SMITour

Output 2.2 Action Plan for developing Smart Industrial Tourism in the Mediterranean
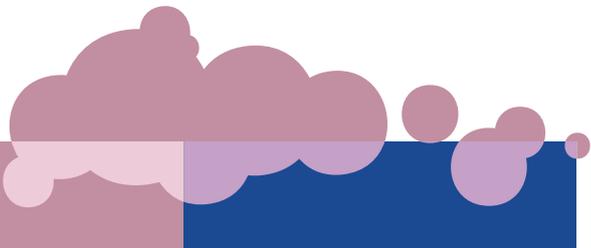
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in the Mediterranean

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Table of contents

Abbreviations

Most frequent abbreviations only, 1 page max.

SMIT   Smart Industrial Tourism
PA(s)   Public Authority / Authorities
DMO   Destination Management Organization
SME   Small and Medium-sized Enterprise
PPP   Public-Private Partnership
KPI   Key Performance Indicator
EU   European Union
WP   Work Package
R&D   Research and Development
AR/VR   Augmented Reality / Virtual Reality
AI   Artificial Intelligence
NGO   Non-Governmental Organization
MoU   Memorandum of Understanding
TICCIH   The International Committee for the Conservation of the Industrial Heritage
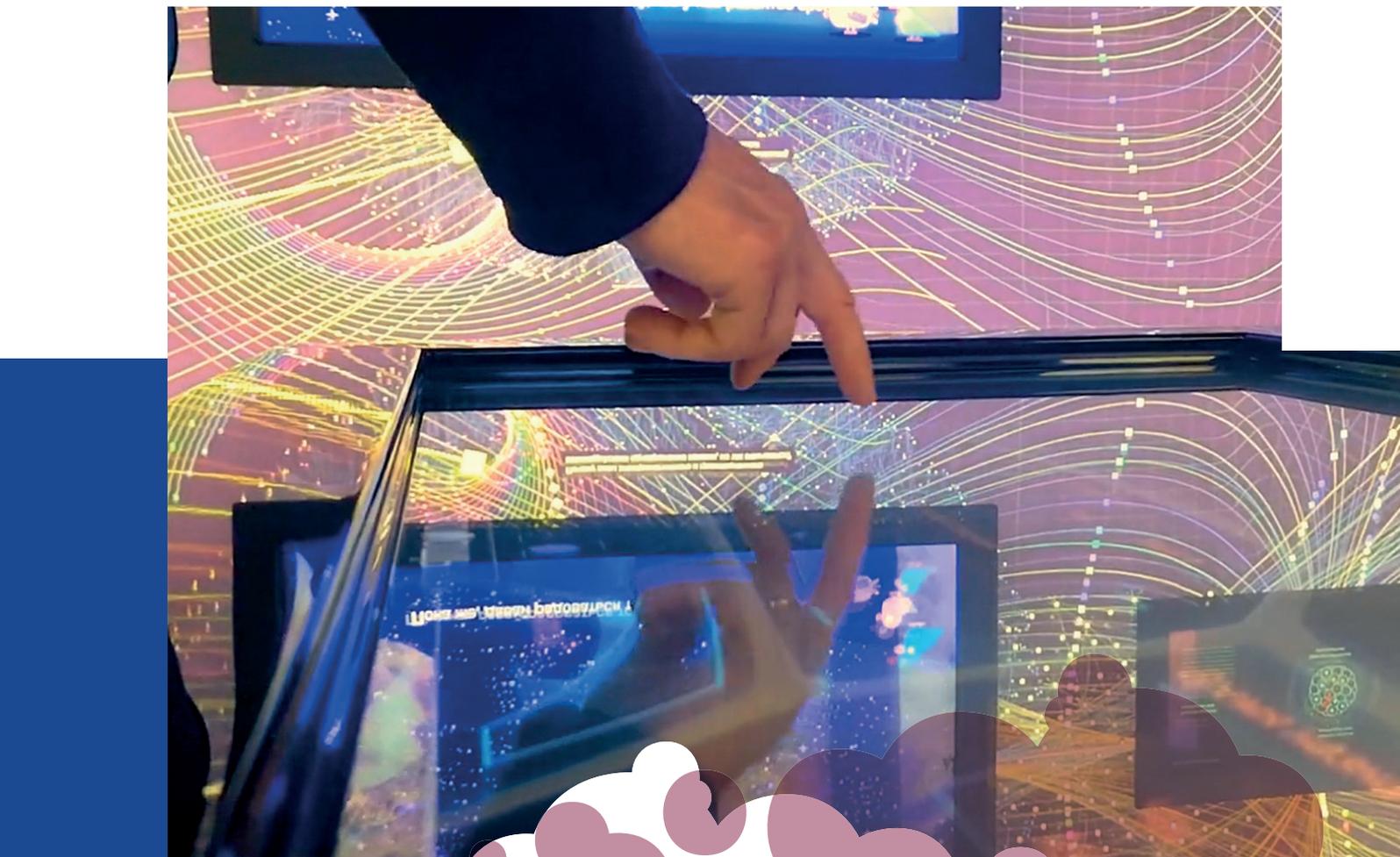
1. Executive Summary

1. Executive Summary

The Action Plan for Developing Smart Industrial Tourism (SMIT) in the Mediterranean operationalizes the strategic framework defined in the *Common Strategy for the Development of SMIT (Output 2.1)*. It transforms shared regional visions into coordinated, actionable steps designed to make industrial heritage a catalyst for sustainable tourism, innovation, and inclusive regional growth.

Purpose

The Action Plan provides a practical roadmap for **Public Authorities (PAs), SMEs, cultural institutions**, and **communities** to translate strategic priorities into measurable actions. It identifies the "how," "who," and "with what resources" necessary to create a cohesive, technology-enabled, and sustainable SMIT ecosystem across the Mediterranean.

Key Action Areas

The plan is structured around **13 Action Areas** distributed under **two complementary axes**:

- **Strategic Axes (1–7)** focus on **core thematic priorities**, including identity and branding, authenticity, innovation with purpose, cluster formation, sustainable planning, accessibility, and climate resilience.

- **Instrumental Axes (8–13)** enable implementation through governance, funding, capacity building, communication and marketing, business intelligence, and infrastructure.

These Action Areas detail over **40 individual actions and phased implementation steps (2026–2030)**, each with clearly defined actors, estimated budgets, and monitoring indicators.

Anticipated Impact

By 2030, the Action Plan envisions the Mediterranean as a **global reference for Smart Industrial Tourism**—where industrial heritage is reimagined through creativity, digital innovation, and sustainability. Anticipated outcomes include:

- Creation of **interdisciplinary regional clusters** and **transnational SMIT routes** linking industry, culture, and creativity.

- Deployment of **immersive technologies** and **digital toolkits** to enhance storytelling and accessibility.

- Development of **common standards** for quality, ethics, and sustainability.

- Strengthened **skills and innovation capacity** among SMEs, heritage institutions, and local communities.

- Increased **tourism diversification**, extending the season and balancing visitor flows across urban and peripheral regions.

Role of Public Authorities (PAs)

Public Authorities are pivotal in **enabling, coordinating, and sustaining** the SMIT ecosystem. Their responsibilities include:

- **Policy alignment and regulation**: Integrating SMIT into urban planning, tourism, and innovation frameworks.

- **Funding and incentives**: Mobilizing EU, national, and regional funds; facilitating PPPs; and ensuring equitable resource distribution.

- **Coordination and governance**: Chairing the *Mediterranean SMIT Network* and fostering cross-border collaboration.

- **Capacity building and knowledge exchange**: Supporting the *SMIT Academy*, Living Labs, and peer mentoring programs.

- **Monitoring and accountability**: Leading data collection, evaluation, and public reporting through standardized KPIs.

