

Tourism destination Mali Lošinj and experience with ETIS

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Tourism B2B

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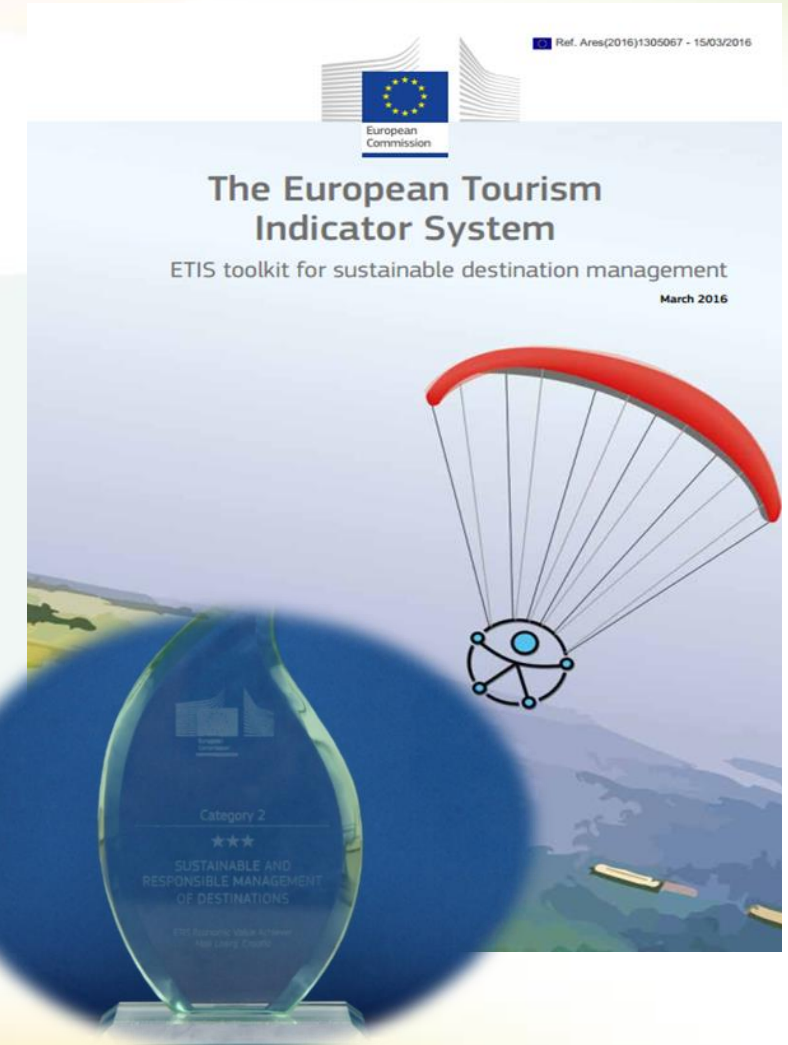
Lošinj in numbers

- Preserved environment on 7 islands of the archipelago
- 8,116 residents
- 3.000 permanent residence homes / 3.300 second homes
- Capacity - 22,395 beds
- Hotels account for 13.8% of the total capacity
- Camps 42.4%, private accommodation 29%, other accommodation 14.8%
- 2.3 million overnight stays and 315,000 guests per year
- Direct tourism employment 37,6 % (seasonal workers 57 %)
- Relative contribution of tourism to the destination's economy - 36,28 %
- Public – private partnership and cooperation
- Quality in all tourism segments
- **Sustainable and responsible tourism**



Sustainable and responsible tourism - The European Tourism Indicator System for Sustainable Destinations

