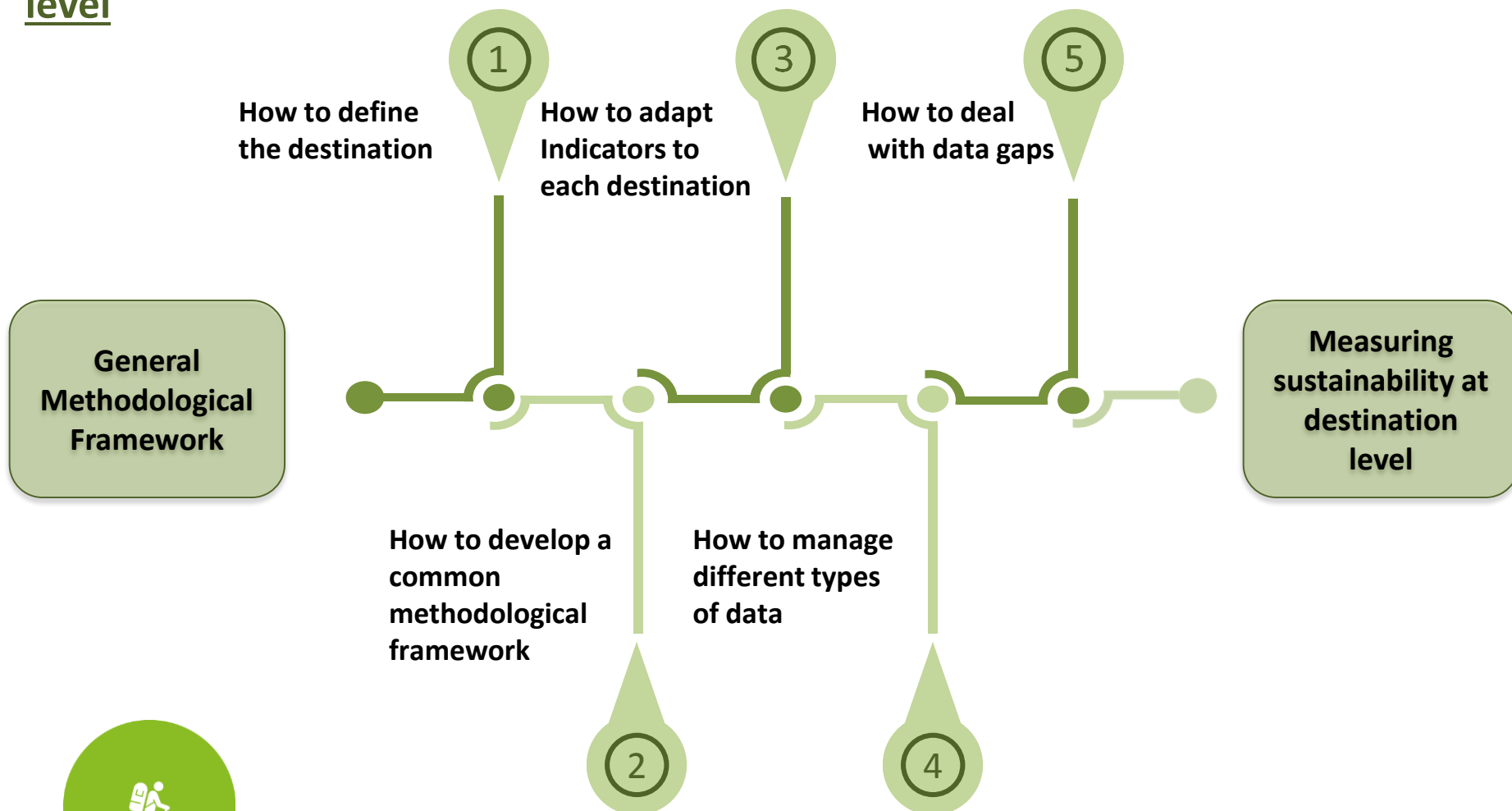
3rd set to address area-specific critical issues with specific linkages to the main threats, enabling factors and governance issues

2 Destination Indicators

2nd set to address the specific issues of coastal areas according to the characteristics and particularities of the predominant type of tourism activity in each type of destination



V. Key issues encountered towards measuring sustainability at destination level



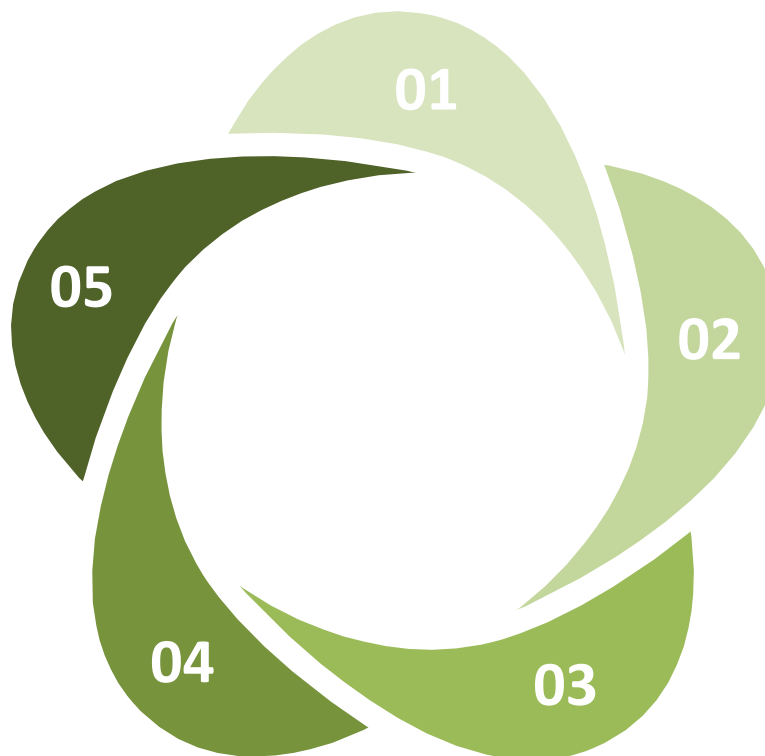
VI. Key steps for measuring sustainability at destination level in CO-EVOLVE

1 Sustainability Toolkit

Extended and flexible
 Tourism Sustainability
 Toolkit

2 Priority Indicators List

Selection of the most
 common critical issues
 and specificities
 encountered in
 Mediterranean coastal
 destinations



3

Prioritization of Indicators & Data Availability

a) Limit the range of possible indicators and
 b) Highlight the most important ones

4

Customization of Pilot Area Indicators

a) Final measurement/assessment
 b) Estimations on satisfaction levels and trends evaluation


5


Pilot Area Customized Toolkits


Basic guide for data collection, evaluation and monitoring tourism development

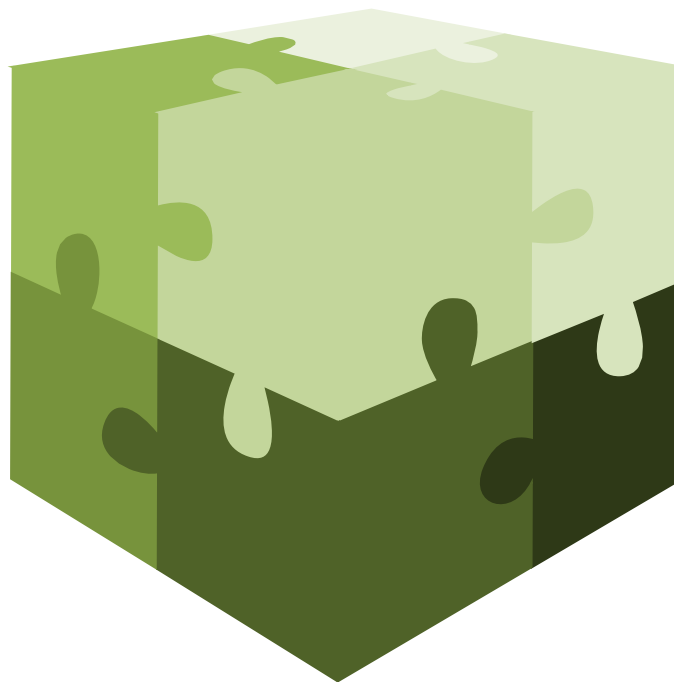



VII. Use of sustainability indicators for policy-making


 Provide hints for improving existing or shift towards alternative tourism models


 Highlight existing data gaps & provide guidelines towards relative measurements

 Measure and quantify stakeholders' perceptions



Define eventual thresholds 

Develop probability scenarios to adjust future planning actions and policies 

Monitor changes in sustainability in the future and feedback 



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