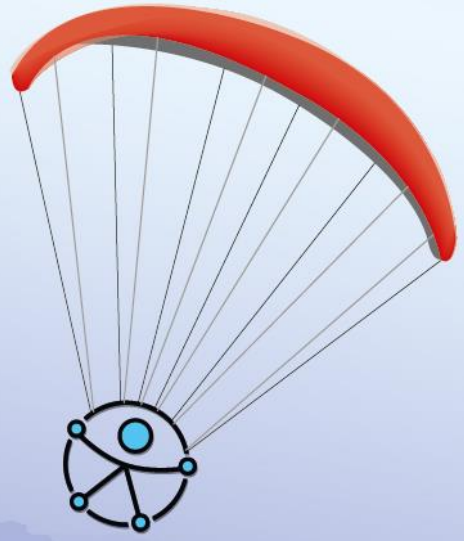
European Commission

EUROPEAN TOURISM INDICATOR SYSTEM – ETIS – JOINT CONFERENCE ON

MANAGING AND PROMOTING SUSTAINABLE AND ACCESSIBLE TOURISM DESTINATIONS

Brussels, 28 January 2016



Internal market, Industry, Entrepreneurship and SMEs

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ETIS – The European Tourism Indicator System for Sustainable Destinations

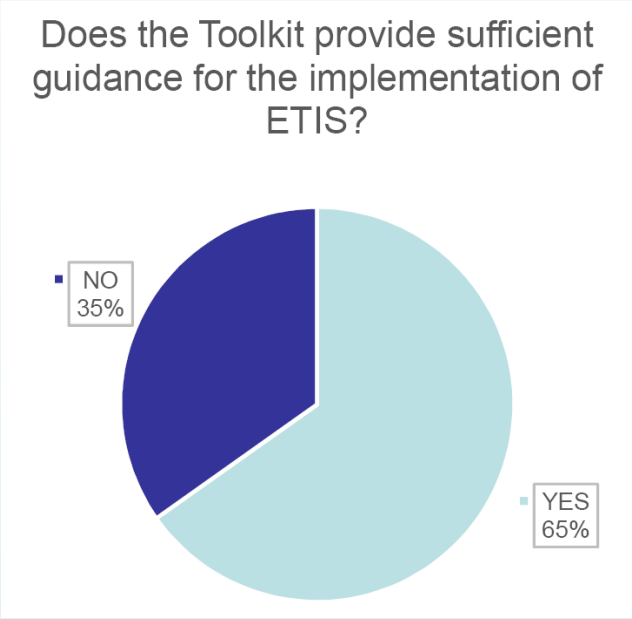
Results of the 2nd ETIS Pilot Implementation Phase and Lessons Learnt