- As a destination that has decided to go towards sustainable development and tourism, we needed a tool to improve the sources of information that support policy making. In that moment the European Commission launched the European Tourism Indicator System for Sustainable Destinations
- Mali Lošinj was one of the first destinations in Croatia that successfully participated in the European Commission's pilot project (2013)
- In addition to the core indicators, Lošinj also decided to measure supplementary indicators, thus measuring everything that can be measured in a destination and has included them in the founding document.
- **Bruxelles, 22 April 2016**, Mali Lošinj won the ETIS prize for sustainability and accessible tourism management, specifically for the width and depth of the data collected on the practices of sustainable tourism on the island
- Toolkit 2016 – after the pilot phase and the project review by the EC, a new toolkit was prepared with 43 core indicators in **4 categories: destination management, economic value, social and cultural impact, and environmental impact.**
- By 2019, Mali Lošinj collected data for 90% of mandatory indicators in 5 consecutive years (what could not be collected were mainly indicators related to one-day visitors, which created difficulties for us in terms of the method of collecting this data)
- **Instrumental role** (direct use of information as input for policy-making and implementation) – in order to accomplish the indicators instrumental role, ETIS was adopted by the Town's Council of the Town of Mali Lošinj and became the founding document with mandatory measuring and comparison of indicators with previous years.



Why ETIS? (European Tourism Indicator System for Sustainable Destinations)

- Monitoring, managing, and enhancing the sustainability of a tourism destination
- Tracking destination performance
- Improved information for decision making
- Effective risk management
- Prioritisation of actions
- Performance benchmarking
- Improved community participation
- Support for tourism stakeholders
- Enhanced user experience
- Increased bottom-line / cost savings
- Increased value per visitor



ETIS & LOŠINJ

Measuring and monitoring sustainable tourism development at the local level

- 43 core indicators (ETIS Toolkit 2016.)

Destination management (3)	Economic value (10)
Social and cultural impact (13)	Environmental impact (17)

- Destination management

A .1 A.1 Sustainable tourism public policy	A1.1 Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility
A.2 Customer satisfaction	A2.1 Percentage of tourists and same-day visitors that are satisfied with their overall experience in the destination
	A2.2 Percentage of repeat/return visitors (within 5 years)

- Economic value

B.1 Tourism flow (volume and value) at destination	B.1.1 Number of tourist nights per month
	B.1.2 Number of same-day visitors per month
	B.1.3 Relative contribution of tourism to the destination's economy (% GDP)
	B.1.4 Daily spending per overnight tourist
	B.1.5 Daily spending per same-day visitors
B.2 Tourism enterprise(s) performance	B.2.1 Average length of stay of tourists (nights)
	B.2.2 Occupancy rate in commercial accommodation per month and average for the year
B.3 Quantity and quality of employment	B.3.1 Direct tourism employment as percentage of total employment in the destination
	B.3.2 Percentage of jobs in tourism that are seasonal
B.4 Tourism supply chain	B.4.1 Percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises



- Social and cultural impact**

C.1 Community/social impact	C.1.1 Number of tourists/visitors per 100 residents
	C.1.2 Percentage of residents who are satisfied with tourism in the destination (per month/season)
	C.1.3 Number of beds available in commercial accommodation establishments per 100 residents
	C.1.4 Number of second homes per 100 homes
C.2 Health and safety	C.2.1 Percentage of tourists who register a complaint with the police
C.3 Gender equality	C.3.1 Percentage of men and women employed in the tourism sector
	C.3.2 Percentage of tourism enterprises where the general manager position is held by a woman
C.4 Inclusion / accessibility	C.4.1 / C.4.2 Percentage of rooms in commercial accommodation establishments accessible for people with disabilities / Percentage of commercial accommodation establishments participating in recognised accessibility information schemes
	C.4.3 Percentage of public transport that is accessible to people with disabilities and specific access requirements
	C.4.4 Percentage of tourist attractions that are accessible to people with disabilities and / or participating in recognised accessibility information schemes



- Social and cultural impact**

C.5 Protecting and enhancing cultural heritage, local identity and assets	C.5.1 Percentage of residents that are satisfied with the impacts of tourism on the destination's identity
	C.5.2 Percentage of the destination's events that are focused on traditional / local culture and heritage

