



Minho University  
Environmental Management Master

# Comparative Analysis between European Tourism Indicators System (ETIS) for Sustainable Destinations and the European Charter for Sustainable Tourism (ECST)

---

## Case Study: Peneda Gerês National Park

Marta Francisco

# *Aim of the Thesis*



## ➤ Key Question:

- Is it possible to measure and monitor the sustainability of a CHARTER AREA?



# 1. *Background*



- In Portugal, similar to what is happening in the rest of Europe and the world, the tourism sector has shown significant growth.
- Protected areas have high natural, cultural and landscape value
- And they are privileged sites to develop certain tourism activities



Impacts  
(Environmental, Economic, Social and Cultural)



- To develop sustainability management tools in tourism
- To promote sustainable tourism destinations

## *2. Sustainability Management Tools*

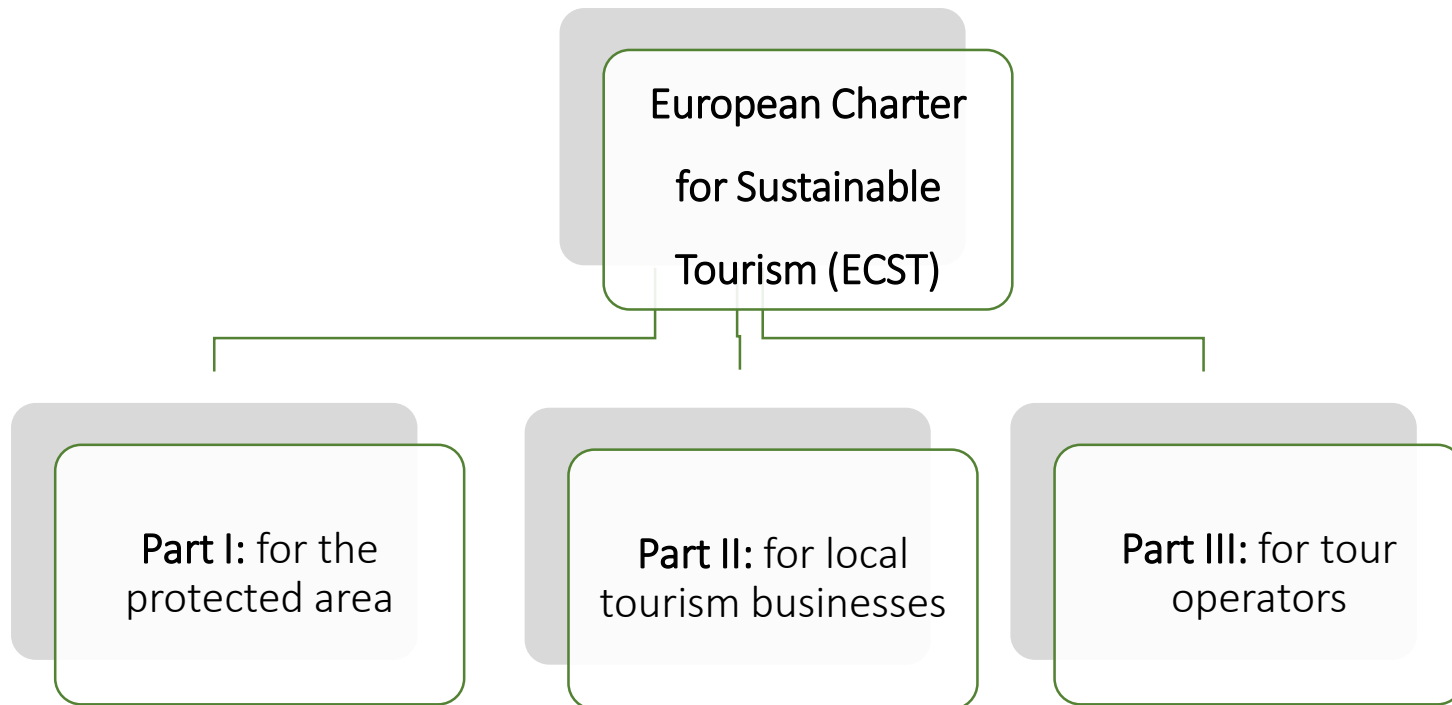


- In recent years, several entities developed relevant sustainability management tools for tourism destinations:
  - **EUROPARC FEDERATION**
    - European Charter for Sustainable Tourism (ECST) for **PROTECTED AREAS**;
  - **EUROPEAN COMMISSION**
    - European Tourism Indicators System (ETIS) for **DESTINATIONS**;
  - **GLOBAL SUSTAINABLE TOURISM COUNCIL**
    - Global Sustainable Tourism Criteria (GSTC-CD) for **DESTINATIONS**.