ETIS
POOL OF EXPERTS

Francesc ROMAGOSA & Janez SIRSE

MAIN OUTCOMES OF THE 2 PILOT PHASES

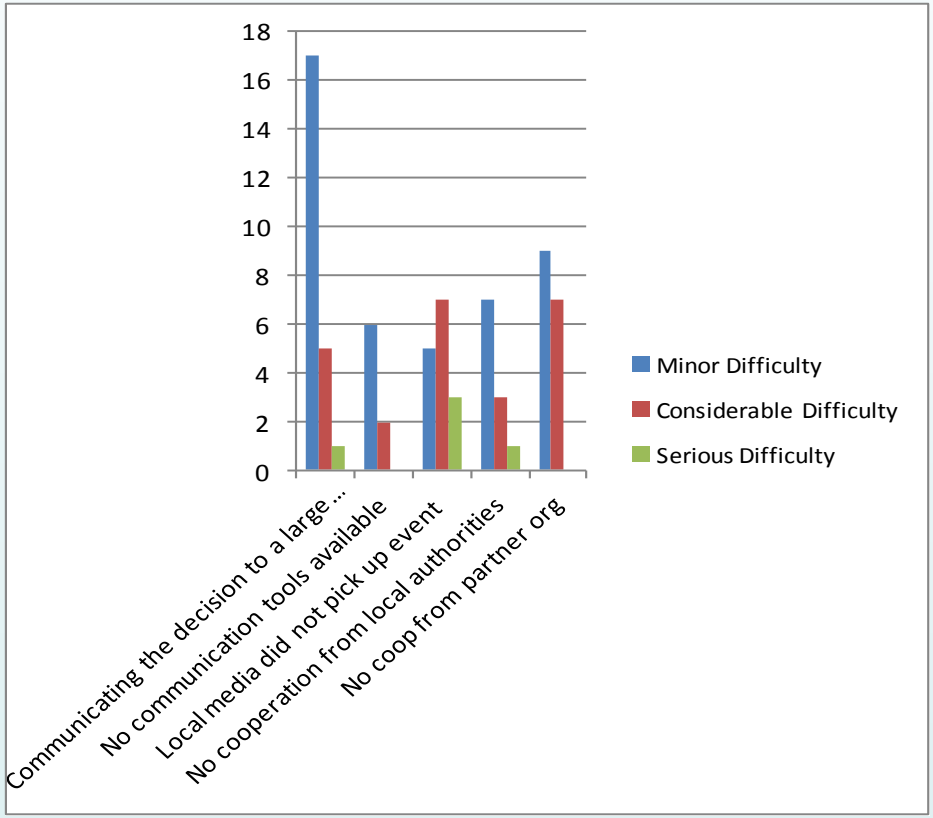
1st PHASE
(July 2013 – April 2014)
Over 100 destinations across Europe participated in the first ETIS testing phase, 35% of them complementing it.



2nd PHASE
(April 2014 – January 2015)
Over 100 destinations across Europe (also non EU countries) participated in the second ETIS testing phase, 60% of them completing it.

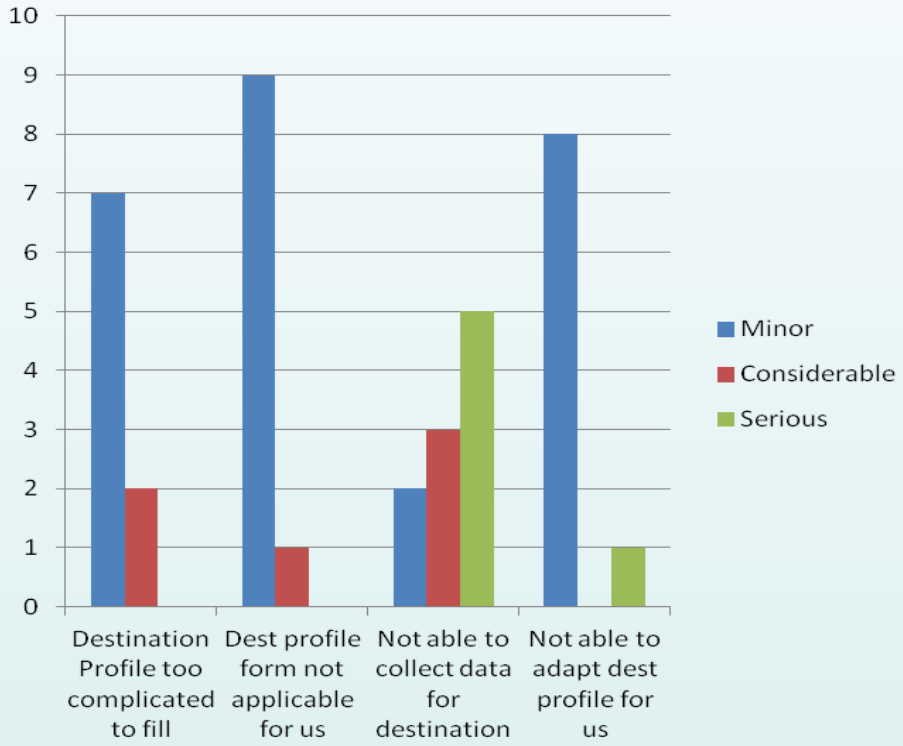
65% of 214 destinations from both phases expressed satisfaction with ETIS toolkit providing sufficient guidance for implementation of the system; improvements should be foreseen for the system of core and optional indicators, destination profile and data set, 7 Steps Guide and terminology.

