



# MEASURING TOURISM SUSTAINABILITY IN PRACTICE

Zagreb, 29. November 2018

ETIS - Establishing Indicator  
System on EU Level

Janez SIRŠE



# ETIS DEVELOPMENT PHASES

Sustainability and competitiveness of European tourism is one of the priority aims of tourism policy of the European Commission

Tourism Sustainability Group - TSG & first ETIS model developed by University of Surrey

In 2013 DG Enterprise and Industry – Tourism Policy Unit prepared for tourism sector ETIS TOOLKIT with dataset and invited tourism destinations to participate in pilot testing of ETIS

In 2016 DG GROW released Revised ETIS model with toolkit

# ETIS GROUPS OF CORE INDICATORS

Destination management (3 indicators)

Economic value (10 indicators)

Social and cultural impact (13 indicators)

Environmental impact (17 indicators)

# ETIS IMPLEMENTATION

ETIS – European Tourism Indicator System for sustainable destinations is implementation of EC tourism development strategy and policy, operationalization of instruments promoting and monitoring sustainability and guidelines for tourism destinations and destination organizations to transfer the system into everyday practice

## 1st PHASE

July 2013 – April 2014

Over 100 destinations across Europe participated in the first ETIS testing phase, 35% of them complementing it.

## 2nd PHASE

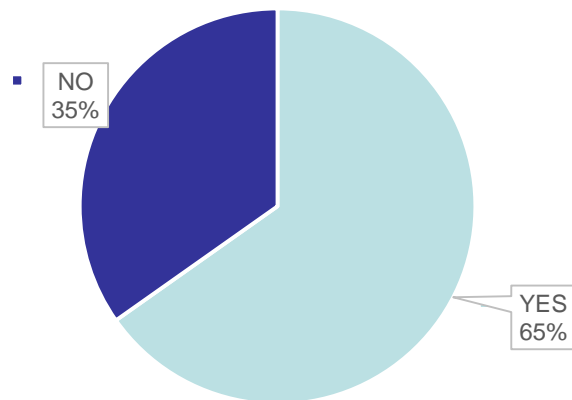
April 2014 – January 2015

Over 100 destinations across Europe (also non EU countries) participated in the second ETIS testing phase, 60% of them completing it.

214 destinations from 23 European (EU and non EU states) participated in pilot implementation; destinations were regions, cities, islands, villages and rural areas, natural parks, corporations covering all major types of tourism products.

# ETIS MODEL

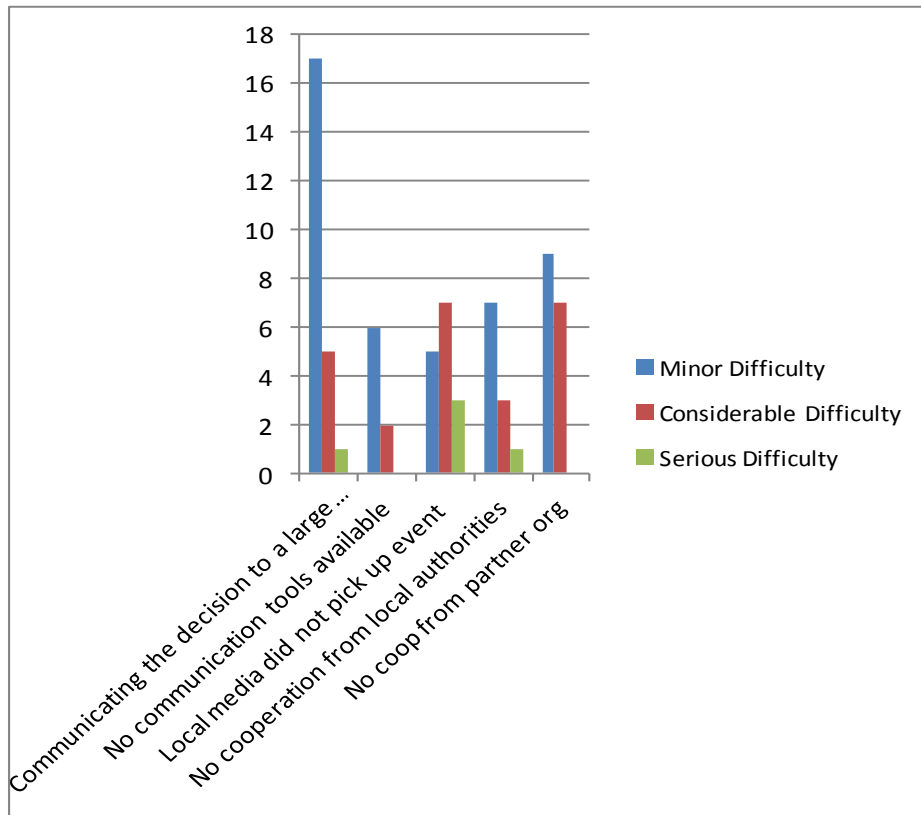
Does the Toolkit provide sufficient guidance for the implementation of ETIS?



