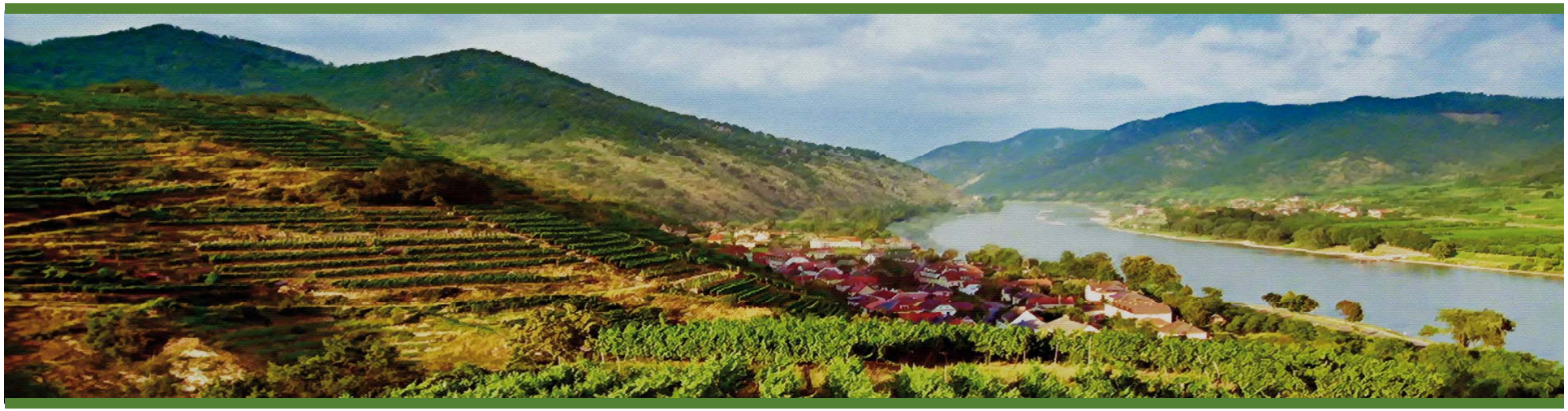
Measuring Sustainability:

European Tourism Indicator System for Destinations (ETIS)
A Comparison between Croatia - Baranja and Austria - Wachau Landscapes



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HERU

Touristscape

Past, present and future

PERIOD	BOOSTERISM	ECONOMIC	SPATIAL	COMMUNITY	SUSTAINABLE
1850	Established with the advent of industrialized mass tourism				
1890		Established with respect to discussions of development alternatives of natural area destinations	Antecedents emerge with respect to the conservation of natural areas although secondary to economic approaches		
1930		State's role in managing the economy becomes extremely important	Land-use zoning becomes established in urb. and reg. planning	Idea of planner as expert well established in urb. and reg. planning	
1960		Economic analysis of development decisions becomes more commonplace	Emergence of modern conservation movement with environmental agencies	Idea of planner as expert comes to be challenged	UN Habitat and Man and Biosphere programs begin to be developed
1980	Neoconservative political approaches with respect to role of the state give a stronger role in destination growth coalitions	Economic analyisis remains dominant in public planning and decision making	Spatial approaches are weakened as public private approaches become a popular planning strategy	Increased application of community approaches to tourism through public participation exercises	Sustainablee development key concept in World Conservation Strategy and the Brundtland report
2000	Continued role of growth coalitions reinforced by rise of concept of place wars and destination competition	Economic analyisis remains dominant.	Spatial planning tools remain important, especially as a result of new geographic information technologies; spatial planning approached at multiple scales	Participation standard in much destination planning although extent to which it affects planning outcomes problematic	Sustainable tourism a significant planning concept although application is contested; increased concern over global environmental change

Boosterism

(1850 -)

Non-planning

Tourism is good

Attract as many tourist as possible

Landscape as an aesthetic scenery

Economic tradition

(1890 -)

Economic growth and development

Tourist industry

Increase of economic profit

Landscape as a playground

Spatial planning
(1890 -)

Based on consideration of the renewability of natural resources
Spatial interaction, organization, planning and development
Environmental issues are given precedence over economic issues
Ensure optimum use of space

Landscape as a biological area

Community approach
(1930 -)

Tourism is not benign

Negative socio-cultural, economic and environmental impacts

All stakeholders involved in tourism planning

By meeting the needs of the local community also meets the needs of tourists

Sustainability

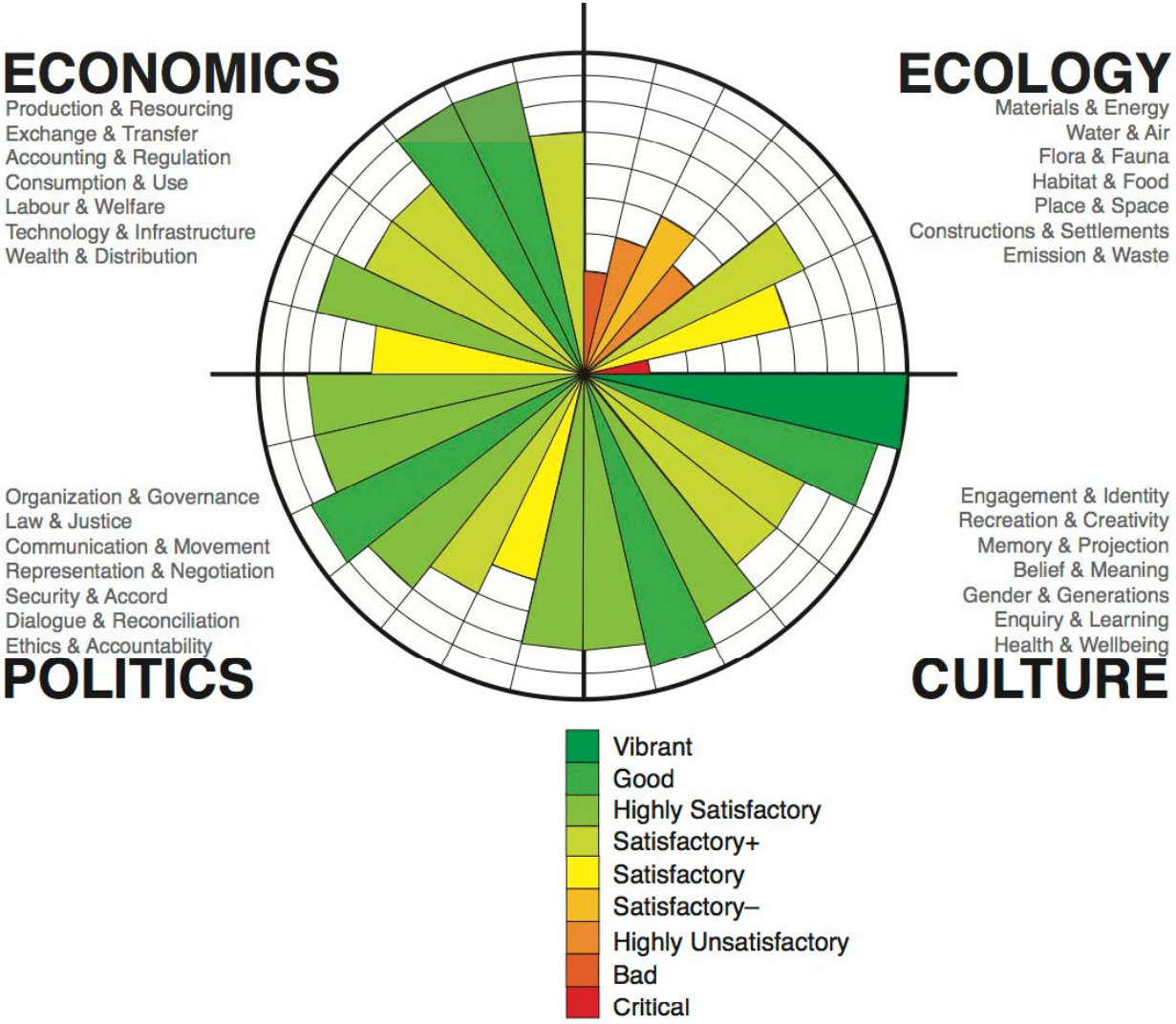
(1960 -)

Bruntland commission 1987

Idea of technological and social constraints that allow the ability of the environment to meet current and future needs

To provide a permanent and secure existence which reduces the depletion of resources, environmental degradation, cultural disruption and social instability

Ensure optimum use of lifescape



CIRCLES OF SUSTAINABILITY

UN Global Compact Cities Programme, citiesprogramme.org website, CC BY-SA

European Tourism Indicator System for Destinations

(ETIS)

Sustainability of tourism at
international and European level

A guide through the tourism label jungle

What is European Tourism Indicator System - ETIS?

