



**ETIS**  
**POOL OF EXPERTS**

# **ETIS – The European Tourism Indicator System for Sustainable Destinations**

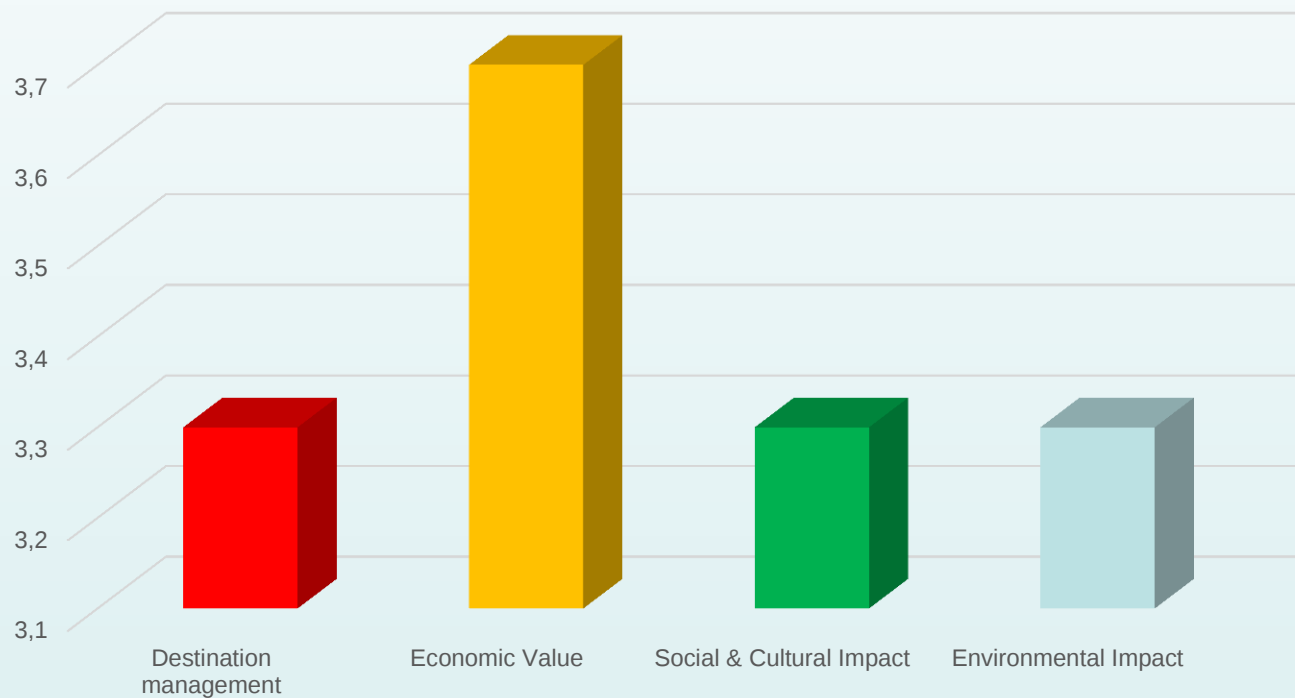
**Analysis of  
1st Pilot Implementation Phase  
15. July 2013 – 15. April 2014**

**Part 2**

24 out of 26 destinations evaluated 27 core and 40 optional indicators of ETIS based regarding Relevance, Costliness, Data availability, Accuracy, Clarity and Precision with scores from 1 to 5:

| Scale | Relevance        | Costliness                 | Data availability   | Accuracy of measurement unit | Clarity/Comprehension     | Precision of details of indicator |
|-------|------------------|----------------------------|---------------------|------------------------------|---------------------------|-----------------------------------|
| 1     | Irrelevant       | No costs                   | Not available       | Fully inaccurate             | Unclear/Uncomprehensive   | Imprecise                         |
| 2     | Low relevance    | Low costs                  | Low availability    | Low accuracy                 | Low clarity               | Low precision                     |
| 3     | Medium relevance | Medium costs               | Medium availability | Medium accuracy              | Medium clarity            | Medium precision                  |
| 4     | Very relevant    | Considerable/Serious costs | Large availability  | Mostly accurate              | Mostly clear              | Mostly precise                    |
| 5     | Fully relevant   | Very high costs            | Fully available     | Fully accurate               | Fully clear/comprehensive | Fully precise                     |