65% of 214 destinations from both phases expressed satisfaction with ETIS toolkit providing sufficient guidance for implementation of the system; improvements should be foreseen for the system of core and optional indicators, destination profile and data set, 7 Steps Guide and terminology.

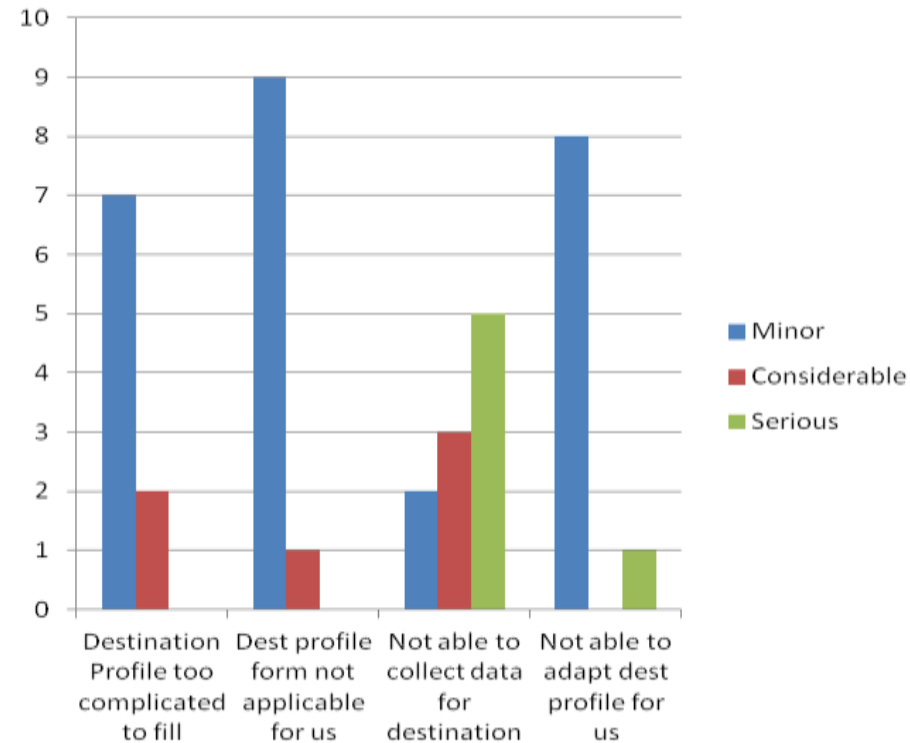
# 7 STEPS PROCESS

## Step 1 Awareness raising



No major difficulties were expressed in this step with the exception of lack of media support and co-operation from partner organisations.