- Environmental impact**

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
	D.1.2 Percentage of tourists and same-day visitors using local/soft mobility/public transport services to get around the destination
	D.1.3 Average travel (km) by tourists and same-day visitors from home to the destination
	D.1.4 Average carbon footprint of tourists and same-day visitors travelling from home to the destination
D.2 Climate change	D.2.1 Percentage of tourism enterprises involved in climate change mitigation schemes — such as: CO ₂ offset, low energy systems, etc.— and 'adaptation' responses and actions
	D.2.2 Percentage of tourism accommodation and attraction infrastructure located in 'vulnerable zones'



- Environmental impact

D.3 Solid waste management	D.3.1 Waste production per tourist night compared to general population waste production per person per day(kg)
	D.3.2 Percentage of tourism enterprises separating different types of waste
	D.3.3 Total waste recycled (percentage 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.5 Water management	D.5.1 Water consumption per tourist night compared to general population water consumption per resident night
	D.5.2 Percentage of tourism enterprises taking actions to reduce water consumption
	D.5.3 Percentage of tourism enterprises using recycled water
D.6 Energy usage	D.6.1 Energy consumption per tourist night compared to general population energy consumption per resident night
	D.6.2 Percentage of tourism enterprises that take actions to reduce energy consumption
	D.6.3 Percentage of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year
D.7 Landscape and biodiversity protection	D.7.1. Percentage of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes



Destination management - customer satisfaction

Indicator	Destination performance 2018	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	Data source - full document name and name of the person who submitted data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
A.2.1 Percentage of visitors that are satisfied with their overall experience in the destination	87.90%	87.90%	93.42%	94.40%	96.29%	Results of the survey Attitudes and Expenditures of Tourists - TOMAS Summer 2017, page 27	July, August, September, October 2017	/	Institute for Tourism Zagreb	Institute for Tourism	Z. Marušić	2 years
A.2.2 Percentage of repeat/return visitors (within 5 years)	70.90%	70.90%	81.12%	70.79%	no data	Results of the survey Attitudes and Expenditures of Tourists - TOMAS Summer 2017, page 21, Table 8	July, August, September, October 2017	/	Institute for Tourism Zagreb	Z. Marušić	Z. Marušić	2 years

Both indicators refer to the satisfaction of users / visitors of the City of Mali Lošinj.

2 measurement methodologies have been applied over the years:

2014 - 2016 online surveys of the Tourist Board (Survey monkey)

In 2017, the TOMAS Summer was held, where the Mali Lošinj Tourist Board expanded the regular sample to 404 respondents due to the greater credibility of the results. Data valid for 2 years (2017 and 2018)

Economic value

Indicator	Destination performance 2018	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	Data source - full document name and name of the person who submitted the data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
B.3.1 Direct tourism employment as percentage of total employment	37,6%	30,1%	32.75%	32.22%	24.70%	1648 Employment rate and salaries 2016, pages 72-73, line 10, column I,R,S / State Bureau of Statistics		/	State Bureau of Statistics	K. Golubović	State Bureau of Statistics	1 year

Social and cultural impact

Indicator	Destination performance 2018	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	Data source - full document name and name of the person who submitted data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
C.1.2 Percentage of residents who are satisfied with tourism in the destination (per month/season)	85.08% (summer)	85,08% (summer)	no data	no data	95.00%	Results of the resident satisfaction survey - tourism in Lošinj 2017	September and October 2017	/	Tourist Board of the Town of Mali Lošinj	A. Tomović	/	2 years

Conducting a local population survey through the SurveyMonkey online survey. In 2019, a new revised survey with interviewers was conducted (interview)

