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# Measuring tourism sustainability in practice, example of CROSTO

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B2B event

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# Truth about sustainability

Mihalič (2016) states that there are three requirements or stages of sustainable tourism:

- Awareness,
- Agenda,
- Action.

However, there is a lack of awareness and knowledge, agendas are not followed, programs are based on desires, and the products of the actions are often unknown

# Indicators process

## Learn how to:

- Collect baseline data
- Identify the strongest and weakest links
- Measure progress
- Stakeholder dialogue and collaboration
- Benchmark yourself

## Adopting to:

- Identify what your destination needs
- Look for existing data (interdisciplinary teams)
- Indicators need to reflect your territorial reality
- Benchmarking

## Using indicators:

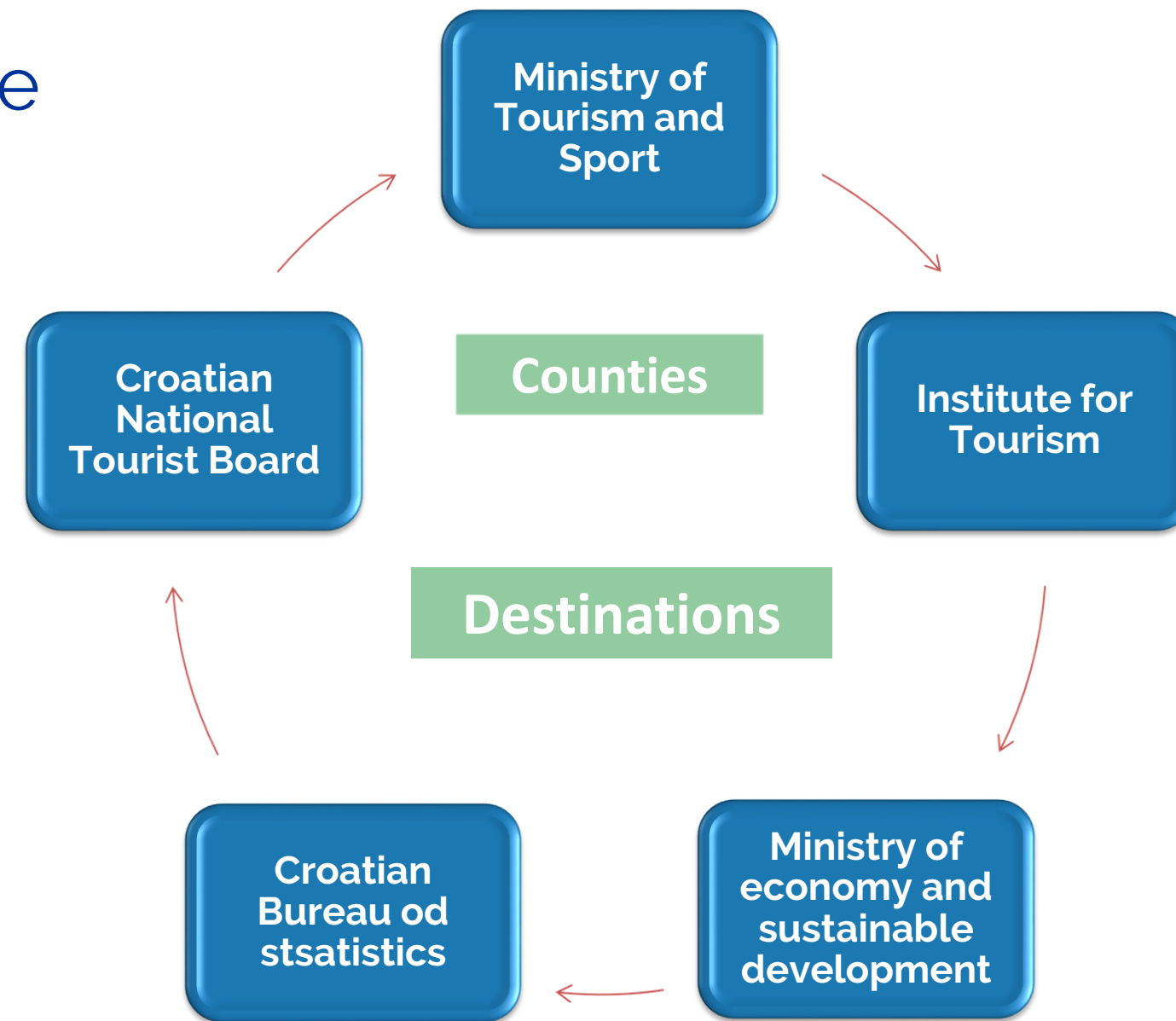
- Easy to understand data
- Show examples
- Exploit the media
- Avoid jargon
- Clear recommendations

## Upscaling indicators:

- Keep challenging today's values
- Set targets
- Keep the healthy competition
- Continuously reskill staff

# Croatia example - CROSTO

- CROSTO is a long-term project of the Institute of Tourism, started in cooperation with UNWTO, with the financial support of MINT
- CROSTO is one of the 28 Observatories for Sustainable Tourism Development in the world that together form the INSTO Network under auspices of UNWTO.