## 2. *Sustainability Management Tools*



### ➤ European Charter for Sustainable Tourism (ECST)

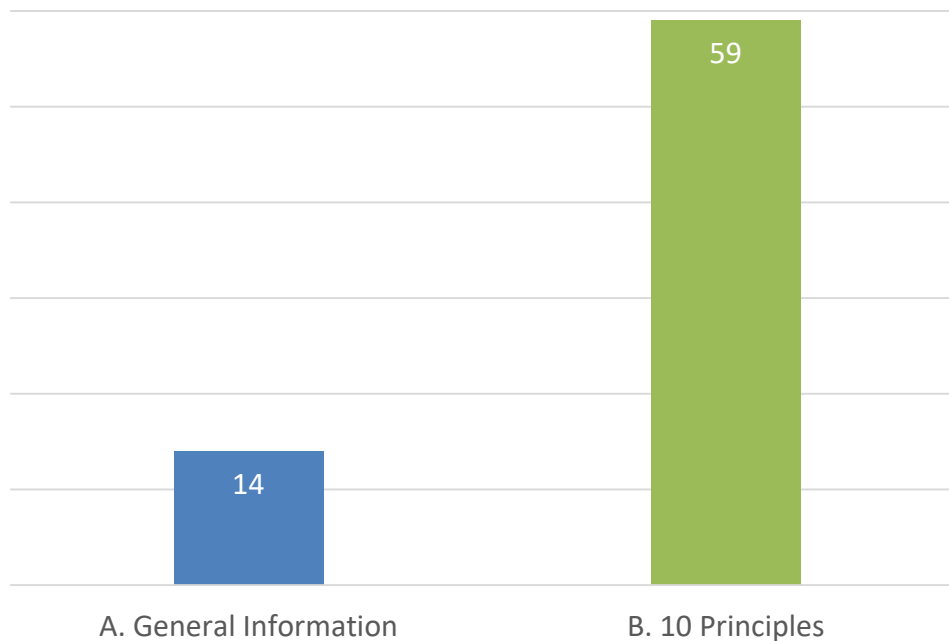


## 2. Sustainability Management Tools



### ➤ European Charter for Sustainable Tourism (ECST) – Charter Part I

“Application report: framework and guidance”