Environmental impact

Indicator	Destination performance 2018	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	Data source - full document name and name of the person who submitted data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
D.6.1 Energy consumption per tourist night compared to general population energy consumption per resident night	71,51%	76,08%	74.36%	69.38%	118.88%	Document name: Questionnaire for enterprises 2019 + HEP;	Do you monitor monthly energy consumption?					
						9 enterprises (18 establishments):						
						R. Hesky	March 2019	Yes	Jadranka d.d.	H. Carić	S. Šolić	1 year
						K. Pavelić	March 2019	Yes	Hostel Veli Lošinj	H. Carić	K. Pavelić	1 year
						Đ. Sučić	March 2019	Yes	Lošinjska plovodba i turizam d.o.o.	H. Carić	Đ. Sučić	1 year
						R. Žugić	March 2019	Yes	Lječilište Veli Lošinj	H. Carić	R. Žugić	1 year
						R. Spišić	March 2019	Yes	Eko hotel Manora	H. Carić	R. Spišić	1 year
						B. Radan	March 2019	Yes	Mare Mare Suites	H. Carić	D. Kuvač	1 year
						S. Čelić	March 2019	Yes	Pansion Ana Komfor	H. Carić	S. Čelić	1 year
						M. Brajković	March 2019	No	Hotel Televrin	H. Carić	F. Zorović	1 year
						D. Vodanović	March 2019	Yes	Kamp Poljana	H. Carić	S. Kedves	1 year
D.5.1 Water consumption per tourist night compared to general population water consumption per resident night	Tourism: 240 l/tourist/day / Local residents: 120 l/resident/day=2 L	Tourism: 240 l/tourist/day / Local residents: 120 l/resident/day=2 L	Tourism: 230 l/tourist/day / Local residents: 140 l/resident/day=1.6 L	Tourism: 230 l/tourist/day / Local residents: 140 l/resident/day=1.6 L	1.49L	Table and memo: Vodovod i odvodnja Cres Lošinj (water supply and sewage)	January 2019	/	Vodovod i odvodnja Cres Lošinj	M. Franković	N. Kruljac	1 year
D.3.1 Waste produced in the destination (tonnes per resident per year or per month)	2,14 kg/ day (residents); 1,21 kg (tourists)	1.51 kg/day (residents); 1.95 kg/day (tourists)	1.6 kg/day	2.32kg/day	1.5kg/day	Table and memo: Vodovod i odvodnja i Komunalne usluge (utility services) Cres Lošinj; e - mail	January 2019		Komunalne usluge Cres Lošinj	A. Viskić	N. Kruljac	1 year



Environmental impact

- **Tourist energy consumption per overnight stay compared to general population energy consumption per day**
 - ✓ The data from the questionnaire for enterprises is used (we had 9 enterprises - camps, hotels, guest houses), which is provided by the enterprises in tables specifying their monthly electricity consumption. The other data – resident consumption – is provided by HEP
- **Water consumption per tourist overnight stay compared to general population water consumption per day**
 - ✓ The data are provided by Vodoopskrba i odvodnja Cres Lošinj d.o.o. (water supply and sewage company)
- **Waste produced in the destination (tonnes per resident per year or per month)**
 - ✓ The data are provided by Vodoopskrba i odvodnja Cres Lošinj d.o.o.

The impact on the environment is certainly the section that interests us the most in terms of energy consumption and waste production. In fact, our goal is to put this consumption in a ratio that some of our limits are in the use of these resources so that we can then better obtain the figures and interpret and understand what zone of utilization we are in.

Future of ETIS – MITOMED+ online platform

- European Tourism Indicators System for sustainable destinations was an European Commission project, which after a successful pilot phase, continued to monitor the development of ETIS
- However, the development of ETIS and its further direction depended on the destinations and how will ETIS be legitimized
- **NECSTouR** – Network of European Regions for a Sustainable and Competitive Tourism, created in 2008 and brings together regional tourism associations with universities and representatives of sustainable and responsible tourism tourist organizations.
- Joining NECSTouR as an associate member was the first step of creating ETIS Destination Committee and thus a step to legitimize ETIS and to continue further development and cooperation in the field of sustainable tourism.
- **EDC (ETIS Destination Committee): 2 main goals:**
 - capitalize the experiences of measuring and monitoring sustainable tourism performances at destination level, using a common methodology and tool – online platform which would enable data entry and the platform would calculate the indicator by default formulas
 - to compare and to do benchmarking among destinations
 - = unfortunately, due to circumstances at that time, the idea of the EDC didn't work out and every destination was left for it self **to make a decision of the project on its on local level**
- The relevance of the indicators is not limited to direct use, but they also contribute to raise awareness and build capacity of tourism stakeholders, influence ideas and legitimate political decisions. All of this contributes to the process of formulating, implementing and evaluating sustainable tourism policies



