

Indicator System for 'Sustainable Tourism Destinations'

Final Draft 15th November 2009

General Comments

Indicators are for an internal destination management tool, for bench marking and trends measurement and analysis

Piloting in three stage (supported by an appointed indicator expert)

- **Stage One**

Theoretical testing scoping and assessment of the pilot destinations, current position, competence and capacity assessment

- **Stage Two**

Piloting the indicators in the pilot destinations (supported by external expertise), review and evaluate pilots, conference on lessons learnt etc

- **Stage Three**

Refinement of guidance notes/ manual and preparation of toolkit for destinations to use in the future

For each indicator a definition will be needed specified where possible using UNWTO existing indicators or developing detailed descriptions during the first stage of piloting and both will be included in a manual and toolkit for destination

I. Basic definitions *:

Tourist	At least one overnight stay
Same Day Visitor	No overnight stay
Visitor	Tourists + Same Day Visitors

* According to the Community methodology on tourism statistic
(http://epp.eurostat.ec.europa.eu/portal/page/tourism/documents/IRTS_2008_UNEDITED_0.PDF)

II. Definition / framework for this set of indicators

Destination (Target unit)	For this set of indicators a destination is a region, that markets its tourism in a common way. The indicators are meant to fit also for small(est) destinations as e.g. some of the EDEN destinations.
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There will be a need for destinations to use data and information from a variety of sources such as :

- Official sources and statistics
- Business Surveys
- Visitor Surveys
- Host Community Surveys
- Plus new destination studies to be developed

Sample/example survey questions will be developed during piloting

III. Destination Description and key Data

1 Name of Destination	
2 Category of Destination City, Rural, Natura 2000/National Park, Coastal, Resort, Island, Mountain, Ski resort,	
3 Location within Europe East, West, North, South etc	
4 Population/Residents	
5 Area in sq km	
6 Number of tourism enterprises in destination	
7 Annual number of tourists	
8 Annual number of same day visitors	

9 Total number of enterprise (all sectors)	
10 Number of bed spaces	
11 Direct employment in tourism	
12 Total employment (all sectors)	
13 Number of second/rental homes	

IV. Core indicator

Number and Title	Wider Topic Area	Measures	Notes	Ease of Collection 0= impossible 5 = easy
<p>No 1</p> <p>Tourism Volume and Value</p>	<p>Tourist impact presence Same-day visitor impact presence</p>	<ol style="list-style-type: none"> 1. Number of tourist nights per month 2. Daily spend per tourist 3. Number of same day visitors per month 4. Daily spending per same day visitor 5. Relative contribution of tourism to the destinations economy i.e. tourism generated income as a percentage of total GVA (gross value added) of the destination 	<p>Sources local, regional, national sources statistics</p>	<p>4 if part of a visitor survey</p>
<p>No 2</p> <p>Tourism Enterprises Performance</p>	<p>Productivity competitiveness of businesses</p>	<ol style="list-style-type: none"> 1. Occupancy rate in commercial accommodation per month and average for the year 2. Percentage of tourism enterprises participating in cooperative marketing 3. Average REV PAR (Revenue per available room) in destination 		<p>2</p>

<p>No 3</p> <p>Customer Satisfaction</p>	<p>Fulfilment of customer expectations</p>	<ol style="list-style-type: none"> 1. Percentage of visitors that are satisfied with overall experience 2. Percentage of repeat/return customers (within 5 years) 3. Value/price rating by visitors 	<p>From visitor survey</p> <p>UNWTO methodology</p>	<p>4</p> <p>if part of visitor survey</p>
<p>No 4</p> <p>Community/Social Impact</p>	<p>Carrying capacity of the destination</p> <p>Community acceptance</p>	<ol style="list-style-type: none"> 1. Number of available beds per 100 residents 2. Number of tourists / visitors per 100 residents 3. Number of second/rental homes per 100 homes 4. Percentage of local residents who are satisfied with tourism in the destination (split by per month/season) 5. Percentage of local residents who are satisfied with tourism in the destination (per month/season) 6. Percentage of locals residents directly or indirectly benefiting from tourism 	<p>Should include all accommodation</p> <p>(As part of wider residents survey facilities and investments)</p>	<p>3</p> <p>3</p> <p>4/5</p> <p>4 if part of residents population</p> <p>4 if part of residents population</p>

No 5 Quantity and Quality of Employment	Contribution to employment of resident population	1. Direct tourism employment as percentage in total employment	will need to be developed is it possible should be in the residents survey	3
		2. Percentage of jobs in tourism that are seasonal		3
		3. Percentage of "non resident" employees by month		1
		4. Local unemployment rate by month		
	Quality of employment	5. Percentage of employees in tourism who indicate they are satisfied with their jobs		2 if part of resident community survey
		6. Ratio of average wage per employee in tourism to average wage in destination		
		7. Percentage of employees in tourism holding relevant qualification at basic, intermediate or higher level		2 if part of resident community survey
		8. Percentage of tourism enterprises where the employees receive any training		2 if part of resident community survey
		review after piloting to see if this is relevant		
No 6 Gender Equality	Gender equality	1. Average wage in tourism for women compared to men's employment		2
		2. Percentage of men and women in tourism employment		2