Through proactive leadership, PAs ensure that SMIT initiatives are not isolated efforts but interconnected drivers of regional regeneration, innovation, and shared Mediterranean identity.
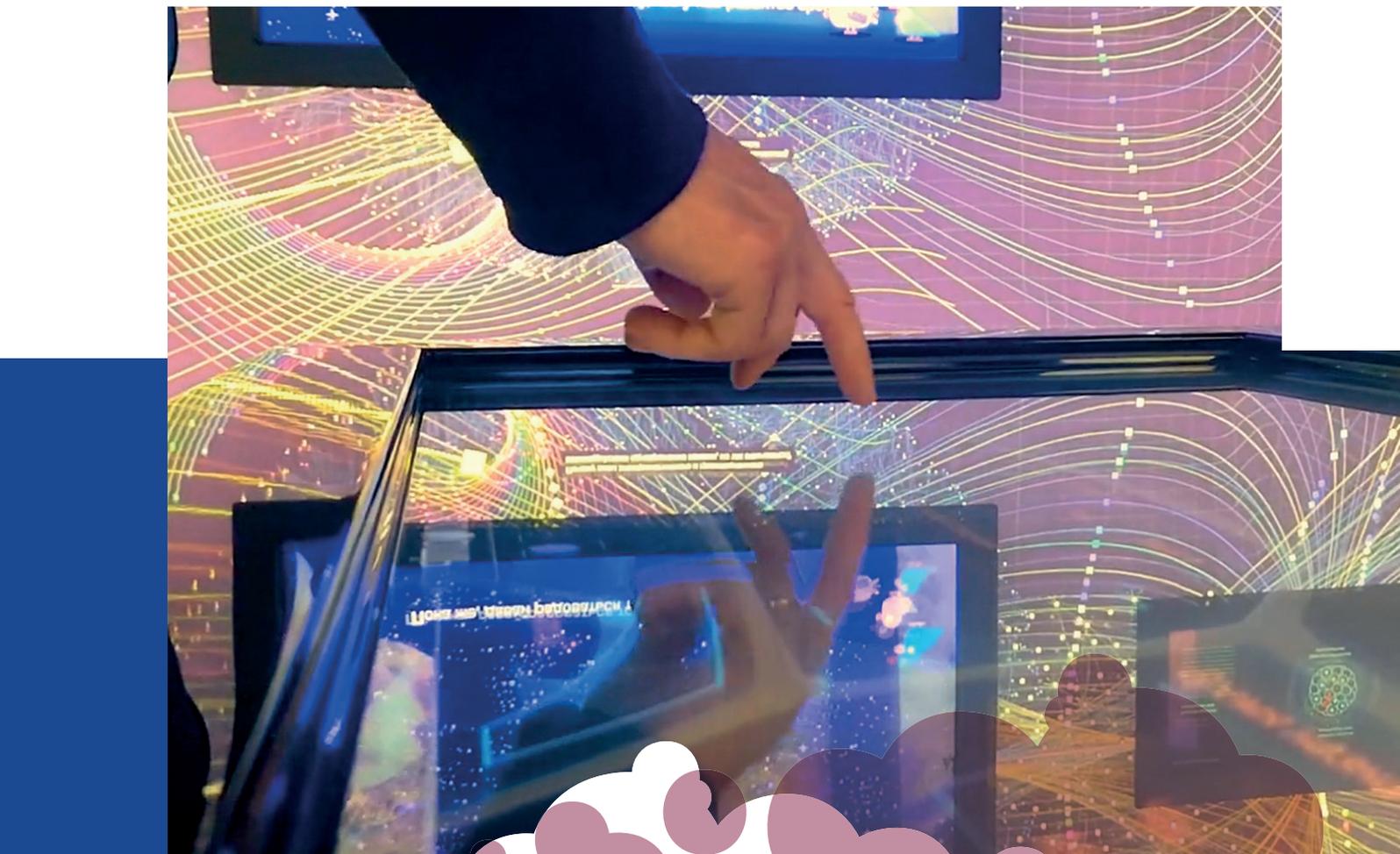
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2. Introduction

2. Introduction

2.1. Purpose of the Action Plan

This document serves as the operational blueprint for realizing the vision of Smart Industrial Tourism (SMIT) across the Mediterranean. It translates the strategic directions and core principles established in the *Common Strategy for the Development of Smart Industrial Tourism in the Mediterranean (Output 2.1)* into concrete, actionable steps. This Action Plan is designed to provide national, local, and regional Public Authorities (PAs), alongside other key stakeholders, with the necessary guidance to effectively develop, manage, and promote SMIT initiatives within their respective territories and across the transnational network.

2.2. Defining Smart Industrial Tourism (SMIT)

The *Common Strategy* laid out a compelling vision: to establish the Mediterranean as a leading global destination for innovative, sustainable, climate change resilient, inclusive, and authentic Smart Industrial Tourism, transforming its rich industrial past into a vibrant driver for cultural identity, regional regeneration, and immersive tourism experiences.
This Action Plan directly supports this vision by operationalizing its framework. It takes the seven Strategic Axes (Identity & Branding; Authenticity; Innovation with Purpose; Collaboration, Clustering, and Routes; Integrated Sustainability and Urban Planning; Inclusivity and Accessibility; Climate Resilience) and the six Instrumental Axes (Governance; Funding; Capacity Building; Communication and Marketing; Business Intelligence; Infrastructure) and breaks them down into deliverable actions. Where the Strategy defined "what" needs to be done and "why," this Action Plan details "how" it will be achieved, "who" is responsible, "with what resources and tools," and within what policy framework.

2.3. Target Audience and Scope

This Action Plan is primarily addressed to Public Authorities at national, regional, and local levels, recognizing their critical role in policy-making, funding, coordination, and enabling the environment for SMIT.

Beyond PAs, this document also serves as an indispensable guide for:

• Destination Management Organizations (DMOs)

• Industrial Site Managers (museums, active factories, heritage foundations)

• Small and Medium-sized Enterprises (SMEs), especially those in tourism, creative industries, gastronomy, and active leisure.

• Cultural Institutions and Research Bodies

• Community Associations and other civil society organizations.

The scope of this plan is the entire Mediterranean region, fostering both individual site development and integrated transnational initiatives. It provides a flexible framework that can be adapted to the specific contexts of diverse regions while ensuring alignment with the overarching Mediterranean SMIT vision.

2.4. Guiding Values for Action

Every action undertaken within this plan must inherently reflect and reinforce the core values established in the Common Strategy. These values are not optional additions but foundational principles guiding implementation:

• Sustainable and Climate Resilient: Actions will promote resource efficiency, adaptive reuse, and climate-adaptive tourism models.

• Inclusive: All activities will strive to break down barriers, ensuring accessibility and engagement for diverse populations.

• Innovative: Solutions will embrace creative and technological advancements to enhance experiences and operational efficiency.

• Competitive: Actions will aim to elevate the quality and distinctiveness of Mediterranean SMIT, enhancing its market appeal.

• High Quality: A commitment to excellence will underpin all initiatives, from site management to visitor services.

• Gender Equality: Actions will promote equal representation and opportunities, and ensure balanced narratives of industrial heritage.

• Safe: The well-being of visitors, staff, and communities will be a paramount consideration in all development and operational procedures.

By consciously integrating these values into every step, the Action Plan ensures that the development of Smart Industrial Tourism in the Mediterranean is not only effective but also responsible and truly transformative.

2.5. How to use this action Plan

This document is designed as a practical, step-by-step operational guide for all SMIT stakeholders.

Step 1: Understand the Strategic Architecture (Sections 3 & 4) Read the detailed narrative for the 13 Action Areas to understand the What and the Why of each intervention.

Step 2: Plan Implementation (Tables 1-3) Use the Phased Implementation Tables (Tables 1, 2, and 3) to identify the When and the Cost of each Action ID.

Step 3: Monitor Success (Tables 4-6) Refer to the KPI Tables (Tables 4, 5, and 6) to establish the How to Measure and the Who is Responsible for ensuring accountability and continuous improvement.
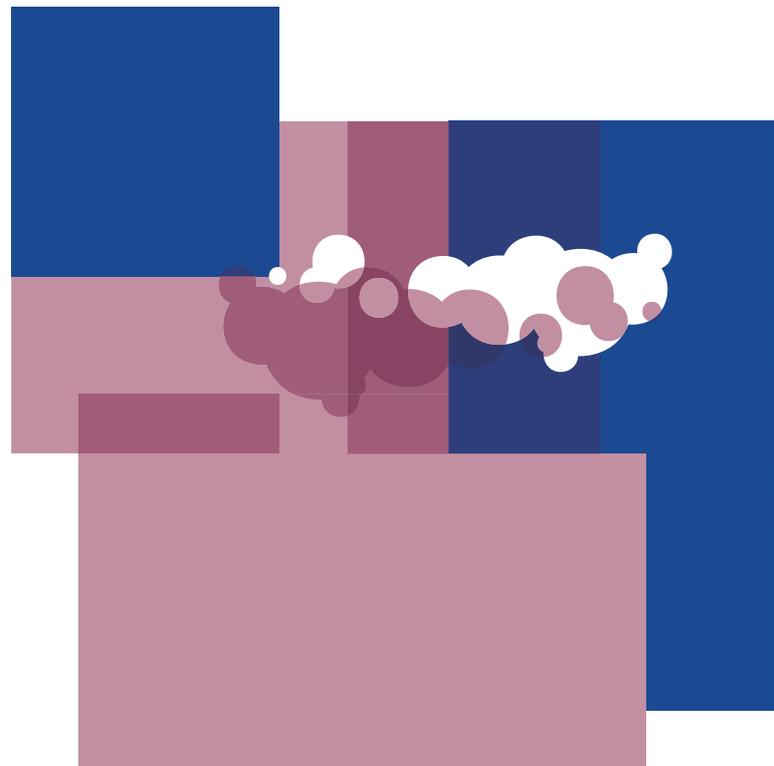
The following matrix helps see the whole architecture at a glance of the actions matching the corresponding strategic axes or instrumental axes.