Mitomed+ online platform




Mali Lošinj - Croatia (whole country). Croatia





Online platform which enables:

- Visible destination profile
- Indicators set
- Explanation for each indicator how to measure it and calculate the data
- Recognize your own progress or setback
- Benchmarking among destinations

Mitomed+ online platform – destination profile

 MITOMED+

Admin  maillošinj 

Home / Destination

Destination: Mali Lošinj

Destination id
41

Name
Mali Lošinj

Region
Croatia (whole country)

Country
Croatia

Description
A mild climate, rich biodiversity, a pleasant environment and 250 cultural and entertainment events – these are just some of the reasons why Lošinj has become famous as the island of vitality in the international market. Health tourism is an important tradition here and it has been on offer for more than 125 years. The combined fragrance of thick pine forests and medicinal herbs create unique aromatherapy in the open. High quality seas and supreme air quality with over 200 days of sunshine and 1018 plant species, of which 939 belong to indigenous flora, make Lošinj the ideal aromatherapy centre and a modern destination of vitality, health tourism and environmental awareness.


High Season

Low Season

Population
8056.0


Total area
225.0



Coast length
33.0





Website
<https://www.visitlošinj.hr/>

Location
Latitude: 44.53322938658567 Longitude: 14.4654111604971




Mediterranean



Project co-financed by the European Regional Development Fund


Mediterranean


FAQManual

Tourism destination Mali Lošinj and experience with ETIS

Mitomed+ online platform – indicators set


MITOMED+

Admin ▾ malilosinj ▾

Home / Destination admin / Indicators values

Mali Lošinj - Indicators values


2018 ▾
(no month selected) ▾
(no season selected) ▾

(no indicator selected) ▾

Indicator ID	Indicator name	Group	Period	Data categories	Value
01	Percentage of the area of the destination with a sustainable tourism action plan, with agreed monitoring, development control and evaluation arrangement (%) ⓘ	Global	2018	N/A	---
02	Visitors satisfaction with their overall experience in the destination. ⓘ	Global	2018	N/A	87.9
03	Percentage of tourist organizations in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures (%). ⓘ	Economic	2018	1. Calculation based on data per tourist organizations ▾	33.3
04 a)	Relative contribution of tourism to the GDP destination (%) ⓘ	Economic	2018	1. Calculation based on data per tourist organizations ▾	36.28
04 b)	Proportion of tourist organisations in relation to the total number of businesses in the destination (%) ⓘ	Economic	2018	1. Calculation based on data per tourist organizations ▾	---
04 c)	Proportion of active population in tourist organizations in relation to the whole active population (%) ⓘ	Economic	2018	1. Calculation based on data per tourist organizations ▾	37.6
05	Average length of stay of tourists (nights) ⓘ	Economic	2018	1. Calculation based on total number of tourist ▾	7.5
06	Number of overnight stays ⓘ	Economic	2018	N/A	8
07	Occupancy rate in commercial accommodation (%) ⓘ	Economic	2018	1. Calculation based on the total number of beds in open ▾	29
08	Direct tourism employment as percentage of total employment (%). ⓘ	Economic	2018	1. Calculation based on data per tourist organizations ▾	37.6
09	Daily spending per tourist (€) ⓘ	Economic	2018	1. Calculation based on segregated data (food, beverage ▾	96.97

Tourism destination Mali Lošinj and experience
with ETIS

Mitomed+ online platform – methodological data for specific indicator



Not a member? Login

Home / Methodological data

Methodological data: Direct tourism employment as percentage of total employment (%).