Developed at Uni of Surrey in 2010
Launched from European Commission in 2013
Revised in 2015-2016

To help destinations **to monitor and measure** their sustainable tourism performance
A common **comparable** approach
A **voluntary** management tool
Based on **self-assessment, observations, data collection and analysis** by the destinations themselves

does not set minimum values to be achieved
does not provide any certification

UNIVERSITY OF SURREY

European Commission

Why to apply ETIS?

Simple to use

Destination led

A system that involves, engages and empowers all stakeholders

Flexible

Suitable for any type of destination

Creates vision and guidelines for sustainable tourism development

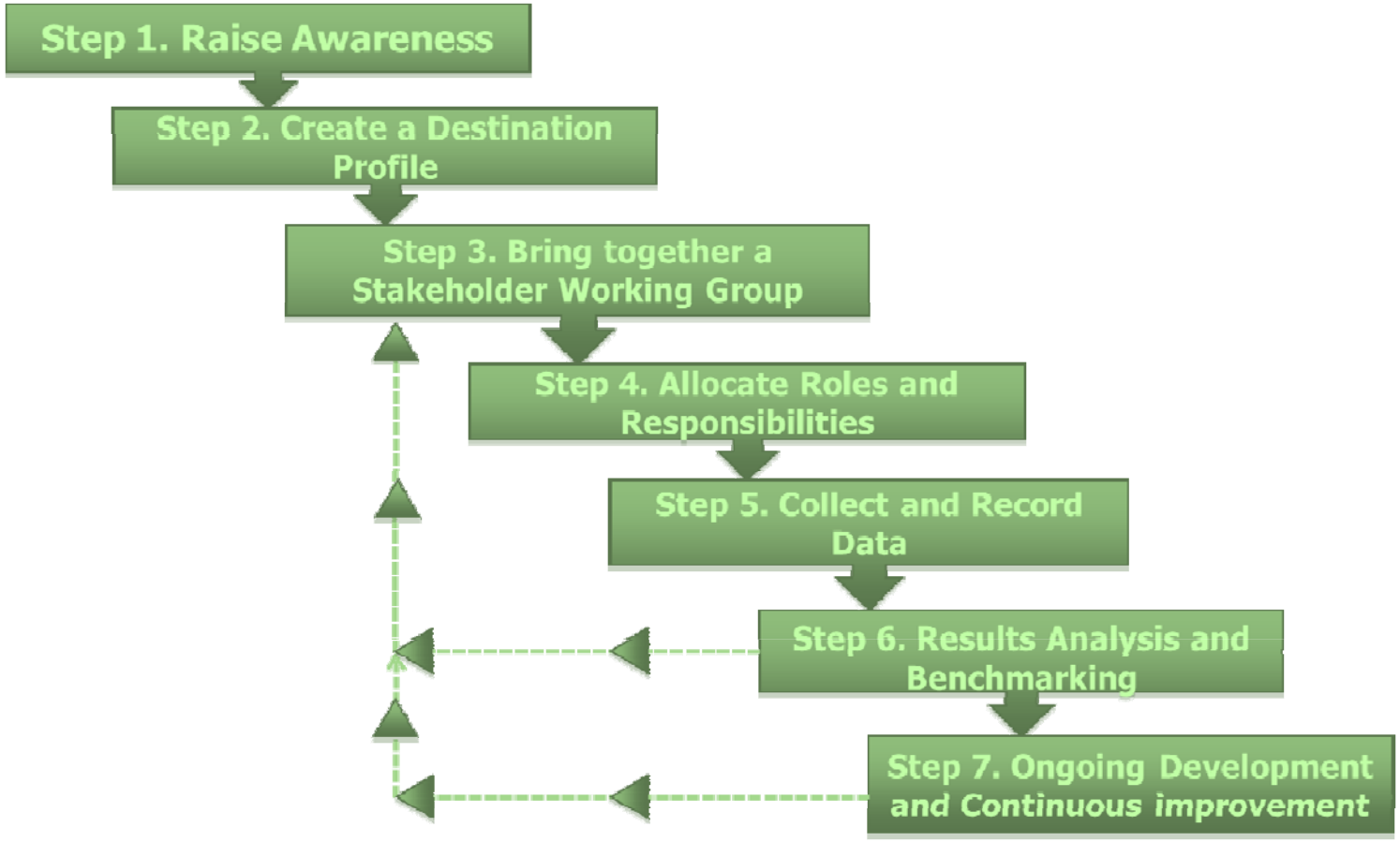
Creates a framework for benchmarking, communications and good practice

Provides data to support and develop destination goals

Enhances branding, marketing and communications

Develops opportunities for funding

How to apply ETIS?



Practical application of ETIS?

The core indicators

43 core indicators

A – Destination management

B – Economic value

C – Social and cultural impacts

D – Environmental impacts

Supplementary indicators (destination specific) generally missing

A/ Stakeholders Working Group SWG

B/ Conduct regular surveys

Visitor

Resident

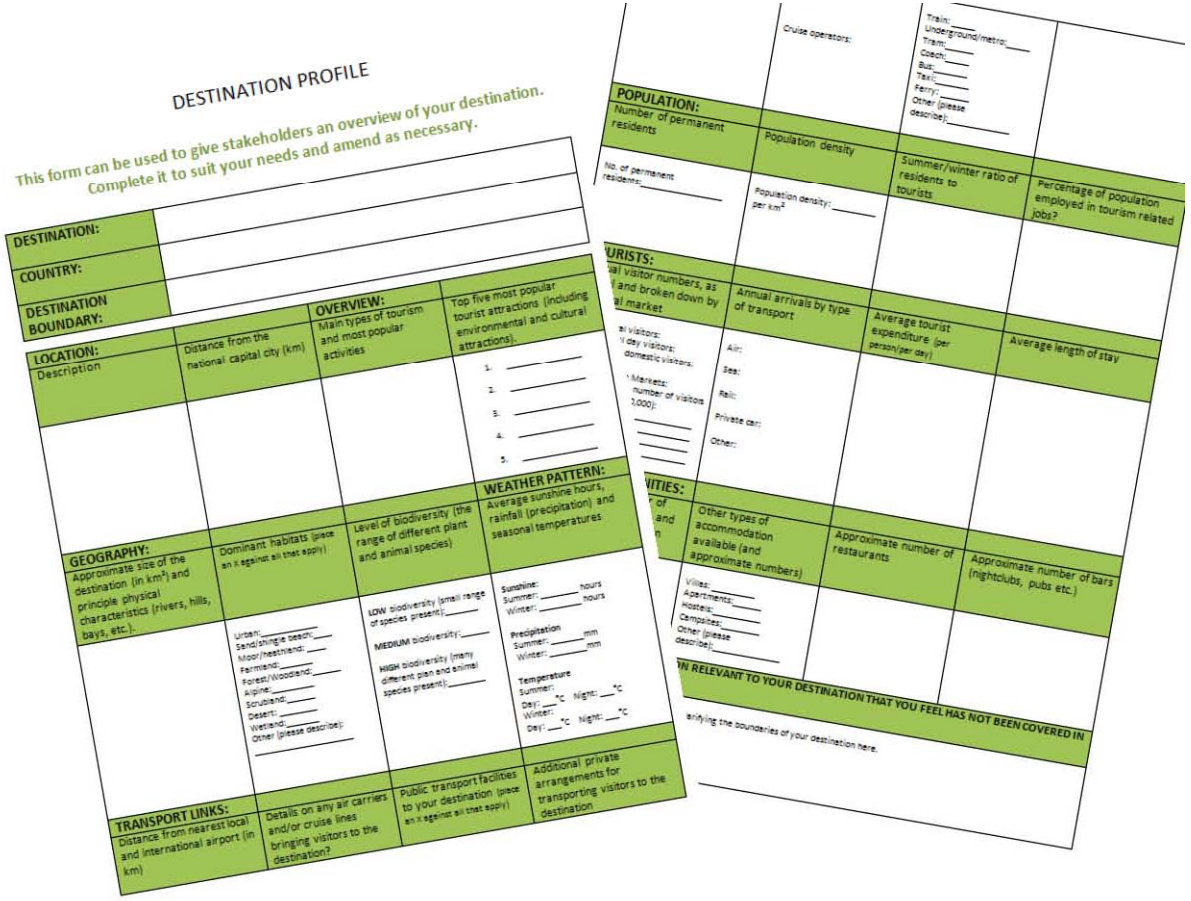
Enterprise

Destination Management

Where to find the Toolkit?