Qualitative Tool

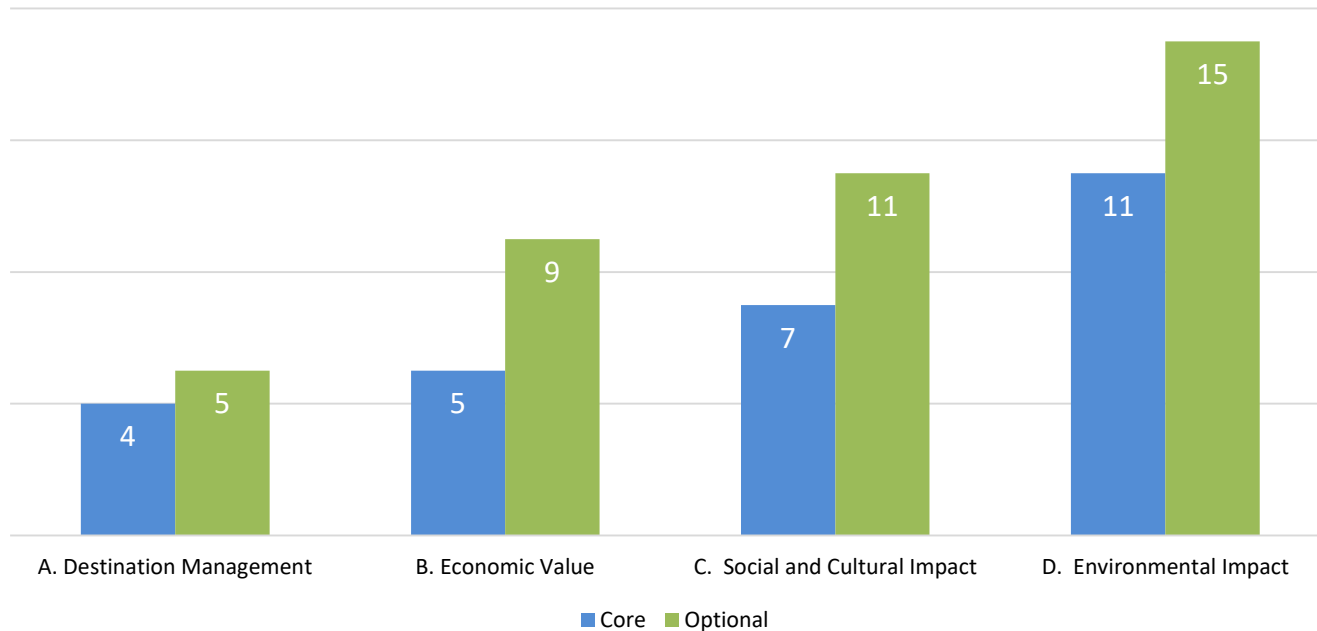
2 sections, 73 questions

## 2. Sustainability Management Tools



### ➤ European Tourism Indicators System (ETIS)

“Toolkit for Sustainable Tourism - ETIS”



