

Learning, Adopting, Using and Benefitting from Tourism Sustainability Indicators

International Workshop "Towards Sustainable Maritime and Coastal Tourism Communities"
8th of November 2018, European Parliament

Prof Xavier Font and Gloria Crabolu
University of Surrey, United Kingdom

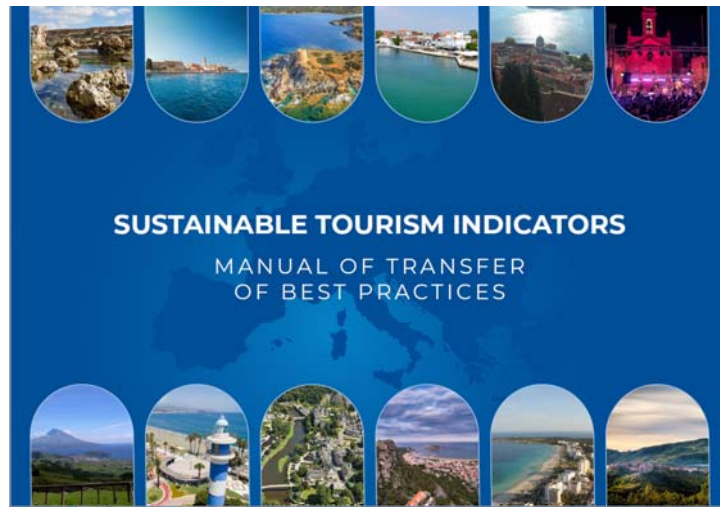


x.font@surrey.ac.uk g.crabolu@surrey.ac.uk



@XavierFont @GloriaCrabolu

Manual of transfer of best practices



Four incremental steps

1

Step 1. Learn about indicatorsp6

- a. Why generate management information with sustainability indicators?p7
- b. What instruments do you use to collect sustainability information in your destination?p10
- c. What kind of indicators can we elaborate in the measurement of sustainability?p13

2

Step 2. Adopt indicatorsp16

- a. How has the system of indicators been adjusted to your needs and your territorial reality?p17
- b. How have stakeholders collaborated in the collection and transfer of the necessary data?p19
- c. How did you overcome the challenges of calculating indicators? p22

3

Step 3. Use indicators p24

- a. How have you used indicators to inform decision-making? p25
- b. How have you changed your organisation to optimise the management of sustainability? p28
- c. How have you overcome the difficulties in the use of sustainability data for tourism management?p31

4

Step 4. Benefit from indicators p34

- a. How do you upscale from an individual sustainability measure to a complete sustainability strategy? p35
- b. What aspects of your destination have improved and in what way, thanks to the use of indicators? p38

Short, clear, visually appealing case studies, to get you started

1

CASE STUDY: VISIT SOUTH SARDINIA, SARDINIA, ITALY



Use sustainability indicators to create dialogue amongst stakeholders

OUR STORY

[Prof. Patrizia Modica](#) (project coordinator of Visit South Sardinia) has worked with five mayors to promote and to improve the competitiveness of their municipalities in collaboration, by making use of sustainability indicators. Five years of systematically collecting data on sustainability has facilitated a number of policy decisions.

OUR ACTIONS

Implementing the ETIS methodology meant that the five mayors had to meet with local stakeholders to discuss possible sustainability initiatives that could improve competitiveness and benefit the entire tourism industry. These meetings created a dialogue which raised awareness about unsustainable behaviours, improved their self-efficacy, gave them skills and created momentum. Having both local government and private sector at the same table meant that quick and effective decisions could be made.

