

SUSTAINABLE TOURISM – Indicators of sustainable tourism

October 7th 2020| Rethinking Tourism B2

Tomislav Klarin, Assistant professor
University of Zadar, Department of Tourism and Communication Studies
tklarin@unizd.hr



PRESENTERS



Katarina Golubović, M.A.

- Mali Lošinj Tourist Board
- Project manager
- Project: European Indicator System for Sustainable Destinations



Izidora Marković Vukadin, PhD.

- Institute for tourism (Croatia)
- Science associate
- Sustainable tourism development
- CROSTO (Croatian sustainable tourism observatory - a part of UNWTO INSTO network)



Tomislav Klarin, PhD.

- University of Zadar, Department of Tourism and Communication Studies
- Assistant professor
- Sustainable tourism development

Aims of this webinar

- To emphasize the concept of sustainable tourism and the need for measuring and monitoring tourism development
 - To emphasize the benefits of sustainable tourism indicators
-

Summary of Topics

WHAT WE'LL COVER TODAY

Concept of sustainable tourism – from its beginnings to the contemporary trends

Indicators of sustainable tourism – tools for measuring and monitoring sustainable tourism

Examples of good practice

Discussion & Conclusion

REMARK: please put your Questions & Comments in „Q and A“

Tourism as social, economic and ecological phenomenon

Causes of tourism development

- increase in the number of world population
- improvement of social protection and rights
- growth of GDP per capita
- technological progress
- development of information and communication technology
- development of tertiary activities
- liberalization of certain inbound markets
- some trends in tourism

Global phenomenon

- continuous growth in all segments
- mass tourism

Impacts of tourism

- economic
- socio-cultural
- ecological



Exciting!?

Boringly!?



Which is more attractive?



Is this tourism?

And this is industry!!!???



LAS VEGAS, 2015

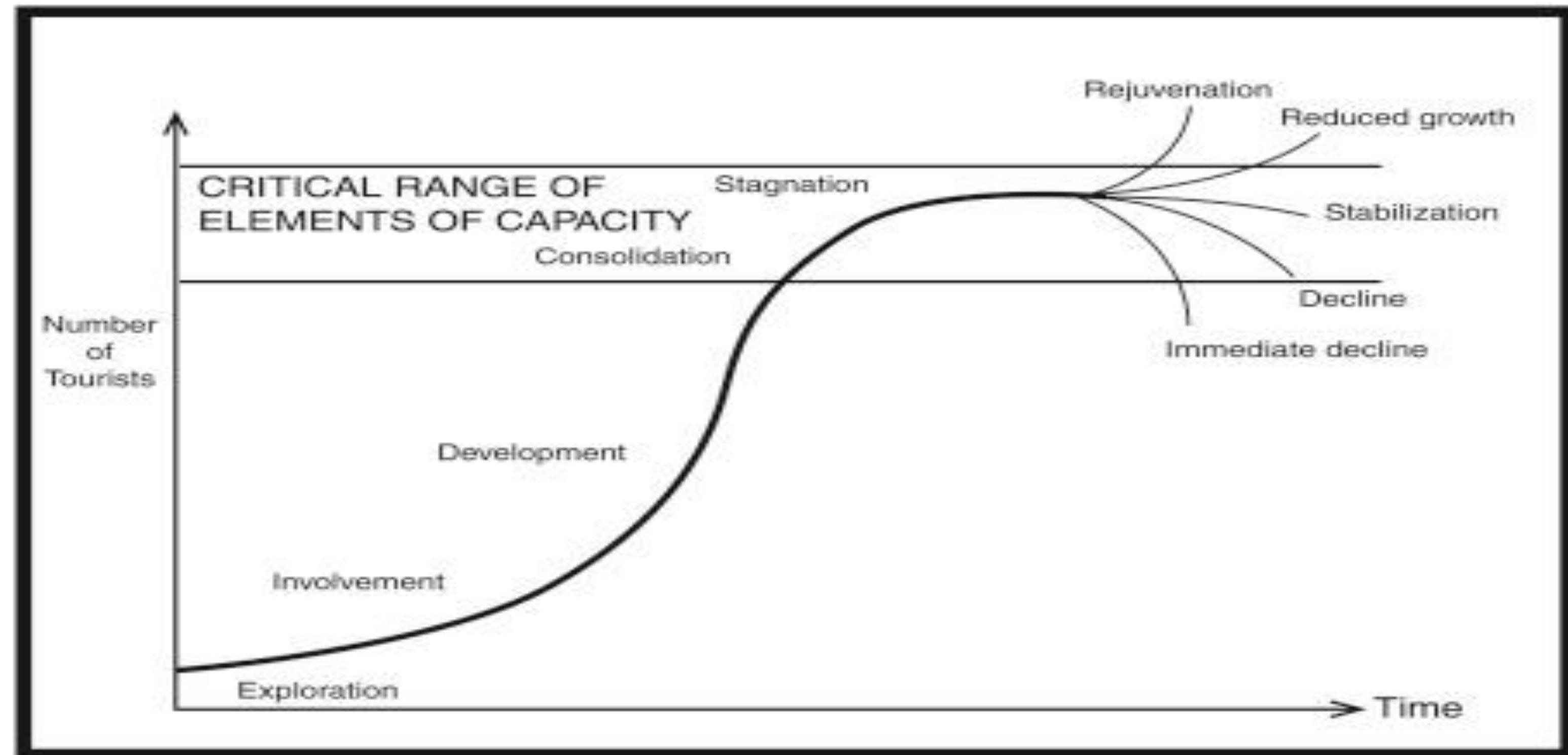
- 42 million arrivals
- 200 million overnight stays
- 50 billion USD of tourism revenue
- 43% of the workforce in tourism
- 90% of the year-round capacity (occupancy) of the hotel (LVCVA, 2015)