# CROSTO benefits

- ✓ Informed management tool
- ✓ Organized data system for measuring the sustainability of tourism
- ✓ Better co-operation of stakeholders in the destination
- ✓ Common and comparable methodologies at national and international level

- ✓ Improving the quality of life of a local community
- ✓ Enhance the quality of guest experience

## CROSTO core indicators

	UNWTO mandatory issue	ETIS section
Percentage of residents who are satisfied with tourism	Local satisfaction with tourism	C Social and cultural impact
Number of tourist nights per 100 residents		
Percentage of tourists who are satisfied with overall experience		
Percentage of repeat/return tourists		A Destination management
Percentage of tourism enterprises using voluntary certification/labelling for environmental CSR		
Number of tourist nights	Destination economic benefits	B Economic value
Daily spending per tourist overnight		
Direct tourism employment as percentage of total employment	Employment	
Gross annual occupancy rate in commercial accommodation	Tourism seasonality	
Energy consumption per tourist night compared to general population energy consumption per resident night	Energy management	D Environmental impact
Water consumption per tourist night compared to general population water consumption per resident night	Water management	
Percentage of sewage from a destination treated to at least secondary level prior to discharge	Waste water (sewage) management	
Waste production per tourist night compared to general population waste production per resident night	Solid waste management	
Percentage of destination area out of the settlement's boundaries built for tourist purposes	Governance	
Percentage of the destination area within the construction zone of the settlement where the facilities of catering and tourist purposes	Governance	



# From regional to local level



Indicators selection- ETIS +UNWTO

Preliminary report and application to UNWTO

Measurement of regional tourism sustainability based on selected indicators - NUTS2- Adriatic Croatia

Analysis of the measurement

Measurement of local tourism sustainability - 6 pilot destinations - Rovinj, Mali Losinj, Novalja, Hvar, Ston and Dubrovnik

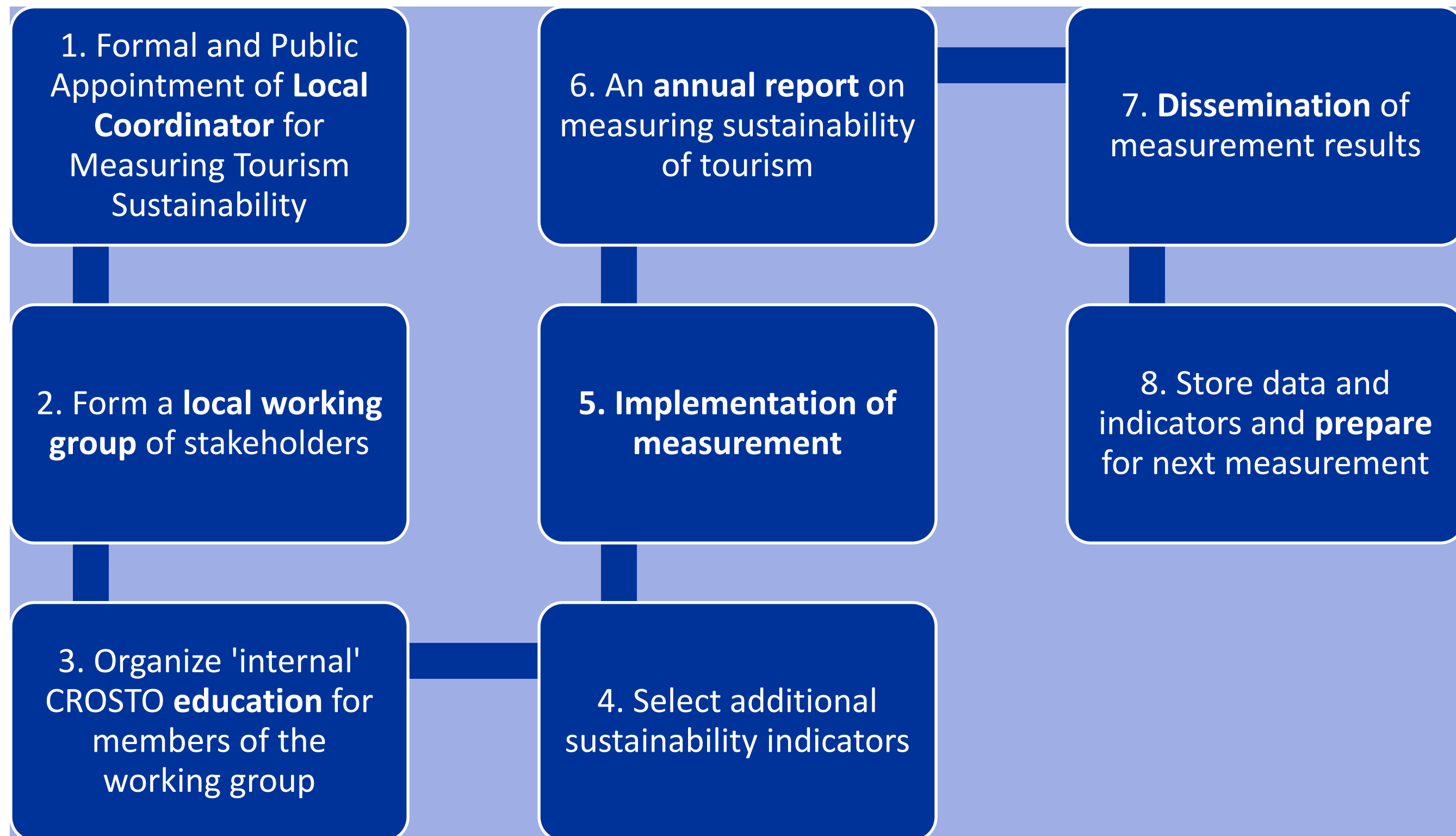
Guidebook for measuring on local level + application + workshops