Action Area (Output 2.2 Action Plan Section)	Strategic Axes (Output 2.1 Strategy Section)	Key Instrumental Axes (Output 2.1 Strategy Section)
1: Building Identity & Branding (3.1)	Identity & Branding (5.1)	Communication & Marketing (6.4)
2: Enhancing Authenticity (3.2)	Authenticity in Storytelling Experience (5.2)	Capacity Building (6.3)
3: Fostering Innovation with Purpose (3.3)	Innovation with Purpose (5.3)	Business Intelligence (6.5)
4: Building Collaboration Clusters, & Routes (3.4)	Collaboration, Clustering, and Routes (5.4)	Governance (6.1)
5: Integrating Sustainability Urban Planning (3.5)	Integrated Sustainability Urban Planning (5.5)	Infrastructure (6.6)
6: Ensuring Inclusivity & Accessibility (3.6)	Inclusivity and Accessibility (5.6)	Funding (6.2)
7: Building Climate Resilience (3.7)	Climate Resilience (5.7)	-
8: Strengthening Governance Structures (4.1)	-	Governance (6.1)
9: Securing Sustainable Funding (4.2)	-	Funding (6.2)
10: Building Capacity (4.3)	-	Capacity Building (6.3)
11: Enhancing Communication & Marketing (4.4)	-	Communication and Marketing (6.4)
12: Implementing Business Intelligence (4.5)	-	Business Intelligence (6.5)
13: Improving Infrastructure (4.6)	-	Infrastructure (6.6) 35

**3. Operationalizing the Strategic Axes:
Actions & Interventions**

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3. Operationalizing the Strategic Axes: Actions & Interventions

This section details the concrete actions, actors, resources, and tools required to implement each Strategic Axis. Each subsection will begin with a brief restatement of the Axis's purpose.

3.1. Action Area 1: Building Identity & Branding for Mediterranean SMIT

- **Purpose**: To create a unified brand, shared narrative, and a quality framework that positions Mediterranean SMIT as a distinctive and high-quality tourism product.

3.1.1. Action: Co-create the Mediterranean SMIT Brand Identity

- **Description**: Facilitate a series of transnational workshops with stakeholders from all partner regions to co-design the core brand narrative, visual identity (logo, typography, color palette), and key messaging for the "Mediterranean SMIT Network" brand.

- **Actors**: Transnational SMIT Network (Steering Committee), Branding/Marketing Experts, Cultural Heritage Institutions, Regional PAs.

- **Resources/Tools**: Brand guidelines document, communication templates, shared digital asset library.

- **Policy/Instrument**: Formal endorsement of the brand by national and regional PAs to ensure its use in official tourism promotion.

3.1.2. Action: Develop and Implement the SMIT Quality Framework

- **Description**: Establish a comprehensive, practical framework defining minimum standards for authenticity, visitor experience, safety, sustainability, and accessibility. This framework will serve as the entry requirement for network membership and inclusion in official routes, replacing a formal public-facing certificate.

- **Actors**: Transnational SMIT Network (Quality Task Force), Site Managers, Accessibility Experts, Safety Regulators.

- **Resources/Tools**: Tiered Quality Framework Handbook, self-assessment checklists, peer-review mechanisms.

- **Policy/Instrument**: Policy directives from PAs linking adherence to the Quality Framework with eligibility for tourism-related funding and promotional support.
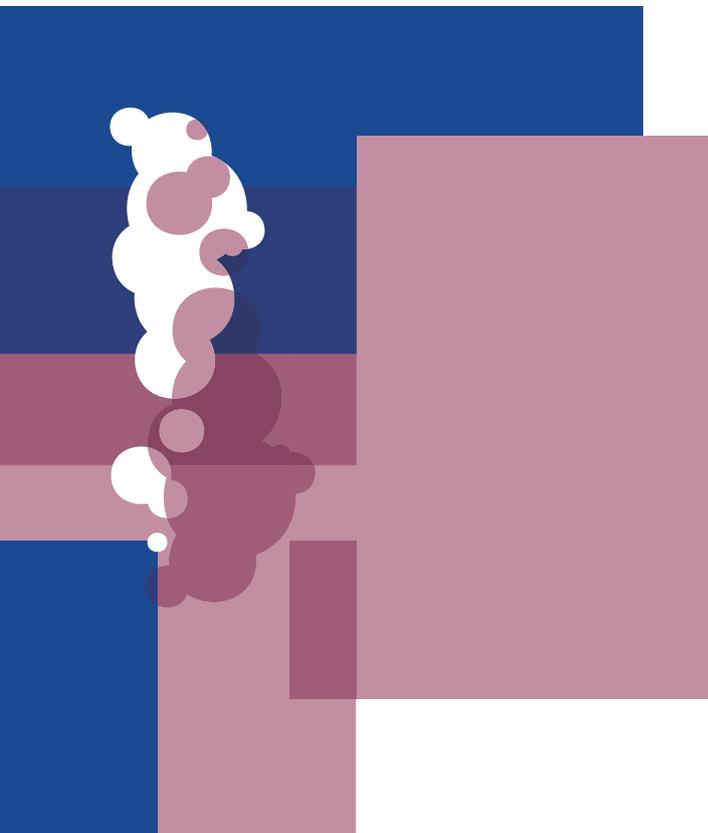
3.2. Action Area 2: Enhancing Authenticity in SMIT Experiences

- **Purpose**: To ensure all SMIT experiences are deeply rooted in genuine historical narratives, real production processes, and the lived experiences of communities.

3.2.1. Action: Launch a Transnational Oral History & Archiving Program

- **Description**: Develop methodologies and provide training for local communities and heritage institutions to collect, digitize, and integrate oral histories from former industrial workers into site interpretations. This ensures the human stories behind the machines are preserved and shared.

- **Actors**: Cultural Institutions (Museums, Archives), Universities (History/Anthropology Depts.), Local PAs, Community Associations.

- **Resources/Tools**: Oral history collection kits (recorders, interview guides), digital archiving platforms, legal consent form templates.

- **Policy/Instrument:** National and regional funding programs for the documentation of intangible cultural heritage; inclusion in national cultural heritage strategies.

3.2.2. Action: Develop Ethical Guidelines for Industrial Heritage Interpretation & Restoration

- **Description**: Create and disseminate best practice guidelines for historically accurate and ethical interpretation and restoration, drawing from international standards to prevent superficial or misleading representations.

- **Actors**: Heritage Conservationists, TICCIH representatives, Architectural Faculties, Regional PAs (Cultural Heritage Departments).

- **Resources/Tools**: An "Ethical Charter for SMIT," a compendium of best practices, training modules for site managers.

- **Policy/Instrument**: Integration of these ethical guidelines into criteria for public funding for heritage restoration projects and into regional heritage management plans.

3.3. Action Area 3: Fostering Innovation with Purpose

- **Purpose**: To strategically use advanced technologies to create immersive, educational, and accessible SMIT experiences that deepen understanding without compromising authenticity.

3.3.1. Action: Establish SMIT "Living Labs" for Digital Experience Prototyping

- **Description**: Designate and fund specific industrial sites as "Living Labs" to pilot and test new AR/VR applications, gamified experiences, and AI-powered tools in partnership with tech companies and universities. This allows for experimentation and refinement before wider rollout.

- **Actors**: Universities (IT/Tourism Depts), Tech Startups, SMIT Site Managers, Regional PAs (Innovation Depts).

- **Resources/Tools**: Seed funding for pilot projects, tech development kits, user testing protocols.

- **Policy/Instrument:** Innovation grants, tax incentives for R&D partnerships between tech companies and cultural heritage sites.

3.3.2. Action: Create and Promote the "SMIT Digital Toolkit"

- **Description**: Develop an accessible online resource providing practical guides, templates, and a directory of verified technology providers for sites wishing to implement digital enhancements. The toolkit will feature case studies from the *Catalogue of Advanced Technologies* to showcase effective applications.

- **Actors**: Transnational SMIT Network, Tech Experts, Catalogue of Advanced Technologies contributors.

- **Resources/Tools**: Online platform, video tutorials, template specifications for AR/VR content.

- **Policy/Instrument**: National and regional digital transformation strategies for the cultural and tourism sectors; funding programs for digital content creation.