Picture 1. Butler's Tourism Area Life Cycle – TALC

TOURISM LIFECYCLE



Butler, R. W. (1980). The concept of a tourist area cycle of evolution: implications for management of resources. *The Canadian Geographer/La Géographe Canadien*, 24(1), 5-12.

Table 1. Example – 8 urban destinations in the Republic of Croatia (according to CBS, 2015 data)


	DESTINATION	NUMBER OF OVERNIGHTS	TOURISM DENSITY <div>NUMBER OF OVERNIGHT STAYS CITY AREA (m2)</div>	TOURISM INTENSITY <div>NUMBER OF OVERNIGHT STAYS NUMBER OF CITIZENS</div>	TOURISM FUNCTIONALITY <div>NUMBER OF BEDS 100 OF CITIZENS</div>
	Krapina	5,473	125.73	0.43	0.89
	Karlovac	39,834	99.09	0.72	0.79
	Osijek	84,806	498.86	0.78	0.99
	Varaždin	50,882	855.73	1.08	2.30
	Zadar	1,433,701	7,390.21	19.10	29.16
	Split	1,339,598	16,886.40	7.52	12.02
	Mali Lošinj	1,827,232	8,193.87	217.84	288.04
	Rovinj	3,141,925	35,703.69	219.81	257.74

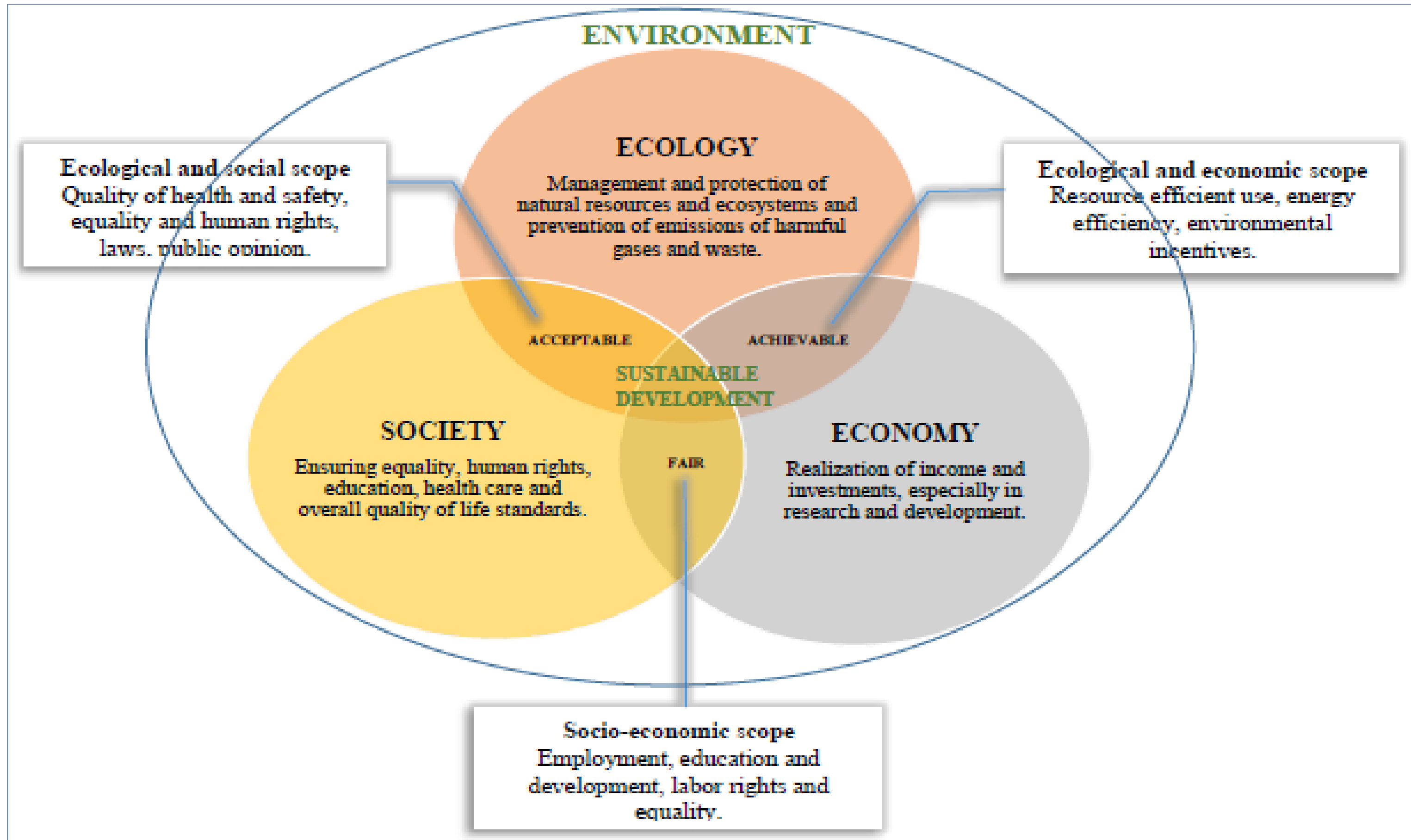
Table 2. Positive and negative impacts of tourism