#### RELEVANCE OF THEMATIC GROUP OF INDICATORS (1 – irrelevant; 4 – high relevance, ):



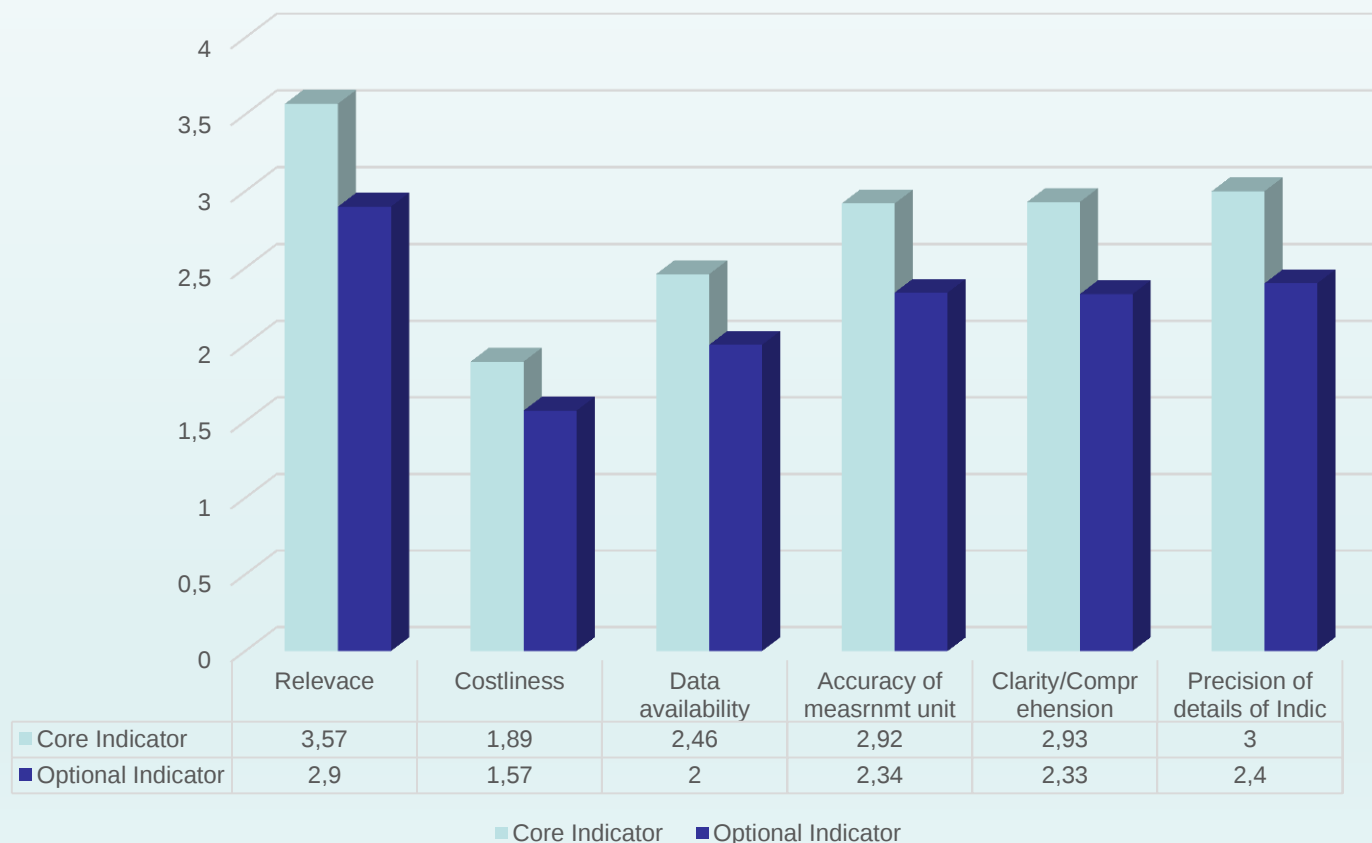
**A NEW GROUP OF INDICATORS WAS SUGGESTED: INNOVATIONS  
and ENTREPRENEURSHIP**

#### THEMATIC GROUP OF INDICATORS IMPROVEMENTS/NEW INDICATORS:

- **Group A: Destination management**
  - Internationalization index (core)
- **Group B: Economic Value**
  - Gini index of seasonality (core)
- **Group C: Social & Cultural Impact**
  - Number of classified (UNESCO) historical buildings or sites in destination (core)
  - Number of classified (UNESCO) immaterial goods in destination (optional)
- **Group D: Environmental Impact**
  - Length of cycle tracks in destination (core or optional)