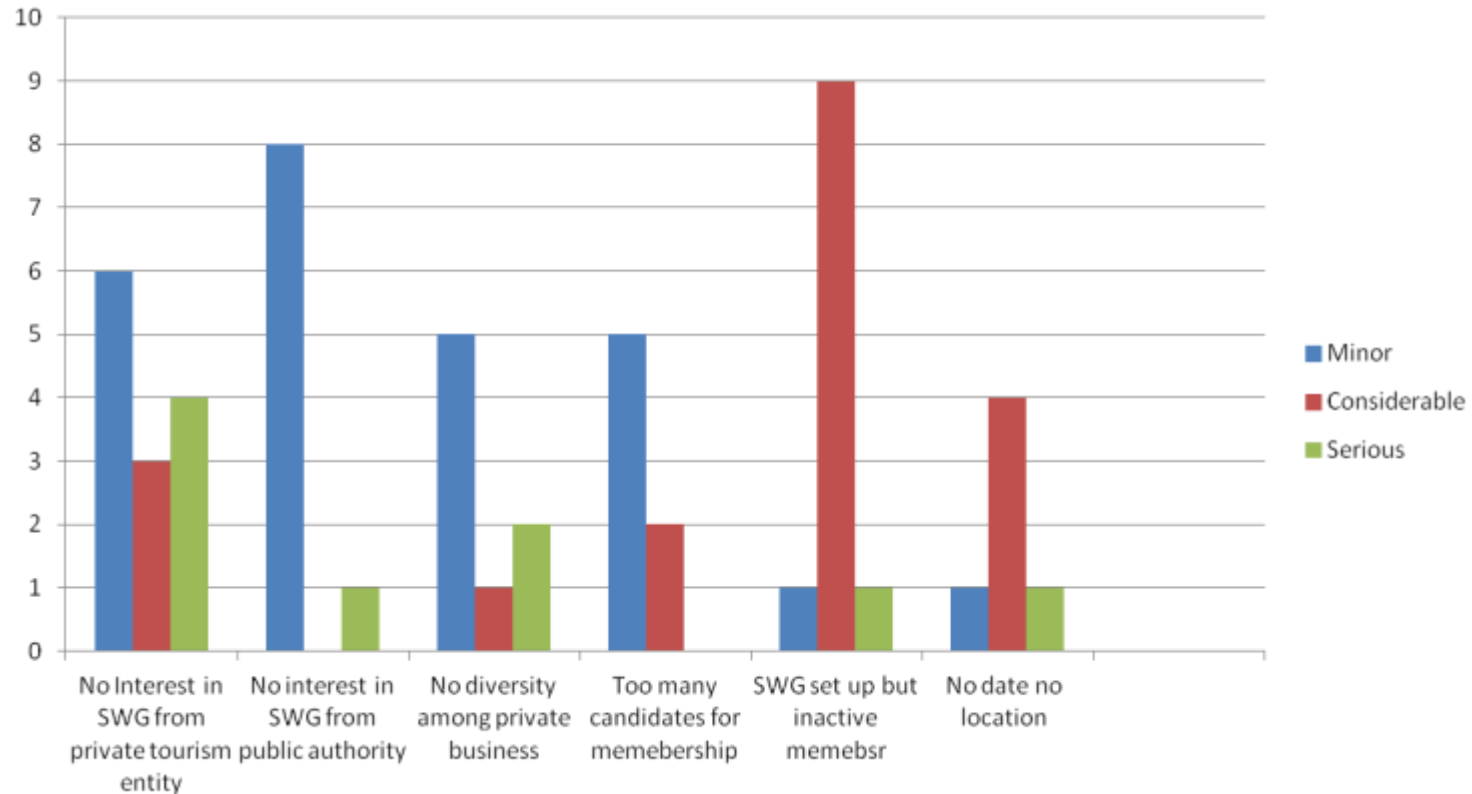
## Step 2 Creation of destination profile



Participants found the destination profile form applicable and had minimal difficulties in filling it. However, there were serious difficulties in some destinations with the data collection

