



# IV Mediterranean Forest Week

## *Tourism and Forest Session*

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***Cinzia De Marzo***

*European Commission, DG Internal market,  
Entrepreneurship, Industry and SMEs –  
Unit Tourism Policy*

# European Tourism Indicator System

## ETIS

For the Sustainable Management of Destinations





## What is the European Tourism Indicator System?

- A **European wide comparable** system;
- A more **intelligent approach** to sustainable tourism planning;
- **A management system**, simple to use and flexible, which help tourist destinations to measure and monitor their sustainable tourism performances;
- **An information tool**, useful for policy makers, tourist enterprises and stakeholders, which creates vision and guidelines for sustainable tourism development;
- **A framework** for benchmarking, communications and good practice.

**Step 1. Raise Awareness**

**Step 2. Create a Destination  
Profile**

**Step 3. Form a Stakeholder  
Working Group (SWG)**

**Step 4. Establish Roles and  
Responsibilities**

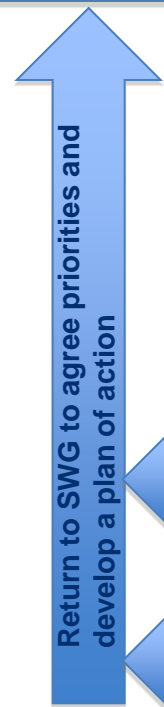
**Step 5. Collect and Record  
Data**

**Step 6. Analyse results**

**Step 7. Enable ongoing  
Development and Continuous  
improvement**

Return to SWG to agree priorities and  
develop a plan of action

## How ETIS works: The Seven Steps



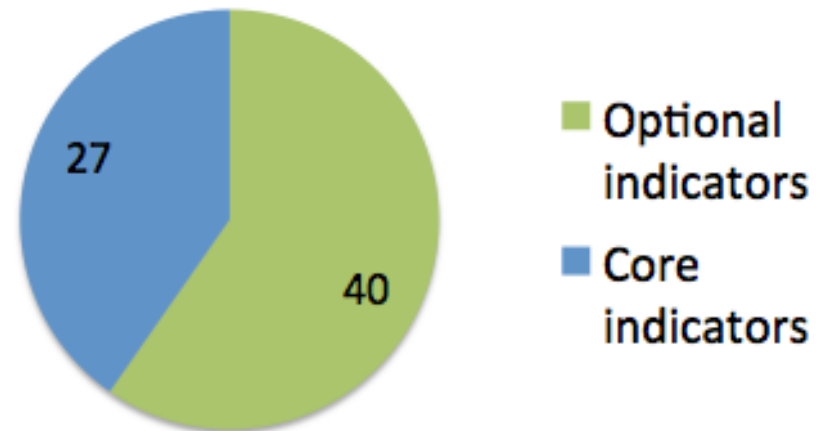
# How many indicators are there?

