



European Tourism Indicator System

For the Sustainable Management of Destinations

Moderator and Opening Remarks

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Steps 5-7: Implementation of the indicators and data collection

How to implement ETIS: The Seven Steps

Step 1. Raise Awareness

**Step 2. Create a Destination
Profile**

**Step 3. Form a Stakeholder
Working Group (SWG)**

**Step 4. Establish Roles and
Responsibilities**

**Step 5. Collect and Record
Data**

Step 6. Analyse results

**Step 7. Enable ongoing
Development and Continuous
improvement**

Return to SWG to agree priorities and
develop a plan of action

STEP 5: Collect and Record Data

- Collecting data and filling gaps
- On-going process of learning how to collect data
- Utilising ETIS as part of long term destination management
- No escaping the fact that this is hard work

STEP 6: Results analysis and benchmarking

- The SWG should re-convene to assess the results together
- The results will identify areas of importance and opportunity
- Share results within networks to establish benchmarks
- Establish benchmarks against time within destination
- Stakeholders can then agree priorities, targets and and a plan of action to achieve them.

STEP 7: Ongoing Development and Improvement

- The SWG Meet regularly to review progress against targets
- Make longer-term plans, with timelines and update data
- Use data to enhance the destination and tourism experience
- Use data to base communications and promotions around