3.4. Action Area 4: Building Collaboration, Clusters, and Interdisciplinary Routes

- **Purpose**: To move from isolated sites to interconnected, interdisciplinary networks and marketable branded routes, blending industrial heritage with creative, gastronomic, and active tourism sectors.

3.4.1. Action: Facilitate Formation of Interdisciplinary Regional SMIT Clusters

- **Description**: Launch structured workshops for PAs to facilitate multi-sectoral cluster formation, identifying industrial sites, creative hubs, culinary producers, sports providers, and natural areas to co-develop integrated tourism products.

- **Actors**: Regional Development Agencies, Chambers of Commerce, DMOs, Local PAs, SMEs from various sectors.

- **Resources/Tools**: Cluster facilitation guide, asset mapping tools, partnership agreement templates.

- **Policy/Instrument:** Regional cluster development programs, seed funding for cluster initiatives.

3.4.2. Action: Design and Brand Transnational Thematic SMIT Routes

- **Description**: Create a transnational task force to curate, map, and officially brand at least three initial thematic routes (e.g., Textiles, Mining, Maritime), ensuring they incorporate diverse, interdisciplinary experiences and are promoted under the unified Mediterranean SMIT brand.

- **Actors**: Transnational SMIT Network (Route Task Force), DMOs, Tour Operators, Cultural Heritage Institutions, Creative Agencies.

- **Resources/Tools**: Route mapping software, branding guidelines for routes, joint marketing agreements.

- **Policy/Instrument**: Endorsement of routes by national tourism ministries, inclusion in international tourism promotion.

3.4.3. Action: Implement a "Quality for Inclusion" Mechanism

- **Description**: Establish a transparent process where adherence to the SMIT Quality Framework is a mandatory prerequisite for sites and partners to be included in officially branded clusters and routes.

- **Actors**: Transnational SMIT Network, Regional PAs, Cluster Coordinators.

- **Resources/Tools**: Quality audit checklists, self-assessment forms, review panel guidelines.

- **Policy/Instrument**: Funding prioritization for sites adhering to the Quality Framework, official recognition through network membership.

3.5. Action Area 5: Integrating Sustainability and Urban Planning

- **Purpose**: To embed SMIT development within broader urban and territorial planning, ensuring sustainable growth, efficient resource management, and benefits for local communities.

3.5.1. Action: Develop SMIT-Integrated Urban & Spatial Planning Guidelines

- **Description**: Create specific guidelines for local/regional PAs to integrate SMIT considerations (visitor flows, mobility, heritage reuse, utilities) into urban master plans and regional development strategies.

- **Actors**: Urban Planners, Architects, Regional PAs (Planning & Environment Depts), Tourism Boards.

- **Resources/Tools**: Planning toolkit, case studies of successful heritage-led urban regeneration.

- **Policy/Instrument:** Mandate for SMIT integration in revised regional development plans.

3.5.2. Action: Pilot Sustainable Mobility Solutions to SMIT Sites

- **Description**: Fund and implement pilot projects for sustainable transport options (e.g., dedicated public transport routes, cycling paths, electric shuttle services) connecting urban centers with peripheral SMIT sites.

- **Actors**: Local/Regional PAs (Transport Depts), Public Transport Operators, SMIT Site Managers.

- **Resources/Tools**: Feasibility studies, grant funding for green transport infrastructure.

- **Policy/Instrument**: Inclusion in regional sustainable mobility plans, subsidies for public transport.

3.6. Action Area 6: Ensuring Inclusivity and Accessibility

- **Purpose**: To break down physical, cognitive, social, and economic barriers, making SMIT experiences welcoming and accessible to the widest possible audience.

3.6.1. Action: Implement Comprehensive Accessibility Audits & Upgrade Plans

- **Description**: Provide PAs with tools and training to conduct accessibility audits of SMIT sites, leading to phased upgrade plans based on universal design principles.

- **Actors**: Accessibility Experts, Architects, SMIT Site Managers, Local PAs.

- **Resources/Tools**: Audit checklists, universal design guidelines, funding applications for accessibility improvements.

- **Policy/Instrument:** Mandates for accessibility compliance in public-funded heritage projects, grants for private site upgrades.

3.6.2. Action: Develop Multilingual & Multi-Sensory Digital Content Standards

- **Description**: Create guidelines for digital content (websites, apps, AR/VR) to ensure it is available in multiple languages and incorporates features for visual, hearing, and cognitive accessibility (e.g., audio descriptions, simplified text, sign language interpretation).

- **Actors**: Digital Content Developers, Language Specialists, Accessibility NGOs, SMIT Site Managers.

- **Resources/Tools**: Content style guides, accessibility testing tools.

- **Policy/Instrument**: Public procurement clauses requiring accessibility standards for digital solutions.

3.7. Action Area 7: Building Climate Resilience

- **Purpose**: To design SMIT as a climate-resilient tourism model, featuring all-weather attractions that reduce seasonality and educate visitors on climate action.

3.7.1. Action: Identify & Promote "All-Weather" SMIT Itineraries

- **Description**: Map existing SMIT sites suitable for all-weather visitation and develop marketing strategies to promote these sites and themed itineraries during shoulder seasons and periods of adverse weather.

- **Actors**: DMOs, SMIT Site Managers, Tour Operators, Marketing Agencies.

- **Resources/Tools**: "All-Weather" itinerary guide, digital marketing campaigns.

- **Policy/Instrument:** Tourism promotion strategies targeting shoulder seasons, incentives for package tours featuring all-weather sites.

3.7.2. Action: Integrate Climate Action & Circular Economy Narratives

- **Description**: Develop interpretive materials and educational programs that link industrial heritage to contemporary issues of climate change, resource depletion, and the transition to a circular economy. It may include **Living Industry as an example of industrial transition and the circular economy in each region**.

- **Actors**: Environmental NGOs, Educators, SMIT Site Managers, Research Institutions.

- **Resources/Tools**: Educational content templates, exhibition design guides, public engagement toolkits.

- **Policy/Instrument**: Funding for educational programs on sustainability; alignment with national climate action plans.

4. Operationalizing the Instrumental Axes: Enabling & Supporting Actions

4

4. Operationalizing the Instrumental Axes: Enabling & Supporting Actions

This section details the concrete actions, actors, resources, and tools required to implement each Strategic Axis. Each subsection will begin with a brief restatement of the Axis's purpose.

4.1. Action Area 8: Strengthening Governance Structures

- **Purpose**: To establish robust governance mechanisms for coordination, decision-making, and long-term strategic alignment.

4.1.1. Action: Formalize the "Mediterranean SMIT Network" & its Steering Committee

- **Description**: Establish the legal and operational framework for the transnational network, defining its mandate, membership, and governance procedures.

- **Actors**: Charter of the Network, Rules of Procedure.

- **Resources/Tools**: Charter of the Network, Rules of Procedure.

- **Policy/Instrument:** Inter-governmental agreements or memoranda of understanding.

4.1.2. Action: Develop & Disseminate Regional Cluster Governance Templates

- **Description**: Provide PAs and stakeholders with adaptable templates for formalizing regional SMIT clusters, including roles, responsibilities, and operational guidelines.

- **Actors**: Regional Development Agencies, Legal Advisors, Cluster Facilitators.

- **Resources/Tools**: Template MoUs, Partnership Agreements, organizational charts.

- **Policy/Instrument**: Regional policies promoting formal cluster structures.

4.2. Action Area 9: Securing Sustainable Funding

- **Purpose**: To diversify funding sources and empower SMIT sites to achieve financial resilience beyond project-based grants.

4.2.1. Action: Create a Comprehensive "SMIT Funding Guide"

- **Description**: Research, compile, and regularly update a guide detailing relevant EU (e.g., Interreg, Horizon Europe, Creative Europe), national, and regional funding opportunities for SMIT. For instance, it can include a **Financing Section for the Transformation of the Living Industry into a Tourism Offer**, covering grants for digitization and commercialization of those experiences.

- **Actors**: Transnational SMIT Network (Funding Task Force), EU Project Managers, Financial Experts.

- **Resources/Tools**: Online database, grant application templates, success story examples.

- **Policy/Instrument:** Integration into national funding information portals.

4.2.2. Action: Implement Public-Private Partnership (PPP) Development Programs

- **Description**: Establish programs to train PAs and site managers on forming effective PPPs for site development, operations, and marketing.

- **Actors**: National Investment Agencies, Legal Firms, PPP Experts, Regional PAs.

- **Resources/Tools**: PPP toolkit, contract templates, financial modeling tools.

- **Policy/Instrument:** PPP legal frameworks, tax incentives for private investment in heritage.

4.3. Action Area 10: Building Capacity

- **Purpose**: To address skills gaps through targeted training and professional development programs for all stakeholders involved in SMIT.