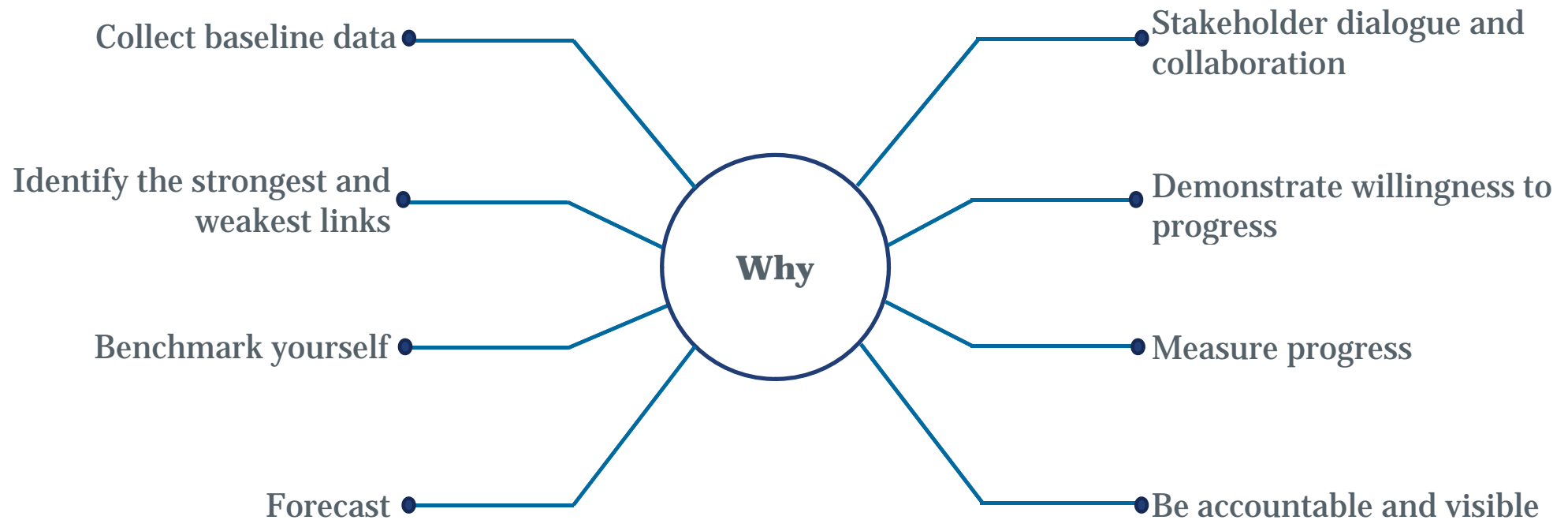
Actions taken resulting from these meetings include 1) the adoption of an urban development plan in all five municipalities; 2) the establishment of a marine protected area; 3) the increase of cycle paths in Cagliari; 4) the establishment of a sustainability and environmental education centre to increase sustainability awareness to tourists and locals alike.

As a result, Visit South Sardinia was awarded as the best sustainable tourism destination among all destinations implementing ETIS in 2016.

OUR RECOMMENDATIONS

- Use the ETIS seven-step guide to help you create dialogue amongst stakeholders.
- Create a participatory process in which both local government and private sector are present to accelerate policy implementation.
- Communicate the use of indicators as an instrument to convince local stakeholders to participate.

Why do we need sustainable tourism indicators?

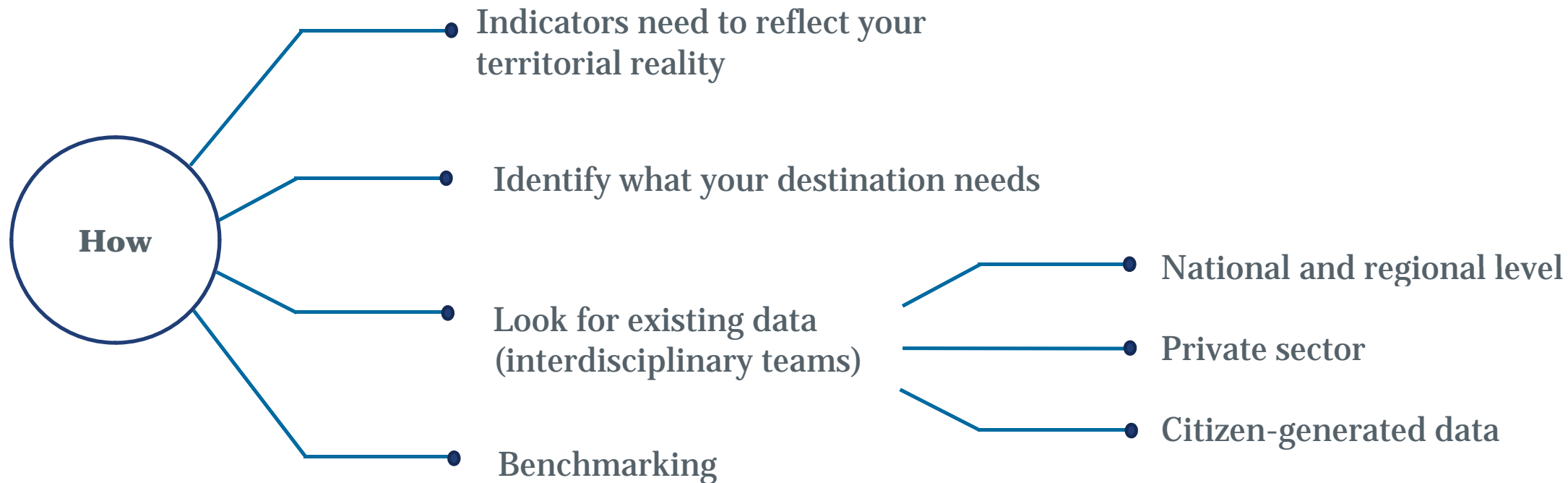


Case Study: Majjistral National Park, Malta

Use data to support fundraising and public support proposals



How to select indicators? How can you interpret the data?

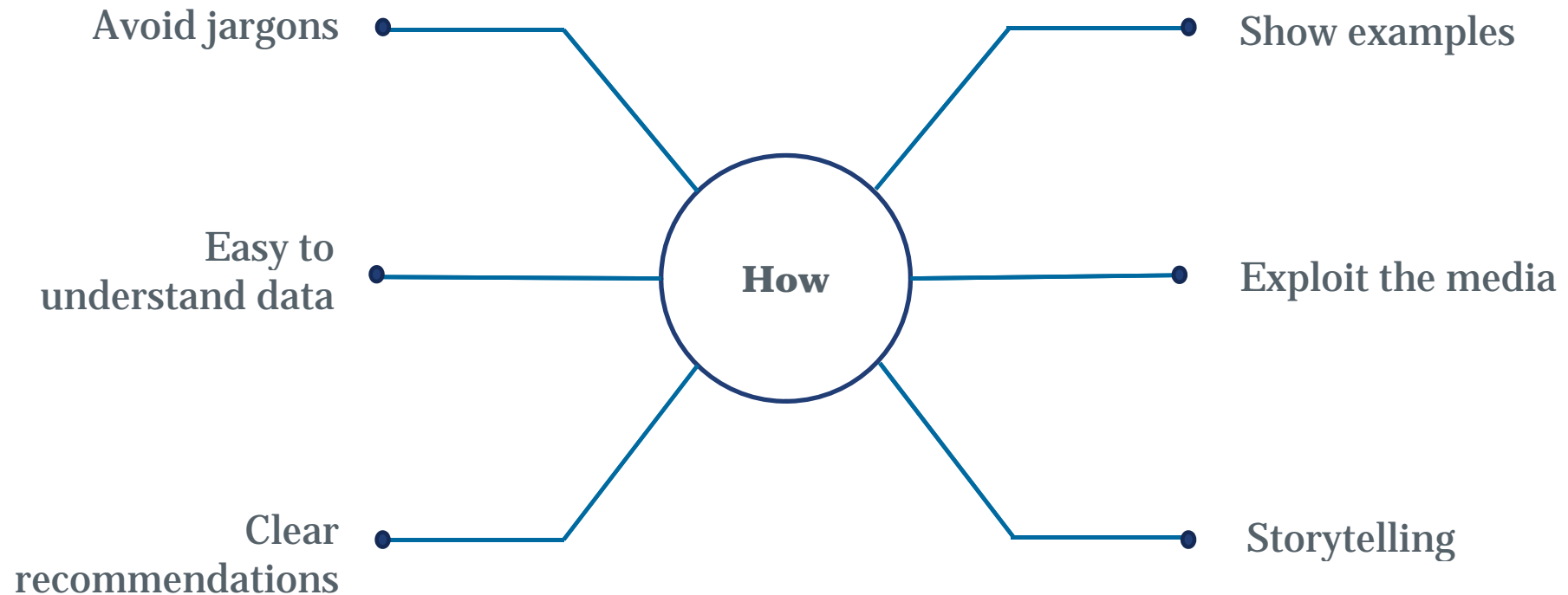


Case Study: Institute for Tourism, Croatia

Collate existing data sets to develop a cost-effective sustainability indicator set



How do we make sure indicators lead to change ?

