



1 VISIT  
IS WORTH  
1000  
PICTURES



The Experience of the Town of Mali Lošinj with the European Tourism Indicator System –  
ETIS

Dalibor Cvitković, Tourist Board of the Town of Mali Lošinj



# Lošinj in numbers

- Preserved environment on 5 islands of the archipelago
- 8,116 residents
- Capacity - 22,100 beds
- Hotels account for 13.8% of the total capacity
- 2,000 beds rated 4\*
- 600 beds rated 5\*
- Camps 42.4%, private accommodation 29%, other accommodation 14.8%
- 2.3 million overnight stays and 308,000 guests per year
- Connections: boat, catamaran, ferry lines, small airport
- The Town of Mali Lošinj – chief partner of the Tourist Board
- Public – private partnership and cooperation
- Sustainable and responsible tourism
- Quality in all tourism segments



## Projects under the Sustainable Tourism Development Program for the Town of Mali Lošinj

- The Town of Mali Lošinj and the Tourist Board of the Town of Mali Lošinj have entrusted the Institute for Tourism to prepare and draft the Sustainable Tourism Development Program for the Town of Mali Lošinj.
- The Program includes specific goals of all projects planned for implementation in order to achieve destination management geared towards sustainable development.
- The Program and the goals of its projects are set to be implemented by 2020.
- Projects to protect natural resources: Protection of landscape and biodiversity
- Projects to protect socio-cultural resources: Protection of cultural identity
- Projects of economic sustainability: Integration of the local economy and tourism





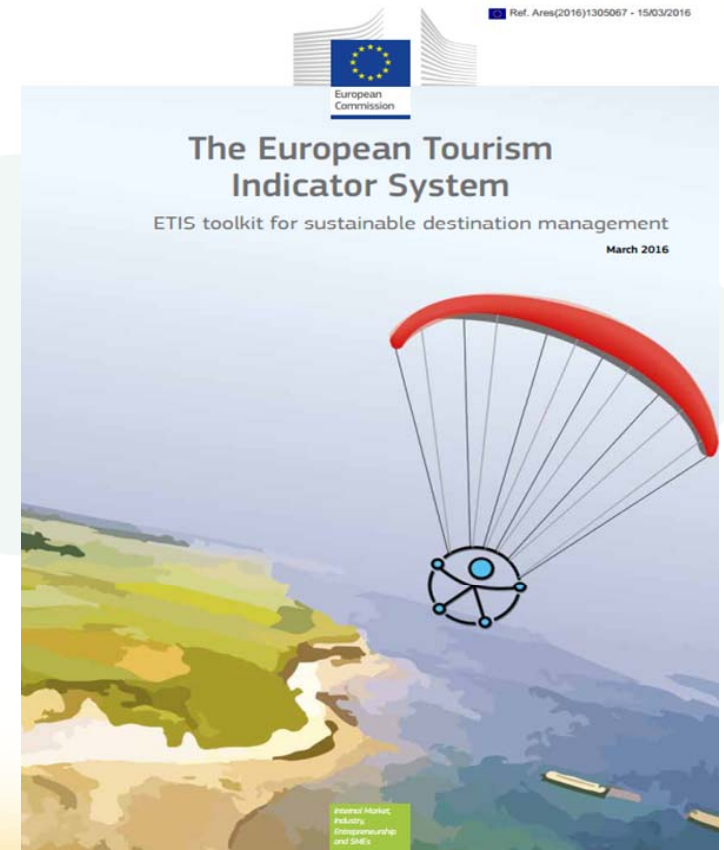
## Why ETIS?