<p style="text-align: center;">No 7</p> <p style="text-align: center;">Equality - accessibility</p>	<p style="text-align: center;">Inclusion for those with special needs</p>	<ol style="list-style-type: none"> 1. Percentage of sites considered accessible 2. Percentage satisfaction level of customers with disabilities 3. Percentage of hotels with accessible rooms 4. Participation in recognised accessible information schemes (0 – 100%) 5. Percentage of visitor attractions/sites that are recognised information schemes (0 – 100%) 6. Availability of local public transport system and vehicles that are accessible for wheelchair users (bus, tram, metro, light railway, taxi, mini bus) (yes/No) to each modal category 		<p style="text-align: center;">2</p> <p style="text-align: center;">4 As part of a visitor survey</p> <p style="text-align: center;">2</p>
<p style="text-align: center;">No 8</p> <p style="text-align: center;">Reducing transport impact</p>	<p style="text-align: center;">Reducing the impact of travel per visit/stay</p> <p style="text-align: center;">Reducing the impact of travel per visit/stay</p>	<ol style="list-style-type: none"> 1. Average length of stay of tourists (nights) 2. Average length of stay same day visitors (hours) 3. Average km travel by tourists to and from home to destination 4. Average Km travel by same day visitors from and to destination 5. Percentage usage of different modes of transport (Public/private and type) for arriving tourists and same day-visitors 6. Percentage of visitors using local/soft mobility services (definition of soft) 		<p style="text-align: center;">4 as part of business survey</p> <p style="text-align: center;">4 as part of visitor survey</p> <p style="text-align: center;">4/5 as part of visitor survey</p> <p style="text-align: center;">3/4 as part of visitor survey</p> <p style="text-align: center;">3/4 as part of visitor survey</p>

<p>No 9</p> <p>Climate Change</p>	<p>Mitigation and Adaptation re climate change</p>	<ol style="list-style-type: none"> 1. Percentage of tourism infrastructure (hotels, others) located in “vulnerable zones” e.g. flood risk , avalanche 2. Presence of destination climate change adaptation strategy and plan 3. Percentage of tourism enterprises that are involved in “adaptation” response and actions 4. Percentage of tourism enterprises involved in climate change mitigation schemes such as CO2 offset , low energy systems, etc 	<p>Review after testing Destination to establish</p> <p>Detailed guidance in manual and tool kit will be needed</p>	<p>3/4</p> <p>yes/no</p> <p>4 as part of business survey</p> <p>4 as part of business survey</p>
<p>No 10</p> <p>Sustainable tourism management practices in tourism enterprises</p>	<p>Measuring good management practices</p>	<ol style="list-style-type: none"> 1. Percentage of tourism enterprises/establishments in the destination with externally verified certification/labelling for environmental / sustainability and/or CSR measures 2. Number of establishments with sustainability report in accordance with Global Reporting Initiative (GBI) 	<p>List needed</p>	<p>4 if part of business survey</p> <p>4 if part of business survey</p>
<p>No 11</p> <p>Solid waste management</p>	<p>Reducing waste</p>	<ol style="list-style-type: none"> 1. Percentage of tourism enterprises involved in waste reduction activities 2. Waste volume produced by destination (tonnes per person per year) <p>Volume of waste recycled percentage or per person per year (preferably per month)</p>		<p>3</p> <p>3</p> <p>3</p>

<p>No 12</p> <p>Sewage treatment</p>	<p>Improving quality of local environment</p>	<p>1. % Sewage discharge treated in destination</p>		<p>3</p>
<p>No 13</p> <p>Water Management</p>	<p>Managing water resources</p>	<p>1. Fresh Water consumption (in litres) per tourist night)</p> <p>2. Percentage of tourism enterprises participating in water saving actions</p> <p>3. Percentage leakage rates in destination</p> <p>4. Percentage of tourism enterprises using recycled water</p> <p>5. Percentage of recycled water used in the destination</p>		<p>3</p> <p>3</p> <p>4 if part of business survey</p> <p>4 if part of business survey</p>
<p>No 14</p> <p>Energy Usage</p>	<p>Energy Management</p>	<p>1. Per capita consumption of energy from all sources (overall and by tourist sector – per person per day)</p> <p>2. Percentage of tourism enterprises participating in energy saving actions</p> <p>3. percentage of enterprises and public entities using at least 50% renewal energy</p>		<p>4</p> <p>4 if part of business survey</p>