# 7 STEPS PROCESS

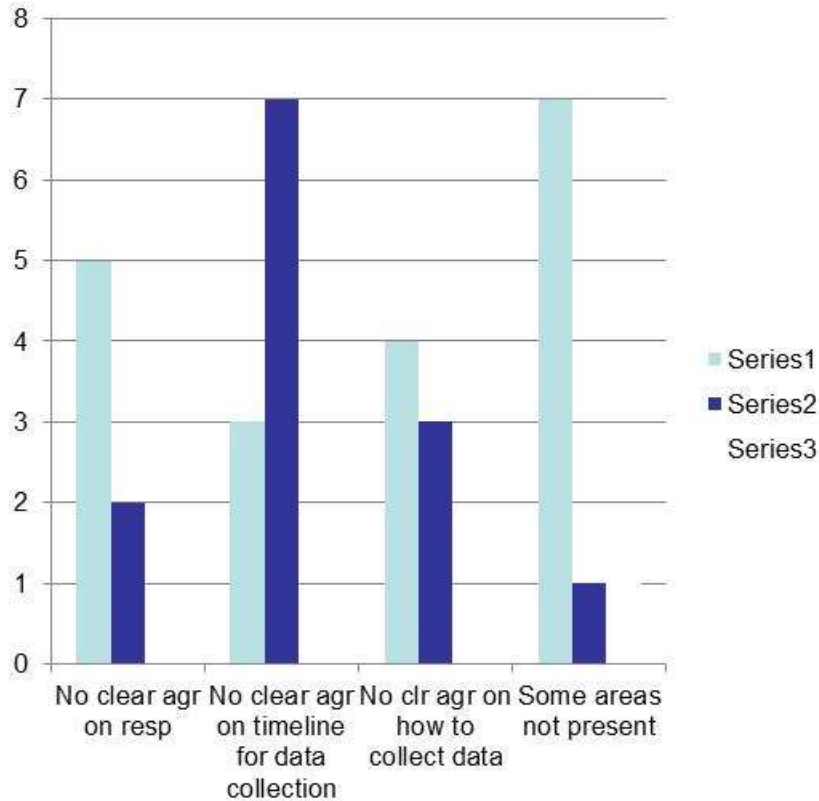
## Step 3 Forming stakeholders working groups (SWG)



Considerable difficulty was expressed by inactive members of the SWG. There was also more interest

