Sustainable tourism actions under EU Tourism Policy - indicators -

8 November 2018, Brussels

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Legal Framework – EU Tourism competences

- EU competence (Lisbon Treaty art. 195):
  Complement, support and coordinate the action of the Member States in the tourism sector

By:

- **Encouraging the creation of a favorable environment** for the development of undertakings in this sector
- **Promoting cooperation** between the Member States, particularly by the exchange of good practice

- **No harmonization** of the laws and regulations of the Member States

EU actions on sustainable tourism (DG GROW)

EDEN – European Destinations of Excellence

https://ec.europa.eu/growth/sectors/tourism/offer/eden_en

Sustainable transnational thematic tourism products

https://ec.europa.eu/growth/sectors/tourism/offer/sustainable/transnational-products_en

European Capital of Smart Tourism

4 criterias of the competition - **sustainability,** accessibility, digitalisation, cultural heritage and creativity

www.smarttourismcapital.eu

ETIS – European Tourism Indicator System

https://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en

European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations (1)

A tool to support destinations in monitoring and in measuring their sustainable tourism performances, not a certification scheme.

- **Simple to use** (easy for any destination to measure and improve their sustainability)
- **Destination led**
- A system that **involves, engages and empowers stakeholders**
- **Flexible and suitable for any destination, (on voluntary basis)**
- **Toolkit as a guiding tool** – to equip stakeholders with the skills needed to implement a system of indicators in their destination

European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations (2)

__The ETIS toolkit__ provides the primary support (guidelines) , a step-by-step guide to the implementation of the System, explanations of what the __indicators__ are and how to use them.

Launched in 2013, revised toolkit in 2016.

ETIS has been tested in destinations all accros Europe :

https://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en

For the purposes of the ETIS, a destination can be defined as:

- A geographic area that is currently or potentially attractive to visitors/tourists

- A place or area which is recognised and can easily be defined as a visitor destination and has a range of facilities and products in place for tourism purposes

- A place or area which is promoted as a destination

- A place or area where it is possible to measure the supply of and demand for tourism services i.e. the visitor economy.

- A place or area where the visitor management process usually includes a range of public and private sector stakeholders together with the host community

Destination management related indicators

A. Destination management	A.1 Sustainable Tourism Management in Tourism Enterprises	A.1.1	Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental/quality/sustainability and/or Corporate Social Responsability measures
	A.2 Customer Satisfaction	A.2.1	Percentage of tourists and same day visitors that are satisfied with their overall experience in the destination
		A.2.2	Percentage of repeat/return visitors (within 5 years)

Economic value indicators

B. Economic Value	B.1 Tourism Flow (volume & value) at the Destination	B.1.1	Number of tourist nights per month
		B.1.2	Number of same day visitors per month
		B.1.3	Relative contribution of tourism to the destination's economy (% GDP)
		B.1.4	Daily spending per overnight tourist
		B.1.5	Daily spending per same day visitor
	B.2 Tourism Enterprise(s) Performance	B.2.1	Average length of stay of tourists (nights)
		B.2.2	Occupancy rate in commercial accommodation establishments per month and average for the year
	B.3 Quantity and Quality of Employment	B.3.1	Direct tourism employment as percentage of total employment in the destination
		B.3.2	Percentage of jobs in tourism that are seasonal
	B.4 Tourism Supply Chain	B.4.1	Percentage of locally produced food, drink, goods and services sourced by the destinations tourism enterprises

Social and cultural impact indicators

C. Social and Cultural Impact	C.1 Community/Social Impact	C.1.1	Number of tourists per 100 residents
		C.1.2	Percentage of residents who are satisfied with tourism in the destination (per month/season)
		C.1.3	Number of beds available in commercial accomodation establishment per 100 residents
		C.1.4	Number of second homes per 100 homes
	C.2 Health and Safety	C.2.1	Percentage of tourists who register a complaint with the police
	C.3 Gender Equality	C.3.1	Percentage of men and women employed in the tourism sector
		C.3.2	Percentage of tourism enterprises where the general manager position is held by a woman
	C.4 Inclusion/Accessibility	C.4.1	Percentage of rooms in commercial accomodation establishments accessible for people with disabilities
		C.4.2	Percentage of commercial accommodation establishments participating in recognised accessibility information schemes
		C.4.3	Percentage of public transport that is accessible to people with disabilities and with specific access requirements
		C.4.4	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognised accessibility information schemes
	C.5 Protecting and Enhancing Cultural Heritage, Local Identity and cultural Assets	C.5.1	Percentage of residents that are satisfied with the impacts of tourism on destination's identity
		C.5.2	Percentage of the destination's events that are focused on traditional/local culture and heritage