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

What are the components of the Toolkit?



DESTINATION PROFILE

This form can be used to give stakeholders an overview of your destination. Complete it to suit your needs and amend as necessary.

DESTINATION:	
COUNTRY:	
DESTINATION BOUNDARY:	

LOCATION: Description	Distance from the national capital city (km)	OVERVIEW: Main types of tourism and most popular activities	Top five most popular tourist attractions (including environmental and cultural attractions).
			1. 2. 3. 4. 5.

GEOGRAPHY: Approximate size of the destination (in km²) and principle physical characteristics (rivers, hills, bays, etc.).	Dominant habitats (place an X against all that apply)	Level of biodiversity (the range of different plant and animal species)	WEATHER PATTERN: Average sunshine hours, rainfall (precipitation) and seasonal temperatures
	Urban:_____ Sand/shingle beach:_____ Moor/heathland:_____ Farmland:_____ Forest/Woodland:_____ Alpine:_____ Scrubland:_____ Desert:_____ Wetland:_____ Other (please describe):_____	LOW biodiversity (small range of species present):_____ MEDIUM biodiversity:_____ HIGH biodiversity (many different plan and animal species present):_____	Sunshine: Summer:_____ hours Winter:_____ hours Precipitation Summer:_____ mm Winter:_____ mm Temperature Summer: Day:__°C Night:__°C Winter: Day:__°C Night:__°C

TRANSPORT LINKS: Distance from nearest local and international airport (in km)	Details on any air carriers and/or cruise lines bringing visitors to the destination?	Public transport facilities to your destination (place an X against all that apply)	Additional private arrangements for transporting visitors to the destination

Cruise operators:

Train:_____ Underground/metro:_____ Tram:_____ Coach:_____ Bus:_____ Taxi:_____ Ferry:_____ Other (please describe):_____

POPULATION: Number of permanent residents	Population density	Summer/winter ratio of residents to tourists	Percentage of population employed in tourism related jobs?
No. of permanent residents:_____	Population density: per km²_____		

URISTS: al visitor numbers, as and broken down by al market	Annual arrivals by type of transport	Average tourist expenditure (per person/per day)	Average length of stay
al visitors: y day visitors: domestic visitors: Markets: number of visitors 3,000):	Air: Sea: Rail: Private car: Other:		

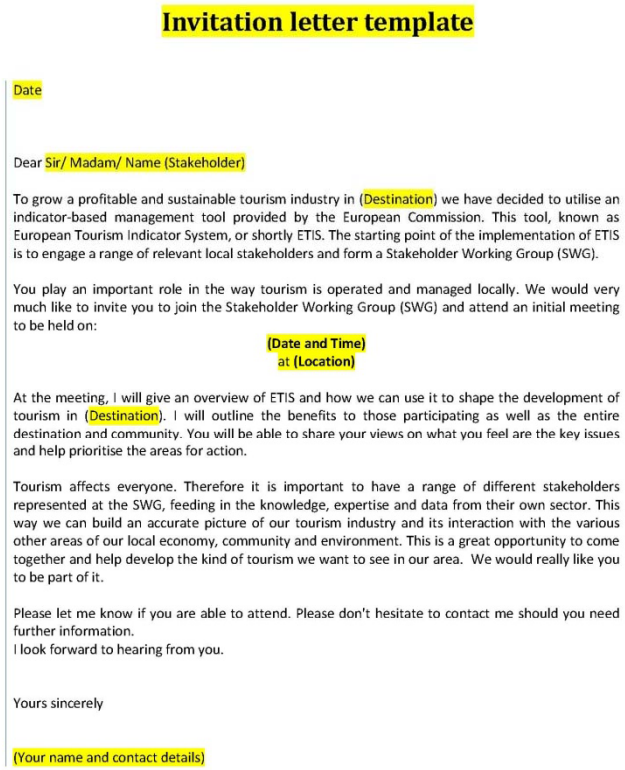
ITIES: of and n	Other types of accommodation available (and approximate numbers)	Approximate number of restaurants	Approximate number of bars (nightclubs, pubs etc.)
	Villas:_____ Apartments:_____ Hostels:_____ Campsites:_____ Other (please describe):_____		

N RELEVANT TO YOUR DESTINATION THAT YOU FEEL HAS NOT BEEN COVERED IN

anifying the boundaries of your destination here.

Destination Profile Form

What are the components of the Toolkit?



Invitation letter template

Date

Dear Sir/ Madam/ Name (Stakeholder)

To grow a profitable and sustainable tourism industry in (Destination) we have decided to utilise an indicator-based management tool provided by the European Commission. This tool, known as European Tourism Indicator System, or shortly ETIS. The starting point of the implementation of ETIS is to engage a range of relevant local stakeholders and form a Stakeholder Working Group (SWG).

You play an important role in the way tourism is operated and managed locally. We would very much like to invite you to join the Stakeholder Working Group (SWG) and attend an initial meeting to be held on:

(Date and Time)
at **(Location)**

At the meeting, I will give an overview of ETIS and how we can use it to shape the development of tourism in (Destination). I will outline the benefits to those participating as well as the entire destination and community. You will be able to share your views on what you feel are the key issues and help prioritise the areas for action.

Tourism affects everyone. Therefore it is important to have a range of different stakeholders represented at the SWG, feeding in the knowledge, expertise and data from their own sector. This way we can build an accurate picture of our tourism industry and its interaction with the various other areas of our local economy, community and environment. This is a great opportunity to come together and help develop the kind of tourism we want to see in our area. We would really like you to be part of it.