- Monitoring, managing, and enhancing the sustainability of a tourism destination
- Tracking destination performance
- Improved information for decision making
- Effective risk management
- Prioritisation of actions
- Performance benchmarking
- Improved community participation
- Support for tourism stakeholders
- Enhanced user experience
- Increased bottom-line / cost savings
- Increased value per visitor



# The European Tourism Indicator System for Sustainable Destinations

- Mali Lošinj is one of the first destinations in Croatia that successfully participated in the European Commission's pilot project (2013) entitled European Tourism Indicator System for Sustainable Destinations - ETIS.
- In addition to the core indicators, Lošinj also decided to measure supplementary indicators, thus measuring everything that can be measured in a destination, and has included them in the founding document.
- After its adoption by the Town's Council of the Town of Mali Lošinj, ETIS became the founding document with mandatory measuring and comparison of indicators with previous years.
- Toolkit 2016 – after the pilot phase and the project review by the EC, a new toolkit was prepared with 43 core indicators in **4 categories: destination management, economic value, social and cultural impact, and environmental impact.**
- Today we have the measuring results for 4 consecutive years (2014 - 2017)
- **TOMAS SUMMER 2017** In addition to the regular 100 respondents, the Tourist Board of the Town of Mali Lošinj commissioned an additional increase in sample size (404 in total) in order to achieve improved data quality and credibility.



# ETIS & LOŠINJ

Measuring and monitoring sustainable tourism development at the local level

- 43 core indicators

Destination management (3)	Economic value (10)
Social and cultural impact (13)	Environmental impact (17)



- Destination management

<b>A.1</b> Sustainable tourism public policy	<b>A1.1</b> Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility
<b>A.2</b> Customer satisfaction	<b>A2.1</b> Percentage of tourists and same-day visitors that are satisfied with their overall experience in the destination
	<b>A2.2</b> Percentage of repeat/return visitors (within 5 years)



- Economic value

<b>B.1</b> Tourism flow (volume and value) at destination	<b>B.1.1</b> Number of tourist nights per month
	<b>B.1.2</b> Number of same-day visitors per month
	<b>B.1.3</b> Relative contribution of tourism to the destination's economy (% GDP)
	<b>B.1.4</b> Daily spending per overnight tourist
	<b>B.1.5</b> Daily spending per same-day visitors
<b>B.2</b> Tourism enterprise(s) performance	<b>B.2.1</b> Average length of stay of tourists (nights)
	<b>B.2.2</b> Occupancy rate in commercial accommodation per month and average for the year
<b>B.3</b> Quantity and quality of employment	<b>B.3.1</b> Direct tourism employment as percentage of total employment in the destination
	<b>B.3.2</b> Percentage of jobs in tourism that are seasonal
<b>B.4</b> Tourism supply chain	<b>B.4.1</b> Percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises





- Social and cultural impact

C.1 Community/social impact	C.1.1 Number of tourists/visitors 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 accommodation establishments 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



- Social and cultural impact

C.4 Inclusion / accessibility	C.4.1 / C.4.2 Percentage of rooms in commercial accommodation establishments accessible for people with disabilities / 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 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 assets	C.5.1 Percentage of residents that are satisfied with the impacts of tourism on the destination's identity
	C.5.2 Percentage of the destination's events that are focused on traditional / local culture and heritage



- 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 <sup>2</sup> offset, low energy systems, etc.— and ‘adaptation’ responses and actions
	D.2.2 Percentage of tourism accommodation and attraction infrastructure located in ‘vulnerable zones’





- Environmental impact

D.3 Solid waste management	D.3.1 Waste production per tourist night compared to general population waste production per person per day(kg)
	D.3.2 Percentage of tourism enterprises separating different types of waste
	D.3.3 Total waste recycled (percentage or per resident per year)
D.4 Sewage treatment	D.4.1 Percentage of sewage from the destination treated to at least 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



- Environmental impact

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 protection	D.7.1. Percentage of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes



## Destination management

Indicator	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	IND 2017/2016	Data source - full document name and name of the person who submitted the data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
A.1.1 Percentage of tourism enterprises/ establishments in the destination using a voluntary certification/ labelling for environmental /quality/ sustainability and/or Corporate Social Responsibility	33.33%	33.33%	44.00%	44.40%	75	Document name: Questionnaire for enterprises 2017: 9 enterprises (18 establishments):	Does your enterprise have environmental or sustainability certificates (e.g. ISO 14001, EMAS, eco label for tourism, etc.)?					
						R. Hesky	March 2018	ISO 9001, ISO 14001, ECARF, ESPA, Green Energy	Jadranka d.d.	K. Golubović	S. Šolić	1 year
						K. Pavelić	March 2018	No	Hostel Veli Lošinj	K. Golubović	K. Pavelić	1 year
						Đ. Sučić	March 2018	No	Lošinjaska plovidba i turizam d.o.o.	K. Golubović	Đ. Sučić	1 year
						R. Žugić	March 2018	ISO 14001:2004; Sustainable Thermal, Spa & Wellness Hotel Certificate	Lječilište Veli Lošinj	K. Golubović	R. Žugić	1 year
						R. Spišić	March 2018	Eco hotel	Eko hotel Manora	K. Golubović	R. Spišić	1 year
						A. Kuvač	March 2018	Eco labels - own programme	Mare Mare Suites	K. Golubović	D. Kuvač	1 year
						S. Čelić	March 2018	No	Pansion Ana Komfor	K. Golubović	S. Čelić	1 year
						M. Brajković	March 2018	No	Hotel Televrin	K. Golubović	F. Zorović	1 year
						D. Vodanović	March 2018	No	Kamp Poljana	K. Golubović	S. Kedves	1 year





## Destination management

Indicator	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	IND 2017/2016	Data source - full document name and name of the person who submitted data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
<b>A.2.1</b> Percentage of visitors that are satisfied with their overall experience in the destination	87.90%	93.42%	94.40%	96.29%	<b>94</b>	Results of the survey Attitudes and Expenditures of Tourists - TOMAS Summer 2017, page 27	July, August, September, October 2017	/	Institute for Tourism Zagreb	Institute for Tourism	Z. Marušić	2 years
<b>A.2.2</b> Percentage of repeat/return visitors (within 5 years)	70.90%	81.12%	70.79%	no data	<b>87</b>	Results of the survey Attitudes and Expenditures of Tourists - TOMAS Summer 2017, page 21, Table 8	July, August, September, October 2017	/	Institute for Tourism Zagreb	Z. Marušić	Z. Marušić	2 years



# Destination management

## **SURVEY ON THE SATISFACTION OF VISITORS WITH THEIR STAY IN LOŠINJ:**

- conducted since 2008, namely in summer months (June, July, August)
- created in Survey Monkey
- distributed via tablets available on several locations (Tourist Board Office, camps, hotels, Port Authority...)
- The survey collects all relevant data required to receive feedback from our guests regarding their level of satisfaction with their stay in Lošinj and with the entire destination's tourism offer (including the main reason for visiting, main characteristics of Lošinj, satisfaction with the offer, operation of the Town and the Tourist Board, etc.)

## **SURVEY ON THE SATISFACTION OF RESIDENTS - TOURISM IN LOŠINJ:**

- conducted since 2008, namely in September and October
  - created in Survey Monkey
  - distributed via links on social networks, the Tourist Board web site, e-mails, advertised on the island's web portal.
  - The survey provides feedback from our residents regarding their level of satisfaction with tourism, what are their most frequent recommendations to guests, what information are guests most often asking about, their evaluation of transport connections, cleanliness of beaches and walkways, etc., their evaluation of the Town Administration and Tourist Board's operation and other questions.
- 
- This survey was modified and better structured over time, as each year we found out in what way we can improve it even further. With our participation in ETIS, we also added those questions that were required to calculate the indicators.



## Economic value

Indicator	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	IND 2017/2016	Data source - full document name and name of the person who submitted the data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
<b>B.1.1</b> Number of tourist nights per month	194,532	183,596	180,913	175,348	<b>106</b>	Tourist arrivals and nights spent in 2017 - Biserka Regvat	January - December 2017	/	Tourist Board of the Town of Mali Lošinj	B. Regvat		1 year
<b>B.1.4</b> Daily spending per tourist (accommodation, food and drink, other services)	96.97 EUR	40 EUR	42 EUR	66.36 EUR	<b>242</b>	Results of the survey Attitudes and Expenditures of Tourists - TOMAS Summer 2017, pages 31-32	July, August, September, October 2017	/	Institute for Tourism Zagreb	Institute for Tourism		1 year
<b>B.3.1</b> Direct tourism employment as percentage of total employment	not yet available	32.75%	32.22%	24.70%	<b>102 (16/15)</b>	1603 Employment rate and salaries 2016, pages 72-73, line 10, column I,R,S / State Bureau of Statistics		/	State Bureau of Statistics	K. Golubović	State Bureau of Statistics	1 year
<b>B.2.2</b> Occupancy rate in commercial accommodation, average for the year	29%	28.3%	25.9 %	27.3 %	<b>102</b>	Tourist arrivals and nights spent per month in 2017, Capacity in 2017 - Biserka Regvat	January - December 2017	/	Tourist Board of the Town of Mali Lošinj	B. Regvat		1 year





