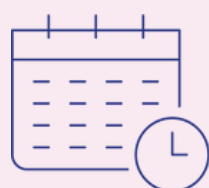ENHANCING SUSTAINABLE TOURISM

TOURISMO

TOURism Innovative and Sustainable Management of flOws

Project duration
33 months

Total budget
€ 2.980.995

Interreg Funds
€ 2.384.796

OUR PROJECT

Persistent challenges, like **overtourism**, continue to affect destinations and communities across the Mediterranean region; **TOURISMO** aims at addressing these challenges **by using innovative technologies** that offer new solutions and novel services **to monitor and manage tourist flows**. Better flows handling will be implemented through the development of a monitoring and decision-making support management structure and testing in **8 MED pilot sites**. The approach is based on **utilizing data from various datasets and on-site technologies** (i.e. thermal cameras, pax counters, drones, tags) relevant to tourists' presence, density, trajectories and behaviors.

HOW

- Utilize open-big-smart data, ICT tools, on-site equipment, and innovative methodologies for tourism flow management
- Deliver a monitoring & decision-making support management system, exploiting innovative data technologies
- Pilot test in 8 MED pilot areas with a variety of characteristics, enabling replicability in other areas
- Ensure the transferability and sustainability of project results by way of communication and exploitation of results

#1 NEWSLETTER

SUMMER 2025

PROJECT PARTNERS

Lead Partner

READ S.A.
www.readsa.gr
Development Agency of South Aegean Region

UNIVERSITÀ DEGLI STUDI FIRENZE

DINFO
DIPARTIMENTO DI INGEGNERIA DELL'INFORMAZIONE

DISIT
DISTRIBUTED SYSTEMS AND INTERNET TECHNOLOGIES LAB
DISTRIBUTED DATA INTELLIGENCE AND TECHNOLOGIES LAB

FUNDACIÓN VALENCIAPORT

rerasd
JAVNA USTANOVA ZA KOORDINACIJU I RAZVOJ SPLITSKO-DALMATINSKE ŽUPANIJE

Santa María la Real fundación

Powered by

SNAP4CITY

Fondazione per la ricerca e l'innovazione

DEVELOPMENT AGENCY OF lemesos LTD

KiNNO
Innovation Intermediaries

Varna Economic Development Agency

MRDD Foundation

Pilot Projects

Medival Town of Rhodes
Rhodes City,Greece
UNESCO World Heritage site,City
Center

Cradle of the Renaissane
Florence city ,Italy
UNESCO World Heritage site,City
Center

Valencia Port
Valencia,Spain
Port

Ciutat Vella
Valencia City ,Spain
Culture Monument

Old Port ,Limasol's Marina
Limasol,Cyprus
Port

**Varna Sea Garden,Roman
Baths,Archeological Museum**
Varna City,Bulgaria
City center,Park

Island of Bisevo
Island of Bisevo,Croatia
Beach

Golden Bay
Manikata Village ,Malta
Beach ,Nature Protected

Beach Monitoring at the Golden Bay

The Malta Regional Development and Dialogue Foundation (MRDDf), in collaboration with the Il-Majjistral Nature and History Park, has initiated a five-year program employing GDPR-compliant technologies, including people-counting CCTV and deep-learning algorithms. These tools monitor pedestrian and vehicular traffic, providing insights into visitor density and behavior during peak tourist seasons.Visitors have the opportunity to also experience Golden Bay in real-time through our live stream.

Sustainable Tourism Governance and Thematic Projects Kick off in Rome

A 2-days meeting in Rome, at the University of International Studies of Rome marks the start of the Governance and Thematic Projects, falling under the Sustainable Tourism Mission. In an event with the participation of more than 80 organisations, comprising 10 cooperation projects, Avgerinos Avgerinou (READ S.A.), Chiara Guiggiani (FRI), and Yiannis Geragotellis (KiNNO INNOVATION INTERMEDIARIES) –represented our project, connecting with like-minded individuals dedicated to promoting sustainability in tourism.