## MAGNITUDE OF PROBLEMS WHEN MONITORING INDICATORS A: DESTINATION MANAGEMENT (1 – the worst; 5 – the best)

Average note for core & optional indicators



## MAGNITUDE OF PROBLEMS WHEN MONITORING INDICATORS A: DESTINATION MANAGEMENT (1 – the worst; 5 – the best)

| A: DESTINATION MANAGEMENT                      | Relevance | Costs | Data availability | Accuracy | Clarity/comprehension | Precision |
|------------------------------------------------|-----------|-------|-------------------|----------|-----------------------|-----------|
| A1.1. (core): Share of destinations with su    | 3,57      | 1,48  | 2,74              | 3,30     | 3,00                  | 3,09      |
| A1.1.1. (opt): Share of inhabitants satisfied  | 2,83      | 1,65  | 1,91              | 2,48     | 2,61                  | 2,57      |
| A 1.1.2. (opt): Share of destination repres    | 2,74      | 1,17  | 2,43              | 2,26     | 2,00                  | 2,17      |
| A 2.1. (core): Share of tourism establishme    | 3,39      | 1,91  | 2,48              | 2,70     | 2,70                  | 2,91      |
| A 3.1. (core): Share of visitors satisfied wit | 3,87      | 2,09  | 2,43              | 2,96     | 3,13                  | 3,09      |
| A 3.1.1. (opt): Percentage of repeat/return    | 3,22      | 1,87  | 1,65              | 2,26     | 2,57                  | 2,52      |
| A 4.1. (core): Share of visitors who are awa   | 3,43      | 2,09  | 2,17              | 2,74     | 2,91                  | 2,91      |
| A 4.1.1. (opt): Share of businesses commu      | 2,83      | 1,57  | 2,00              | 2,35     | 2,13                  | 2,35      |