Impact on cultural heritage	Impact on culture and its presentation	Impact on urban economy
Positive impacts of tourism		
Increased protection of urban space	Diversification and improvement of cultural offer	Increase in employment
Maintenaning of public space		Creating new commercial activities
Valorization of heritage		
Securing the necessary infrastructure	Benefits of cultural exchanges	Tourist spending
Heritage and space revival	Building and strengthening of cultural identity	Multiplying effect of tourism
Heritage and space reconstruction		
Negative impacts of tourism		
Degradation and destruction of urban space	Distortion of historical facts	Monocentralization and significant dependence on tourism
Erosion of the heritage	Creating unfavorable stereotypes	
Beautification or devastation of urban space	Loss of local values and customs	Increasing the cost of living necessities
Globalization and standardization	Loss of the local spirit	Increase in real estate and land prices
Creating monofunctional spaces	Changing urban space	
	Abolishing of the local community	Total increase in prices and living costs
Pollution caused by tourists	Conflict between locals and tourists	

Negative impacts of tourism

- emerging of poor urban zones and socio-economically excluded areas
 - overcrowded infrastructure in city centers with poor utilization of urban infrastructure in peripheral areas
 - the structure of the city changes with the vague boundaries of the city and the fragmentation of the city space
 - public services and housing policy are not adapted to the needs and development of the destination
 - one-piece parts of the city are formed, and the living space is being separated from the working part, leading to ever-increasing traffic jams and pollution
 - unsustainable exploitation of land and agricultural areas
 - increasing pollution, such as poor air quality and great noise
 - the disappearance of open spaces with more pronounced construction of multifunctional objects of different purpose
-
- ... etc...

Picture 2. Concept of sustainable development – Triple bottom line



Source: made by author according to OECD, 2000; Dréo, 2006; Brooks, 2013

Sustainable tourism – destination management

Four basic groups of stakeholders in the destination: public and private sector, local population and tourists.

Involves managing the goals, interests and behavior of all stakeholders in the destination, coordinating and compromising them at all levels of socio-economic and political power.

To preserve the socio-cultural identity of the local community and to improve the quality of life and its well-being.

To improve the quality of tourist experiences through the development of high quality tourist products and services.

To preserve the resources for long-term use and future generations.

Sustainable tourism indicators



Alert on the changes of certain factors relevant to the tourism development and management in order to take corrective measures in time.



A tool for compressing and presenting key information needed to make quality decisions in managing a tourism destination.



2017 International Year of Sustainable Tourism for Development

Enable measurement, monitoring and controlling of sustainable tourism development in the destination.