Fundación Valenciaport Testing New Ways to Make Local Tourism Work Better

Fundación Valenciaport are testing smart optical camera technologies that help us gather insights while respecting individual privacy.These cameras was being tested on site on: Counting people crossing a point,Monitoring busy areas,Protecting privacy.The real-time insights help port managers and city planners to manage tourism based on real needs and real data.The idea is simple: better information, better decisions.

Tourismo 2nd Technical and Steering Committee Meeting in Varna

The 2nd Technical and Steering Committee Meeting of project TOURISMO was organized in Varna, Bulgaria on 17-18 September 2024 with the participation of all the project partners.The #TOURISMO pilot area, where Varna Economic Development Agency is using advanced technologies to gain insights on tourist behaviour, hosted this 2nd meeting of the organisations involved in the project. For 2 days, we shared the progress of the pilot actions in 8 culturally significant sites, which will result to critical conclusions for creating advanced tools in managing tourism flows.Ultimately, #TOURISMO will be developing a monitoring and decision-making support management system, aiming to create better flows handling and improve the overall tourist experience.

Tourismo Events

Paths That Last

On 25-26/06/2025 at the event "Path That Last ",under the Mediterranean Multi Program Mechanism ,brought together experts, project leaders, and stakeholders from diverse programmes to exchange knowledge and build future collaborations.Paths That Last demonstrated the power of multi-programme cooperation and set the stage for more coordinated, inclusive, and innovative tourism projects that respect the Mediterranean's rich natural and cultural heritage.

Smart City Expo World Congress 2024

From 19 -21/11/24 on SCEWC ,the Snap4City team of the DISIT Lab/UNIFI proudly presented the advanced technical activities driving TOURISMO's mission for sustainable tourism management. We showcased our innovative approach to data acquisition and integration across the project's pilot sites, highlighting the transformative potential of our work.We're also proud to announce that the integration of the first pilots data into the Snap4City platform has started. This milestone marks a major step forward in the TOURISMO journey, enabling the collection, analysis and real-time visualization of data from our 8 pilot sites across the Euro-Med region.

Brussels welcomes strategic gathering of the Euro-MED Network of Sustainable Tourism Observatories

Athens hosts the projects of the Sustainable Tourism Mission for the first testing of the Sustainable Tourism Policy Labs by Dialogue4Tourism Project

On 14/05/2025 the Interreg Euro-MED Network of Sustainable Tourism Observatories (NSTO) held its second high-level meeting at the headquarters of the Lazio Region in Brussels, bringing together policymakers, experts, and stakeholders from across the Mediterranean to deepen cooperation and promote data-driven governance for sustainable tourism. The event was hosted as part of the Sustainable Tourism Mission of the Interreg Euro-MED Programme, which aims to support better cooperation governance.The agenda included two major roundtable discussions. The first, titled "Data-Driven Decision-Making for Sustainable Tourism," was moderated by Giuliano Tallone of Lazio Region and featured contributions from partners of TOURISMO, LIBECCIO, and Community4Tourism projects

On 04/06/2025 in the framework of our key event event CircletheMED our partners of Dialogue4Tourism Project, ASCAME and EPLO, organized a special testing session of the Sustainable Tourism Policy Labs (STPLs) in Athens (Greece). The event count on the participation of about 50 persons representing different Thematic Projects of the Sustainable Tourism Mission, Projects from other Missions, private companies and local and regional policy stakeholders. The Interreg Euro-MED Projects represented apart from Dialogue4Tourism, were AQUAMAN, Herit ADAPT, TOURISMO, MED Routes, Community4Tourism and Dialogue4LA.

What is Next?

Pilots on Tourism Flows' monitoring and tourism behavior's influence

> Partners will start marks the initiation of the 8 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 pilot, 4.Limassol port pilot, 5.City of Varna pilot, 6.Island of Biševo pilot, 7.Golden Bay pilot, 8. Valencia City pilot The target is to pilot test TOURISMO approach during 2 high-season periods per pilot area, during the project implementation.

Forecast and Sentiment Analysis to Support Future Decision Making Processes

> Partners 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.This approach will support mid-to-long term decision making processes related to the future tourism flows management.

Snap4City platform, source: