



Benchmarking Tools to Improve the Sustainability Performance of Destinations

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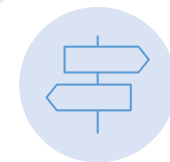
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Pilot1: System of indicators MITOMED+

ETIS revised indicators for C&M destinations



Goals and
purposes

Empower Tourism Stakeholders

**Strengthen the capacity of local governance bodies and
improve their knowledge of tourism sustainability**

Objective and transparent information



Territorial
scope

Local
destination



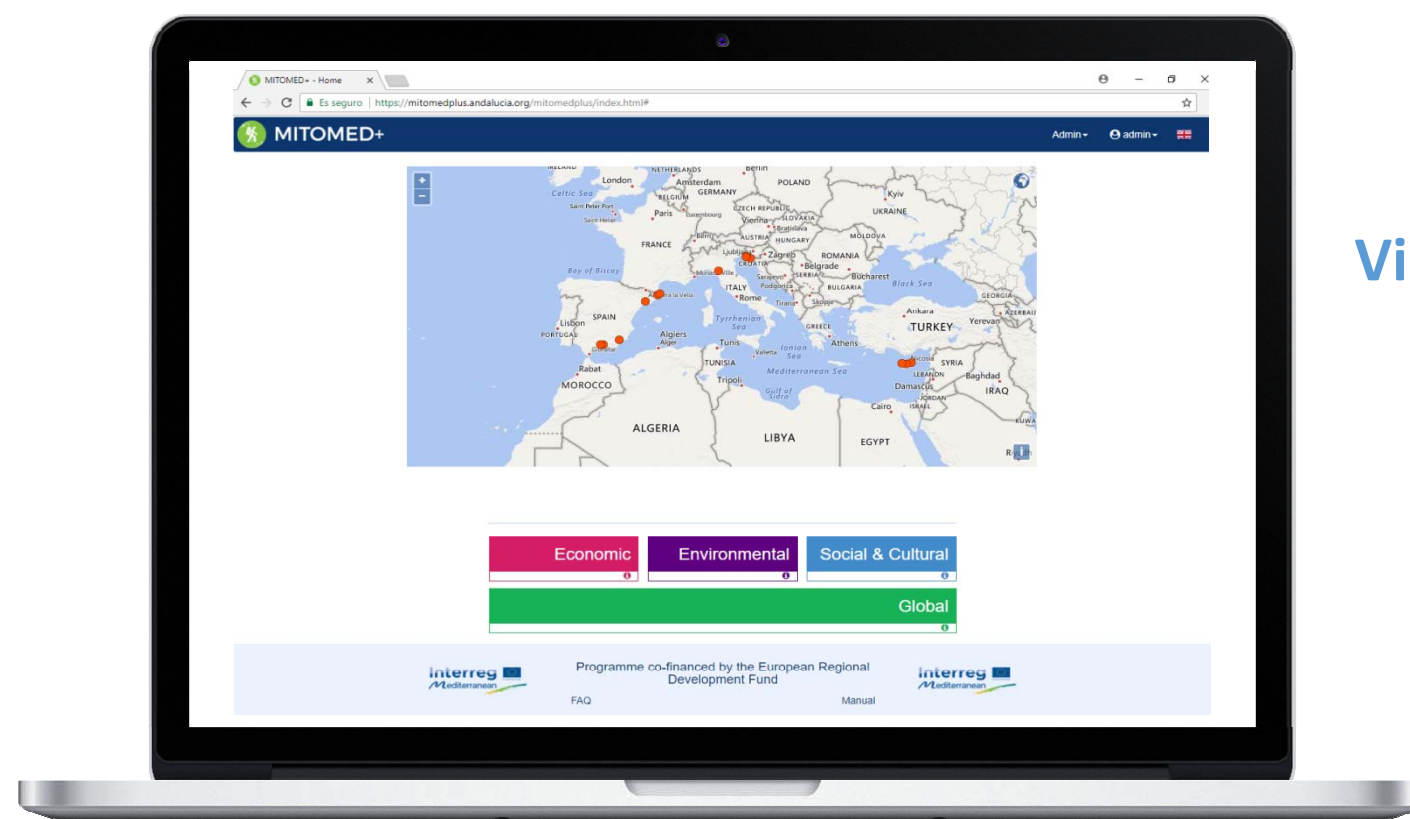
Time frame

Annual
Seasonal
Monthly



Users profile

Managers and
stakeholders



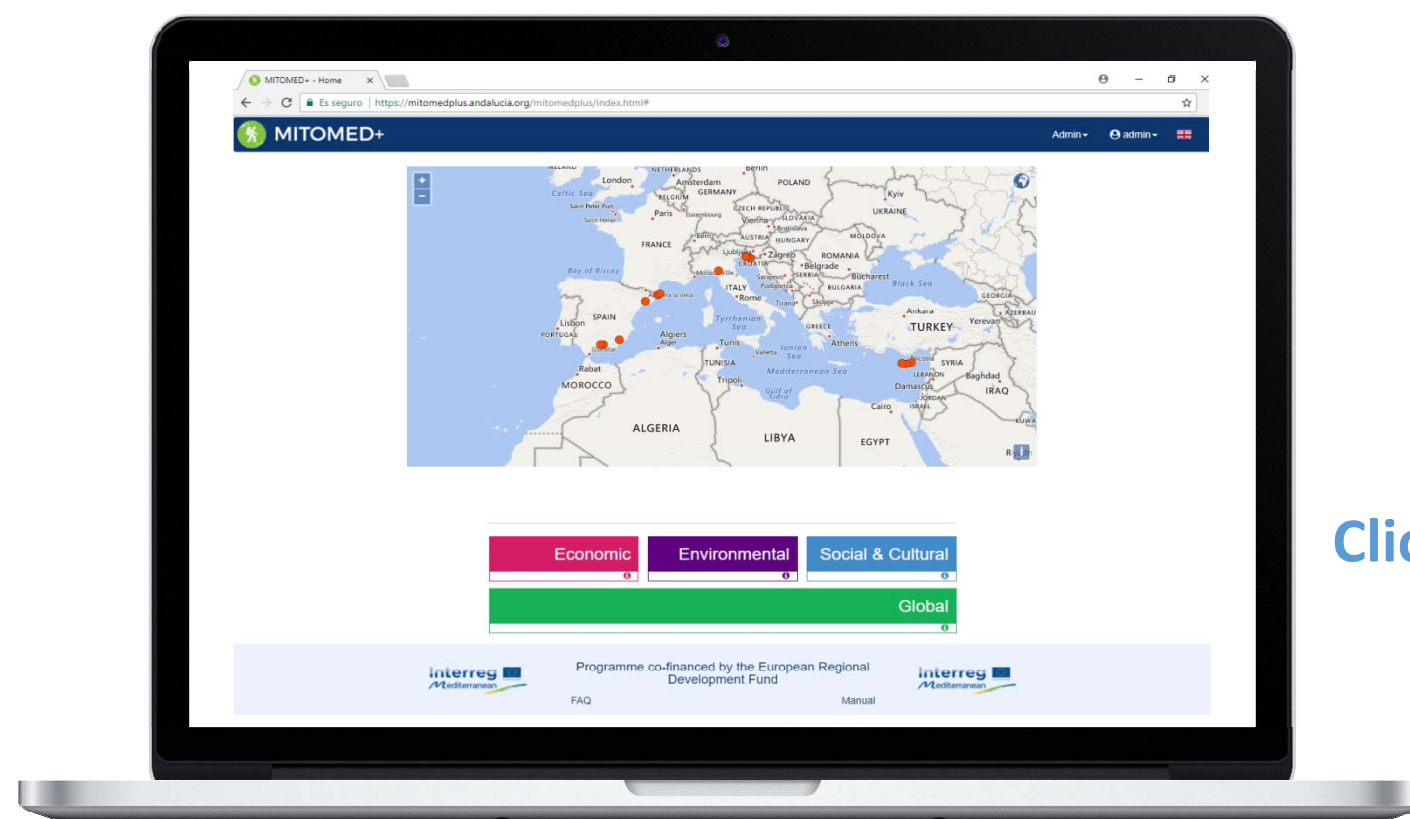
Video tutorial prepared by ANCI Toscana

<https://youtu.be/ah-DYh4y0XE>



Benchmarking exercise

Manager of Destination 1



Online Platform MITOMED+

<https://mitomedplus.andalucia.org/mitomedplus/>

Click on destination 1/ Show in dashboard

Area:

Global

Year:

2016

Month:

(no month selected)

Season:

(no season selected)

Destination 1

Indicators	Value	Variation	Alert	Threshold
01 Percentage of the area of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement (%). ⓘ	0.00	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>
02 Visitors satisfaction with their overall experience in the destination. ⓘ	91.38	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>
03 Percentage of tourism enterprises in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures (%). ⓘ	0.15	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>
04 a) Relative contribution of tourism to the GDP destination (%) ⓘ	N/A	N/A	●	<div><div></div><div></div><div></div><div></div><div></div></div>
04 b) Proportion of tourism organisations (companies, businesses) in relation to the total number of businesses in the destination (%) ⓘ	12.87	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>
04 c) Proportion of active population working in the tourism industry in relation to the whole active population (%) ⓘ	13.63	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>
05 Average length of stay of tourists (nights) ⓘ	5.19	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>
06 Number of overnight stays per month ⓘ	100.00	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>
07 Occupancy rate in commercial accommodation (%) ⓘ	52.23	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>
08 Direct tourism employment as percentage of total employment (%). ⓘ	13.63	0.00	●	<div><div></div><div></div><div></div><div></div><div></div></div>

Area:
Global

Year:
2016

Month:
(no month selected)

Season:
(no season selected)

Destinations:
Destination 2 Destination 3

My destination Comparative

Evolution Ranking

PDF Excel CSV

Indicators	Destination 1		Destination 2		Destination 3	
	Value	Alert	Value	Alert	Value	Alert
01 Percentage of the area of the destinatio ... ⓘ	0.00	●	N/A	●	0.00	●
02 Visitors satisfaction with their overall ... ⓘ	91.38	●	93.67	●	87.96	●
03 Percentage of tourism enterprises in the ... ⓘ	0.15	●	8.97	●	0.78	●
04 a) Relative contribution of tourism to the ... ⓘ	N/A	●	N/A	●	N/A	●
04 b) Proportion of tourism organisations (com ... ⓘ	12.87	●	14.25	●	18.66	●
04 c) Proportion of active population working ... ⓘ	13.63	●	19.03	●	30.88	●
05 Average length of stay of tourists (nigh ... ⓘ	5.19	●	4.45	●	4.19	●
06 Number of overnight stays per month ... ⓘ	100.00	●	100.00	●	100.00	●
07 Occupancy rate in commercial accommodati ... ⓘ	52.23	●	42.36	●	54.20	●
08 Direct tourism employment as percentage ... ⓘ	13.63	●	19.03	●	30.88	●
09 Daily spending per tourist (accommodatio ... ⓘ	40.73	●	63.24	●	45.05	●
10 Number of cruise passengers per day, in ... ⓘ	N/A	●	N/A	●	N/A	●
11 Number of beds available in commercial v ... ⓘ	0.07	●	0.33	●	0.31	●

Destination 1

Economic development facts

Indicator Id	Name	Destination 1	Destination 2	Destination 3
04 b)	Proportion of tourism organisations (companies, businesses) in relation to the total number of businesses in the destination (%)	12,87	14,25	18,66
04 c)	Proportion of active population working in the tourism industry in relation to the whole active population (%)	13,63	19,03	30,88
11	Number of beds available in commercial visitor accommodation in relation to residents (1 on 1 proportion)	0,07	0,33	0,31
12	Variation of unemployment rate between low and high season (%)	5,09	10,22	13,87
13	Number of equivalent visitors per resident (1 on 1 proportion)	0,05	0,22	0,19
14	Number of second/rental homes per 1 home (1 on 1 proportion)	0,36	N/A	0,66

- The lowest specialization or dependence on Tourism sector
- The lowest pressure on the population
- Better distribution of the tourism activity over time



Destination 1

Tourism Economic sustainability facts

Indicator Id	Name	Destination 1	Destination 2	Destination 3
05	Average length of stay of tourists (nights)	5,19	4,45	4,19
09	Daily spending per tourist (accommodation, food and drinks, leisure activities and other services) (€)	40,73	63,24	45,05
07	Occupancy rate in commercial accommodation (%)	52,23	42,36	54,2
11	Number of beds available in commercial visitor accommodation in relation to residents (1 on 1 proportion)	0,07	0,33	0,31
12	Variation of unemployment rate between low and high season (%)	5,09	10,22	13,87
13	Number of equivalent visitors per resident (1 on 1 proportion)	0,05	0,22	0,19
14	Number of second/rental homes per 1 home (1 on 1 proportion)	36,15	N/A	65,55
25	Number of berths and moorings for recreational boating in relation to total length of coastline (km)	12,45	N/A	11,95
04 c)	Proportion of active population working in the tourism industry in relation to the whole active population (%)	13,63	19,03	30,88

- Similar average stay but higher daily expenditure in D2, hence higher profitability
- D1 not the higher occupancy rate, but lower seasonality
- D1 not the highest specialization on second homes



Destination 1

Tourism quality and perception

Indicator Id	Name	Destination 1	Destination 2	Destination 3
02	Visitors satisfaction with their overall experience in the destination.	91,38	93,67	87,96
03	Percentage of tourism enterprises in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures (%).	0,15	8,97	0,78
26	Number of blue flags, EMAS, ISO 14001 and other national environmental certifications, in relation to the number of beaches as that part of the coastline considered bathing area.	35,27	32,72	2
30	Percentage of beaches accessible to all: mobility and sensorial disabilities (%)	33,33	100	22,22

- Not the best for satisfaction
- Path for improvement in certifications, standards and accessibility



Destination 1

Environmental sustainability facts

Indicator Id	Name	Destination 1	Destination 2	Destination 3
18	Percentage of the destination area that is designated for protection (%)	0,08	0,38	23,85
19	Percentage of the destination area under a biodiversity protection plan (%)	0,08	0,38	1,94
20	Solid urban waste produced by destination (relation of tons per person between low and high season)	1,41	1,81	1,3
21	Volume of solid urban waste recycled (relation between low and high season)	1,03	1,36	1,24
22	Water consumption (litre) per person (relation between low season and high season)	1,58	1,9	N/A
23	Energy consumption (KWh) per person per day (relation between low and high season)	1,36	1,35	1,08
24 a)	Level of pollution in seawater per 100 ml (fecal coliforms, campylobacter)	3,44	2,59	7,74
24 b)	Level of pollution in seawater per 100 ml (fecal coliforms, campylobacter)	4,34	5,59	9,88
33	Use of land: area of developed and building land in relation to land designated as not for building (1 on 1 proportion)	0,1	0,33	0,09

- In terms of environmental protection, D3 is better positioned
- Recycling in D1 is similar between seasons even if waste generation is increased in almost 50%
- D3 should increase the efforts for water quality



Destination 1

Social sustainability facts

Indicator Id	Name	Destination 1	Destination 2	Destination 3
02	Visitors satisfaction with their overall experience in the destination.	91,38	93,67	87,96
13	Number of equivalent visitors per resident (1 on 1 proportion)	0,05	0,22	0,19
16 b)	Proportion of cultural sites and practices under some protection label related to the total number of cultural resources	81,08	N/A	55,56
30	Percentage of beaches accessible to all: mobility and sensorial disabilities (%)	33,33	100	22,22
04 c)	Proportion of active population working in the tourism industry in relation to the whole active population (%)	13,63	19,03	30,88

- The lowest pressure on the population
- Very active on protection of cultural assets

BUILDING A EUROPEAN SYSTEM OF INDICATORS FOR COASTAL
AND MARITIME TOURISM DESTINATIONS: MAXIMIZING THE USE
OF EXISTING INFORMATION

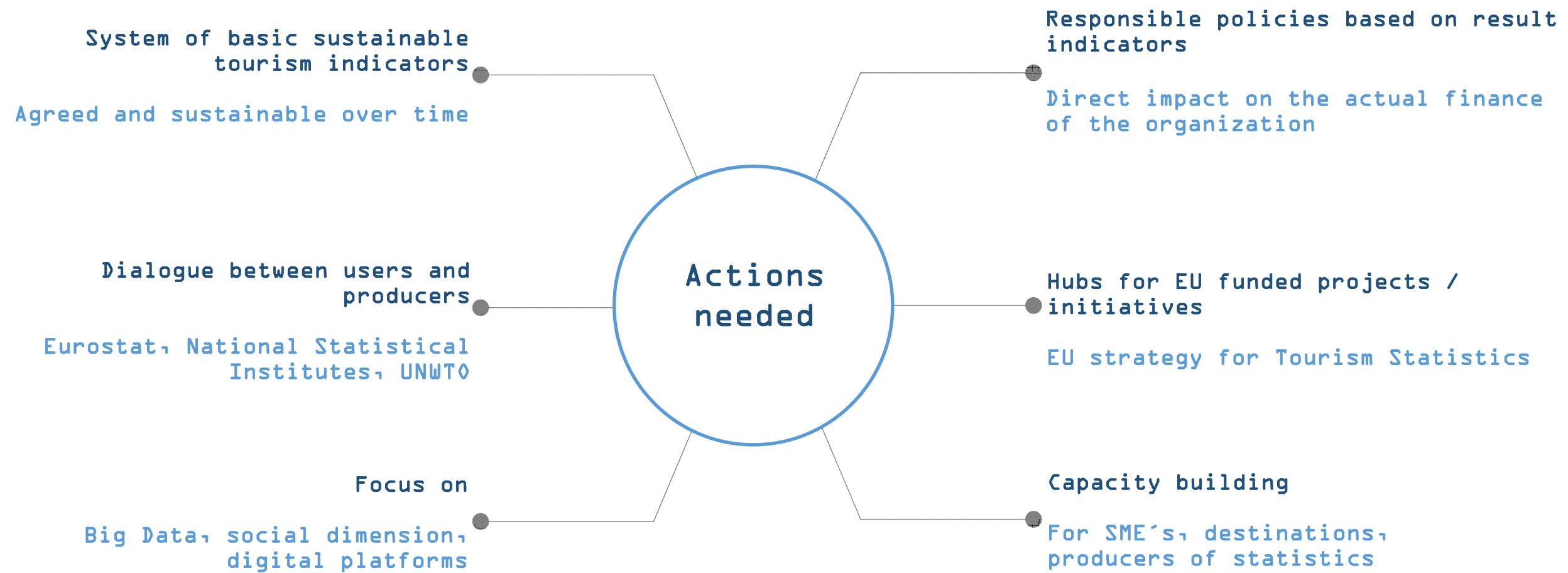
Challenges



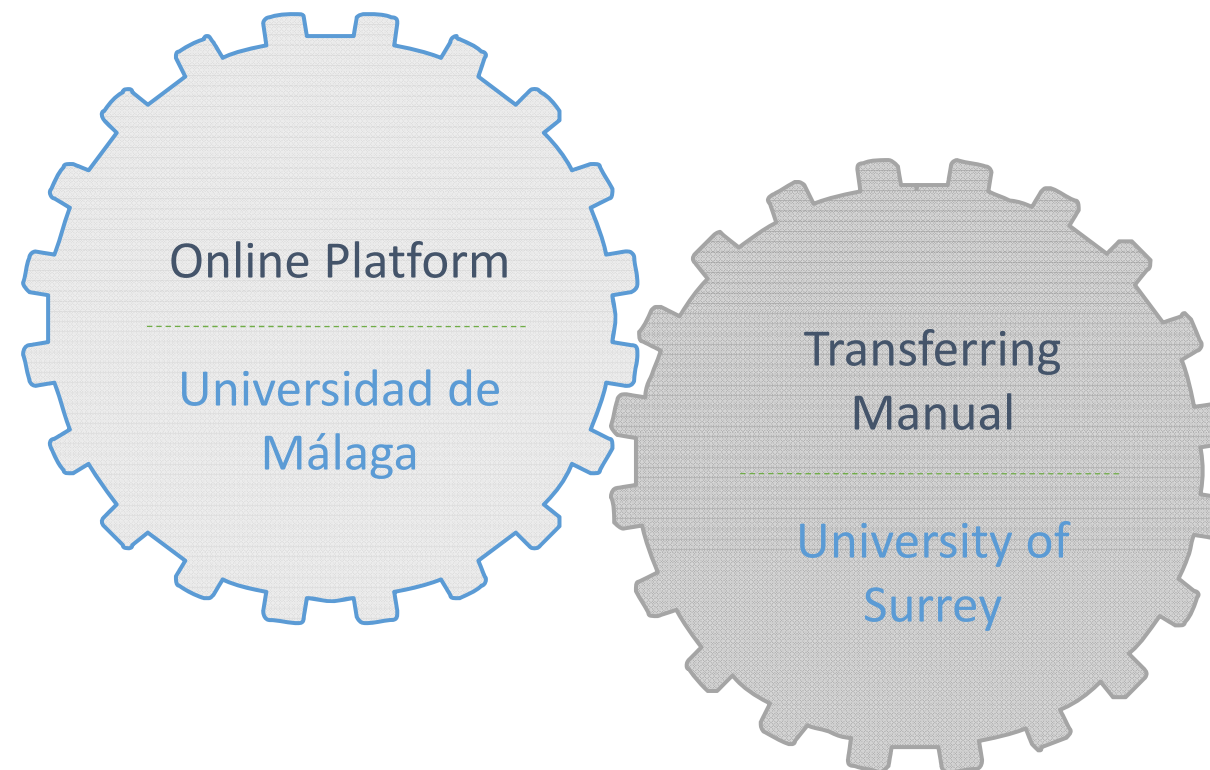
THE USE OF SUSTAINABILITY INDICATORS FOR EVIDENCE-BASED POLICY MAKING

Challenges





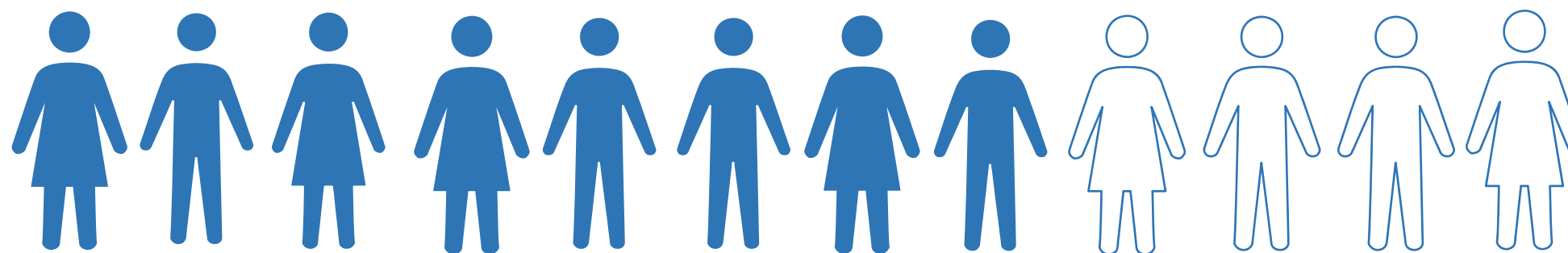
Turismo Andaluz: Tools developed for transferring



SUSTAINABLE TOURISM INDICATORS: MANUAL OF TRANSFER OF BEST PRACTICES

Development, implementation and use of sustainable
tourism indicators





Join MITOMED+



Thanks for your attention!

Andalusia team

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