<p style="text-align: center;">No 15</p> <p>Landscape and Biodiversity Protection</p>	<p>Quality of landscape and biodiversity</p> <p>Quality of local environment</p>	<ol style="list-style-type: none"> 1. Ecological potential of the destination (guidance EEA) 2. Percentage of destination (geographical area in km²) that is designated for protection 3. Existence of positive trends in land use changes and the amount of urban and agricultural/industrial sprawl and other related negative land use changes 4. Percentage of local enterprises committed to actions to support local biodiversity and landscape protection, conservation and management 5. Percentage of visitors and residents complaining about litter and other environmental pollutions in the destination 	<p>Defined methodology and guidance from EEA</p> <p>Additional support will be needed/provided by the “expert” supporting the destination in the piloting</p>	<p>2</p> <p>3</p> <p>3</p> <p>4</p> <p>if part of visitor survey and residents</p>
<p style="text-align: center;">No 16</p> <p>Lights & Noise management</p>	<p>Maintaining and improving tranquillity</p> <p>Saving dark zones</p>	<ol style="list-style-type: none"> 1. Existence of local strategy and plans to reduce noise and light pollution (Y/N) 2. Percentage of visitors and residents complaining about noise and light pollution 3. Community and private business measures to reduce noise and light pollution (Y/N) 	<p>Visitor and residents survey</p>	<p>4 if included Visitor and residents survey</p> <p>4 as part of business survey</p>

<p>No17</p> <p>Inclusive Management Practices</p>	<p>Effective destination management and access to information for consumers</p>	<p>1. Presence of a destination management organisation or institutional arrangements that involving public and private stakeholders in decision making processes for tourism development and promotion</p>	<p>In residents and business surveys</p>	<p>5</p>
		<p>2. Percentage of Community satisfied with community involvement and their influence in the planning and development of tourism</p>	<p>Residents survey</p>	<p>5</p>
		<p>3. Existence of sustainable tourism strategy/ action plan for the destination (with agreed monitoring and evaluation arrangement)</p>		<p>5</p>
		<p>4. Does your visitor information contain details about state of environment, public transport, labelled accommodation, protected areas, etc.</p>		<p>4</p>
<p>No 18</p> <p>Development Control</p>	<p>A strategic approach to tourism planning and development control</p>	<p>1. Existence of land use or development planning including evaluation of tourism impact and detailing the development and constraint issues in relation to tourism</p>		<p>5</p>
		<p>2. Existence of the visitor management plan with capacity limits and analysis of current position (% of max capacity)</p>		<p>3</p>
		<p>3. Percentage of area subject to control land use planning and development control within the destination</p>		<p>3</p>
<p>No 19</p> <p>Tourism Supply Chain</p>	<p>Spreading the economic benefit to other local enterprise</p>	<p>1. Percentage of local enterprises sources a minimum of 25% of food and drink produce and products</p>		<p>3</p>
		<p>2. Percentage of local services and goods sourced locally</p>		<p>3</p>
		<p>3. Percentage local tour handlers and guides used within the destination</p>		<p>3</p>

<p>No 20</p> <p>Protecting and enhancing local cultural identity and assets</p>		<p>1 Number of cultural and heritage monuments</p> <p>2 Percentage of residents who believe that tourism is:</p> <ul style="list-style-type: none"> a. Damaging b. Helps maintain c. Helps improve <p>The distinctiveness and local identity, culture and heritage of the destination</p> <p>3 Percentage of events audience that were local residents, tourists, same day visitors</p> <p>4 Percentage of residents who believe that tourism is:</p> <ul style="list-style-type: none"> a. Damaging b. Helps maintain c. Helps improve <p>The quality of life of local residents in the destination</p> <p>7 Percentage of events that are based on traditional culture and local assets</p>		<p>3</p> <p>4 if part of residents survey</p> <p>3</p> <p>4 if part of residents survey</p> <p>3</p>
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V. Optional (destination specific) indicators

<p>Bathing Water</p>	<p>Bathing water quality</p>	<ol style="list-style-type: none"> 1. Level of contamination (faecal coli forms, campylobacter) 2. # of days beach/shore closed due to contamination 3. % of bathing places (beaches, lakes, ..) rated good, acceptable and poor etc 	<p>Nature conservation and attractiveness of environment for local people and tourists</p> <p>Regular water sampling For 3: Annual EU bathing water report</p>
<p>Destination Specific capacity indicator</p>	<p>Carrying capacity of the destination</p>	<ol style="list-style-type: none"> 1. Destination specific indicator to tackle a local high priority stress factors, e.g. water, congestion etc 	<p>To indentify Pressure/Stress factor(s) with focus on destinations to select key stress factor(s) that impacts on their destination</p> <p>To be defined by the respective destination</p> <p>Local data surveys etc</p>