Step 1 Awareness raising



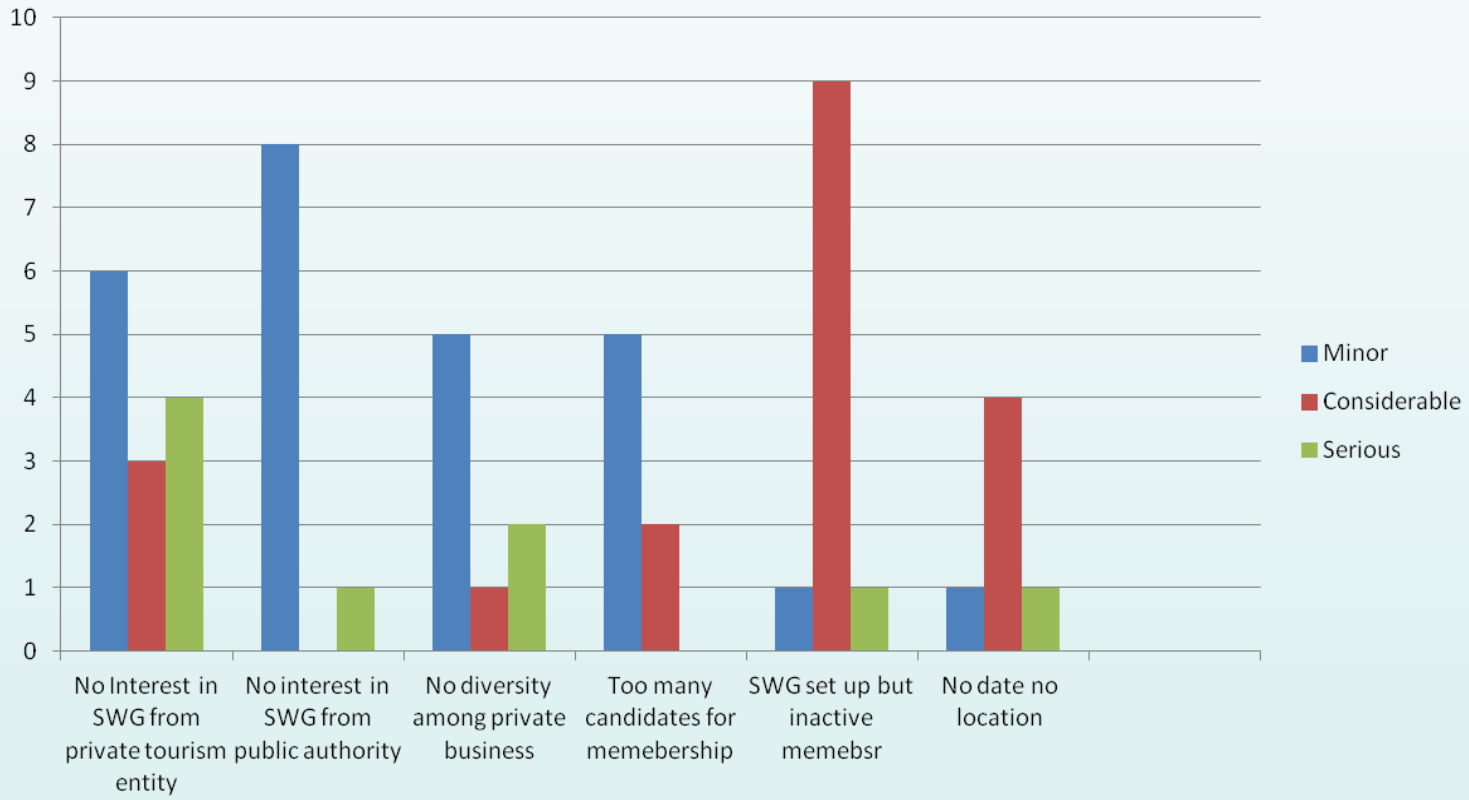
No major difficulties were expressed in this step with the exception of lack of media support and co-operation from partner organisations.