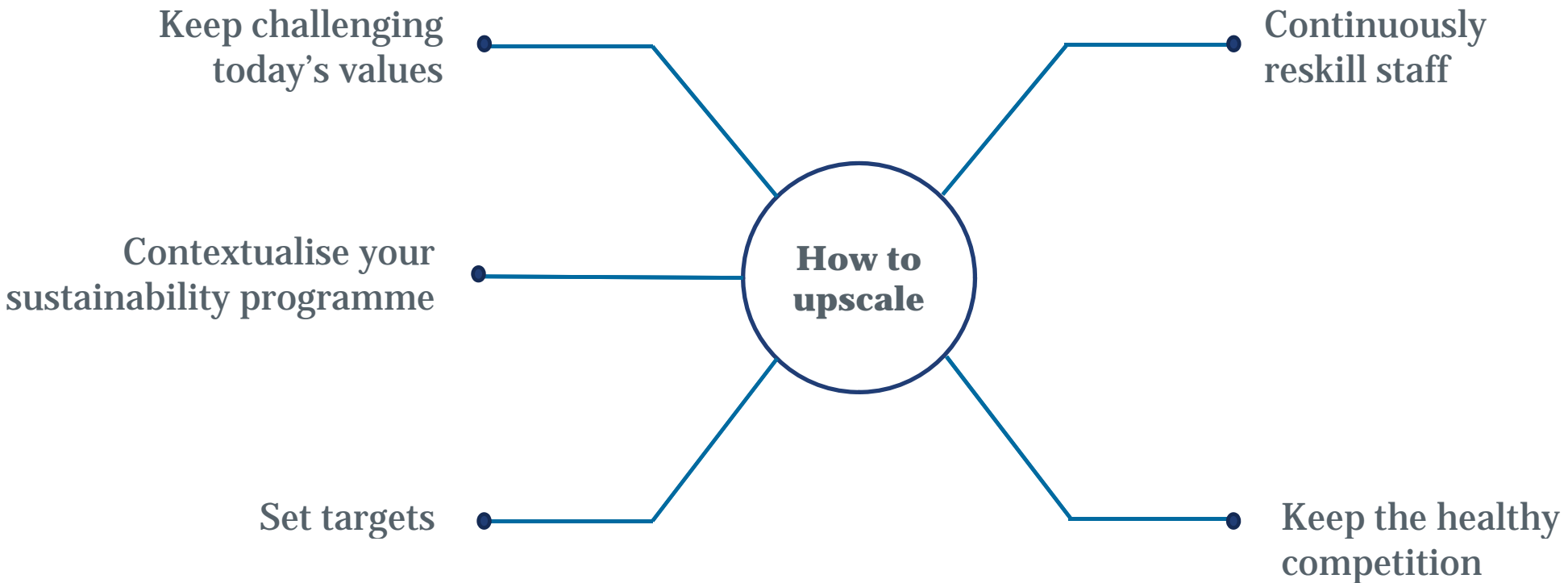


Case Study: Crete, Greece

Build trust and momentum amongst local stakeholders by addressing their needs



How to upscale from an individual sustainability measure to a complete sustainability strategy?



Case Study: Green Scheme Slovenia

Use indicators as part of a national certification programme



SLOVENIA
GREEN
Green. Active. Healthy.



Time for action

You can use this table to reflect on the process of policy making in your destinations, to better understand what has been done so far and what needs to be done next.

Step 1. Learn about Indicators	What are you already doing?	What do you want to do?	What do you need to do it differently?
1.a. What instruments do you use to collect sustainability information in your destination?			
1.b. Why generate management information with sustainability indicators?			
1.c. What kind of indicators can we elaborate in the measurement of sustainability?			
Step 2. Adopt Indicators	What are you already doing?	What do you want to do?	What do you need to do it differently?
2.a. How has the system of indicators been adjusted to your needs and your territorial reality?			
2.b. How have stakeholders collaborated in the collection /transfer of the necessary data?			
2.c. How did you overcome the challenges of calculating indicators?			
Step 3. Use Indicators	What are you already doing?	What do you want to do?	What do you need to do it differently?
3.a. How have you used indicators to inform decision-making?			
3.b. How have you changed your organisation to optimise the management of sustainability?			
3.c. How have you overcome the difficulties in the use of sustainability data for tourism management?			
Step 4. Benefit from Indicators	What are you already doing?	What do you want to do?	What do you need to do it differently?
4.a. What tourism sustainability measures have been applied in your destination thanks to the use of indicators?			
4.b. What aspects of your destination have improved and in what way, thanks to the use of indicators?			

Thank you for your attention!



Team

Prof. Xavier Font

x.font@surrey.ac.uk

Dr. Anna Torres-Delgado

anna.torres@cett.cat

Dr Joseph Kanterbacher

j.kantenbacher@surrey.ac.uk

Gloria Crabolu

g.crabolu@surrey.ac.uk