There are 67 indicators

- 27 core
- 40 optional

Balancing the need to be

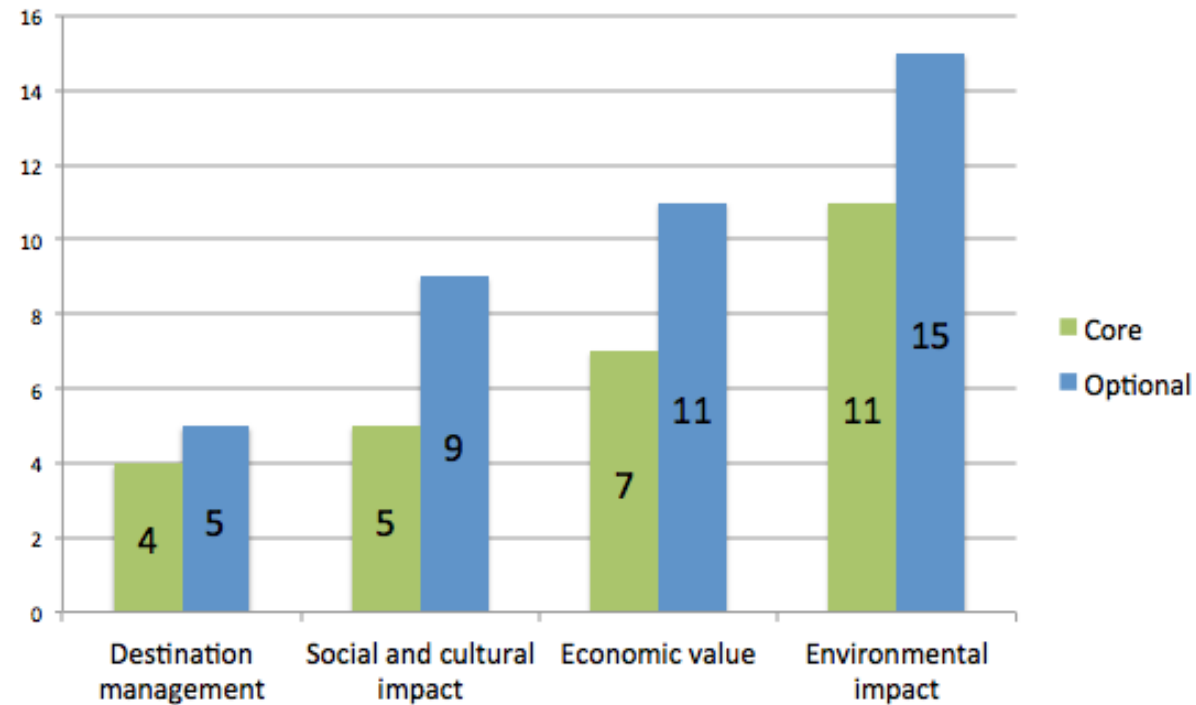
- **comprehensive**
- **realistic**
- **integrated**



# How are the indicators organized?

## Four categories

- Destination management
- Social and cultural impact
- Economic value
- Environmental impact



# Destination management indicators

- Have a plan or strategy
- Have a certification system in place for tourism operators
- Conduct regular visitor surveys
- Communicate their sustainability efforts to visitors

Section A: Destination Management		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
A.1 Sustainable Tourism Public Policy	A.1.1	Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement
	A.1.1.1	Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism
	A.1.1.2	Percentage of the destination represented by a destination management organisation
A.2 Sustainable Tourism Management in Tourism Enterprises	A.2.1	Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures
	A.2.1.1	Number of tourism enterprises/establishments with sustainability reports in accordance with the Global Reporting Initiative (GRI)
A.3 Customer Satisfaction	A.3.1	Percentage of visitors that are satisfied with their overall experience in the destination
	A.3.1.1	Percentage of repeat/return visitors (within 5 years)
A.4 Information and Communication	A.4.1	The percentage of visitors who note that they are aware of destination sustainability efforts
	A.4.1.1	The percentage of businesses that communicate their sustainability efforts to visitors in their products, marketing, or branding

# Economic value indicators

- Tourist nights
- Daily spending
- Length of stay
- Occupancy rates
- Employment
- Use of local product

Section B: Economic Value		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
B.1 Tourism Flow (volume & value) at Destination	B.1.1	Number of tourist nights per month
	B.1.1.1	Relative contribution of tourism to the destination's economy (% GDP)
	B.1.1.2	Number of 'same day' visitors in high season and low season
	B.1.1.3	Daily spending per same day visitor
	B.1.2	Daily spending per tourist (accommodation, food and drinks, other services)
B.2 Tourism Enterprise(s) Performance	B.2.1	Average length of stay of tourists (nights)
	B.2.1.1	Average length of stay of same day visitors (hours)
	B.2.1.2	Percentage of ten largest tourism enterprises involved in destination management/cooperative marketing
	B.2.2	Occupancy rate in commercial accommodation per month and average for the year
	B.2.2.1	Average price per room in the destination
B.3 Quantity and Quality of Employment	B.3.1	Direct tourism employment as percentage of total employment
	B.3.1.1	Percentage of jobs in tourism that are seasonal
	B.3.1.2	Percentage of tourism enterprises providing student internships
B.4 Safety and Health	B.4.1	Percentage of tourism enterprises inspected for fire safety in the last year
	B.4.1.1	Percentage of tourists who register a complaint with the police
B.5 Tourism Supply Chain	B.5.1	Percentage of tourism enterprises actively taking steps to source local, sustainable, and fair trade goods and services
	B.5.1.1	Percentage of the destination covered by a policy promoting local, sustainable and/or fair trade products and services
	B.5.1.2	Percentage of tourism enterprises sourcing a minimum of 25% of food and drink from local/regional producers