4.3.1. Action: Design & Deliver the "SMIT Academy" Curriculum

- **Description**: Develop and deliver a modular training program covering heritage interpretation, digital tools, business planning, visitor services, and sustainable management.

- **Actors**: Universities, Vocational Training Centers, Sector Experts, SMIT Site Managers.

- **Resources/Tools**: Course modules, e-learning platform, certification for participants.

- **Policy/Instrument**: Recognition of "SMIT Academy" certification by national tourism/education authorities.

4.3.2. Action: Establish a Peer Mentorship & Exchange Program

- **Description**: Create a formal program for knowledge exchange, connecting experienced SMIT site managers and cluster coordinators with emerging sites and SMEs for mutual learning.

- **Actors**: Transnational SMIT Network, Experienced Site Managers, SMEs.

- **Resources/Tools**: Online matching platform, mentorship guidelines, travel grants for exchanges.

- **Policy/Instrument**: Funding for exchange programs, recognition of mentorship contributions.

4.4. Action Area 11: Enhancing Communication and Marketing

- **Purpose**: To effectively promote the Mediterranean SMIT brand and its curated routes to diverse target audiences.

4.4.1. Action: Develop a Unified Digital Marketing Strategy & Tools

- **Description**: Create a comprehensive digital marketing strategy for the "Mediterranean SMIT Network," including SEO, social media guidelines, content creation kits, and influencer collaboration programs.

- **Actors**: Marketing Agencies, DMOs, Social Media Experts, Transnational SMIT Network.

- **Resources/Tools**: Digital Marketing Plan, content calendars, photo/video guidelines.

- **Policy/Instrument**: Joint funding for digital marketing campaigns, data sharing agreements.

4.4.2. Action: Organize Familiarization (FAM) Trips for Tour Operators & Media

- **Description**: Host targeted FAM trips for international tour operators, travel agents, and media to experience the branded SMIT routes and interdisciplinary offerings firsthand.

- **Actors**: DMOs, Tour Operators, SMIT Site Managers, National Tourism Boards.

- **Resources/Tools**: Itinerary development, press kits, media contacts database.

- **Policy/Instrument**: Public funding for tourism promotion and trade fair participation.

4.5. Action Area 12: Implementing Business Intelligence

- **Purpose**: To establish a data-driven approach for continuous monitoring, evaluation, and adaptation of the SMIT strategy.

4.5.1. Action: Develop & Implement Standardized KPI Dashboard & Data Collection

- **Description**: Design a common set of KPIs (visitor numbers, satisfaction, revenue, digital engagement, sustainability metrics) and provide sites with tools for standardized data collection and reporting.

- **Actors**: Business Intelligence Experts, SMIT Site Managers, Regional PAs (Tourism Depts).

- **Resources/Tools**: KPI definitions, data collection templates (online forms), centralized data platform.

- **Policy/Instrument**: Mandate for data submission from publicly funded sites; data protection guidelines.

4.5.2. Action: Produce Annual "State of Mediterranean SMIT" Reports

- **Description**: Compile and publish annual reports summarizing key data, trends, success stories, and recommendations for strategic adjustments across the network.

- **Actors**: Transnational SMIT Network, Research Institutions, Data Analysts.

- **Resources/Tools**: Report templates, infographics, public dissemination channels.

- **Policy/Instrument**: Endorsement of reports by PAs, use in policy review cycles.

4.6. Action Area 13: Improving Infrastructure

- **Purpose**: To establish minimum readiness standards for sites and ensure robust physical and digital connectivity for a seamless visitor experience.

4.6.1. Action: Disseminate & Monitor the "SMIT Site Readiness Checklist"

- **Description**: Create a practical checklist outlining minimum standards for safety, accessibility, visitor facilities, interpretation, and digital connectivity, for sites to self-assess and PAs to monitor.

- **Actors**: Regional PAs, Site Managers, Infrastructure Experts, Safety Officers.

- **Resources/Tools**: Readiness Checklist document, self-assessment scoring system.

- **Policy/Instrument**: Integration into local planning permits and operational licenses for tourism sites.

4.6.2. Action: Develop & Deploy Unified Signage and Wayfinding System for Routes

- **Description**: Design and implement a consistent physical and digital signage system (e.g., QR codes, mobile app integration) for branded SMIT routes, guiding visitors seamlessly between sites and complementary attractions.

- **Actors**: Local/Regional PAs, Road Authorities, Digital Cartographers, Branding Experts.

- **Resources/Tools**: Signage design manual, digital map integration.

- **Policy/Instrument**: Regional mandates for unified tourism signage; funding for infrastructure improvements.

5. Implementation Roadmap &
Monitoring Framework

5. Implementation Roadmap & Monitoring Framework

5.1. Phased Implementation Timeline (e.g., 2026-2030):

- **Phase 1 (Years 1-2): Foundation & Piloting**: The focus is on establishing governance, developing frameworks (Quality, Digital Toolkit), conducting audits, and launching pilot clusters/routes.

- **Phase 2 (Years 3-4): Scaling & Integration**: Expanding successful pilots, formalizing regional networks, intensifying capacity building, securing long-term funding, and integrating SMIT into broader tourism policies.

- **Phase 3 (Year 5+): Consolidation & Innovation**: Continuous innovation, international promotion, sustained operations, and ongoing adaptation based on business intelligence.

The 3 following tables reflect each phase. They gather the timeline and a conservative estimated (bulk) budget per action including lead actors first for strategic axes, then for instrumental axes. The communication part of the scaling and integration section within the instrumental axes is actually overlapping with the branding work of the phase 1, so that communication starts running as soon as possible to keep steering stakeholders across the Mediterranean.

Please note: Infrastructure actions do not include restoration budget per each asset, it is assumed that each site owner/manager or PA takes care of this. Hence it is out of the scope of the present action plan, and certainly it represents a vast amount of resources.

Table 1 Phase 1 timeline and budget

Phase 1: Foundation & Piloting focuses on establishing governance, developing frameworks, conducting audits, and launching initial pilot clusters/routes.

Action Area	Action ID	Ref. Section	Action Description	Lead Actor(s)	Phase	Start Quarter	End Quarter	Duration (Quarters)	Estimated Budget (000) EUR	Funding Source (Proposed)	Notes/Dependencies
3.1. Identity & Branding	A1.1	3.1.1	Co-create the Mediterranean SMIT Brand Identity	Transnational SMIT Network Branding/Marketing Experts	1	Q1 Year 1	Q3 Year 1	3	50	EU Funds (Interreg), PA Budgets	Requires broad stakeholder engagement.
	A1.2	3.1.2	Develop and Implement the SMIT Quality Framework	Quality Task Force Site Managers Accessibility Experts	1	Q2 Year 1	Q4 Year 2	7	80	EU Funds, National Grants	Requires expert consultation.
3.2. Authenticity	A2.1	3.2.1	Launch Transnational Oral History Archiving Program	Cultural Institutions, Universities, Local PAs	1	Q2 Year 1	Q4 Year 2	7	120	EU Funds (Creative Europe) National Heritage Funds	Requires local community engagement.
	A2.2	3.2.2	Develop Ethical Guidelines for Heritage Interpretation Restoration	Heritage Conservationists TICCIH Architectural Faculties	1	Q1 Year 1	Q2 Year 2	6	60	EU Funds, PA Budgets	Consult with international bodies.
3.3. Innovation with Purpose	A3.1	3.3.1	Establish SMIT "Living Labs" for Digital Prototyping (initial)	Universities, Tech Startups, Regional PAs	1	Q3 Year 1	Q4 Year 2	6	600	EU Funds (Horizon Europe) Innovation Grants Private Sector	Selection of 2-3 pilot sites.
	A3.2	3.3.2	Create and Promote the "SMIT Digital Toolkit"	Transnational SMIT Network, Tech Experts	1	Q1 Year 2	Q4 Year 2	4	300	EU Funds, PA Budgets	Depends on A3.1 lessons learned.
3.4. Collaboration, Clustering, and Routes	A4.1	3.4.1	Facilitate Formation of Interdisciplinary Regional SMIT Clusters (initial)	Regional Development Agencies, DMOs, Local PAs	1	Q2 Year 1	Q4 Year 2	7	300	EU Funds, Regional Funds	Focus on 1-2 clusters per partner region.
	A4.3	3.4.3	Implement a "Quality for Inclusion" Mechanism (initial setup)	Transnational SMIT Network, Regional PAs	1	Q3 Year 2	Q4 Year 2	2	200	PA Budgets	Depends on A1.2 finalization.
3.5. Integrated Sustainability & Urban Planning	A5.1	3.5.1	Develop SMIT-Integrated Urban Spatial Planning Guidelines	Urban Planners, Regional PAs, Tourism Boards	1	Q1 Year 2	Q3 Year 2	3	60	PA Budgets, EU Funds	Requires inter-departmental collaboration.
3.6. Inclusivity & Accessibility	A6.1	3.6.1	Implement Comprehensive Accessibility Audits Upgrade Plans (initial)	Accessibility Experts, SMIT Site Managers, Local PAs	1	Q2 Year 2	Q4 Year 2	3	100	EU Funds, National/Regional Grants	Focus on priority sites identified in initial cluster.
3.7. Climate Resilience	A7.2	3.7.2	Integrate Climate Action Circular Economy Narratives (initial content)	Environmental NGOs, Educators SMIT Site Managers	1	Q3 Year 2	Q4 Year 2	2	45	EU Funds, Environmental Grants	Development of content modules.
4.1. Governance	I1.1	4.1.1	Formalize the "Mediterranean SMIT Network" Steering Committee	All Partner PAs, Legal Experts	1	Q1 Year 1	Q2 Year 1	2	450	PA Budgets	Critical foundational step.
	I1.2	4.1.2	Develop Disseminate Regional Cluster Governance Templates	Regional Development Agencies, Legal Advisors	1	Q2 Year 1	Q4 Year 1	3	20	PA Budgets	Template development.
4.2. Funding	I2.1	4.2.1	Create a Comprehensive "SMIT Funding Guide"	Funding Task Force, EU Project Managers	1	Q1 Year 1	Q4 Year 1	4	35	EU Funds, PA Budgets	Initial version, requires ongoing updates.
4.3. Capacity Building	I3.1	4.3.1	Design Deliver the "SMIT Academy" Curriculum (initial modules)	Universities, Vocational Training Centers	1	Q3 Year 1	Q4 Year 2	6	300	EU Funds, Education Funds	Curriculum development for core modules.
4.4. Communication & Marketing	I4.1	4.4.1	Develop a Unified Digital Marketing Strategy Tools (initial)	Marketing Agencies, DMOs Transnational SMIT Network	1	Q2 Year 1	Q1 Year 2	4	300	EU Funds, PA Budgets	Website/App core structure.
4.5. Business Intelligence	I5.1	4.5.1	Develop Implement Standardized KPI Dashboard Data Collection	Business Intelligence Experts, Regional PAs	1	Q3 Year 1	Q2 Year 2	4	300	EU Funds, PA Budgets	Dashboard prototype.
4.6. Infrastructure	I6.1	4.6.1	Disseminate Monitor the "SMIT Site Readiness Checklist"	Regional PAs, Site Managers Infrastructure Experts	1	Q1 Year 2	Q4 Year 2	4	60	PA Budgets	Self-assessment phase.
								Total Phase 1	3,380		