➔ Quantitative Tool

4 sections, 22 criteria, 67 indicators

## 2. Sustainability Management Tools

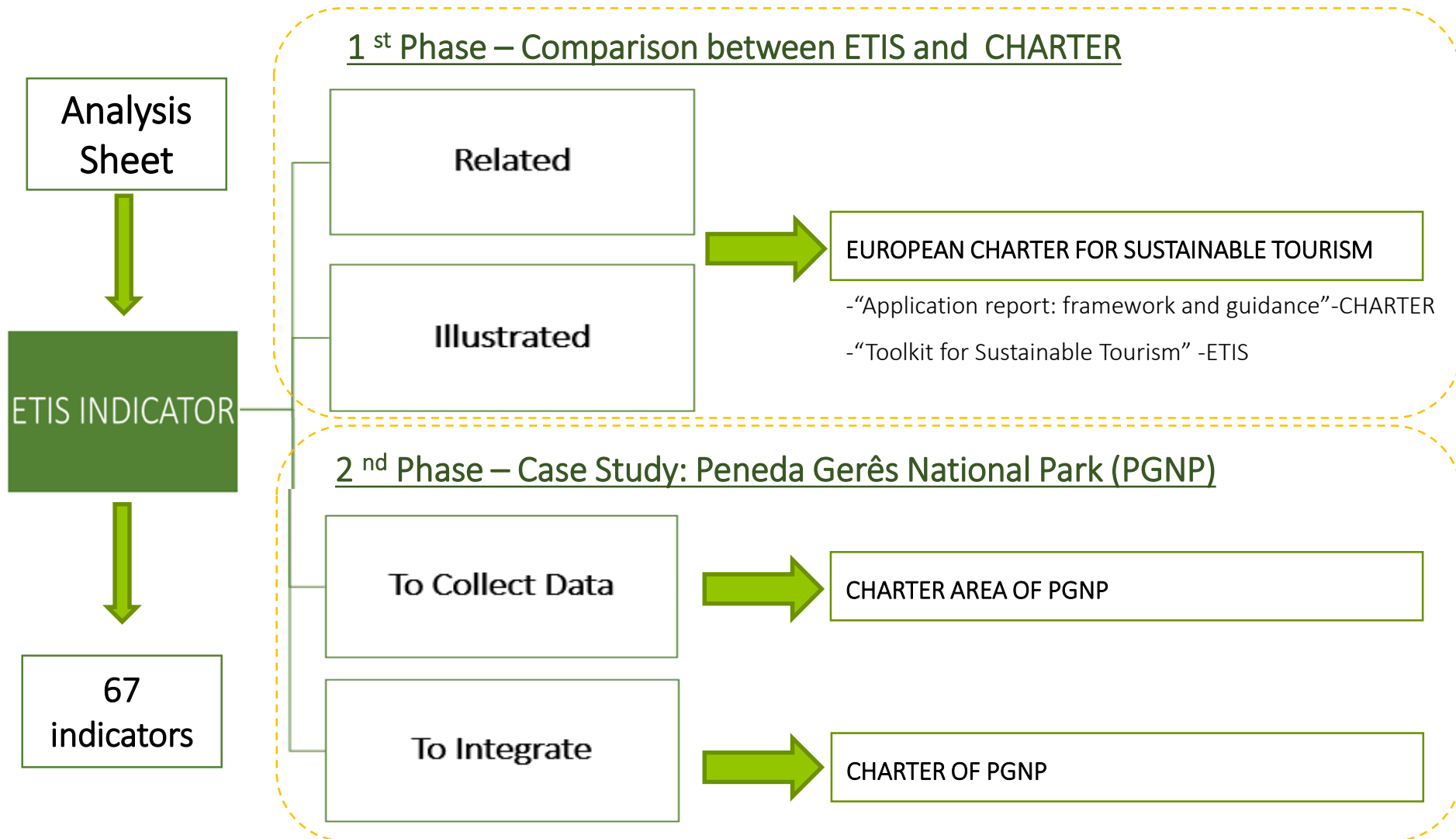


### ➤ European Tourism Indicators System (ETIS)

ETIS SECTIONS	CRITERIA
<b>A. DESTINATION MANAGEMENT</b>	<ul style="list-style-type: none"><li>- Public Policy</li><li>- Management in Enterprises</li><li>- Visitors Satisfaction</li></ul>
<b>B. ECONOMIC VALUE</b>	<ul style="list-style-type: none"><li>- Tourism Flows</li><li>- Economic Impact of Tourism at Destination</li></ul>
<b>C. SOCIAL AND CULTURAL IMPACT</b>	<ul style="list-style-type: none"><li>- Cultural Resources</li><li>- Community attitude and engagement</li><li>- Gender Equality</li><li>- Accessibility</li></ul>
<b>D. ENVIRONMENTAL IMPACT</b>	<ul style="list-style-type: none"><li>- Environmental Impact of Tourism (Air; Water; Solid Waste; Energy; Climate Change; Landscape and Biodiversity; Light and Noise Pollution)</li></ul>