# Social and cultural impact indicators

- Visitors per resident
- Beds per resident
- Employment by gender
- Accessibility
- Cultural heritage protection

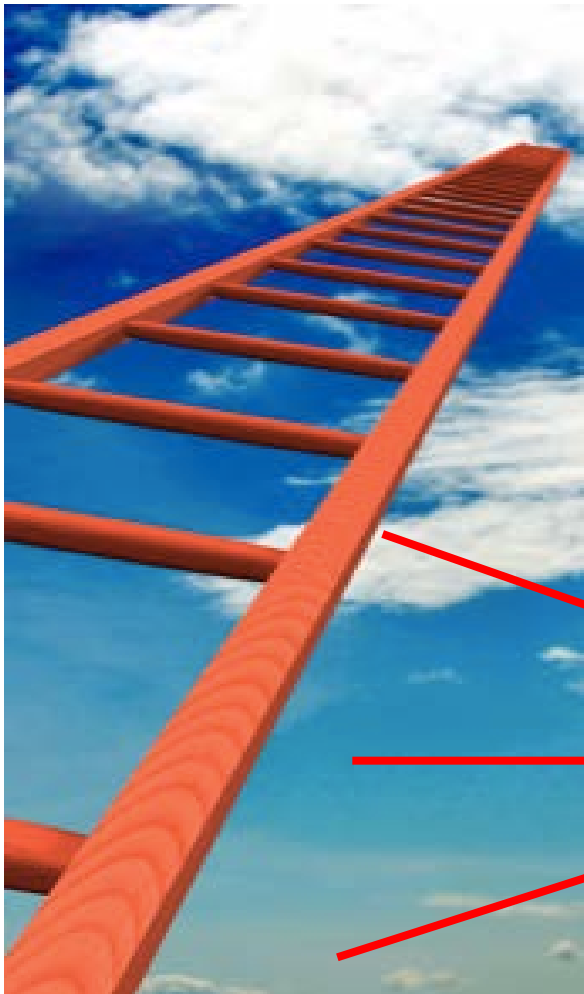
Section C: Social and Cultural Impact		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
C.1 Community/Social Impact	C.1.1	Number of tourists/visitors per 100 residents
	C.1.1.1	Percentage of residents who are satisfied with tourism in the destination (per month/season)
	C.1.1.2	Number of beds available in commercial visitor accommodation per 100 residents
	C.1.1.3	Number of second/rental homes per 100 homes
C.2 Gender Equality	C.2.1	Percentage of men and women employed in the tourism sector
	C.2.1.1	Percentage of tourism enterprises where the general manager position is held by a woman
	C.2.1.2	Average wage in tourism for women compared to average wage for men (sorted by tourism job type)
C.3 Equality/Accessibility	C.3.1	Percentage of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility schemes
	C.3.1.1	Percentage of destination served by public transport that is accessible to people with disabilities and people with specific access requirements
	C.3.2	Percentage of visitor attractions that are accessible to people with disabilities and/or participating in recognised accessibility schemes
	C.3.2.1	Percentage of visitors satisfied with the accessibility of the destination for those with disabilities or specific access requirements
	C.4 Protecting and Enhancing Cultural Heritage, Local Identity and Assets	C.4.1
	C.4.1.1	Percentage of residents who have positive or negative views on the impact of tourism on destination identity
	C.4.1.2	Percentage of the destination's biggest events that are focused on traditional/local culture and assets

# Environmental impact indicators

- Modes of transport
- Climate change mitigation
- Waste recycling
- Sewage treatment
- Water consumption
- Energy conservation