Table 2 Phase 2 timeline and budget

Phase 2: Scaling & Integration focuses on expanding successful pilots, formalizing regional networks, intensifying capacity building, securing long-term funding, and integrating SMIT into broader tourism policies.

Action Area	Action ID	Ref. Section	Action Description	Lead Actor(s)	Phase	Start Quarter	End Quarter	Duration (Quarters)	Estimated Budget 000 EUR	Funding Source (Proposed)	Notes/Dependencies
3.1. Identity & Branding	A1.2a	3.1.2	Quality Framework Adherence Monitoring (ongoing)	Quality Task Force, Regional PAs	2	Q1 Year 3	Q4 Year 4	8	40	PA Budgets	Continuous.
3.3. Innovation with Purpose	A3.1a	3.3.1	Scale SMIT "Living Labs" (additional sites/technologies)	Universities, Tech Startups, Regional PAs	2	Q1 Year 3	Q4 Year 4	8	400	EU Funds, Innovation Grants, Private Sector	Expansion to 5-7 sites.
3.4. Collaboration, Clustering, and Routes	A4.1a	3.4.1	Facilitate Formation of Interdisciplinary Regional SMIT Clusters (expansion)	Regional Development Agencies, DMOs, Local PAs	2	Q1 Year 3	Q4 Year 4	8	180	EU Funds, Regional Funds	Target all partner regions.
	A4.2	3.4.2	Design Brand Transnational Thematic SMIT Routes	Transnational SMIT Network (Route Task Force) DMOs	2	Q1 Year 3	Q4 Year 3	4	100	EU Funds, National Tourism Boards	Focus on first 3 routes.
	A4.3a	3.4.3	Quality for Inclusion Mechanism (full operation)	Transnational SMIT Network, Regional PAs	2	Q1 Year 3	Q4 Year 4	8	50	PA Budgets	Linked to A1.2.
3.5. Integrated Sustainability & Urban Planning	A5.1a	3.5.2	Pilot Sustainable Mobility Solutions to SMIT Sites	Local/Regional PAs (Transport Depts.) Public Transport Operators	2	Q1 Year 3	Q4 Year 4	8	300	EU Funds, National Infrastructure Funds	2-3 pilot projects.
3.6. Inclusivity & Accessibility	A6.1a	3.6.1	Accessibility Upgrades Implementation (full scale)	Accessibility Experts SMIT Site Managers, Local PAs	2	Q1 Year 3	Q4 Year 4	8	500	EU Funds, National/Regional Grants	Based on audits from A6.1.
	A6.2	3.6.2	Develop Multilingual Multi-Sensory Digital Content Standards	Digital Content Developers, Language Specialists	2	Q1 Year 3	Q4 Year 3	4	80	EU Funds, PA Budgets	Guideline development & dissemination.
3.7. Climate Resilience	A7.1	3.7.1	Identify Promote "All-Weather" SMIT Itineraries	DMOs, SMIT Site Managers, Tour Operators	2	Q1 Year 3	Q4 Year 4	8	100	EU Funds, Tourism Promotion Budgets	Marketing campaigns for shoulder seasons.
4.2. Funding	I2.2	4.2.2	Implement Public-Private Partnership (PPP) Development Programs	National Investment Agencies Legal Firms, Regional PAs	2	Q1 Year 3	Q4 Year 4	8	150	PA Budgets, EU Funds	Workshops and matchmaking.
4.3. Capacity Building	I3.1a	4.3.1	Deliver "SMIT Academy" Curriculum (full scale)	Universities, Vocational Training Centers	2	Q1 Year 3	Q4 Year 4	8	180	EU Funds, Education Funds	Broader participation.
	I3.2	4.3.2	Establish a Peer Mentorship & Exchange Program	Transnational SMIT Network Experienced Site Managers	2	Q3 Year 3	Q4 Year 4	6	70	EU Funds, PA Budgets	Platform launch & initial pairings.
4.4. Communication & Marketing	I4.1a	4.4.1	Unified Digital Marketing Strategy (full implementation)	Marketing Agencies, DMOs Transnational SMIT Network	2	Q4 Year 1	Q4 Year 4	8	200	EU Funds, PA Budgets	Active campaigns.
	I4.2	4.4.2	Organize Familiarization (FAM) Trips for Tour Operators Media	DMOs, Tour Operators, National Tourism Boards	2	Q2 Year 3	Q4 Year 4	7	150	EU Funds, PA Budgets, Industry Sponsorships	Multiple trips over the period.
4.5. Business Intelligence	I5.1a	4.5.1	Standardized KPI Dashboard Data Collection (full operation)	Business Intelligence Experts SMIT Site Managers	2	Q1 Year 3	Q4 Year 4	8	80	EU Funds, PA Budgets	Ongoing data collection & analysis.
	I5.2	4.5.2	Produce Annual "State of Mediterranean SMIT" Reports	Transnational SMIT Network Research Institutions	2	Q2 Year 3	Q2 Year 4	2	40	EU Funds, PA Budgets	Two reports during this phase.
4.6. Infrastructure	I6.2	4.6.2	Develop Deploy Unified Signage Wayfinding System for Routes	Local/Regional PAs Road Authorities Branding Experts	2	Q1 Year 3	Q4 Year 4	8	250	EU Funds, Infrastructure Funds	Design & initial installation on key routes.
								Total Phase 2	2,770		

Table 3 Phase 3 timeline and budget

Phase 3: Consolidation & Innovation focuses on continuous innovation, international promotion, sustained operations, and ongoing adaptation based on business intelligence.

Action Area	Action ID	Ref. Section	Action Description	Lead Actor(s)	Phase	Start Quarter	End Quarter	Duration (Quarters)	Estimated Budget (EUR)	Funding Source (Proposed)	Notes/Dependencies
All Axes (Continuous)	Ongoing	5.2	Continuous Monitoring, Evaluation & Adaptation	Transnational SMIT Network All PAs & Stakeholders	3	Q1 Year 5	Ongoing	N/A	100,000 (annual)	PA Budgets, Network Fees	Integrated into ongoing operations.
Strategic/Instrumental (Innovation & Expansion)	Ongoing	5.3, 6.2	New SMIT product development route expansion, tech upgrades	Various	3	Q1 Year 5	Ongoing	N/A	500,000 (annual)	PPPs, Private Sector, EU Funds	Responsive to market and tech trends.

