



# Ca' Foscari University of Venice

**PROJECT ACRONYM AND TITLE:** ShapeTourism - New shape and drives for the tourism sector: supporting decision, integrating plans and ensuring sustainability

**FUNDING PROGRAMME:** INTERREG MED 2014-2020

**CALL:** First call for modular projects

**SCIENTIFIC FIELD :** To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area

**HOST DEPARTMENT/CENTRE :** Department of Economics

**SCIENTIFIC RESPONSIBLE:** Prof. Jan Van der Borg

**FINANCIAL DATA:**

Project total costs	Overall funding assigned to UNIVE
€ 598.536,50	€ 161.220,50

## ABSTRACT:

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.

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.

Planned Start date	Planned End date
01 <sup>st</sup> November 2016	30 <sup>th</sup> April 2018

## PARTNERSHIP:

1	UNIVERSITÀ CA' FOSCARI VENEZIA	Italy	Lead Partner/Coordinator
2	UNIVERSITY OF ALGARVE	Portugal	Partner
3	ITALIAN ASSOCIATION OF THE COUNCIL OF EUROPEAN MUNICIPALITIES AND REGIONS –	Italy	Partner

## **VENETA FEDERATION**

<b>4</b>	<b>UNIVERSITY OF SPLIT</b>	<b>Croatia</b>	<b>Partner</b>
<b>5</b>	<b>CYPRUS CENTER FOR EUROPEAN AND INTERNATIONAL AFFAIRS</b>	<b>Cyprus</b>	<b>Partner</b>
<b>6</b>	<b>RESEARCH CENTRE OF THE SLOVENIAN ACADEMY OF SCIENCES AND ARTS</b>	<b>Slovenia</b>	<b>Partner</b>
<b>7</b>	<b>UNIVERSITY OF MALAGA</b>	<b>Spain</b>	<b>Partner</b>