## Social and cultural impact

Indicator	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	IND 2017/2016	Data source - full document name and name of the person who submitted the data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
C.3.1 Percentage of men and women employed in the tourism sector	data from the Questionnaire for enterprises - 55.7%	54.50%	56.02%	55.91%	102	Document name: 1603 Employment rate and salaries 2016, State Bureau of Statistics / Questionnaire for enterprises 2017:	How many women and men are employed in your enterprise? Women / men					
						9 enterprises (18 establishments):						
						R. Hesky	April 2018.	560 454	Jadranka d.d.	K. Golubović	S. Šolić	1 year
						K. Pavelić	April 2018	4; 1	Hostel Veli Lošinj	K. Golubović	K. Pavelić	1 year
						Đ. Sučić	April 2018	37; 29	Lošinjaska plovidba i turizam d.o.o.	K. Golubović	Đ. Sučić	1 year
						R. Žugić	April 2018	40; 10	Lječilište Veli Lošinj	K. Golubović	R. Žugić	1 year
						R. Spišić	April 2018	13; 7	Eko hotel Manora	K. Golubović	R. Spišić	1 year
						A. Kuvač	April 2018	4; 1	Mare Mare Suites	K. Golubović	D. Kuvač	1 year
						S. Čelić	April 2018	7; 7	Pansion Ana Komfor	K. Golubović	S. Čelić	1 year
						M. Brajković	April 2018	6; 8	Hotel Televrin	K. Golubović	F. Zorović	1 year
						I. Jurić	April 2018	51; 56	Kamp Poljana	K. Golubović	S. Kedves	1 year



## Social and cultural impact

Indicator	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	IND 2017/2016	Data source - full document name and name of the person who submitted data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
C.1.2 Percentage of residents who are satisfied with tourism in the destination (per month/season)	85.08% (summer)	no data	no data	95.00%	/	Results of the resident satisfaction survey - tourism in Lošinj 2017	September and October 2017	/	Tourist Board of the Town of Mali Lošinj	A. Tomović	/	2 years
Number of tourist nights (commercial and non-commercial) per 100 residents	23,343.9	21,994.34	21,709.95	21,401.79	106	Tourist arrivals and nights spent in 2017 - Biserka Regvat	January - December 2017	/	Tourist Board of the Town of Mali Lošinj	B. Regvat		1 year