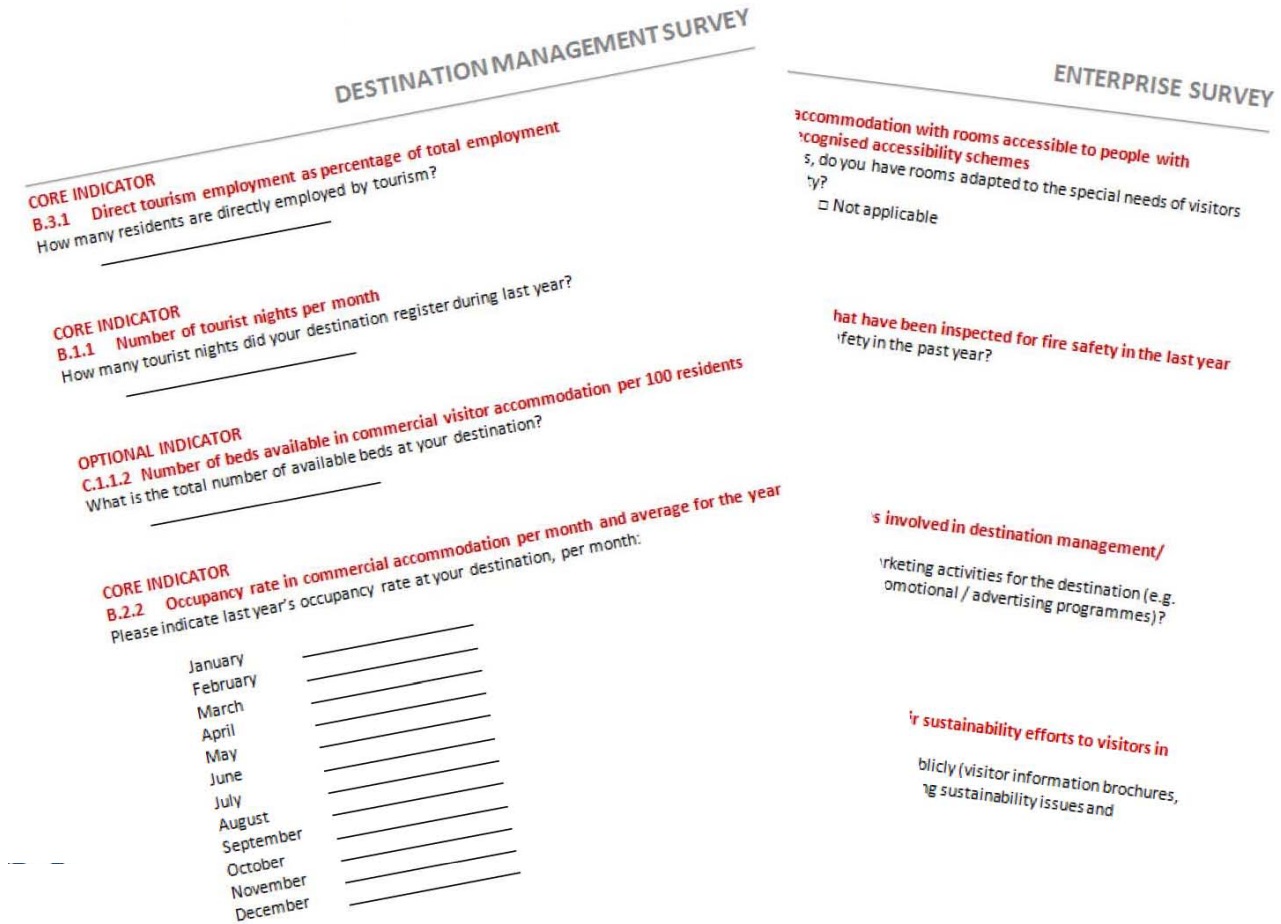
Please let me know if you are able to attend. Please don't hesitate to contact me should you need further information.
I look forward to hearing from you.

Yours sincerely

(Your name and contact details)

Suggested Stakeholders & SWG Invitation

What are the components of the Toolkit?



DESTINATION MANAGEMENT SURVEY

CORE INDICATOR
B.3.1 Direct tourism employment as percentage of total employment
How many residents are directly employed by tourism?

CORE INDICATOR
B.1.1 Number of tourist nights per month
How many tourist nights did your destination register during last year?

OPTIONAL INDICATOR
C.1.1.2 Number of beds available in commercial visitor accommodation per 100 residents
What is the total number of available beds at your destination?

CORE INDICATOR
B.2.2 Occupancy rate in commercial accommodation per month and average for the year
Please indicate last year's occupancy rate at your destination, per month:

January
February
March
April
May
June
July
August
September
October
November
December

ENTERPRISE SURVEY

accommodation with rooms accessible to people with
cognised accessibility schemes
s, do you have rooms adapted to the special needs of visitors
ty?
□ Not applicable

hat have been inspected for fire safety in the last year
fety in the past year?

s involved in destination management/
rketing activities for the destination (e.g.
omotional / advertising programmes)?

ir sustainability efforts to visitors in
blicly (visitor information brochures,
g sustainability issues and

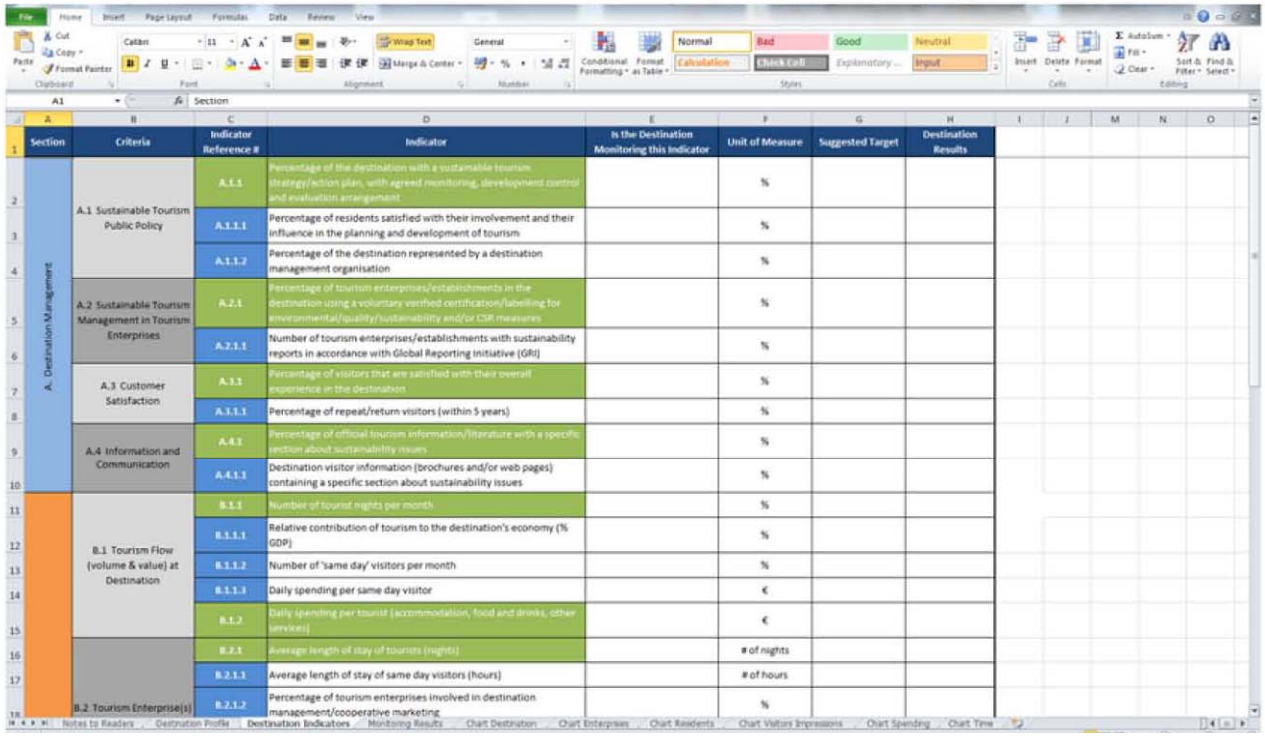
Sample Surveys

What are the components of the Toolkit?