## MAGNITUDE OF PROBLEMS WHEN MONITORING INDICATORS B: ECONOMIC VALUE ( 1 – min; 5 – max)

Average note for core & optional indicators

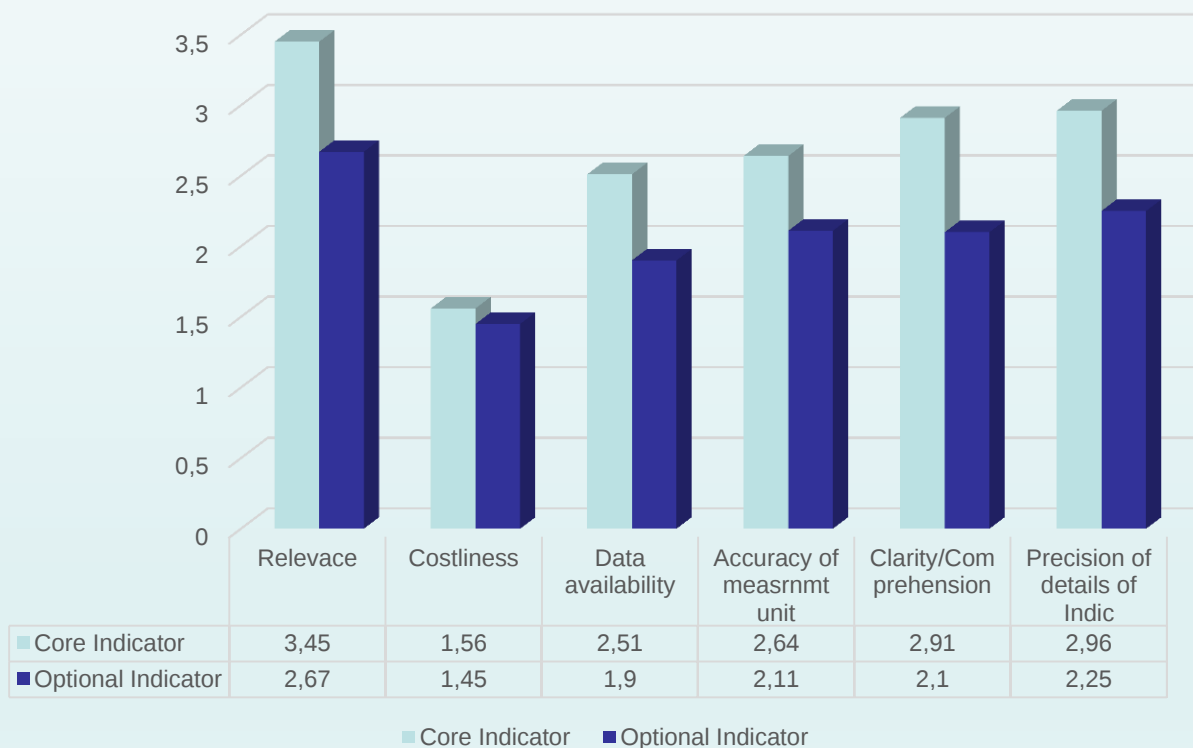


## MAGNITUDE OF PROBLEMS WHEN MONITORING INDICATORS B: ECONOMIC VALUE (1 – the worst; 5 – the best)

| B: ECONOMIC VALUE                             | Relevance | Costs | Data availability | Accuracy | Clarity/comprehension | Precision |
|-----------------------------------------------|-----------|-------|-------------------|----------|-----------------------|-----------|
| B 1.1. (core): Number of tourist nights per   | 3,83      | 1,74  | 2,87              | 3,22     | 3,09                  | 3,30      |
| B1.1.1. (opt): Relative contribution to dest  | 3,22      | 1,61  | 1,83              | 2,13     | 2,04                  | 2,26      |
| B 1.1.2. (opt): Number of same day visitor    | 2,87      | 1,87  | 1,91              | 2,26     | 2,17                  | 2,39      |
| B 1.1.3. (opt): Daily spending per same da    | 2,91      | 1,78  | 1,70              | 2,04     | 2,09                  | 2,17      |
| B 1.2. (core): Daily spending per tourist (a  | 3,83      | 2,13  | 2,09              | 2,61     | 3,00                  | 2,91      |
| B 2.1. (core): Average length of stay of tou  | 4,04      | 1,65  | 3,22              | 3,26     | 3,26                  | 3,57      |
| B 2.1.1. (opt): Average length of stay of sa  | 2,65      | 1,65  | 1,52              | 1,70     | 1,83                  | 2,00      |
| B 2.1.2. (opt): Share of 10 largest tourism b | 2,65      | 1,52  | 2,13              | 2,22     | 1,91                  | 2,04      |
| B 2.2. (core): Occupancy rate in commerci     | 3,83      | 1,78  | 2,70              | 2,91     | 2,87                  | 3,09      |
| B 2.2.1. (opt): Average price per room in c   | 2,91      | 1,43  | 2,65              | 2,65     | 2,57                  | 2,57      |
| B 3.1. (core): Share of direct tourism empl   | 3,61      | 1,74  | 2,39              | 2,78     | 3,00                  | 2,91      |
| B 3.1.1. (opt): Share of seasonal jobs in to  | 3,00      | 1,30  | 2,43              | 2,61     | 2,43                  | 2,61      |
| B 3.1.2. (opt): Share of tourism enterprise   | 2,09      | 1,09  | 1,74              | 2,09     | 2,04                  | 2,22      |
| B 4.1. (core): Share of tourism enterprises   | 2,96      | 1,52  | 2,22              | 2,70     | 2,78                  | 2,70      |
| B 4.1.1. (opt): Share of tourists who regist  | 2,30      | 1,22  | 1,83              | 2,22     | 2,13                  | 1,96      |
| B 5.1. (core): Share of tourism enterprises   | 3,52      | 1,83  | 2,48              | 3,04     | 3,17                  | 3,17      |
| B 5.1.1. (opt): Share of destination covere   | 2,48      | 1,39  | 2,13              | 2,17     | 2,09                  | 2,00      |
| B 5.1.2. (opt): Share of tourism enterprise   | 2,43      | 1,13  | 1,78              | 2,09     | 2,04                  | 2,04      |