5.2. Monitoring & Evaluation Framework

In the following 3 tables, one per phase, each action has:

- its Key Performance Indicators (KPIs) specific and measurable.

- examples of targets to be defined by the network

- suggested measurement methods

- reporting frequency

- report format

- the entity responsible for measuring

Data-Driven Feedback Loop

The continuous monitoring of Key Performance Indicators (KPIs) is fundamental to this Action Plan's success and resilience. Data collected by the responsible entities will not be static; it will feed directly into the strategic decision-making process. The Annual "State of Mediterranean SMIT" Reports (Action I5.2) will analyze this aggregated data to identify underperforming routes or sites (leading to their potential refinement or targeted support), justify resource reallocation (informing funding priorities for the following year), and validate the effectiveness of new digital tools or training curricula (ensuring continuous, data-driven improvement and adaptation across the network).

Table 4 Phase 1 KPIs reporting frequency and responsible entity

Action Area	Action ID	Action Description	Key Performance Indicator (KPI)	KPI Target (Illustrative)	Measurement Method	Data Source	Reporting Frequency	Report Format	Responsible for Monitoring
3.1. Identity & Branding	A1.1	Co-create the Mediterranean SMIT Brand Identity	# of stakeholders participating in brand workshops	100+ stakeholders from 5+ regions	Workshop attendance records	Workshop Facilitator Reports	Quarterly (during workshops)	Progress Report	Transnational SMIT Network
			Final brand guidelines document approved	1 approved document by Q3 year 1	Document approval	Steering Committee Minutes	Annually	Annual Report	Transnational SMIT Network
	A1.2	Develop and Implement the SMIT Quality Framework	# of Quality Framework workshops/consultations held	10+ workshops	Workshop attendance records	Workshop Facilitator Reports	Quarterly	Progress Report	Quality Task Force
			# of sites utilizing self-assessment checklist	30% of identified sites by Q4 year 2	Self-assessment submission	Central Database	Bi-annually	Progress Report	Regional PAs
3.2. Authenticity	A2.1	Launch Transnational Oral History Archiving Program	# of oral histories collected and archived	200+ stories by Q4 year 2	Archival records	Central Database	Bi-annually	Progress Report	Cultural Institutions
			% of pilot sites integrating oral histories into interpretation	75% of pilot sites by Q4 year 2	Site review/audit	Site Reports	Annually	Annual Report	Regional PAs
	A2.2	Develop Ethical Guidelines for Heritage Interpretation Restoration	Ethical Charter for SMIT approved	1 approved document by Q2 year 2	Document approval	Steering Committee Minutes	Annually	Annual Report	Quality Task Force
			# of sites adopting ethical guidelines in their operations	15% of identified sites by Q4 year 2	Self-declaration, Audit	Central Database	Annually	Progress Report	Regional PAs
3.3. Innovation with Purpose	A3.1	Establish SMIT "Living Labs" for Digital Prototyping (initial)	# of pilot Living Labs established and active	2-3 Labs by Q4 year 2	Project initiation records	Project Reports	Quarterly	Progress Report	Regional PAs
			# of visitor interactions with new digital experiences	10,000+ interactions by Q4 year 2	Digital analytics	Site Analytics	Quarterly	Dashboard	SMIT Site Managers
	A3.2	Create and Promote the "SMIT Digital Toolkit"	"SMIT Digital Toolkit" launched online	Toolkit online by Q4 year 2	Website launch	Website Monitoring	Annually	Annual Report	Transnational SMIT Network
			# of unique users accessing the toolkit	1,000+ unique users by Q4 year 2	Website analytics	Google Analytics	Quarterly	Dashboard	Transnational SMIT Network
3.4. Collaboration, Clustering, and Routes	A4.1	Facilitate Formation of Interdisciplinary Regional SMIT Clusters (initial)	# of interdisciplinary regional clusters formally established	5+ clusters by Q4 year 2	Cluster registration	Central Database	Bi-annually	Progress Report	Regional Development Agencies
	A4.3	Implement a "Quality for Inclusion" Mechanism (initial setup)	% of initial cluster members adhering to Quality Framework	60% of members by Q4 year 2	Self-assessment, Audit	Central Database	Annually	Annual Report	Transnational SMIT Network
3.5. Integrated Sustainability & Urban Planning	A5.1	Develop SMIT-Integrated Urban Spatial Planning Guidelines	Planning guidelines document approved	1 approved document by Q3 year 2	Document approval	Steering Committee Minutes	Annually	Annual Report	Regional PAs
3.6. Inclusivity & Accessibility	A6.1	Implement Comprehensive Accessibility Audits Upgrade Plans (initial)	# of accessibility audits completed for priority sites	10+ audits by Q4 year 2	Audit reports	Central Database	Bi-annually	Progress Report	Local PAs
3.7. Climate Resilience	A7.2	Integrate Climate Action Circular Economy Narratives (initial content)	# of new interpretive content modules developed	5+ modules by Q4 year 2	Content inventory	Site Reports	Annually	Annual Report	SMIT Site Managers

Category	Code	Activity	Output	Target	Source	Verification	Frequency	Report	Responsible
4.1. Governance	I1.1	Formalize the "Mediterranean SMIT Network" Steering Committee	Formal establishment of Network & SC	Network & SC established by Q2 year 1	Legal documentation	Steering Committee Minutes	Annually	Annual Report	All Partner PAs
	I1.2	Develop Disseminate Regional Cluster Governance Templates	Governance templates approved and distributed	1 set of templates by Q4 year 1	Document distribution	Transnational SMIT Network records	Annually	Annual Report	Regional Development Agencies
4.2. Funding	I2.1	Create a Comprehensive "SMIT Funding Guide"	"SMIT Funding Guide" launched online	Guide online by Q4 year 1	Website launch	Website Monitoring	Annually	Annual Report	Funding Task Force
			# of funding opportunities identified	50+ opportunities by Q4 year 1	Database content	Database Update Records	Quarterly	Progress Report	Funding Task Force
4.3. Capacity Building	I3.1	Design Deliver the "SMIT Academy" Curriculum (initial modules)	# of core curriculum modules developed	5+ modules by Q4 year 2	Curriculum documents	Training Coordinator Records	Annually	Annual Report	Universities
4.4. Communication & Marketing	I4.1	Develop a Unified Digital Marketing Strategy Tools (initial)	Digital marketing strategy document approved	1 approved document by Q1 year2	Document approval	Steering Committee Minutes	Annually	Annual Report	Transnational SMIT Network
4.5. Business Intelligence	I5.1	Develop Implement Standardized KPI Dashboard Data Collection	KPI Dashboard prototype launched	Dashboard online by Q2 year 2	Platform launch	Platform Monitoring	Quarterly	Dash-board	Business Intelligence Experts
4.6. Infrastructure	I6.1	Disseminate Monitor the "SMIT Site Readiness Checklist"	"Readiness Checklist" distributed	Distributed by Q4 year 2	Distribution records	Transnational SMIT Network records	Annually	Annual Report	Regional PAs