Step 2 Creation of a destination profile



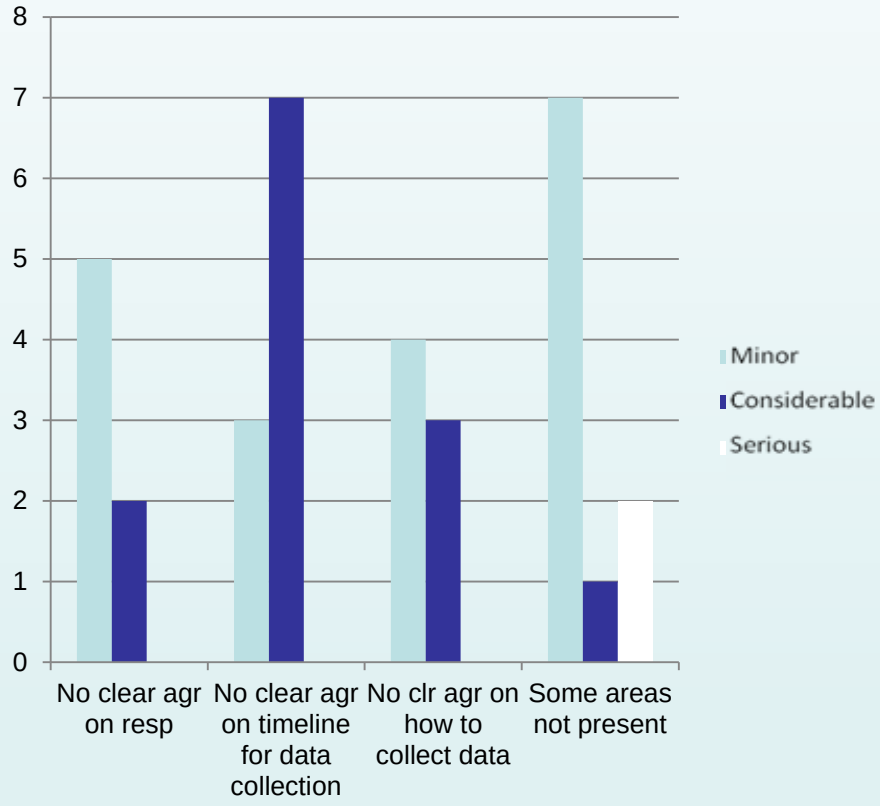
Participants found the destination profile form applicable and had minimal difficulties in filling it. However, there were serious difficulties in some destinations with the data collection.