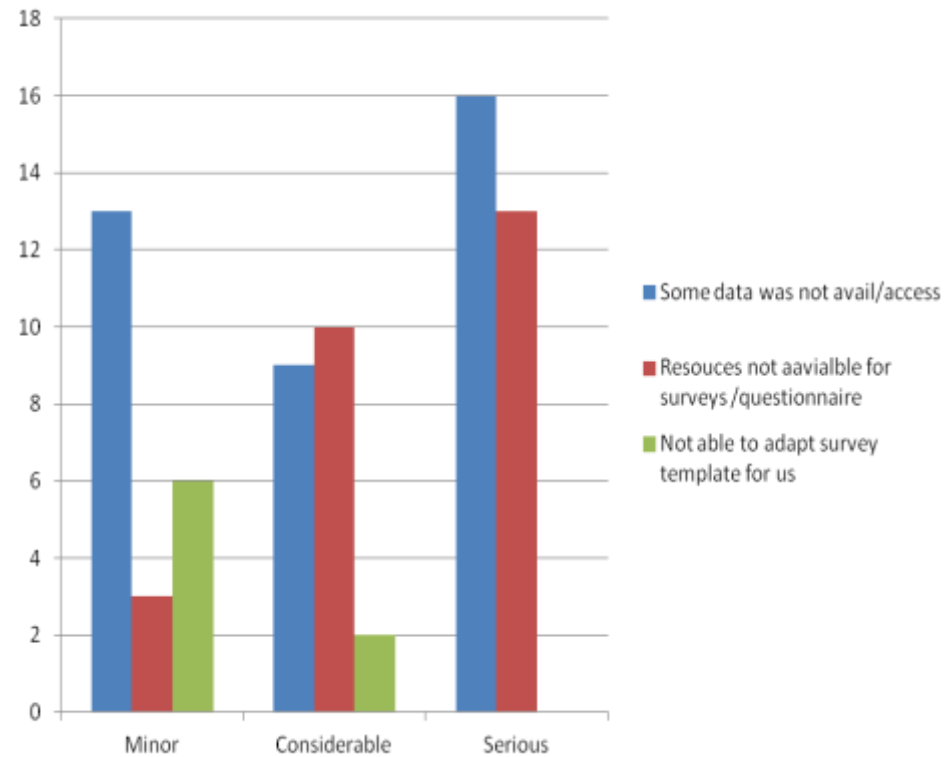
# 7 STEPS PROCESS

## Step 4 Role/Responsibilities of SWG



Destinations expressed considerable difficulties on agreeing about timeline for data collection, and minor challenges on responsibilities.

## Step 5 Collecting & Registering Data

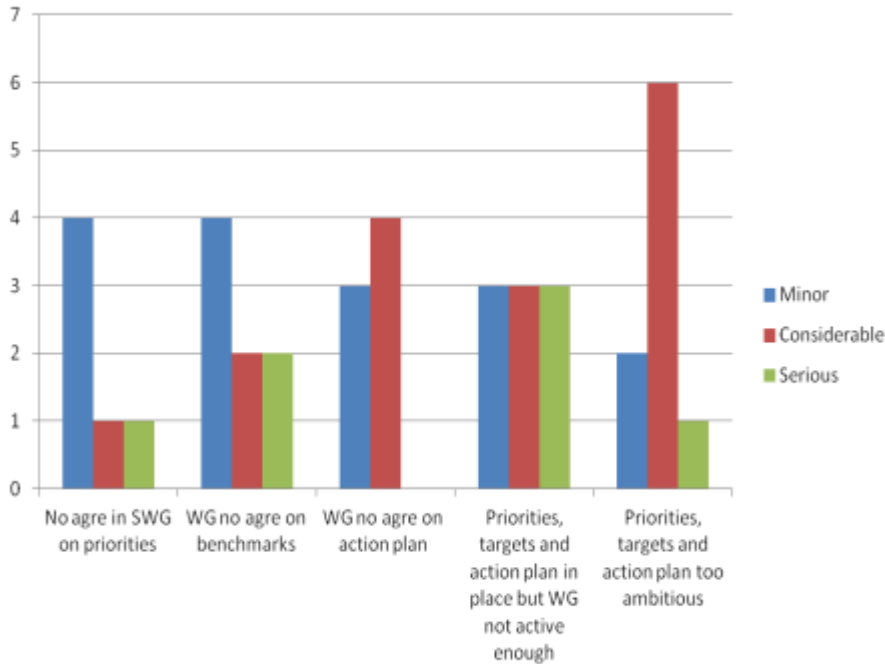


The test showed that respondents have had issues with data collection, since data was difficult to obtain, and/or resources were not available.