Section D: Environmental Impact		
Criteria	Indicator Reference #	CORE indicators are in GREEN and OPTIONAL indicators are in BLUE.
D.1 Reducing Transport Impact	D.1.1	Percentage of tourists and same day visitors using different modes of transport to arrive at the destination (public/private and type)
	D.1.1.1	Percentage of visitors using local/soft mobility/public transport services to get around the destination
	D.1.2	Average travel (km) by tourists to and from home or average travel (km) from the previous destination to the current destination
	D.1.2.1	Average travel (km) by same day visitors from and to destination
D.2 Climate Change	D.2.1	Percentage of tourism enterprises involved in climate change mitigation schemes—such as: CO <sub>2</sub> offset, low energy systems, etc.—and “adaptation” responses and actions
	D.2.1.1	Percentage of the destination included in climate change adaptation strategy or planning
	D.2.1.2	Percentage of tourism accommodation and attraction infrastructure located in “vulnerable zones”
D.3 Solid Waste Management	D.3.1	Waste volume produced by destination (tonnes per resident per year or per month)
	D.3.1.1	Percentage of tourism enterprises separating different types of waste
	D.3.2	Volume of waste recycled (percent or per resident per year)
D.4 Sewage Treatment	D.4.1	Percentage of sewage from the destination treated to at least secondary level prior to discharge
	D.4.1.1	Percentage of commercial accommodation connected to central sewage system and/or employing tertiary sewage treatment
D.5 Water Management	D.5.1	Fresh water consumption per tourist night compared to general population water consumption per person night
	D.5.1.1	Percentage of tourism enterprises with low-flow shower heads and taps and/or dual flush toilets/waterless urinals
	D.5.1.2	Percentage of tourism enterprises using recycled water
	D.5.1.3	Percentage of water use derived from recycled water in the destination
D.6 Energy Usage	D.6.1	Energy consumption per tourist night compared to general population energy consumption per person night
	D.6.1.1	Percentage of tourism enterprises that have switched to low-energy lighting
	D.6.1.2	Annual amount of energy consumed from renewable sources (Mwh) as a percentage of overall energy consumption

# Using the indicators: the Data set sheet



<b>Core Indicator: A.2.1</b>	Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures
<b>Reason for measuring</b>	Certification is an indication of industry interest and implementation of sustainable business practices. This indicator looks at the percentage of tourism enterprises that have had an independent verification of their sustainability practices and allows Destination managers and policy makers to create incentives for participation.
<b>Data requirements</b>	List of certified businesses, list of all registered tourism businesses
<b>Units of measurement</b>	%
<b>Terms in glossary</b>	Certification/labelling Environmental/quality/sustainability
<b>Data collection instructions</b>	Enterprise Survey
<b>Method of calculation</b>	Total number of tourism enterprises certified ÷ total number of tourism enterprises * 100 = % of tourism enterprises certified
<b>Frequency of data collection</b>	Annual
<b>Reporting format</b>	Pie chart
<b>International benchmarks</b>	By 2007, total certified tourism products in Europe were estimated to be between 6000 and 10,000; and globally there were just less than 15,000 certified businesses and products.
<b>Key stakeholders/users</b>	Destination Managers
<b>Suggested actions</b>	Actions to encourage increased certification by tourism enterprises
<b>References</b>	<a href="http://www.responsibletravel.org/resources/documents/reports/Ecotourism_Handbook_III.pdf">http://www.responsibletravel.org/resources/documents/reports/Ecotourism_Handbook_III.pdf</a>

# ETIS implementation

- About **220 destinations** across Europe, including non EU member States (like Albania, Montenegro, Turkey) have been involved in the **2 testing pilot phases**, during 2013 and 2014.
- In **July 2014** the Commission has organized a workshop, in order to present the **results** of the first ETIS pilot phase and to provide some **recommendations**, towards tourist destinations and stakeholders.



# ETIS next steps

- With the support of the pool of experts, the Commission is currently **analysing the final questionnaires** (about 60), sent from the destinations by end of January 2015;
- In mid-June 2015 an **interactive video conference**, will be organized between the destinations fully involved till the end of the second pilot phase, the Commission and the ETIS pool of experts.
- A **call for expression of interest**, will be launched before the summer, for selecting **6 destinations**, which will be invited to present their experiences during the forthcoming ETIS conference.

## The future of ETIS

- The European Commission will launch the **revised version** of the System of indicators (ETIS) during a public conference, to be organized in Bruxelles in **November 2015**, together with a specif workshop on **accessible tourism**;
- The EC is exploring the possibility to cooperate and to establish synergies with the **Virtual Tourism Observatory**, DG ENV (**EMAS, Ecolabel**), the **European Environmental Agency** and other international organizations (WTO, UNEP..);
- The EC will continue to promote awareness campaign, looking forward to **rewarding sustainable and accessible tourist destinations**.



## Contact details

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The ETIS toolkit is available in all EU languages on:

[http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators/index\\_en.htm](http://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators/index_en.htm)



**Thank you for  
your attention!**