### 3. Methodology

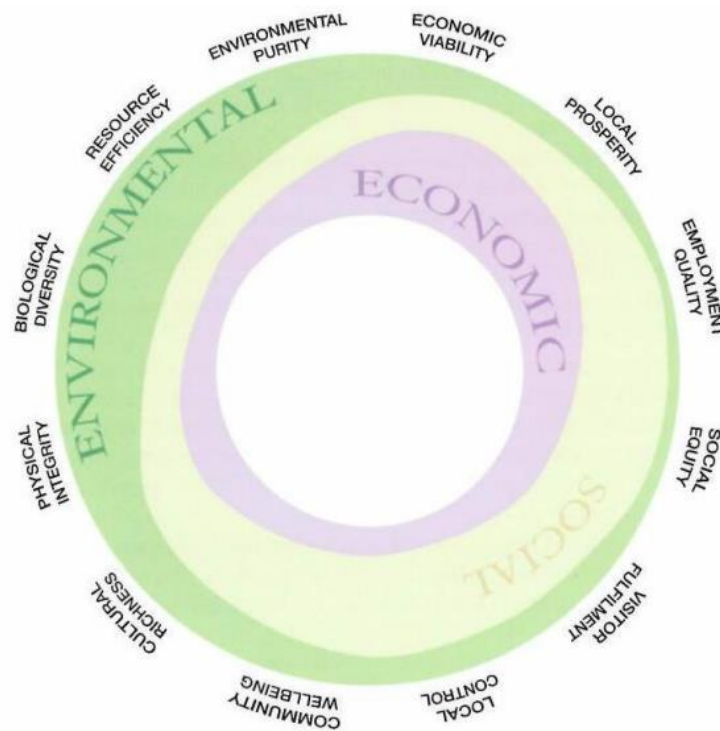


### 3. Methodology: Comparison between ETIS & CHARTER

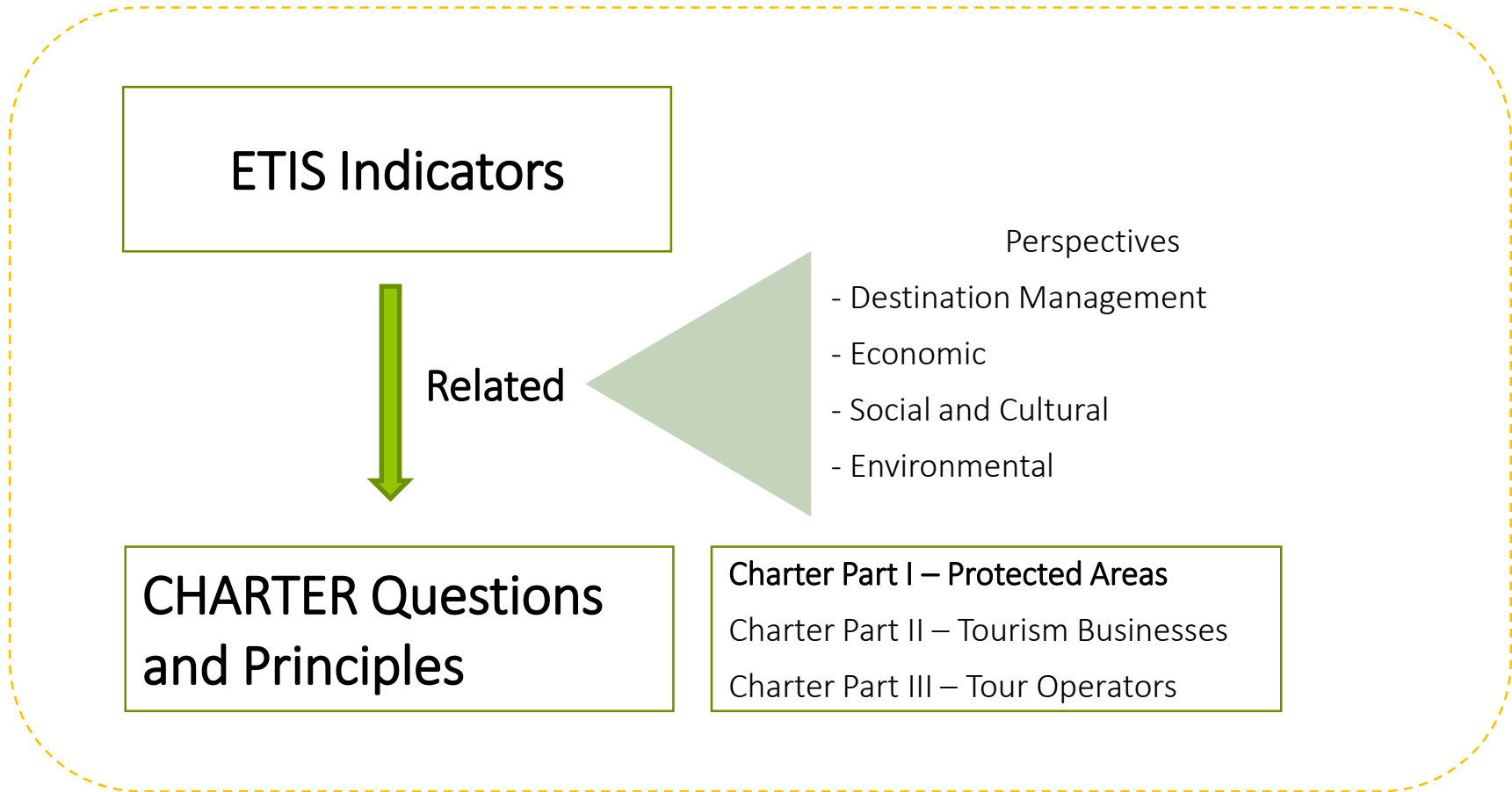


#### ➤ Key Question:

- ETIS INDICATORS are related or illustrated in the CHARTER Questions and Principles?