## MAGNITUDE OF PROBLEMS WHEN MONITORING INDICATORS C: SOCIAL & CULTURAL IMPACT ( 1 – min; 5 – max)

Average note for core & optional indicators

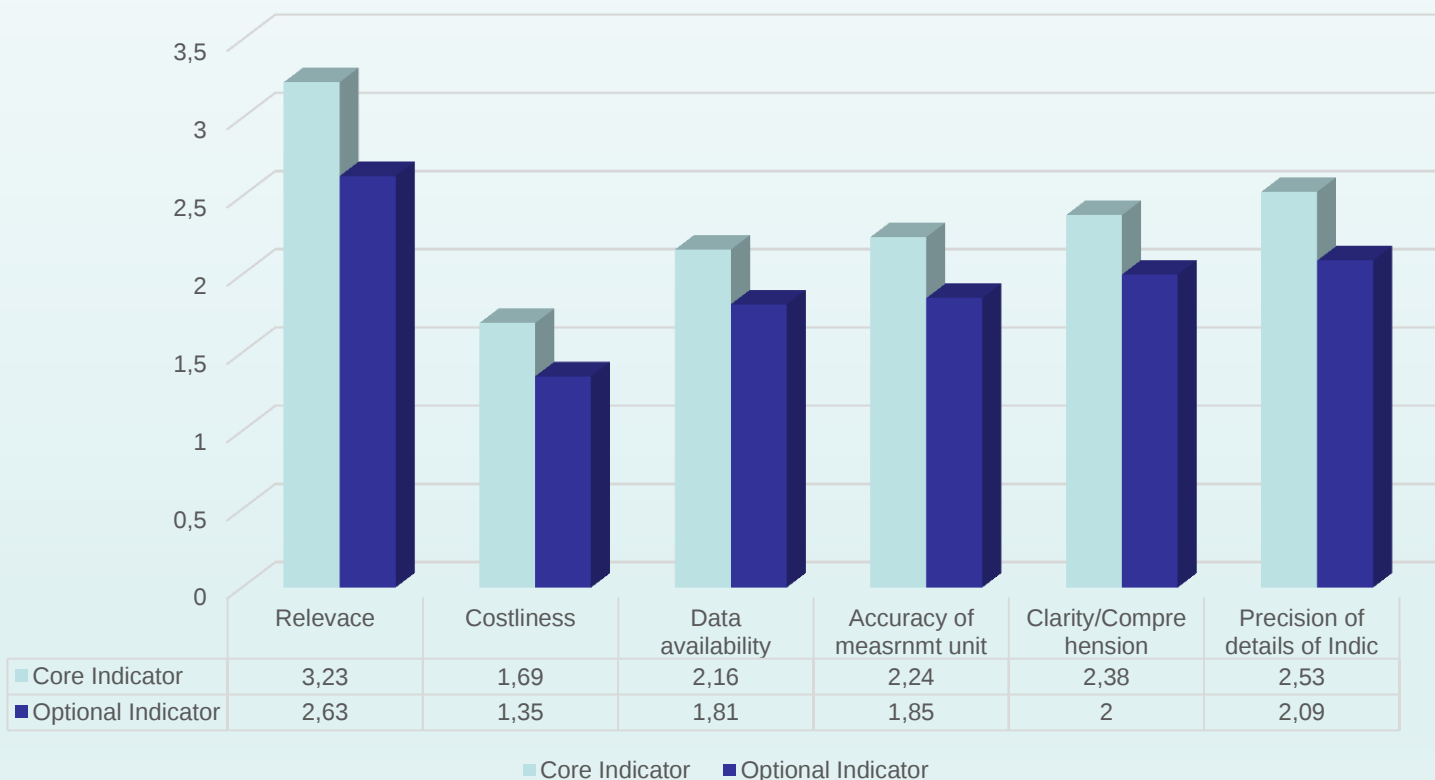


## MAGNITUDE OF PROBLEMS WHEN MONITORING INDICATORS C: SOCIAL & CULTURAL IMPACT (1 – the worst; 5 – the best)

| C: SOCIAL & CULTURAL IMPACT                                                               | Relevance | Costs | Data availability | Accuracy | Clarity/comprehension | Precision |
|-------------------------------------------------------------------------------------------|-----------|-------|-------------------|----------|-----------------------|-----------|
| C 1.1. (core): Number of tourists/visitors per 100 residents                              | 3,17      | 1,57  | 2,87              | 2,96     | 3,09                  | 3,13      |
| C 1.1.1. (opt): Share of residents who are satisfied with the number of tourists/visitors | 3,09      | 1,65  | 2,00              | 2,57     | 2,35                  | 2,52      |
| C 1.1.2. (opt): Number of beds available in hotels and other accommodation                | 2,57      | 1,30  | 2,48              | 2,52     | 2,26                  | 2,39      |
| C 1.1.3. (opt): Number of second/rental homes                                             | 2,35      | 1,17  | 1,65              | 2,04     | 1,61                  | 1,96      |
| C 2.1. (core): Share of men/women employed in tourism                                     | 3,30      | 1,35  | 2,30              | 2,70     | 2,91                  | 3,00      |
| C 2.1.1. (opt): Share of tourism enterprises with employees                               | 2,43      | 1,17  | 1,87              | 2,57     | 2,48                  | 2,57      |
| C 2.1.2. (opt): Average wage/woman vs average wage/man                                    | 1,96      | 1,30  | 1,35              | 1,61     | 1,57                  | 1,78      |
| C 3.1. (core): Share of commercial rooms occupied by tourists                             | 3,74      | 1,65  | 2,65              | 2,91     | 3,09                  | 3,13      |
| C 3.1.1. (opt): Share of destination public spaces used by tourists                       | 2,83      | 1,39  | 1,74              | 1,65     | 2,00                  | 2,09      |
| C 3.2. (core): Share of tourist attractions and services                                  | 3,65      | 1,65  | 2,26              | 2,17     | 2,83                  | 2,78      |
| C 3.2.1. (opt): Share of visitors satisfied with the quality of services                  | 2,91      | 1,65  | 1,70              | 1,78     | 2,17                  | 2,13      |
| C 4.1. (core): Share of destination covered by cultural heritage                          | 3,39      | 1,57  | 2,48              | 2,48     | 2,65                  | 2,74      |
| C 4.1.1. (opt): % of residents - positive/negative opinion on the cultural heritage       | 3,04      | 2,04  | 1,78              | 1,91     | 2,13                  | 2,30      |
| C 4.1.2. (opt): Share of destination big events focused on cultural heritage              | 2,87      | 1,35  | 2,52              | 2,30     | 2,30                  | 2,52      |

