



SHAPETOURISM

Project	New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability		
Acronym	SHAPETOURISM		
Length	18 months		
Start	November 1 st , 2016	End	April 30 th , 2018
Funding	Interreg MED - 1st call for Proposals		
Principal Investigator	Jan van der Borg		
Scientific Area	APPLIED ECONOMICS [SECS-P/06]		
Abstract	<p>Shapetourism improves the tourism knowledge framework, providing analysis and operational tools to pinpoint an integrated methodology to shape and drive tourism sustainable growth, particularly for Cultural Destinations. It supports policymakers and private operators to achieve: attractiveness, growth and sustainability, taking into account the major challenges of global competition. Starting from the capitalization of scientific studies and from tourism established patterns, the project gears towards the balance between divergent public and private interests with the final scope to drive tourism development to an holistic, highly operational and sustainable approach.</p> <p>Project provides: 1) Smart Tourism Data System, to arrange recommendations and scenarios, to improve attractiveness and competitiveness of territorial assets; 2) Planning Solutions to tackle territorial assets sustainable exploitation, while balancing conflicts between landscape conservation and tourism growth pressures and tailoring responses to destinations life cycle; 3) ShapeTourism Protocol based on a Participative decisional support system able to create effective synergies and cooperation mechanisms for a responsible coastal and maritime integrated management. Actually, SHAPETOURISM enables to fill up some structural gaps providing: open-data/BigData processing; new sample survey; business ecosystem analysis; DSS leveraging on opportunities/facing risks and providing tools to develop ICZM and MSP.</p>		

Project budget	
UNIVE budget	161.220,00 €