New destinations included and actively involved



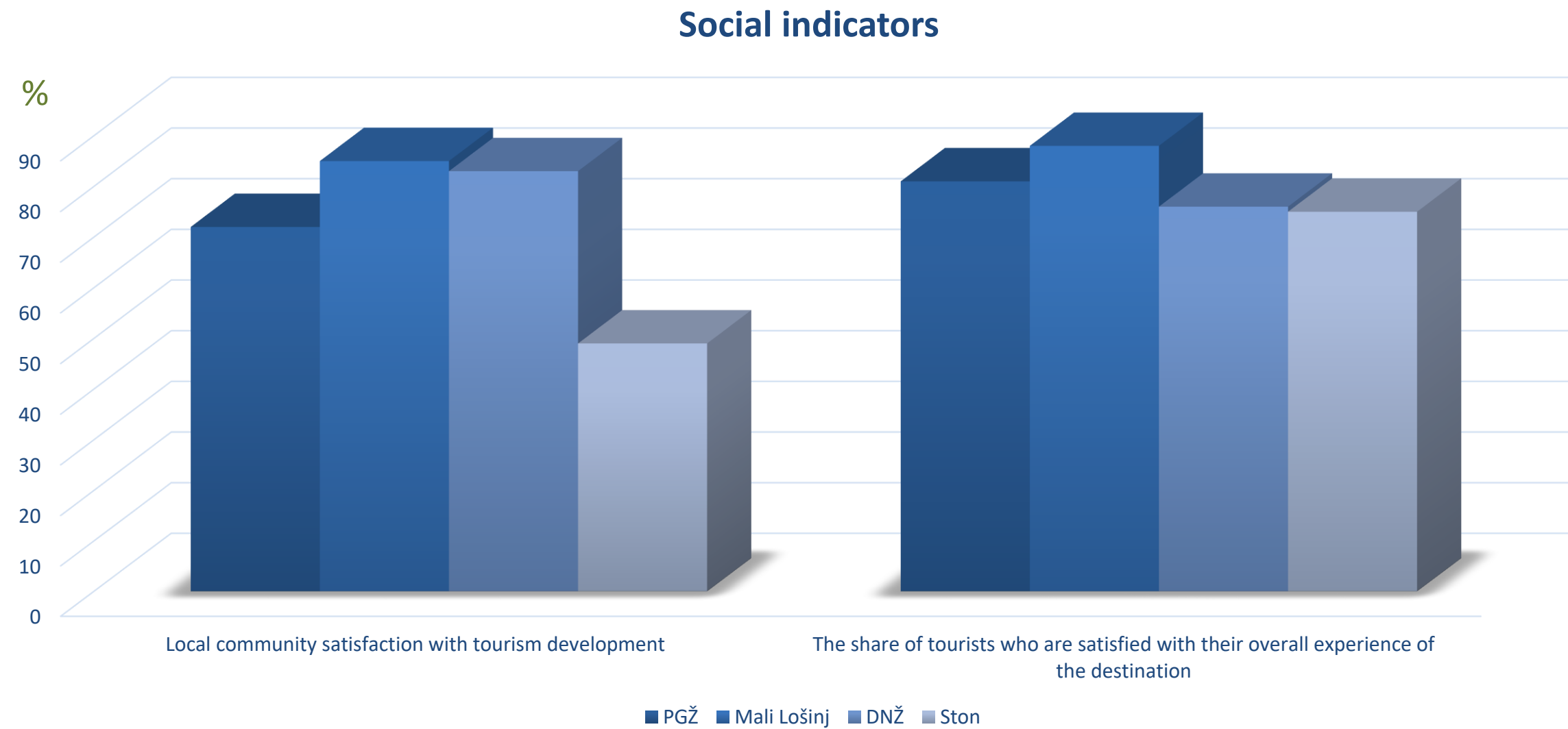


# Measurement process



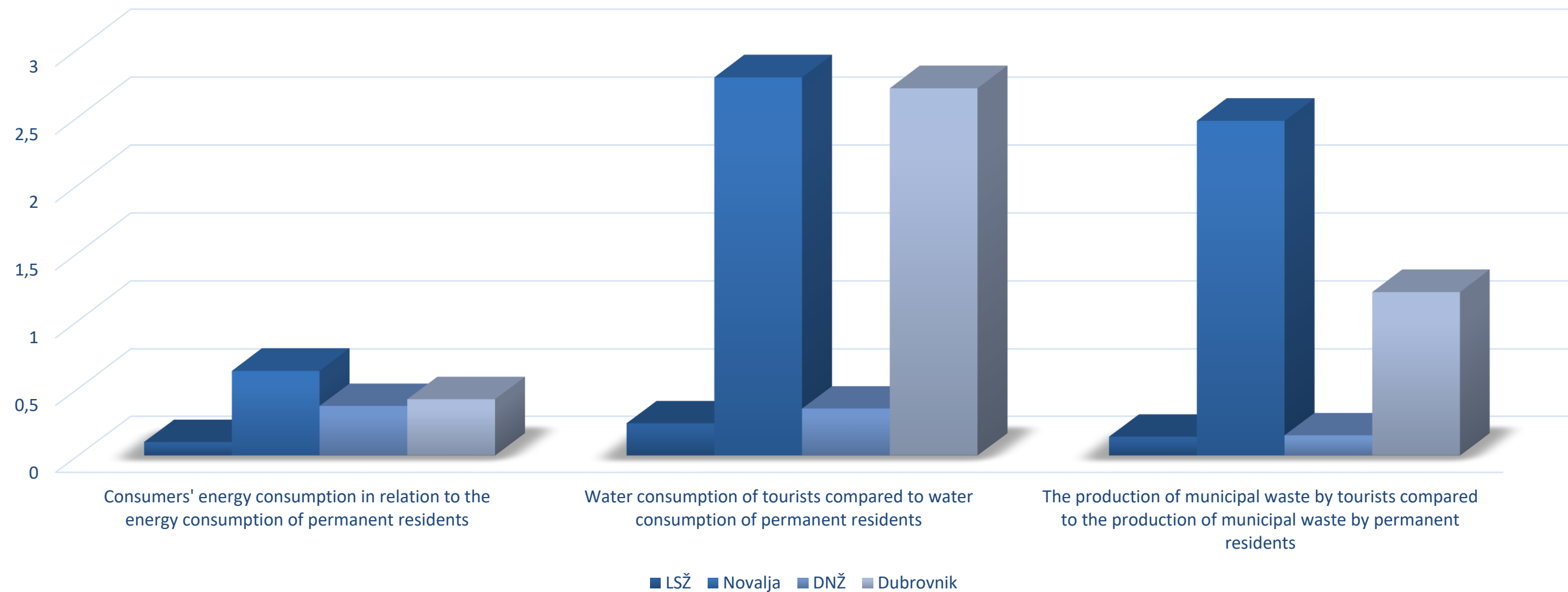


# Regional and local level



# Regional and local level

## Environmental indicators



# Challenges of the measurement process:

- **Availability** of needed up-to-date information, especially for tourists in different aspects of sharing economy (non-commercial accommodation, VFR, and same-day visitors);
- Secondary data often cannot be used directly, thus often requiring additional **ad-hoc analysis** - time and money consuming;
- Some of the indicators need to be **slightly modified** in their scope and/or estimation process;
- **Unified list of core indicators** applied by each of the observatories
- **Fine tuning** of indicators in order to, eventually, redefine the scope of some of the indicators (especially regarding the main tourism demand segments)

# What is next?

- Including new destinations in process
- Designing specific indicators for each destination
- Designing indicators for protected areas
- Designing a base for data collection
- Applications for surveys
- Manual for measurement





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# Thank you for your attention!