# Environmental impact

Indicator	Destination performance 2017	Destination performance 2016	Destination performance 2015	Destination performance 2014	IND 2017/2016	Data source - full document name and name of the person who submitted data	Data collection period	Subject results	Responsible institution	Data delivered or calculated by	Responsible person	Document validity period and data collection frequency
<b>D.6.1</b> Energy consumption per tourist night compared to general population energy consumption per resident night	73.56% (18.89/(18.89+6.79);	74.36%	69.38%	118.88%	99	Document name: Questionnaire for enterprises 2017 + HEP;	Do you monitor monthly energy consumption?					
						9 enterprises (18 establishments):						
						R. Hesky	March 2018	Yes	Jadranka d.d.	H. Carić	S. Šolić	1 year
						K. Pavelić	March 2018	Yes	Hostel Veli Lošinj	H. Carić	K. Pavelić	1 year
						Đ. Sučić	March 2018	Yes	Lošinjaska plovdba i turizam d.o.o.	H. Carić	Đ. Sučić	1 year
						R. Žugić	March 2018	Yes	Lječilište Veli Lošinj	H. Carić	R. Žugić	1 year
						R. Spišić	March 2018	Yes	Eko hotel Manora	H. Carić	R. Spišić	1 year
						B. Radan	March 2018	Yes	Mare Mare Suites	H. Carić	D. Kuvač	1 year
						S. Čelić	March 2018	Yes	Pansion Ana Komfor	H. Carić	S. Čelić	1 year
<b>D.5.1</b> Water consumption per tourist night compared to general population water consumption per resident night		Tourism: 230 l/tourist/day / Local residents: 140 l/resident/day= 1.6 L	Tourism: 230 l/tourist/day / Local residents: 140 l/resident/day= 1.6 L	1.49L		Table and memo: Vodovod i odvodnja Cres Lošinj (water supply and sewage)	November 2017	/	Vodovod i odvodnja Cres Lošinj	M. Franković	N. Kruljac	1 year
<b>D.4.1</b> Percentage of sewage from the destination treated to at least secondary level prior to discharge	0%	0.00%	0.00%	0.00%	/	Table and memo: Vodovod i odvodnja Cres Lošinj	November 2017	/	Vodovod i odvodnja Cres Lošinj	M. Franković	N. Kruljac	1 year
<b>D.3.1</b> Waste produced in the destination (tonnes per resident per year or per month)	1.51 kg/day (residents); 1.95 kg/day (tourists)	1.6 kg/day	2.32kg/day	1.5kg/day	106	Table and memo: Vodovod i odvodnja i Komunalne usluge (utility services) Cres Lošinj; e - mail	January 2018		Komunalne usluge Cres Lošinj	A. Viskić	N. Kruljac	1 year



## Environmental impact

- **Tourist energy consumption per overnight stay compared to general population energy consumption per day**
  - ✓ The data from the questionnaire for enterprises is used (we had 9 enterprises - camps, hotels, guest houses), which is provided by the enterprises in tables specifying their monthly electricity consumption. The other data – resident consumption – is provided by HEP
- **Water consumption per tourist overnight stay compared to general population water consumption per day**
  - ✓ The data are provided by Vodoopskrba i odvodnja Cres Lošinj d.o.o. (water supply and sewage company)
- **Waste produced in the destination (tonnes per resident per year or per month)**
  - ✓ The data are provided by Vodoopskrba i odvodnja Cres Lošinj d.o.o.



## How to start measuring, how to motivate stakeholders in the destination to cooperate, what are the benefits?

- Hold an initial meeting with all relevant stakeholders, inform them about the project and explain what data will be requested from each of them
- Directors of tourist accommodation enterprises must be present at the meeting to provide their support
- When the measuring is completed, present the results to stakeholders
- This is used to monitor the views and attitudes of our guests and residents, and in that way change and complement our offer, track our energy consumption, preserve the environment, as well as monitor social indicators and tourism employment
- Sustainability can be achieved only through measuring and using the data to formulate the Destination Development Strategy
- ETIS Destinations network (EDN) – Visit South Sardinia (Italy), Ljubljana (Slovenia), Birmingham (UK), Barcelona (Spain), Irish destination and others
- CROSTO (CROatian Sustainable Tourism Observatory)- included in 2018 (14 indicators) – Dubrovnik, Ston, Hvar, Novalja, Mali Lošinj and Rovinj
- Master Plan for the development of tourism of the Town of Mali Lošinj - ETIS data used as a basis for planning
- Cycling Tourism Master Plan



## Award of the European Commission for Sustainable Development

- **Bruxelles, 22 April 2016**, Mali Lošinj won the ETIS prize for sustainability and accessible tourism management, specifically for the width and depth of the data collected on the practices of sustainable tourism on the island
- **Ljubljana, Global Green Destinations Day, 27 September 2016**, Sustainable Destinations TOP 100 - an award for responsible and sustainable development of tourism
- **Cascais (Portugal), Global Green Destinations Day, 28 September 2017**, Sustainable Destinations TOP 100 - an award for responsible and sustainable development of tourism
- **Berlin, ITB Berlin, 7 March 2018**, Best of the Mediterranean – 2nd place







Town of Mali Lošinj Tourist Board of the Town  
of Mali Lošinj

*Thank you!*

## The Experience of the Town of Mali Lošinj with the European Tourism Indicator System – ETIS

Dalibor Cvitković  
Tourist Board of the Town of Mali Lošinj  
Poreč, 4 September 2018