Core Indicator: D.6.1	Energy consumption per tourist night compared to general population energy consumption per person night
Reason for measuring	The energy consumption of the tourism sector is a crucial piece of information for tourism development and planning. Reducing the tourism energy footprint will also save enterprises money.
Data requirements	Energy usage reports, monthly utilities, annual tourist nights, population
Units of measurement	Percentage resident/tourist consumption
Terms in glossary	Energy consumption
Data collection instructions	Enterprise survey Destination energy usage report
Method of calculation	Total energy consumption related to general population (per year or per month) ÷ total number of residents = fresh energy consumption per resident (per year or per month) Total energy consumption related to tourism (per year or per month) ÷ total number of tourist nights (per year of per month) = energy consumption per tourist night Compare
Frequency of data collection	Annual
Reporting format	Bar chart
International benchmarks	World daily energy consumption per capita is estimated at 135MJ (a value that includes energy generation and industry).
Key stakeholders/users	DMO, energy authorities, hotel/tourism associations
Suggested actions	Increased investment in energy-saving programs for the tourism sector
References	http://www.unep.org/greeneconomy/Portals/88/documents/ger/GER_11_Tourism.pdf

Detailed Indicator Reference Sheets

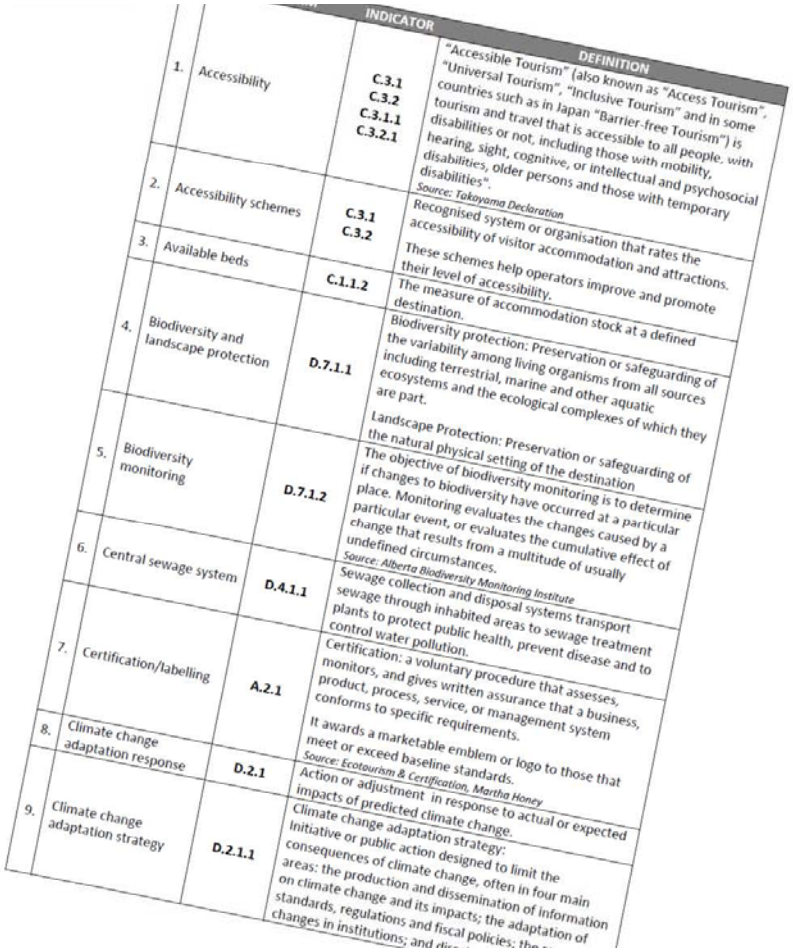
What are the components of the Toolkit?



Section	Criteria	Indicator Reference #	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
A. Destination Management	A.1 Sustainable Tourism Public Policy	A.1.1	Percentage of the destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement		%		
		A.1.1.1	Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism		%		
		A.1.1.2	Percentage of the destination represented by a destination management organisation		%		
	A.2 Sustainable Tourism Management in Tourism Enterprises	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		%		
		A.2.1.1	Number of tourism enterprises/establishments with sustainability reports in accordance with Global Reporting Initiative (GRI)		%		
	A.3 Customer Satisfaction	A.3.1	Percentage of visitors that are satisfied with their overall experience in the destination		%		
		A.3.1.1	Percentage of repeat/return visitors (within 5 years)		%		
	A.4 Information and Communication	A.4.1	Percentage of official tourism information/literature with a specific section about sustainability issues		%		
		A.4.1.1	Destination visitor information (brochures and/or web pages) containing a specific section about sustainability issues		%		
	B.1 Tourism Flow (volume & value) at Destination	B.1.1	Number of tourist nights per month		%		
		B.1.1.1	Relative contribution of tourism to the destination's economy (% GDP)		%		
		B.1.1.2	Number of 'same day' visitors per month		%		
		B.1.1.3	Daily spending per same day visitor		€		
		B.1.2	Daily spending per tourist (accommodation, food and drinks, other services)		€		
	B.2 Tourism Enterprise(s)	B.2.1	Average length of stay of tourists (nights)		# of nights		
		B.2.1.1	Average length of stay of same day visitors (hours)		# of hours		
		B.2.1.2	Percentage of tourism enterprises involved in destination management/cooperative marketing		%		

Destination Dataset

What are the components of the Toolkit?



		INDICATOR	DEFINITION
1.	Accessibility	C.3.1 C.3.2 C.3.1.1 C.3.2.1	"Accessible Tourism" (also known as "Access Tourism", "Universal Tourism", "Inclusive Tourism" and in some countries such as in Japan "Barrier-free Tourism") is tourism and travel that is accessible to all people, with disabilities or not, including those with mobility, hearing, sight, cognitive, or intellectual and psychosocial disabilities, older persons and those with temporary disabilities". *Source: Takayama Declaration*
2.	Accessibility schemes	C.3.1 C.3.2	Recognised system or organisation that rates the accessibility of visitor accommodation and attractions. These schemes help operators improve and promote their level of accessibility.
3.	Available beds	C.1.1.2	The measure of accommodation stock at a defined destination.
4.	Biodiversity and landscape protection	D.7.1.1	Biodiversity protection: Preservation or safeguarding of the variability among living organisms from all sources including terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part. Landscape Protection: Preservation or safeguarding of the natural physical setting of the destination
5.	Biodiversity monitoring	D.7.1.2	The objective of biodiversity monitoring is to determine if changes to biodiversity have occurred at a particular place. Monitoring evaluates the changes caused by a particular event, or evaluates the cumulative effect of change that results from a multitude of usually undefined circumstances. *Source: Alberta Biodiversity Monitoring Institute*
6.	Central sewage system	D.4.1.1	Sewage collection and disposal systems transport sewage through inhabited areas to sewage treatment plants to protect public health, prevent disease and to control water pollution.
7.	Certification/labelling	A.2.1	Certification: a voluntary procedure that assesses, monitors, and gives written assurance that a business, product, process, service, or management system conforms to specific requirements. It awards a marketable emblem or logo to those that meet or exceed baseline standards. *Source: Ecotourism & Certification, Martha Honey*
8.	Climate change adaptation response	D.2.1	Action or adjustment in response to actual or expected impacts of predicted climate change.
9.	Climate change adaptation strategy	D.2.1.1	Climate change adaptation strategy: Initiative or public action designed to limit the consequences of climate change, often in four main areas: the production and dissemination of information on climate change and its impacts; the adaptation of standards, regulations and fiscal policies; the changes in institutions; and

Glossary

Was European Tourism Indicator System ETIS tested?

1st pilot testing phase:
July 2013 - April 2014
104 destinations have applied
Belgium, Bulgaria, Estonia, Finland, Italy, Latvia, Ireland, Romania, Slovakia, Slovenia, Spain, Greece, Scotland, Netherland, Lithuania, Croatia, Sweden, UK, Portugal, Turkey

2nd pilot testing phase:
May 2014 - December 2014
110 destinations have applied
Albania, Montenegro, Macedonia, Norway, Croatia, Italy, Spain, Greece, Slovenia and Hungary, France, Germany, UK, Ireland, Romania, Lithuania, Sweden, Austria, Malta, Portugal, Bulgaria

What does ETIS miss:

1. An additional set of optional indicators – site specific
2. A European wide comparable system
3. Potential synergies between ETIS and other tools
4. The potential of the Virtual Tourism Observatory
5. Motivation for stakeholders to gather data
6. Usage of ICT technology

