European Tourism Indicator System
ETIS
For the Sustainable Management of Destinations
Why "indicators" for sustainable management of tourist destinations? 

The European Commission has developed a European Tourism System of Indicators for Sustainable Management at Destination Level (ETIS), to help European destinations to collect the data they need to understand and tackle the key social, cultural, economic and environmental challenges.

What is ETIS?
• a comprehensive and consistent system, simple to use, flexible and especially suitable for tourism destinations.
• designed to be a locally owned and led process for monitoring, managing and enhancing the sustainability of a tourism destination.
• A process that any destination can use without any specific training.
• A dedicated toolkit, to help destinations engage in monitoring independently
ETIS Background

Launched at a public conference in Brussels on 22 February 2013 following a long period of development

Commission Communication COM (2010) 352

'Europe destination n.1 in the world: a new political framework for tourism in Europe'
The European Tourism Indicator System (ETIS) consists of:

- A Toolkit (which includes a step-by-step guide)
- A set of 27 core indicators
- An additional set of 40 optional indicators
- A destination Dataset to record and store indicator data
- Additional documents such as: Destination Profile Form, Suggested Stakeholders & SWG Invitation, Sample Surveys, Detailed Indicator Reference Sheets, Destination Dataset, Glossary
What are core indicators?

- Core indicators are those that are common to most global systems, and achievable for most destinations
- Core indicators are the place to start

- % certified businesses
- Tourist nights per month
- % accessible rooms
- Waste produced per night
What are optional indicators?

- Remaining indicators are identified as “optional”
- For destinations who are monitoring the core set already and want to do more
- For destinations with more advanced sustainability systems

- % businesses with sustainability reports
- Tourist nights in high and low season
- Accessible transport
- % businesses separating waste
How are the indicators organized?

Four categories
- Destination management
- Social and cultural impact
- Economic value
- Environmental impact
Destination management indicators

- Have a plan or strategy
- Have a certification system in place for tourism operators
- Conduct regular visitor surveys
- Communicate their sustainability efforts to visitors

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<th>Section A: Destination Management</th>
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<td>Criteria</td>
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<td>A.1 Sustainable Tourism Public Policy</td>
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<td>A.1.1.1</td>
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<td>A.1.1.2</td>
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<td>A.2 Sustainable Tourism Management in Tourism Enterprises</td>
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<td>A.3 Customer Satisfaction</td>
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Using the indicators

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<tr>
<th>Core Indicator: A.2.1</th>
<th>Percentage of tourism enterprises/establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures</th>
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<tr>
<td><strong>Reason for measuring</strong></td>
<td>Certification is an indication of industry interest and implementation of sustainable business practices. This indicator looks at the percentage of tourism enterprises that have had an independent verification of their sustainability practices and allows Destination managers and policy makers to create incentives for participation.</td>
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<td><strong>Data requirements</strong></td>
<td>List of certified businesses, list of all registered tourism businesses</td>
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<td><strong>Units of measurement</strong></td>
<td>%</td>
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<td><strong>Terms in glossary</strong></td>
<td>Certification/labelling, Environmental/quality/sustainability</td>
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<td><strong>Data collection instructions</strong></td>
<td>Enterprise Survey</td>
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<td><strong>Method of calculation</strong></td>
<td>Total number of tourism enterprises certified ( \div ) total number of tourism enterprises ( \times ) 100 = % of tourism enterprises certified</td>
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<td><strong>Frequency of data collection</strong></td>
<td>Annual</td>
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<td><strong>Reporting format</strong></td>
<td>Pie chart</td>
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<td><strong>International benchmarks</strong></td>
<td>By 2007, total certified tourism products in Europe were estimated to be between 6000 and 10,000; and globally there were just less than 15,000 certified businesses and products.</td>
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<td><strong>Key stakeholders/users</strong></td>
<td>Destination Managers</td>
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<td><strong>Suggested actions</strong></td>
<td>Actions to encourage increased certification by tourism enterprises</td>
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ETIS implementation

- **First ETIS pilot testing phase** (15th July 2013 - April 2014) **104 destinations** have applied from: Belgium, Bulgaria, Estonia, Finland, Italy, Latvia, Ireland, Romania, Slovakia, Slovenia, Spain, Greece, Scotland, Netherland, Lithuania, Croatia, Sweden, UK, Portugal, Turkey

  **26 destinations** have completed the test. Results were presented at the workshop in Bruxelles on 4th July 2014.

- **Second ETIS pilot testing phase** (May 2014 - end December 2014) **110 destinations** have applied, coming from (also non EU countries): Albania, Montenegro, Macedonia, Norway, Croatia, Italy, Spain, Greece, Slovenia and Hungary, France, Germany, UK, Ireland, Romania, Lithuania, Sweden, Austria, Malta, Portugal and Bulgaria.
BENEFITS
Working together

Let's wait until Chris gets back.

We need to get moving.

Let's consider all the options.

I can see lots of problems.

Let's think this out carefully.

Let's get this done right.

How can I help?

We need to look successful.

We need to be more creative.
Demonstrates the value of tourism to the local economy and the community

- Raising the profile
- Creating awareness
- Developing an understanding
Other Benefits

- Provides a sound basis for securing or maintaining funding
- Helps to identify problems and determine priorities
Relevance to England

- Destination Intelligence – British Destinations
- VisitEngland
The Ultimate Goal

• Measure and monitor sustainable management and performances at the destination level

• A European wide comparable system

• A more intelligent approach to tourism planning
Where to Find the Toolkit?

In all EU official languages

Contact details

Unit E1. Tourism policy unit/ETIS team
ENTR-ETIS@ec.europa.eu

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

British Destinations
www.britishdestinations.co.uk

Thank you for your attention!