Step 3 Forming Stakeholder Working Group



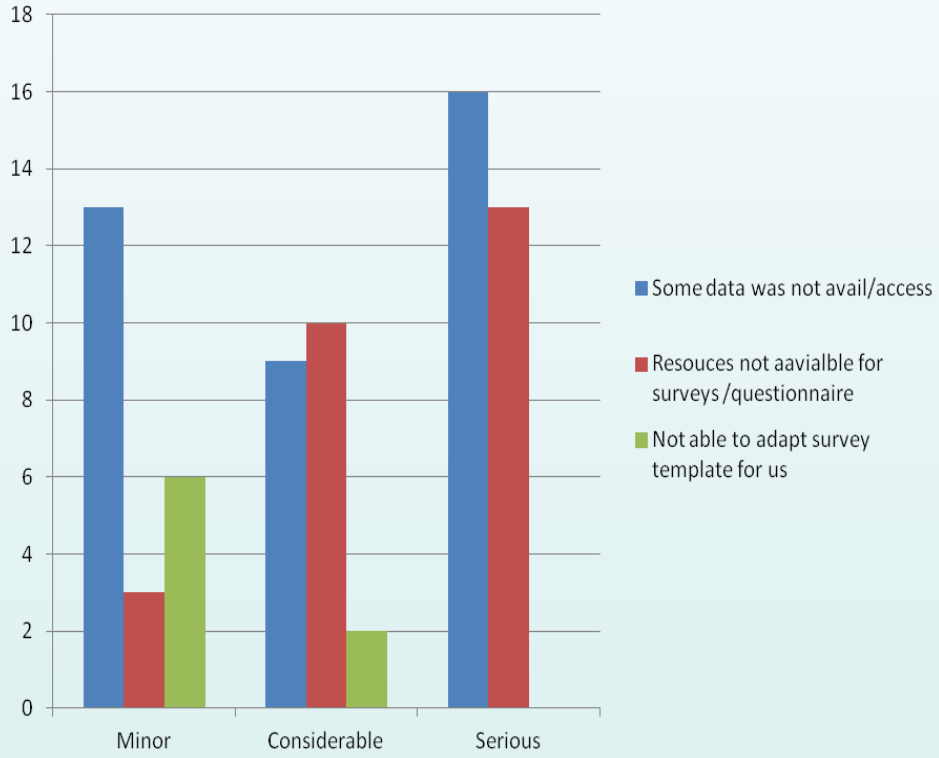
Considerable difficulty was expressed by inactive members of the SWG. There was also more interest from the public sector than from the private.

Step 4 Role/Responsibilities of SWG



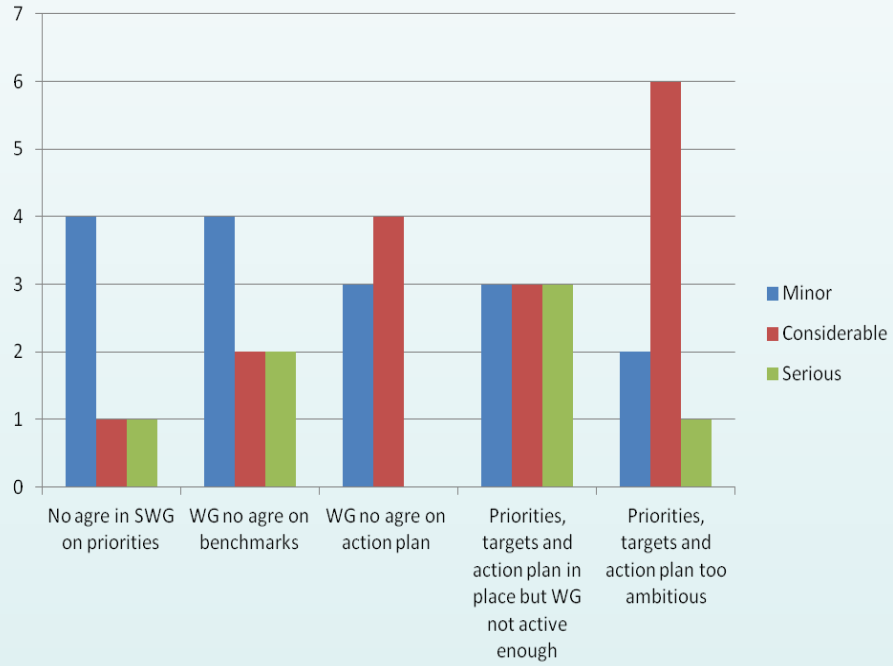
Destinations expressed considerable difficulties on agreeing about timeline for data collection, and minor challenges on responsibilities.