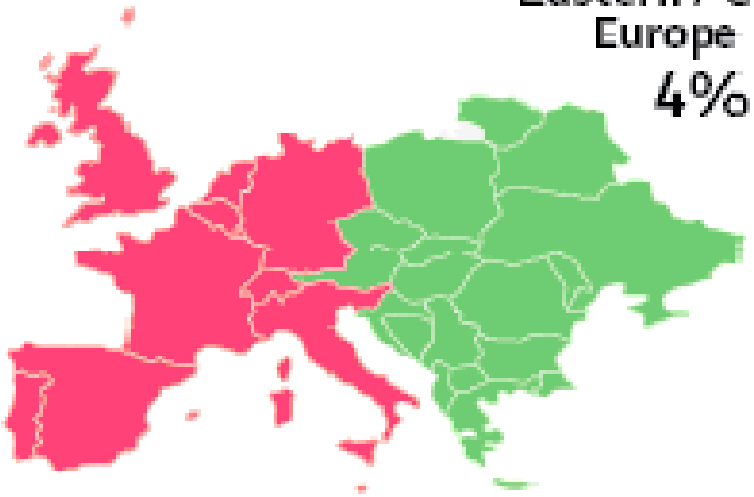
Case study based on ETIS toolkit

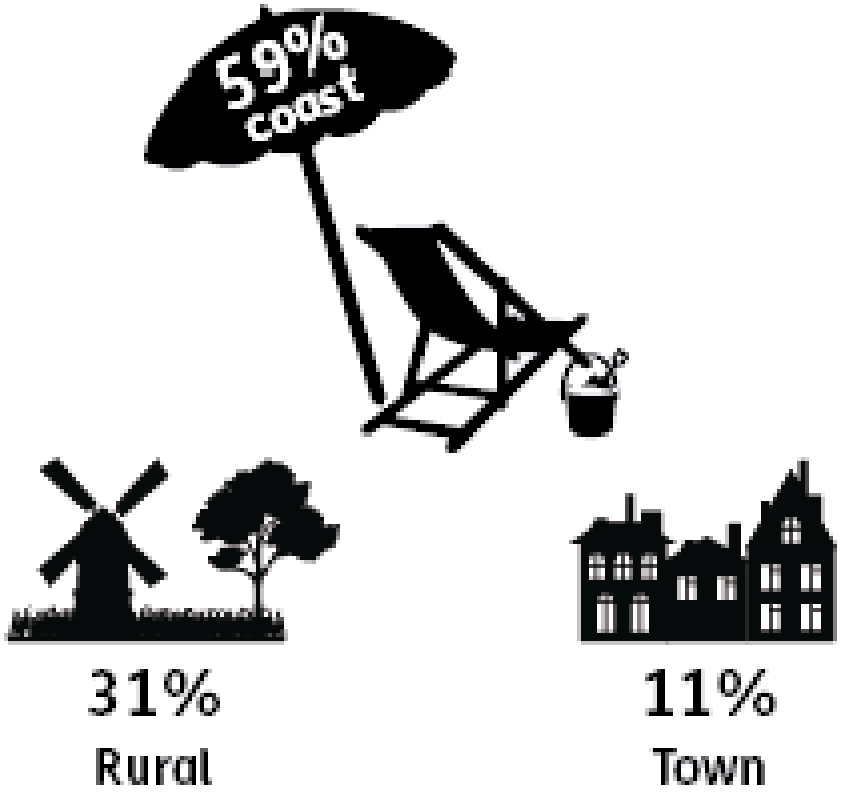
Wachau vs. Baranja cultural landscapes

New Europe making a charge

West Europe / Med down 4%

Eastern / Central Europe up 4%




59% coast
31%
Rural
11%
Town

DESTINATION 1 PROFILE

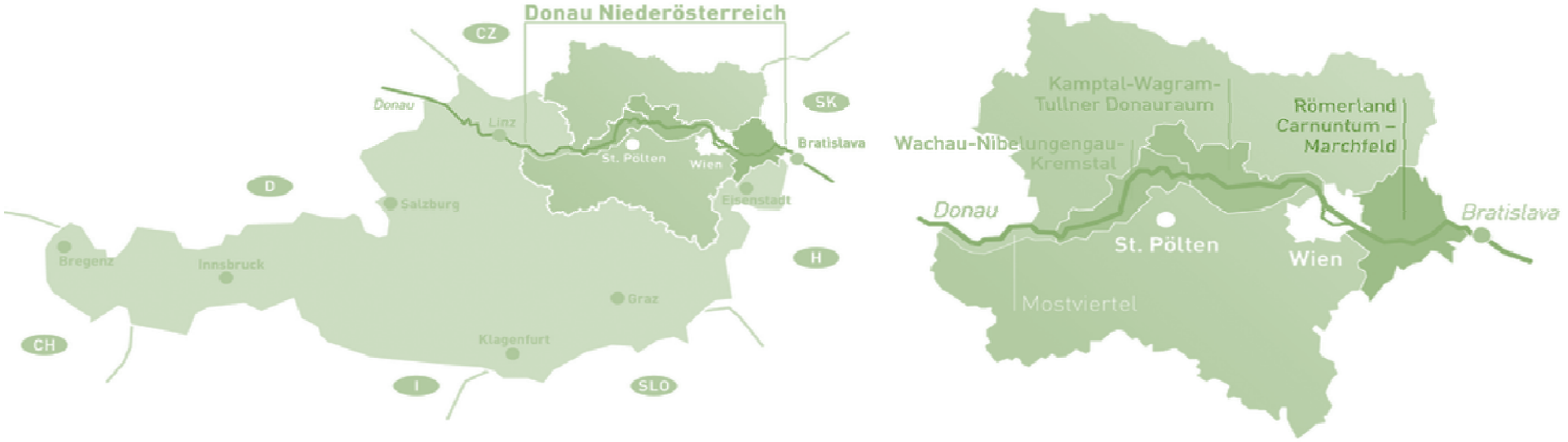
Wachau region

DESTINATION: Wachau, Lower Austria (Towns of Krems and Melk)
COUNTRY: Austria, 15 muncipalities
BOUNDARY: 429,7km2 (212,99km2 within WHS)
CATEGORY: Cultural Landscape (UNESCO WHS), 2000
NATURA 2000
Nature park (Javerling)
Landscape protected area (Lower Austrian Nature Protection Law)
Awarded with the European Diploma for Protected Areas by the Council of Europe until 2019

Wachau valley

DESTINATION 1 PROFILE

Wachau region



Wachau valley

DESTINATION 2 PROFILE

Baranja region

DESTINATION: Baranja (towns between Batina and Aljmas)
COUNTRY: Croatia, 4 muncipalities
BOUNDARY: 834,34km2 (1.516,86 km2 in MAB, 665,88 km2 + buffer 850,98 km2)
CATEGORY: UNESCO MAB, 2012
NATURA 2000
Nature park (Kopacki Rit, 17.770ha)
Landscape protected area (Erdut)

Baranja valley

DESTINATION 2 PROFILE

Baranja region

Baranja valley

COMPARABLE APPROACH similarities/differences

		WACHAU	BARANJA
LOCATION:	Distance from the national capital city	70km	300km
TOURISTIC OVERVIEW:	Main types of tourism and most popular activities	Recreational tourism (hiking, bike tours) Cultural/Heritage tourism Nature tourism Agricultural tourism Wine tourism	Nature tourism Cultural/Heritage tourism Gastro tourism Wine tourism Hunting tourism
	Top five most popular tourist attractions	1. Danube riverine landscape 2. Architecture (abbeys of Melk and of Göttweig) 3. Urban design (towns and villages) 4. Cultivation of vines 5. Cultivation of apricot trees	1. Danube riverine landscape 2. Architecture (manors and castles) 3. Urban design (Ottoman and Habsburg empires) 4. Cultivation of vines 5. Food production
GEOGRAPHY:	Dominant habitats	Urban Moor/heathland Farmland Forest/Woodland Scrubland Wetland	Urban Moor/heathland Farmland Forest/Woodland Scrubland Wetland
	Level of biodiversity	MEDIUM biodiversity	HIGH biodiversity (many different plant and animal species)
WEATHER PATTERN:	Average sunshine hours, rainfall (precipitation) and seasonal temperatures	Sunshine: Summer: app 660, Winter: app 155 Precipitation: Summer: average 9,67mm, Winter: average 6,67mm Temperature: Summer (Normal): 18,67°C Day (Warmest): 24,3°C Night (Coldest): 13,47 °C Winter (Normal): -0,23°C Day (Warmest): 2,93°C Night (ColdestY): -2,43 °C	Sunshine: Summer: app 275hrs, Winter: app 80hrs Precipitation: Summer: average 62,4mm Winter: average 46,3 Temperature: Summer (Normal): 21°C Day (Warmest): 28°C Night (Coldest): 14 °C Winter (Normal): 3,5°C Day (Warmest): 9°C Night (Coldest): -2 °C
POPULATION:	Number of permanent residents	27.142	28.123
	Population density	63,16 per km2	37,92 per km2
	Percentage of population employed in tourism related jobs?	6,5%	6,7%