Environmental impact indicators

D Environmental Impact	**D.1 Reducing Transport Impact**	**D.1.1**	Percentage of tourists and same day visitors using different modes of transport to arrive at the destination
		D.1.2	Percentage of tourists and same day visitors using local/soft mobility/public transport services to get around the destination
		D.1.3	Average travel (km) by tourists and same day visitors from home to the destination
		D.1.4	Average carbon footprint of tourists and same day visitors travelling from home to the destination
	D.2 Climate Change	**D.2.1**	Percentage of tourism enterprises involved in climate change mitigation schemes—such as: CO_2 offset, low energy systems, etc.—and "adaptation" responses and actions
		D.2.2	Percentage of tourism accommodation and attraction infrastructure located in "vulnerable zones"
	D.3 Solid Waste Management	**D.3.1**	Waste production per tourist night compared to general population waste production per person (kilos)
		D.3.2	Percentage of tourism enterprises separating different types of waste
		D.3.3	Percentage of total waste recycled per tourist compared to total waste recycled per resident per year
	D.4 Sewage Treatment	**D.4.1**	Percentage of sewage from the destination treated at least at secondary level prior to discharge
	D.5 Water Management	**D.5.1**	Water consumption per tourist night compared to general population water consumption per resident night
		D.5.2	Percentage of tourism enterprises taking actions to reduce water consumption
		D.5.3	Percentage of tourism enterprises using recycled water
	D.6 Energy Usage	**D.6.1**	Energy consumption per tourist night compared to general population energy consumption per resident night
		D.6.2	Percentage of tourism enterprises that take actions to reduce energy consumption
		D.6.3	Percentage of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year
	D.7 Landscape and Biodiversity Management	**D.7.1**	Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes.

Why to implement indicators

- **provides data to support and develop destination goals**

- creates vision and **guidelines for sustainable tourism development**

- **helps measuring impact of policies and improving them**

- **identifies resource and financial savings** (e.g. energy, waste, water, etc.)

- enhance branding, marketing and improves relations between residents and tourists

- **emphasise value and conservation of natural and cultural resources**

European Structural and Investment Funds
European Regional Development Fund (ERDF)

Tourism has a prominent role in ERDF investment as well as related investments into the **conservation, protection, promotion and development of natural and cultural heritage**.

3.5 BLN EUR earmarked by MS for tourism (ERDF 2014-2020)

- "European Territorial Cooperation" (ETC) relevant for tourism:

Cross-border (Interreg A), Transnational (Interreg B) or Interregional co-operation programmes (Interreg C).

Contributing also to "Macro-regional strategies"

http://ec.europa.eu/regional_policy/index_cs.cfm

Tourism actions under
COSME - Programme for the Competitiveness of Enterprises and SMEs

COSME – centrally managed by the European Commission/ implemented by EASME (Tourism WP 2018: 6,1 MLN EUR, in 2019 - 7 MLN)

2019 objective: Strengthening the competitiveness and sustainability of tourism sector by improving the business environment for tourism enterprises.

Focus: Boosting capacity of tourism SMEs through transnational cooperation and knowledge transfer in order to foster innovative solutions for sustainable tourism development.

http://ec.europa.eu/contracts_grants/

EU funds for tourism

"Guide on EU funding 2014-2020 for the tourism sector"
with examples of projects financed:
http://ec.europa.eu/growth/sectors/tourism/support-business_en
+ ANNEX with examples for Coastal and Maritime Tourism
https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/guide-eu-funding-for-coastal-tourism_en.pdf

*Financial instruments available through **financial intermediaries in Member States** selected by the European Investment Fund (EIF)
https://europa.eu/youreurope/business/finance-funding/getting-funding/access-finance/index_en.htm

New MFF proposals — references to tourism in different programmes (ERDF, Invest EU, Creative Europe, Horizon Europe, Single Market Programme...) currently in interinstitutional negociations EP and the Council.

Contact details

European Commission, Tourism website:

http://ec.europa.eu/growth/sectors/tourism/index_en.htm

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Thank you