Step 5 Collecting & registering data

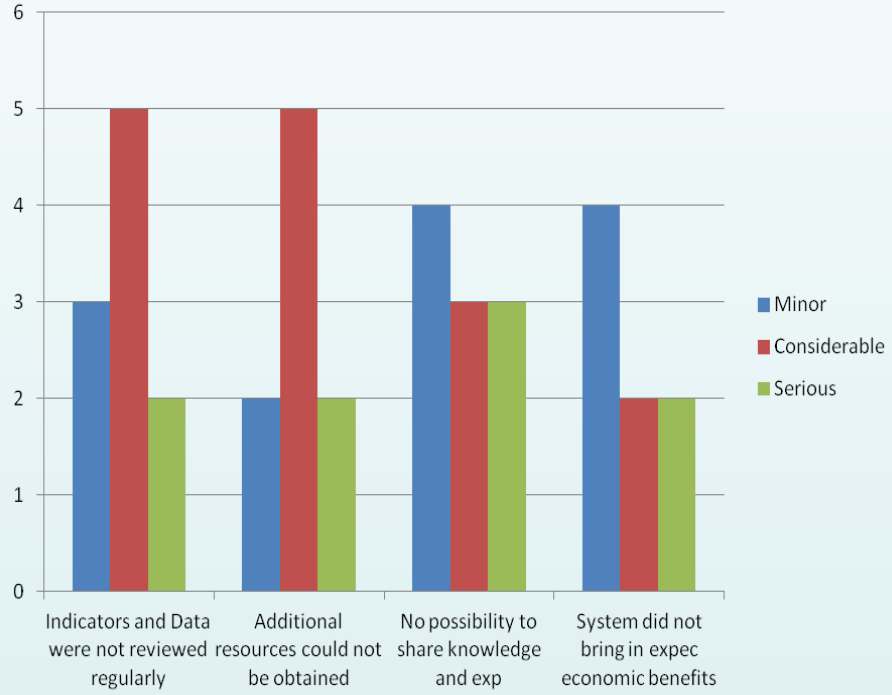


The test showed that respondents have had issues with data collection, since data was difficult to obtain, and/or resources were not available.

Step 6 Analysis of results



Step 7 Continuity & Improvement



COMMON CHALLENGES

ETIS MANAGEMENT

ETIS is recognized by destinations as fundamental and integral part of destination management in achieving sustainable tourism targets.

ETIS needs to be promoted widely with active role of NTO – National Tourism Organizations, DMOs – Destination Management Organizations, key tourism stakeholders, media and public authorities.

The significance of the LDCs – Local Destination Coordinators needs to be fully recognised. In several occasions SWG - Stakeholder Working Group should be formed by main stakeholders only in order to improve operational efficiency and increase their committment.

ETIS COSTS

Costs of ETIS implementation should not be neglected especially when taking into account full ETIS implementation, its use for destination management and decision making, international benchmarking and further development.

ETIS TECHNICAL IMPLEMENTATION

ETIS needed further development to clarify and improve the indicators and the toolkit. Several core and optional indicators were proposed to be removed, optional changed to core and viceversa. **This let EC and ETIS pool of experts to work on a revision of the system, bringing to a clearer guidelines and more simple list of ETIS indicators.**

The immediate difficulty of sourcing or lack of some information should not discourage destinations in implementing ETIS.

An ICT – Information Communication Technology platform to assist in the data collection and recording process as well as in international presentations is needed together with the opportunity for national and international benchmarking and networking. **European Commission's Virtual Tourism Observatory (VTO) platform will carry out this role.**

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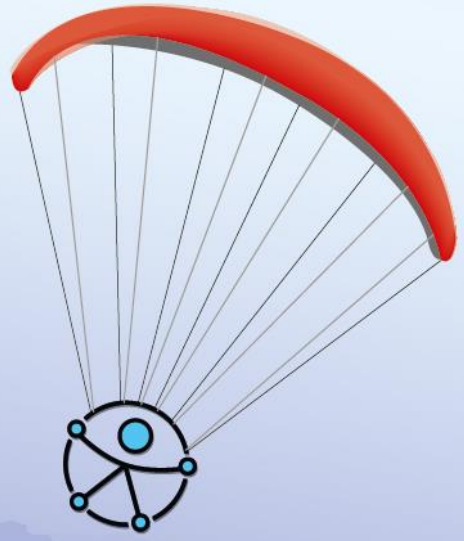

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