COMPARABLE APPROACH similarities/differences

		WACHAU	BARANJA
TRANSPORT LINKS:	Distance from nearest local and international airport	76km	30km
	Details on any air carriers and/or cruise lines bringing visitors to the destination?	Cruise operators: DDSG Blue Danube, Brandner Schifffart, Donauschiffahrt Wurm + Koeck	
	Public transport facilities to your destination	Train, Bus, Taxi, Ferry	Train, Bus, Taxi
	Additional private arrangements for transporting visitors to the destination	Car rentals, private buses and coaches	Car rentals, private buses, coaches and boats
TOURISTS STATISTICS:	Annual visitor numbers (arrivals in 2015)	Total annual visitors: 297098 (306694 arrivals whole administrative region) Total annual domestic visitors: 150531 (arrivals) Primary Source Markets (arrivals): 1. Germany 2. Switzerland 3. Czech republic 4. USA 5. Netherland	Total annual visitors: 9.005 (arrivals whole administrative region) Total annual domestic visitors: 5.123 (arrivals) Primary Source Markets (arrivals): 1. Germany 2. Slovenia 3. Austria 4. Italy 5. Chech republic
	Average tourist expenditure	138 euros (including travel and departure) per person and day during their stay	52 euros (including travel and departure) per person and day during their stay
	Average length of stay	2,5 days	1,5 days
TOURISM AMENITIES:	Approximate number of hotels (by star rating), and rooms in the destination	Hotels 4/5*: 22 Rooms: 742 Hotels3*: 42 Rooms: 783 Hotels1/2*: 19 Rooms: 189	Hotels 4/5*: 2 Rooms: 138 Hotels3*: 0 Hotels1/2*: 0
	Other types of accommodation available (and approximate numbers)	Private accomodation: 124 Weekend houses: 61 Hostels: 2 Campsites: 6	Private accomodation: 31 Weekend houses: 13 Hostels: 0 Campsites:0
	Approximate number of restaurants	121	12
	Approximate number of bars	98	12 (wine cellars)

Wachau

Section	Criteria	Indicator Reference #	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
A. Destination management	A.1 Sustainable Tourism Management in Tourism Enterprises	A.1.1	Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental/quality/sustainability and/or Corporate Social Responsability measures	N/A	%	70	
	A.2 Customer Satisfaction	A.2.1	Percentage of tourists and same day visitors that are satisfied with their overall experience in the destination	N/A	%	90	
		A.2.2	Percentage of repeat/return visitors (within 5 years)	N/A	%	40	

Baranja

Section	Criteria	Indicator Reference #	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
A. Destination management	A.1 Sustainable Tourism Management in Tourism Enterprises	A.1.1	Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental/quality/sustainability and/or Corporate Social Responsability measures	N/A	%	60	
	A.2 Customer Satisfaction	A.2.1	Percentage of tourists and same day visitors that are satisfied with their overall experience in the destination	N/A	%	40	
		A.2.2	Percentage of repeat/return visitors (within 5 years)	N/A	%	40	

Wachau

Section	Criteria	Indicator Reference	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
B. Economic Value	B.1 Tourism Flow (volume & value) at the Destination	B.1.1	Number of tourist nights per month	Yes	Number of nights		52804
		B.1.2	Number of **same day visitors** per month	No	Number of persons		
		B.1.3	Relative contribution of tourism to the destination's economy (% GDP)	Yes	%		13,5
		B.1.4	Daily spending per overnight tourist	Yes	Local currency		138
		B.1.5	Daily spending per **same day visitor**	No	Local currency		
	B.2 Tourism Enterprise(s) Performance	B.2.1	Average length of stay of tourists (nights)	Yes	Number of nights		2,5
		B.2.2	Occupancy rate in commercial accommodation establishments per month and average for the year	Yes	%		38,8
	B.3 Quantity and Quality of Employment	B.3.1	Direct tourism employment as percentage of total employment in the destination	Yes	%		6,5
		B.3.2	Percentage of jobs in tourism that are seasonal	Yes	%		26
	B.4 Tourism Supply Chain	B.4.1	Percentage of locally produced food, drink, goods and services sourced by the destinations tourism enterprises	Yes	%		82

Baranja

B. Economic Value	B.1 Tourism Flow (volume & value) at the Destination	B.1.1	Number of tourist nights per month	Yes	Number of nights		1436
		B.1.2	Number of **same day visitors** per month	No	Number of persons		
		B.1.3	Relative contribution of tourism to the destination's economy (% GDP)	Yes	%		18,1
		B.1.4	Daily spending per overnight tourist	Yes	Local currency EUR		263
		B.1.5	Daily spending per **same day visitor**	No	Local currency		
	B.2 Tourism Enterprise(s) Performance	B.2.1	Average length of stay of tourists (nights)	Yes	Number of nights		1,5
		B.2.2	Occupancy rate in commercial accommodation establishments per month and average for the year	Yes	%		21,4
	B.3 Quantity and Quality of Employment	B.3.1	Direct tourism employment as percentage of total employment in the destination	Yes	%		6,7
		B.3.2	Percentage of jobs in tourism that are seasonal	Yes	%		54
	B.4 Tourism Supply Chain	B.4.1	Percentage of locally produced food, drink, goods and services sourced by the destinations tourism enterprises	Yes	%		78

Wachau

Section	Criteria	Indicator Reference	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
C. Social and Cultural Impact	C.1 Community/Social Impact	C.1.1	Number of tourists per 100 residents	Yes	Number of tourists		297098
		C.1.2	Percentage of residents who are **satisfied** with tourism in the destination (per month/season)	No	%	80	
		C.1.3	Number of beds available in commercial accommodation establishment per 100 residents	Yes	Number of beds		6778
		C.1.4	Number of second homes per 100 homes	Yes	Number of second homes		61
	C.2 Health and Safety	C.2.1	Percentage of tourists who register a complaint with the police	Yes	%		0
	C.3 **Gender Equality**	C.3.1	Percentage of men and women employed in the tourism sector	N/A	%	50-50	
		C.3.2	Percentage of tourism enterprises where the general manager position is held by a woman	N/A	%	50	
	C.4 **Inclusion/Accessibility**	C.4.1	Percentage of rooms in commercial accommodation establishments accessible for people with disabilities	N/A	%		
		C.4.2	Percentage of commercial accommodation establishments participating in recognised accessibility information schemes	N/A	%		
		C.4.3	Percentage of public transport that is accessible to people with disabilities and with specific access requirements	Yes	%	-	100
		C.4.4	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognised accessibility information schemes	Yes	%		100
	C.5 Protecting and Enhancing Cultural Heritage, Local Identity and cultural Assets	C.5.1	Percentage of residents that are **satisfied** with the impacts of tourism on destination's identity	N/A	%	80	
		C.5.2	Percentage of the destination's events that are focused on traditional/local culture and heritage	Yes	%		88

Baranja

C. Social and Cultural Impact	C.1 Community/Social Impact	C.1.1	Number of tourists per 100 residents	Yes	Number of tourists		9005
		C.1.2	Percentage of residents who are **satisfied** with tourism in the destination (per month/season)	No	%	40	
		C.1.3	Number of beds available in commercial accommodation establishment per 100 residents	Yes	Number of beds		536
		C.1.4	Number of second homes per 100 homes	Yes	Number of second homes		13
	C.2 Health and Safety	C.2.1	Percentage of tourists who register a complaint with the police	Yes	%		0
	C.3 **Gender Equality**	C.3.1	Percentage of men and women employed in the tourism sector	N/A	%	70-30	
		C.3.2	Percentage of tourism enterprises where the general manager position is held by a woman	N/A	%	50	
	C.4 Inclusion/Accessibility	C.4.1	Percentage of rooms in commercial accommodation establishments accessible for people with disabilities	Yes	%		15
		C.4.2	Percentage of commercial accommodation establishments participating in recognised accessibility information schemes	Yes	%		100
		C.4.3	Percentage of public transport that is accessible to people with disabilities and with specific access requirements	Yes	%		100
		C.4.4	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognised accessibility information schemes	Yes	%		100
	C.5 Protecting and Enhancing Cultural Heritage, Local Identity and cultural Assets	C.5.1	Percentage of residents that are **satisfied** with the impacts of tourism on destination's identity	No	%	40	
		C.5.2	Percentage of the destination's events that are focused on traditional/local culture and heritage	Yes	%		96

