



CO-EVOLVE

Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism

FACTSHEET #6

Tourism Sustainability Toolkit

SUMMARY:

The concept of sustainable tourism has considerably altered the way of understanding and estimating the tourism impact and performance, by integrating key factors and dimensions previously ignored. CO-EVOLVE aims at establishing a common method of defining and evaluating tourism sustainability through the use of a conceptual model of indicators that addresses the key threats and enabling factors encountered in the Mediterranean and corresponds to the four dimensions of sustainability: environment, society, economy and governance.

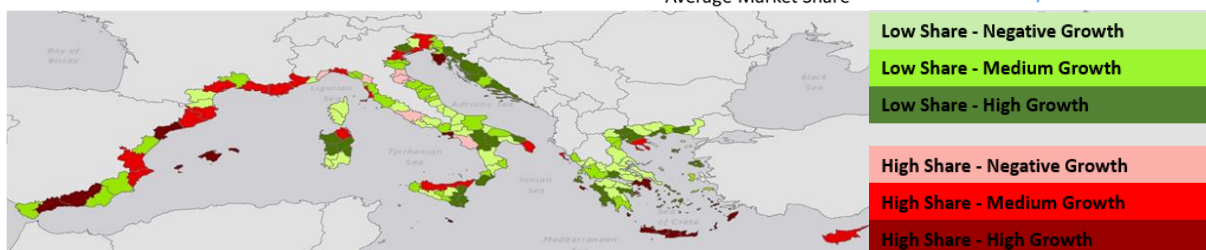
The use of a common typology in tourism development substantially contributes to the identification of goals and objectives, the highlighting of trends, problems, conflicts and opportunities for development, the improvement of the decision-making process and the production of alternative scenarios for each type of destination.

In CO-EVOLVE, the typology developed is based on two variables that form the basis for the classification. The first refers to the average share of overnight stays at each destination against the total overnight stays in the Mediterranean destinations and the second refers to the average annual growth of

overnight stays at each destination.

The use of the two variables led to 6 main destination types that provide useful insights about the state and potential of the tourism sector in the Mediterranean regions (Figure 1 and 2).

Average Annual Growth	Developing destinations with high tourism dynamic	Mature destinations with high tourism dynamic
	Developing destinations with potential in tourism development	Mature destinations with further potential in tourism development
	Developing destinations with low prospects in tourism development	Mature destinations with low prospects for further tourism development
Average Market Share		UTH/ESPL elaboration

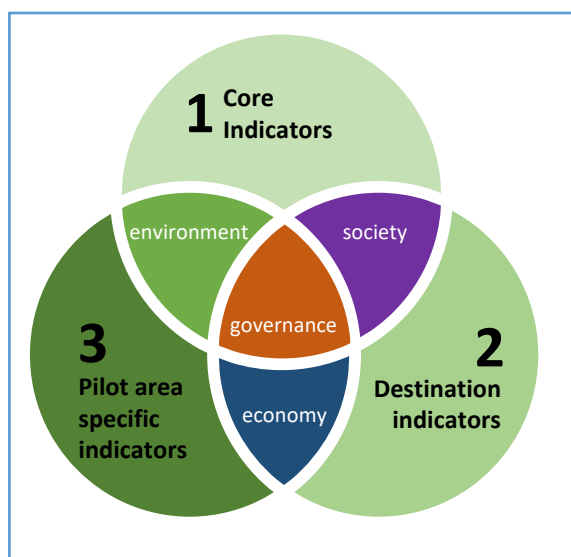


UTH/ESPL elaboration



Building upon the typology, the conceptual model of indicators developed in *CO-EVOLVE* represents an extended and flexible Tourism Sustainability Toolkit that can be customised according to the specific needs and characteristics of the highly diversified Mediterranean coastal destinations.

The Toolkit (Figure 3) constitutes a three-tier system composed by the following sets of indicators:



UTH/ESPL elaboration

Core indicators: 40 indicators have been selected from the European Tourism Indicator System (ETIS) to serve as the basis for comparison of the level and trends of sustainable development for all types of destinations

Destination indicators: an extensive set of indicators developed to address the specific issues of coastal areas according to the characteristics and particularities of the predominant type of tourism activity in each type of destination (Beach/Maritime tourism, Urban/Cultural tourism, Cruising, Recreational boating, Nature/Ecotourism).

Pilot area-specific indicators: a set of indicators developed on the basis of area-specific critical issues with linkages to the main threats, enabling factors and governance issues identified in Mediterranean coastal areas.

The starting point for adapting the Toolkit to each destination is a list of Priority indicators (P.I.) selected from the Toolkit which refer to the most common critical issues and specificities encountered in Mediterranean coastal tourism destinations. The list is meant to act as a baseline for comparisons among coastal tourism destinations in the Mediterranean.

The use of the Toolkit provides hints for improving existing - or shifting towards alternative - tourism models, it highlights existing data gaps & provides guidelines towards relative measurements. It can also be used as a starting basis to measure and quantify stakeholders' perceptions, define thresholds through public consultation processes, develop probability scenarios to adjust future planning actions and policies and to monitor changes in sustainability in the future.



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