### 3. Methodology: Comparison between ETIS & CHARTER



### 3. Methodology: Comparison between ETIS & CHARTER



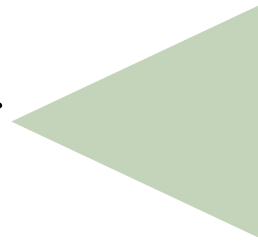
#### EXAMPLE

ETIS Indicator

Percentage of the destination with a sustainable tourism strategy/action plan (with agreed monitoring, development control and evaluation)



*Related*



Perspective

- Destination Management

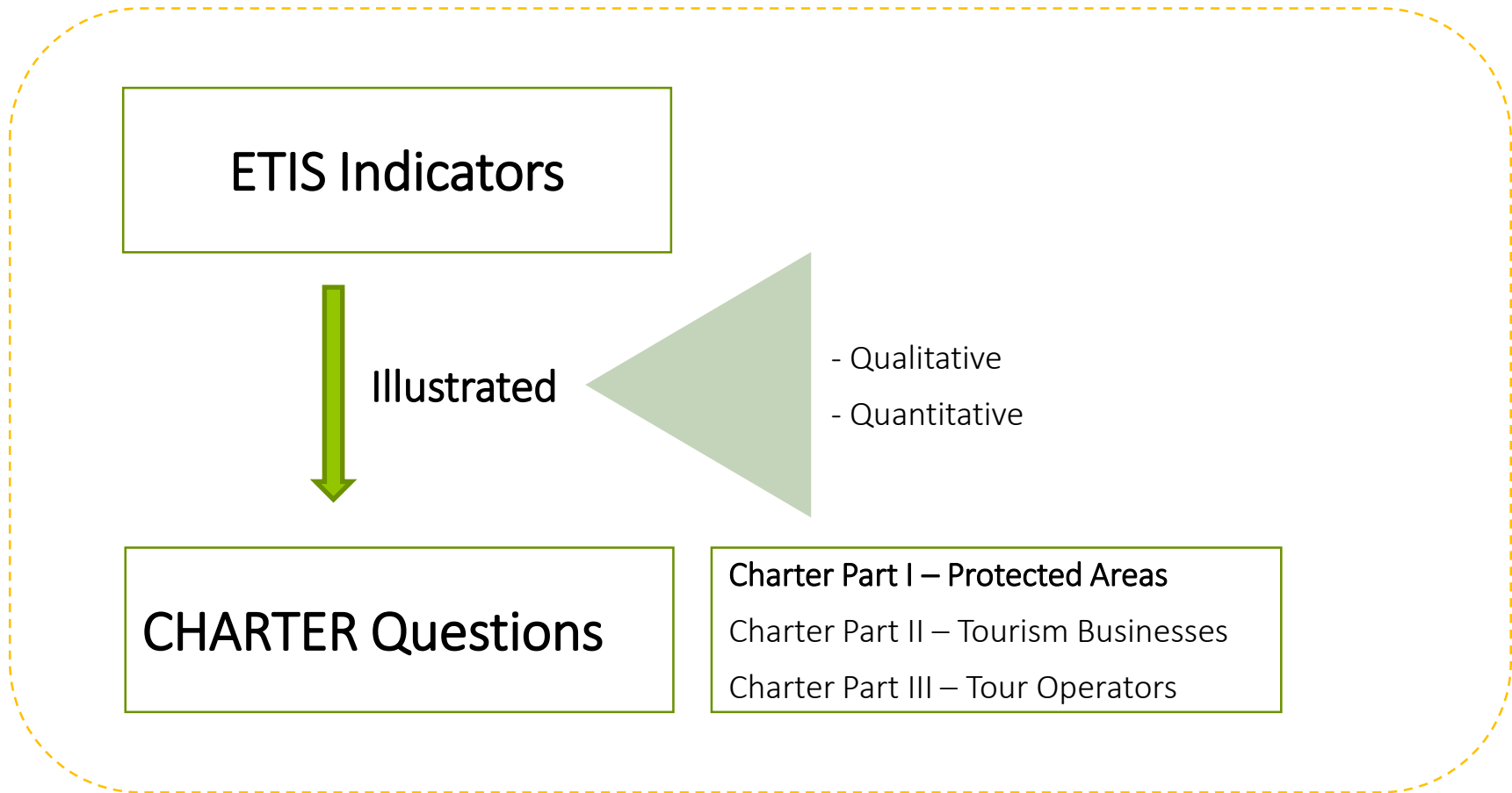
CHARTER Questions and Principles

Charter Part I

Principle 1 - Partnership with local tourism stakeholders;  
(questions 1.1 to 1.6)

Principle 2 - Sustainable tourism strategy and action plan  
(questions 2.1 a 2.22)