Wachau

Section	Criteria	Indicator Reference	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
D. 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	N/A	%		
		D.1.2	Percentage of tourists and same day visitors using local/soft mobility/public transport services to get around the destination	N/A	%	50	
		D.1.3	Average travel (km) by tourists and same day visitors from home to the destination	Yes	km		70
		D.1.4	Average **carbon footprint** of tourists and same day visitors travelling from home to the destination	No	kg		
	D.2 Climate Change	D.2.1	Percentage of tourism enterprises involved in **climate change mitigation schemes**—such as: CO_2 offset, low energy systems, etc.—and "adaptation" responses and actions	N/A	%		
		D.2.2	Percentage of tourism accommodation and attraction infrastructure located in "vulnerable zones"	Yes	%		100
	D.3 Solid Waste Management	D.3.1	**Waste production** per tourist night compared to general population waste production per person (kilos)	N/A	kg		
		D.3.2	Percentage of tourism enterprises separating different types of waste	Yes	%		100
		D.3.3	Percentage of total **waste recycled** per tourist compared to total waste recycled per resident per year	N/A	%		

Baranja

D. 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	N/A	%		
		D.1.2	Percentage of tourists and same day visitors using local/soft mobility/public transport services to get around the destination	N/A	%		
		D.1.3	Average travel (km) by tourists and same day visitors from home to the destination	Yes	km		300
		D.1.4	Average **carbon footprint** of tourists and same day visitors travelling from home to the destination	No	kg		
	D.2 Climate Change	D.2.1	Percentage of tourism enterprises involved in **climate change mitigation schemes**—such as: CO_2 offset, low energy systems, etc.—and "adaptation" responses and actions	N/A	%		
		D.2.2	Percentage of tourism accommodation and attraction infrastructure located in "vulnerable zones"	Yes	%		100
	D.3 Solid Waste Management	D.3.1	**Waste production** per tourist night compared to general population waste production per person (kilos)	N/A	kg		
		D.3.2	Percentage of tourism enterprises separating different types of waste	Yes	%		0
		D.3.3	Percentage of total **waste recycled** per tourist compared to total waste recycled per resident per year	N/A	%		

Wachau

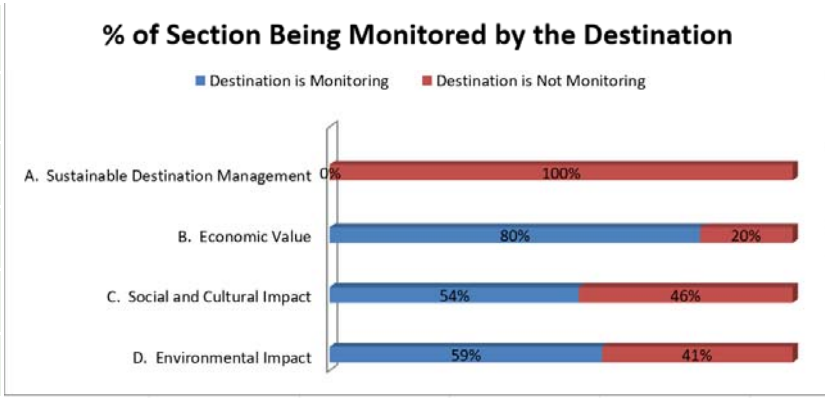
Section	Criteria	Indicator Reference	Indicator	Is the Destination Monitoring this Indicator	Unit of Measure	Suggested Target	Destination Results
D. Environmental Impact	D.4 Sewage Treatment	D.4.1	Percentage of sewage from the destination treated at least at secondary level prior to discharge	Yes	%		100
	D.5 Water Management	D.5.1	**Water consumption** per tourist night compared to general population water consumption per resident night	N/A	Litres		
		D.5.2	Percentage of tourism enterprises taking actions to reduce water consumption	Yes	%		0
		D.5.3	Percentage of tourism enterprises using recycled water	Yes	%		0
	D.6 Energy Usage	D.6.1	Energy consumption per tourist night compared to general population energy consumption per resident night	Yes	%, coefficient		1,1
		D.6.2	Percentage of tourism enterprises that take actions to reduce energy consumption	Yes	%		2,8
		D.6.3	Percentage of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year	Yes	%		36
	D.7 Landscape and Biodiversity Management	D.7.1	Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes.	Yes	%		100

Baranja

D. Environmental Impact	D.4 Sewage Treatment	D.4.1	Percentage of sewage from the destination treated at least at secondary level prior to discharge	Yes	%		100
	D.5 Water Management	D.5.1	**Water consumption** per tourist night compared to general population water consumption per resident night	N/A	Litres		
		D.5.2	Percentage of tourism enterprises taking actions to reduce water consumption	Yes	%		0
		D.5.3	Percentage of tourism enterprises using recycled water	Yes	%		0
	D.6 Energy Usage	D.6.1	Energy consumption per tourist night compared to general population energy consumption per resident night	N/A	%, coefficient		
		D.6.2	Percentage of tourism enterprises that take actions to reduce energy consumption	N/A	%		
		D.6.3	Percentage of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year	N/A	%		
	D.7 Landscape and Biodiversity Management	D.7.1	Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes.	Yes	%		100

Wachau

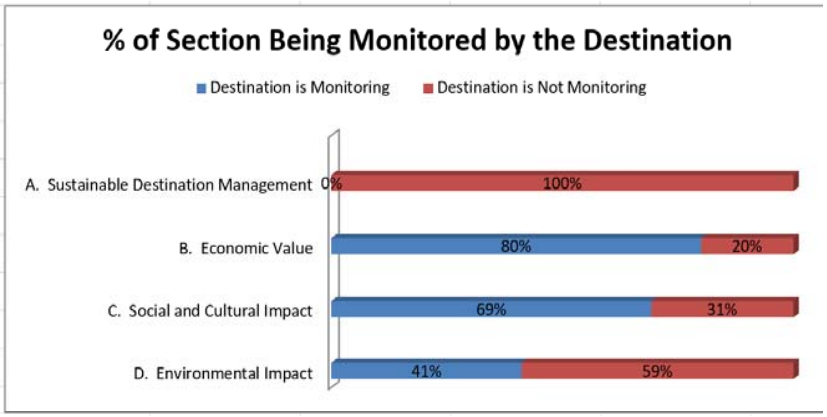
% of Section being monitored by the destination	
Section	%
A. Sustainable Destination Management	0%
B. Economic Value	80%
C. Social and Cultural Impact	54%
D. Environmental Impact	59%



Total Indicators monitored **58.14%**

Baranja

% of Section being monitored by the destination	
Section	%
A. Sustainable Destination Management	0%
B. Economic Value	80%
C. Social and Cultural Impact	69%
D. Environmental Impact	41%



Total Indicators monitored **55.81%**

Consequences:

1. Absence of tourism management planning
2. Lack of data collection or data following
3. Lack of cooperation of all stakeholders (no satisfactory surveys, particular interests management planning)
4. Data gathering usually based on legal premises
5. Insufficient collaboration of different agencies dealing with environmental issues
6. Necessity of annual destination sustainability monitoring
7. Necessity of identifying resources and financial savings

Thank You!

Let's wait until Chris gets back.
We need to get moving.
Let's get this done right.
Let's consider all the options.
How can I help?
I can see lots of problems.
We need to look successful.
Let's think this out carefully.
We need to be more creative.