Indicator ID
05

Indicator name
Direct tourism employment as percentage of total employment (%).

Group
Economic

Calculation

$$\frac{\text{Number of people employed in tourist organizations}}{\text{Total active population}} \times 100$$

Collection of the data
All full-time and part-time number of people employed in tourist organizations. All full-time and part-time total active population. Collected on monthly basis.

Collection method
The data can be collected through local, regional or national statistical bureaus.

Data format
Total number of people employed in tourist organizations and total number of active population.

Output format

Result interpretation
This is a complex indicator and it has several interpretations. Direct tourism employment in some destinations is taken only from activities linked to hospitality, in other regions as service sector in general, or others considering the tourism satellite accounts basis. For this reason, and according to the average number of people employed in tourist organizations in the EU, an optimal value or threshold will be defined as the average value of the entire EU (9,6% in WTTC 2017). Then a scale below and one over this threshold is defined as follows:

- Over
 - Good: up to 15,99% higher than the optimal
 - Regular: from 16,00% and up to 30,99% higher than the optimal
 - Not good: above 31,00% higher than the optimal
- Below
 - Good: up to 5,99% lower than the optimal
 - Regular: from 6,00% and up to 10,99% lower than the optimal
 - Not good: below 11,00% lower than the optimal

It is also recommended to conduct an analysis of aspects of overcrowding and seasonality, hence it is important to collect:

- The monthly value
- Evolution during the year (trend)


Understanding the threshold
The basis for the threshold has been defined according the average number of people employed in tourist organizations in the EU (9,6% in WTTC 2017). Two threshold have been designed over and below this average to measure it in comparison to the average of the EU.
In this case the best value is to be close to the middle value, because the European value includes very specialized tourism destinations and actual non tourism destinations. This mid value implies not extreme dependence of tourism.
When further we are from the central value it means that we have more or less dependency of the tourism.

Definitions to clarify

- Active employed people: inhabitants with a regular legal contract during the period analyzed, including those on a sick leave.

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Mitomed+ online platform – benchmarking


MITOMED+

Destination: Mali Lošinj

Area:
Global

Year:
2018



Month:
(no month selected)



Season:
(no season selected)

Destinations:
× Larnaca District ×

My destination Comparative

Evolution Ranking

Indicators	Mali Lošinj		Larnaca District	
	Value	Alert	Value	Alert
01 Percentage of the area of the destination ...	N/A	●	100.00	●
02 Visitors satisfaction with their overall ...	87.90	●	91.30	●
03 Percentage of tourist organizations in t ...	33.30	●	65.80	●
04 a) Relative contribution of tourism to the ...	36.28	●	N/A	●
04 b) Proportion of tourist organisations in r ...	N/A	●	N/A	●
04 c) Proportion of active population in touri ...	37.60	●	12.40	●
05 Average length of stay of tourists (nigh ...	7.50	●	8.30	●
06 Number of overnight stays ...	8.00	●	17.20	●
07 Occupancy rate in commercial accommodati ...	29.00	●	62.90	●
08 Direct tourism employment as percentage ...	37.60	●	12.40	●
09 Daily spending per tourist (€) ...	96.97	●	75.80	●
10 Number of cruise passengers per day, in ...	N/A	●	0.11	●
11 Number of beds in commercial accommodati ...	2.72	●	0.07	●
12 Variation of unemployment rate between l ...	N/A	●	1.80	●
13 Number of equivalent visitors per reside ...	3.30	●	0.82	●
14 Number of second/rental homes per one ho ...	1.10	●	0.38	●
15 Percentage of tourist attractions that a ...	58.00	●	30.00	●
16 Proportion of cultural sites and practic ...	N/A	●	N/A	●

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1 VISIT
IS WORTH
1000
PICTURES



Project co-financed by the European
Regional Development Fund

Thank you for your attention!