### 3. Methodology: Comparison between ETIS & CHARTER



### 3. Methodology: Comparison between ETIS & CHARTER



#### EXAMPLE

ETIS Indicator

Number of tourist nights per month



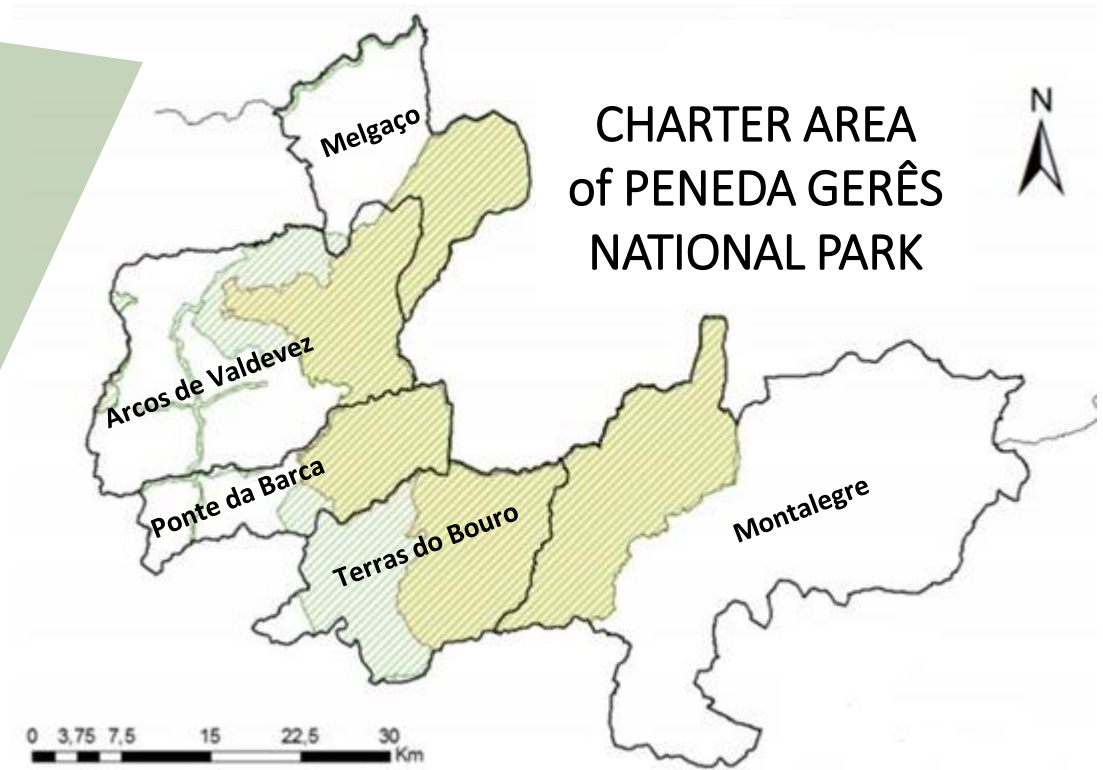
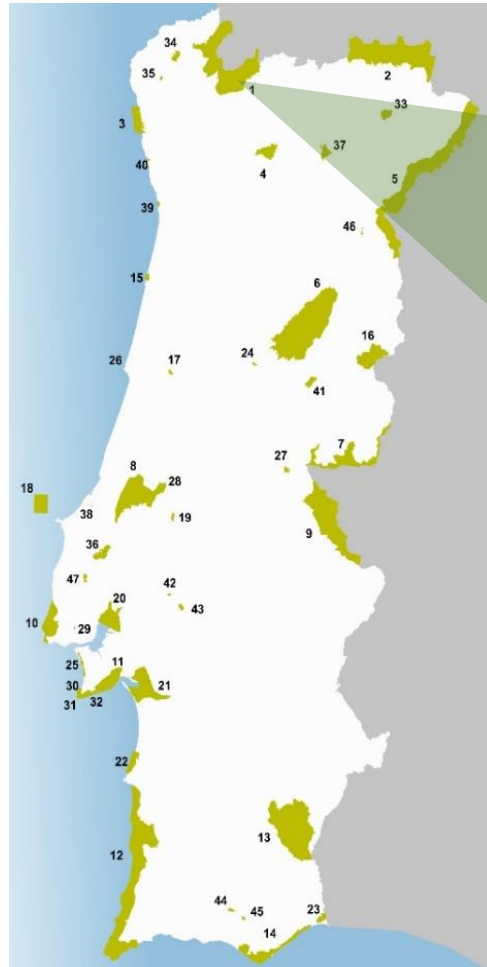
*Illustrated*