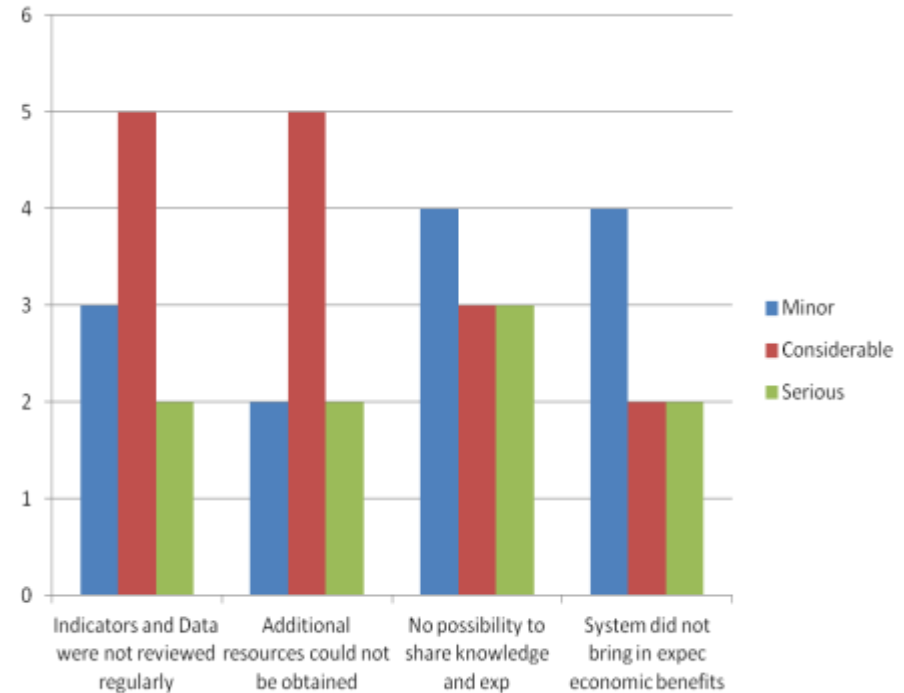
# 7 STEPS PROCESS

## Step 6 Analysis of Results



Major open questions and problems appeared in processing step 6.

## Step 7 Continuity & Improvement



Destinations were not well informed about the future of ETIS, had proposals for improvement and willingness to continue and benchmark.

# COMMON CHALLENGES

## ETIS MANAGEMENT

ETIS is recognized by destinations as fundamental and integral part of destination management in achieving sustainable tourism targets.

ETIS needs to be promoted widely with active role of NTO – National Tourism Organizations, DMOs – Destination Management Organizations, key tourism stakeholders, media and public authorities.

The significance of the LDCs – Local Destination Coordinators needs to be fully recognised. In several occasions SWG - Stakeholder Working Group should be formed by main stakeholders only in order to improve operational efficiency and increase their commitment.

## ETIS COSTS

Costs of ETIS implementation should not be neglected especially when taking into account full ETIS implementation, its use for destination management and decision making, international benchmarking and further development.

# COMMON CHALLENGES

## ETIS TECHNICAL IMPLEMENTATION

ETIS needed further development to clarify and improve the indicators and the toolkit. Several core (out of 23) and optional (out of 40) indicators from the basic ETIS model were proposed to be removed, optional changed to core and viceversa. This led EC and ETIS pool of experts to work on a revision of the system, bringing to a clearer guidelines and more simple list of ETIS indicators.

The immediate difficulty of sourcing or lack of some information should not discourage destinations in implementing ETIS.

An ICT – Information Communication Technology platform to assist in the data collection and recording process as well as in international presentations is needed together with the opportunity for national and international benchmarking and networking. European Commission's Virtual Tourism Observatory (VTO) platform is to carry out this role.

# SUGGESTIONS FOR ETIS FUTURE

- Developing comprehensive data base and time series of basic values and calculated values of indicators
- Extending ETIS set of core indicators with supplementary indicators reflecting the type of destination (coastal, rural, city,..), strengthening accessibility indicators
- Combining ETIS with economic/competitiveness/innovativeness indicators to provide full destination management tool
- Cross-referencing with other systems of sustainable and environmentally sensitive indicators
- Information and promotion activities aiming to rise awareness of sustainability efforts in destination among business stakeholders, inhabitants and tourists
- Further ICT support to enable international on-line benchmarking
- National and international networking of destinations implementing ETIS

# SEVERAL INITIATIVES AND SUPPLEMENTARY INDICATORS

## Theatic approaches to ETIS implementation

- European Cultural Routes
- Maritime and Coastal destinations
- Thematic tourist destinations (cities, ski centers, islands,..)
- Accessible Tourism

## ETIS network development

- ETIS Destination Network (endorsed by Autonomous Region of Sardinia)

**Thank you for your attention!**

**Janez Sirše: [janez.sirse@ntz-nta.si](mailto:janez.sirse@ntz-nta.si)**