## MAGNITUDE OF PROBLEMS WHEN MONITORING INDICATORS D: ENVIRONMENTAL IMPACT ( 1 – min; 5 – max)

Average note for core & optional indicators



MAGNITUDE OF PROBLEMS WHEN MONITORING INDICATORS D: ENVIRONMENTAL IMPACT (1 – the worst; 5 – the best)

| D: ENVIRONMENTAL IMPACT                       | Relevance | Costs | Data availability | Accuracy | Clarity/comprehension | Precision |
|-----------------------------------------------|-----------|-------|-------------------|----------|-----------------------|-----------|
| D1.1. (core): Share of tourist&same day vi    | 3,04      | 2,26  | 1,78              | 2,13     | 2,17                  | 2,35      |
| D1.1.1. (opt):Share of visitors using sof loc | 2,57      | 1,61  | 1,35              | 1,57     | 1,91                  | 1,87      |
| D 1. 2. (core): Average distance by tourist   | 2,91      | 1,96  | 2,00              | 2,22     | 2,39                  | 2,57      |
| D 1.2.1. (opt): Average distance of same d    | 2,30      | 1,61  | 1,39              | 1,57     | 1,87                  | 1,96      |
| D 2.1. (core): Share of tourism enterprises   | 3,17      | 1,91  | 1,78              | 2,13     | 2,09                  | 2,26      |
| D 2.1.1. (opt): Share of destination include  | 2,87      | 1,61  | 2,00              | 2,00     | 2,04                  | 2,17      |
| D 2.1.2. (opt): Share of tourism accommod     | 2,65      | 1,39  | 2,17              | 1,61     | 1,83                  | 2,00      |
| D 3.1. (core): Waste volume produced by c     | 3,48      | 1,61  | 3,00              | 2,61     | 2,74                  | 2,83      |
| D 3.1.1. (opt): Share of tourism enterprise   | 3,04      | 1,39  | 2,39              | 2,13     | 2,39                  | 2,35      |
| D 3. 2. (core): Volume of waste recycled      | 3,48      | 1,48  | 2,39              | 2,43     | 2,52                  | 2,70      |
| D 4.1. (core): Share of sewage from destin    | 3,26      | 1,61  | 2,13              | 2,17     | 2,35                  | 2,48      |
| D 4.1.1. (opt): Share of commercial accom     | 2,52      | 1,26  | 1,61              | 1,65     | 1,78                  | 1,96      |
| D 5.1. (core): Fresh water consumption/to     | 3,30      | 1,91  | 1,74              | 2,09     | 2,39                  | 2,57      |
| D 5.1.1. (opt): Share of tourism enterpr - l  | 2,74      | 1,57  | 1,87              | 2,35     | 2,39                  | 2,48      |
| D 5.1.2. (opt):Share of tourism enterprises   | 2,48      | 1,30  | 1,65              | 1,87     | 1,91                  | 1,96      |
| D 5.1.3. (opt): Share of water use derived    | 2,17      | 1,04  | 1,35              | 1,57     | 1,57                  | 1,74      |
| D 6.1. (core): Energy consumption/tourist     | 2,96      | 1,91  | 1,35              | 1,87     | 2,22                  | 2,30      |
| D 6.1.1. (opt): Share of tourism enterprise   | 2,96      | 1,48  | 1,87              | 2,26     | 2,52                  | 2,43      |
| D 6.1.2. (opt): Share of energy consumed f    | 3,00      | 1,70  | 1,70              | 1,61     | 1,83                  | 2,04      |
| D 7.1. (core): Share of destination area de   | 3,43      | 1,30  | 3,22              | 2,78     | 2,70                  | 2,91      |
| D 7.1.1. (opt): Share of tourism enterprise   | 2,78      | 1,30  | 1,96              | 1,91     | 2,09                  | 2,17      |
| D 7.1.2. (opt): Share of destination cover    | 3,00      | 1,17  | 2,48              | 2,22     | 2,30                  | 2,35      |
| D 8.1. (core): Destination has active policy  | 3,39      | 1,22  | 2,48              | 2,35     | 2,57                  | 2,65      |
| D 8.1.1. (opt): Share of destin&residents c   | 2,52      | 1,09  | 1,91              | 1,91     | 2,13                  | 2,13      |
| D 9.1. (core): Level of contamination/100 r   | 3,04      | 1,39  | 1,91              | 1,87     | 2,00                  | 2,22      |
| D 9.1.1. (opt): Number of days beach/shor     | 1,87      | 0,74  | 1,43              | 1,52     | 1,48                  | 1,74      |