A key in achieving plans, development goals and sustainable development of a tourism destination.

Methodologies and systems for measuring and monitoring sustainable tourism

EUROSTAT
(Eurostat, 2006ab)

**TOURISM SUSTAINABILITY GROUP OF
*EUROPEAN COMMISSION*** (TSG, 2007)

**WORLD TOURISM
ORGANIZATION**
(UNWTO, 1993, 1996, 2004)

**EUROPEAN TOURISM INDICATORS SYSTEM
FOR SUSTAINABLE DESTINATION
MANAGEMENT – *ETIS*** (European Commission, 2013,
2015)

***GLOBAL COUNCIL FOR SUSTAINABLE
TOURISM*** (GSTC, 2013)

Common fields of sustainable tourism indicators

DPSIR framework of indicators (drivers, pressures, state, impact and response)

Impacts of tourism
(ecological, social and economic)

Intensity and seasonality of tourism

Employment in tourism (quality of jobs, equality, etc.)

Satisfaction of tourists and local community

Tourism development planning and control

Protection and preservation of the environment and biodiversity

Resource management
(space, energy, water, etc.)

Waste management
(solid waste, wastewater, etc.)

Environmental quality (air, water, etc.)

Constraints of the implementation of the concept of sustainable tourism

- **lack of a unique system of sustainable tourism indicators to measure, monitor and compare the sustainable development of tourism destinations**
- **lack of data for calculating indicators of sustainable tourism (discontinuous and incomplete data)**
- tourism heterogeneity and a large number of different stakeholders
- the lack of understanding of the concept and potential benefits that stakeholders have from the implementation of the concept of sustainable development
- lack of development plans
- insufficient involvement of stakeholders in the formulation and implementation of development plans
- lack of cooperation, communication and understanding between stakeholders (networking and DMO)
- the lack of specific knowledge in the private and public sector needed to transform the theoretical concept into practical application
- insufficient involvement of government and adverse policy interference
- insufficient involvement of the local population
- disinterest of key and other stakeholders

Examples of good practice

➤ **Sustainable Seattle**



➤ **London Quality of Life – QoL**



➤ **The European Green Capital Award** (Stockholm, Göteborg & Hammarby in Sweden, Aalborg, Ballerup & Frederikshavn in Finland, Bristol, Leicester & Middlesbrough in England, Nantes in France, Rotterdam in Netherlands)



➤ **Smart Cities and Communities** (innovation, application of technological achievements, energy and transport, and planning and urban development)



➤ **LSE Cities i InnoZ** – urban mobility (London, Berlin & Barcelona)

➤ **Built Environment QUality Evaluation for SusTainability (BEQUEST)** – ecological integration, infrastructure, equality, public participation and the future



➤ **UNESCO Creative Cities Network** – traditional crafts and arts, design, film, gastronomy, literature, music and new media (Roma, Torino, Edinburgh, London, Liverpool, Praha, Sofia, Bogota, Bagdad, Buenos Aires)



Examples of good practice

GLOBAL INITIATIVES C40 Cities

- **Melbourne & Moreland** - annulment of greenhouse gas emissions
- **Melbourne** - construction with high energy efficiency
- **Bogota** - hybrid and electric bus and taxi network
- **Kopenhagen** - annulment of CO2 emissions by 2025
- **New York** - efficiency transport, infrastructure, ICT & security
- **Bangkok** - public health insurance and education
- **London** - reducing the number of vehicles and CO2 emissions in the center
- **San Francisco** - 80% of circular waste disposal
- **Meksiko City** - ensuring clean and high quality air
- **Munchen** - complete transition to renewable energy sources
- **Singapur** - smart city infrastructure
- **Rio de Janeiro** - re-urbanization and ensuring better infrastructure in favela
- **Sydney** - increase in green areas
- **Tokio** - reduction of CO2 emissions



Examples of good practice – Destination management (Barcelona, Spain)

- First city with the certificate of sustainable and responsible tourism



Barcelona is...

Responsible

Cultural

Accessible

Eco-friendly

Sustainable

Inclusive

Committed

Green

For promoting tourism that shares environmental responsibility between visitors and residents, Barcelona has been accredited with Biosphere certification as a responsible tourist destination.



Examples of good practice – Destination management (Mali Lošinj, Croatia)

World Tourism Organization (UNWTO) Award for Sustainable Tourism Development (2013)

Several awards for excellence in tourism



Thank you for your attention!

On disposal for further discussion later

Tomislav Klarin, Assistant professor

University of Zadar

Department of Tourism and Communication Studies

tklarin@unizd.hr