Table 5 Phase 2 KPIs reporting frequency and responsible entity

Action Area	Action ID	Action Description	Key Performance Indicator (KPI)	KPI Target (Illustrative)	Measurement Method	Data Source	Reporting Frequency	Report Format	Responsible for Monitoring
3.1. Identity & Branding	A1.2a	Quality Framework Adherence Monitoring (ongoing)	% of Network members meeting Quality Framework standards	80% by Q4 year 4	Annual self-assessment, Spot checks	Central Database	Annually	Annual Report	Quality Task Force
3.3. Innovation with Purpose	A3.1a	Scale SMIT "Living Labs" (additional sites/technologies)	# of operational Living Labs	5-7 Labs by Q4 year 4	Project initiation records	Project Reports	Bi-annually	Progress Report	Regional PAs
			Avg. visitor satisfaction with digital experiences	4.0/5.0 by Q4 year 4	Visitor surveys	Site Reports	Quarterly	Dash-board	SMIT Site Managers
3.4. Collaboration, Clustering, and Routes	A4.1a	Facilitate Formation of Interdisciplinary Regional SMIT Clusters (expansion)	# of formal interdisciplinary regional clusters	15+ clusters by Q4 year 4	Cluster registration	Central Database	Annually	Annual Report	Regional Development Agencies
	A4.2	Design Brand Transnational Thematic SMIT Routes	# of branded transnational routes launched	3 routes by Q4 year 3	Official launch	Transnational SMIT Network	Annually	Annual Report	Transnational SMIT Network
			% of sites on routes adhering to Quality Framework	90% by Q4 year 4	Audits/Self-assessment	Central Database	Annually	Annual Report	Transnational SMIT Network
			# of unique visitors on branded routes	100,000+ by Q4 year 4	Visitor tracking, Tickets	Central Database	Quarterly	Dash-board	DMOs
3.5, Integrated Sustainability & Urban Planning	A5.1a	Integrate SMIT development into 5 regional/municipal urban plans	5 urban plans updated/endorsed by Q4 2029	Document approval	Public planning documents	Annually	Annual Report	Regional PAs	
3.6. Inclusivity & Accessibility	A6.1a	Accessibility Upgrades Implementation (full scale)	% of priority sites completing upgrade plans	75% by Q4 year 4	Site inspection	Central Database	Bi-annually	Progress Report	Local PAs
			% of digital content meeting multi-sensory standards	80% by Q4 year 4	Content review	Digital Platform	Annually	Annual Report	Digital Content Developers
3.7. Climate Resilience	A7.1	Identify Promote "All-Weather" SMIT Itineraries	# of all-weather itineraries promoted	10+ itineraries by Q4 year 4	Marketing campaign reports	DMOs	Annually	Annual Report	DMOs
			% increase in visitor numbers during shoulder seasons	15% increase by Q4 year 4	Visitor statistics	Central Database	Annually	Annual Report	DMOs
4.2. Funding	I2.2	Implement Public-Private Partnership (PPP) Development Programs	# of successful PPPs initiated for SMIT sites	5+ PPPs by Q4 year 4	Legal agreements	Central Database	Annually	Annual Report	National Investment Agencies
			% of SMIT sites with diversified revenue streams	30% by Q4 year 4	Financial reports	Site Reports	Annually	Annual Report	Regional PAs
4.3. Capacity Building	I3.1a	Deliver "SMIT Academy" Curriculum (full scale)	# of professionals trained through SMIT Academy	500+ professionals by Q4 year 4	Training attendance records	Training Coordinator Records	Bi-annually	Progress Report	Universities
	I3.2	Establish a Peer Mentorship & Exchange Program	# of mentor-mentee pairings established	50+ pairings by Q4 year 4	Program registration	Mentorship Platform	Annually	Annual Report	Transnational SMIT Network

Category	ID	Activity	Indicator	Target	Means of Verification	Source	Frequency	Report	Responsible
4.4. Communication & Marketing	I4.1a	Unified Digital Marketing Strategy (full implementation)	Website traffic to Mediterranean SMIT platform	50,000+ unique visitors/month by Q4 year 4	Website analytics	Google Analytics	Quarterly	Dash-board	Transnational SMIT Network
			# of media mentions for Mediterranean SMIT	200+ mentions by Q4 year 4	Media monitoring	Marketing Agency Reports	Quarterly	Progress Report	Transnational SMIT Network
	I4.2	Organize Familiarization (FAM) Trips for Tour Operators Media	# of FAM trips organized	5+ trips by Q4 year 4	Event records	DMOs	Annually	Annual Report	DMOs
			# of tour operators including SMIT routes in their packages	10+ operators by Q4 year 4	Tour operator feedback	DMOs	Annually	Annual Report	DMOs
4.5. Business Intelligence	I5.1a	Standardized KPI Dashboard Data Collection (full operation)	% of sites submitting timely KPI data	90% by Q4 year 3	Data submission records	Central Database	Quarterly	Dash-board	Business Intelligence Experts
	I5.2	Produce Annual "State of Mediterranean SMIT" Reports	# of annual reports published	2 reports by Q2 year 4	Publication record	Transnational SMIT Network	Annually	Annual Report	Transnational SMIT Network
4.6. Infrastructure	I6.2	Develop Deploy Unified Signage Wayfinding System for Routes	% of key routes with unified signage implemented	70% by Q4 year 4	Site inspection	Regional PAs	Annually	Annual Report	Regional PAs

Table 6 Phase 3 KPIs reporting frequency and responsible entity

Action Area	Ac-tion ID	Action Description	Key Performance Indicator (KPI)	KPI Target (Illustra-tive)	Measurement Method	Data Source	Reporting Frequency	Report Format	Responsible for Moni-toring
All Axes (Continuous)	On-going	Continuous Monitoring, Evaluation & Adaptation	Overall Strategy effectiveness rating	Maintain "Highly Effective"	Annual Review, Stakeholder feedback	Steering Committee Reports	Annually	Annual Report	Transnational SMIT Network
Strategic/Instrumental (Innovation & Expansion)	On-going	New SMIT product development route expansion, tech upgrades	# of new SMIT products/experiences launched	5+ annually	Project launch records	Central Database	Annually	Annual Report	Various
			Avg. visitor spend at SMIT sites	10%+ annual increase	Financial reports	Site Reports	Annually	Annual Report	Regional PAs, SMIT Site Managers

6. Conclusion and Call to Action

6. Conclusion and Call to Action

The **Action Plan for Developing Smart Industrial Tourism in the Mediterranean** is more than just a detailed roadmap; it is a profound commitment to the future of our shared heritage and the sustainable development of our region. It embodies the transformative potential of recognizing industrial sites not as relics of a bygone era, but as dynamic canvases for innovation, cultural exchange, and economic revitalization. This plan's strength lies in its comprehensive approach: from fostering a unified brand identity and ensuring authentic storytelling, to embracing purposeful innovation and embedding sustainability into every facet of urban planning. It promises to diversify the Mediterranean's tourism offer, extending its appeal beyond the traditional summer season and distributing benefits more equitably across its territories. By transforming unconventional industrial assets into compelling, immersive attractions, we will unlock new economic opportunities, create green jobs, and provide visitors with unique, enriching experiences that connect them deeply to the human story of ingenuity and resilience.

However, the ambitious vision articulated in this Action Plan cannot be realized by any single entity working in isolation. Its success hinges entirely on a **shared responsibility** and the **imperative for profound cross-sectoral collaboration**. Public Authorities at all levels must champion policy alignment, allocate resources, and create an enabling regulatory environment. Industrial site managers and cultural institutions must embrace innovation and collaborative spirit. SMEs across creative industries, gastronomy, active tourism, and technology must step forward to co-create truly interdisciplinary experiences. Communities must be engaged as co-producers and beneficiaries, ensuring that SMIT development is inclusive and respects local contexts.

This Action Plan provides the detailed steps, the tools, and the framework. Now, it is up to all stakeholders across the Mediterranean – from decision-makers in national capitals to local entrepreneurs and heritage enthusiasts – to seize this opportunity. Let us work together to build the clusters, curate the routes, invest in our shared history, and leverage advanced technologies to craft a Smart Industrial Tourism offer that is not only competitive and resilient but truly representative of the Mediterranean's rich tapestry of human endeavour. The time for action is now. Let us collectively transform this detailed plan into a living reality, shaping a brighter, more sustainable, and more connected future for the Mediterranean.

Sources, tables and figures

List of sources

Output 2.1 — Common Strategy for the Development of Smart Industrial Tourism in the Mediterranean (2025). Defines the strategic framework and long-term objectives upon which this Action Plan builds.

SWOT Analysis of Smart Industrial Tourism in the Mediterranean (WP1, Output 1.1) — in2destination, 2025. Provided key insights into regional strengths, weaknesses, opportunities, and threats.

Catalogue of Industrial Tourism Practices (WP1, Output 1.2.1) — in2destination, 2025. Benchmarked innovative industrial tourism initiatives across the Mediterranean.

Catalogue of Advanced Technologies and Applications for Tourism (WP1, Output 1.3.1) — in2destination, 2025. Identified emerging digital tools relevant to SMIT implementation.

Joint Thematic Roadmaps for Developing SMIT in the Mediterranean Regions (WP2, D.2.2.1) — XATIC, HCIA, eZavod, Municipality of Prato, 2025. Outlined regional objectives, thematic priorities, and cross-regional synergies.

Annex 1 — SMITour Roadmap Slovenia: Objectives, Measures, Activities, and Expected Impacts — eZavod, 2025. Provided quantitative and qualitative indicators incorporated into the monitoring framework.

Budget and Implementation Frameworks (Tables 1–3 in Output 2.2) — Estimated via partner inputs and regional baselines:

- EU funds (Interreg Euro-MED, Horizon Europe, Creative Europe).

- National and regional budgets (Tourism, Culture, and Innovation ministries).

- PPP contributions and SME co-financing assumptions (avg. 15–20% per pilot).

- Human resource cost estimates aligned with standard EU Interreg rates (2025).

Innovation Camps and FWG Reports (2025) — Stakeholder contributions forming the thematic and operational base for SMIT Action Areas.

List of tables

List of figures