#### CORE INDICATORS PROPOSED TO BE REMOVED:

- **Group A: Destination management**
  - A.2.1 Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures
- **Group B: Economic Value**
  - B.2.2 Occupancy rate in commercial accommodation per month and average for the year
  - B.4.1 Percentage of tourism enterprises inspected for fire safety in the last year
- **Group C: Social & Cultural Impact**
  - None
- **Group D: Environmental Impact**
  - D.4.1 Percentage of sewage from the destination treated to at least secondary level prior to discharge
  - D.6.1 Energy consumption per tourist night compared to general population energy consumption
  - D.9.1 Level of contamination per 100 ml (faecal coliforms, campylobacter)

There are several more optional indicators proposed to be removed

All removals, comments and suggestion are proposed by destinations: Sermoneta, Abano Terme, Alentejo, Burren Geopark and Dervena and Svencele Village

#### INDICATORS PROPOSED TO BE CHANGED:

- **Group A: Destination management**

- A.3.1 - % of visitors satisfied with overall experience - This indicator can be turned into optional one. Core indicator expressed as „% of visitors that are aware and satisfied with the sustainable tourism development efforts in the destination“

- **Group B: Economic Value**

- B.4.1. - % of tourism enterprises inspected for fire safety - this indicator can be turned into an optional one; a more general indicator can be added as the core indicator such as “percentage of tourism enterprises taking physical measures for health and safety issues”
- B.4.1.1 - % of tourists with registered complaint with the police - to become core
- B.5.- Tourism supply chain indicator 5.1. change to optional one and B.5.1.2 to core indicator (maybe both can be merged)

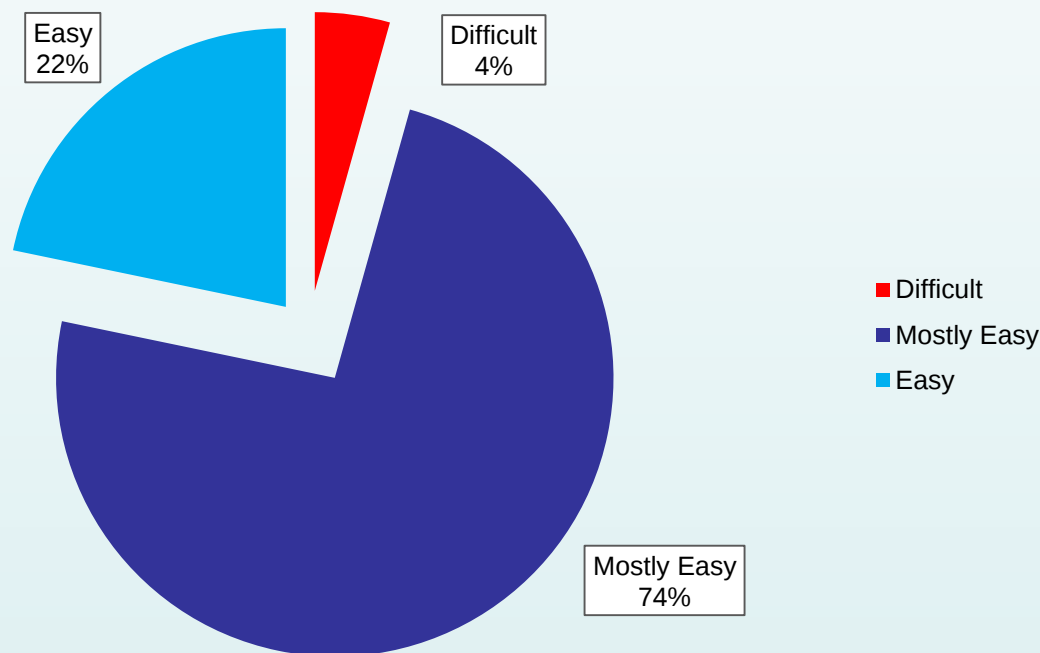
- **Group C: Social & Cultural Impact**

- C.1.1.1 indicators (resident satisfaction) would be a more appropriate universal - core indicator than C. 1.1. - number of tourists/visitors per 100 residents, which should become optional indicator,

- **Group D: Environmental Impact**

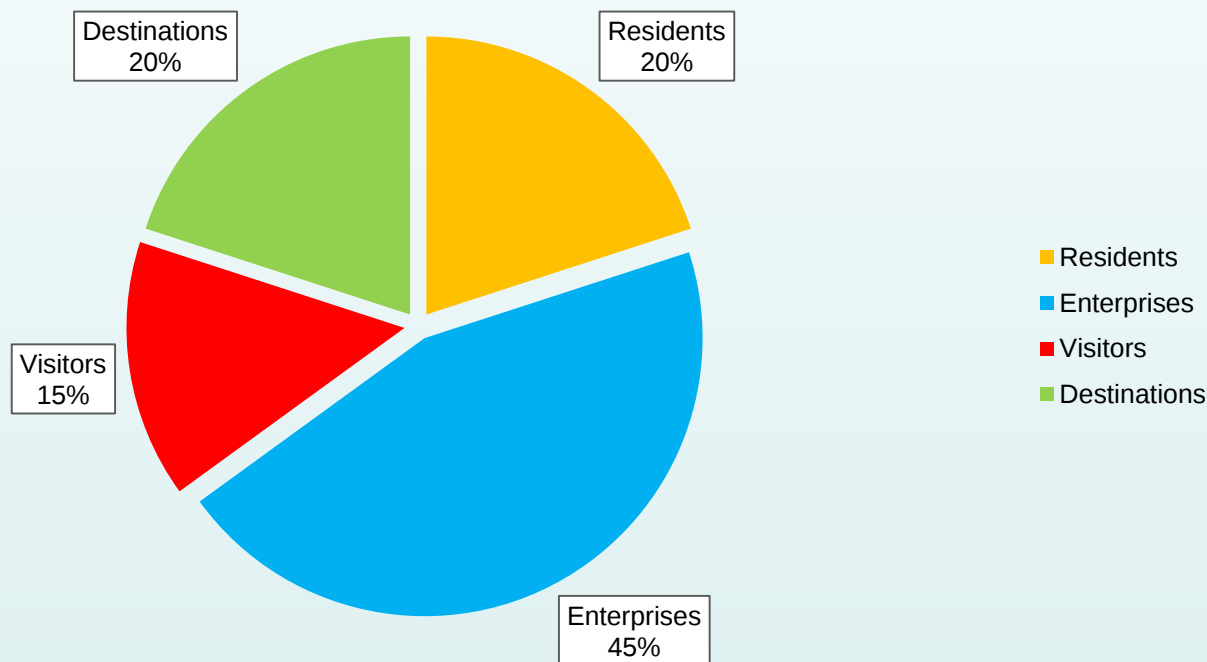
- D.6. - Energy use indicator D.6.1. change to optional one and D.6.2 to core indicator

### HOW EASY IT WAS TO FILL DATA SHEET?



ONLY 1 DESTINATION FOUND IT DIFFICULT AND 5 EASY OUT OF 24 DESTINATIONS. 19 DESTINATIONS STATED THAT ON-LINE ICT TOOL WOULD BE USEFUL TO RECORD DATA.

### HOW SURVEYS ARE EASY TO USE AND USEFUL?



THE MOST PROBLEMS ARE WITH ENTERPRISE SURVEYS, FOLLOWED BY RESIDENTS AND DESTINATIONS. THE LEAST PROBLEMS ARE WITH VISITORS SURVEYS. 16 DESTINATIONS STATED THAT VARIOUS SURVEYS ARE EASY TO USE AND USEFUL.

Thank you for your attention!

Welcome questions, remarks, comments, suggestions!

Data base organization and analysis were done by Janez Sirše assisted by Nina Pečoler. Members of ETIS Pool of Experts contributed their views and observations to analysis, conclusions and recommendations.