- Quantitative

CHARTER Questions

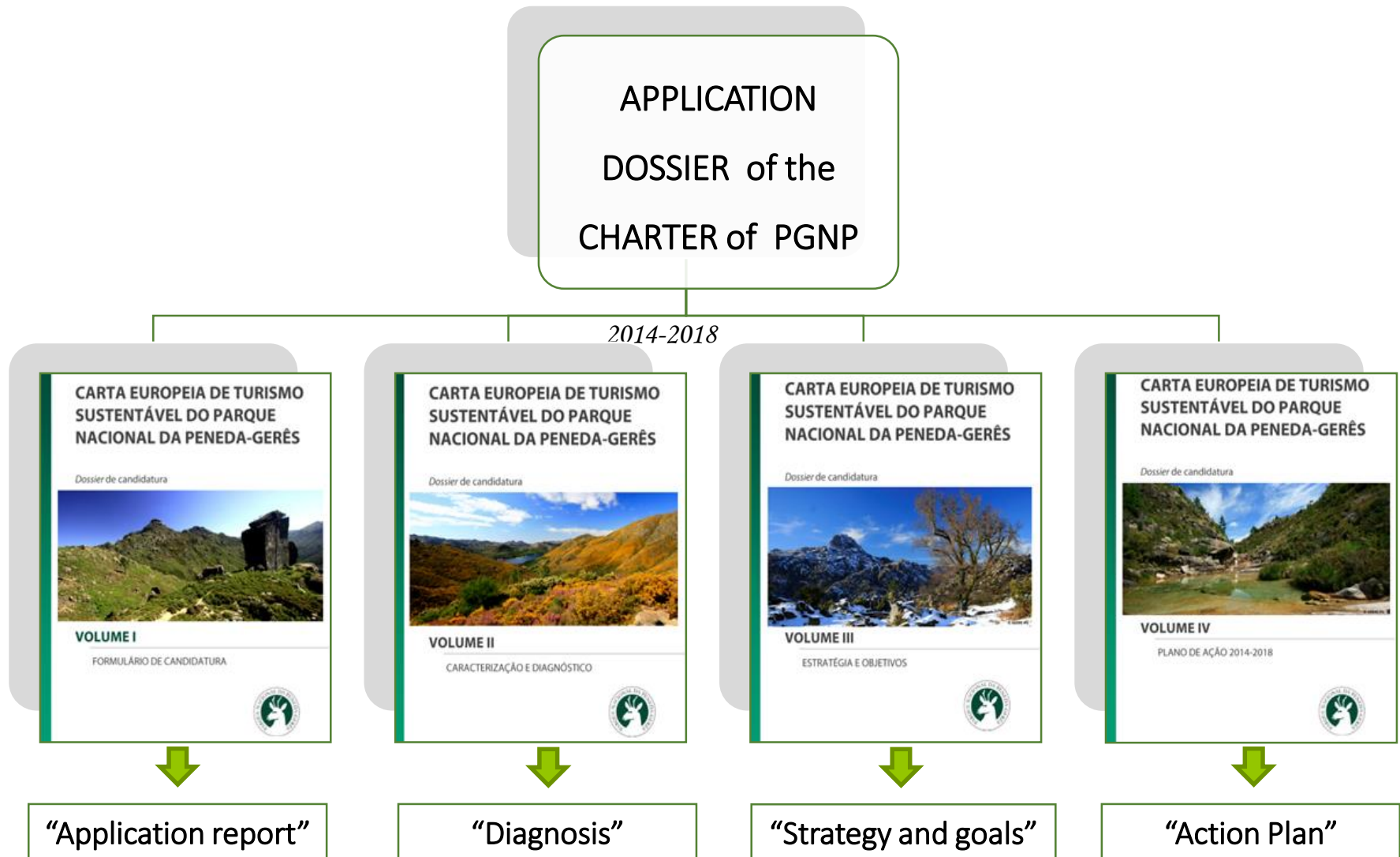
Charter Part I  
Section A: A12 - "Total bednights per month"

### 3. Methodology: Case Study



Source: Adapted of SIG APCV

### 3. Methodology: Case Study





### 3. *Methodology: Case Study*

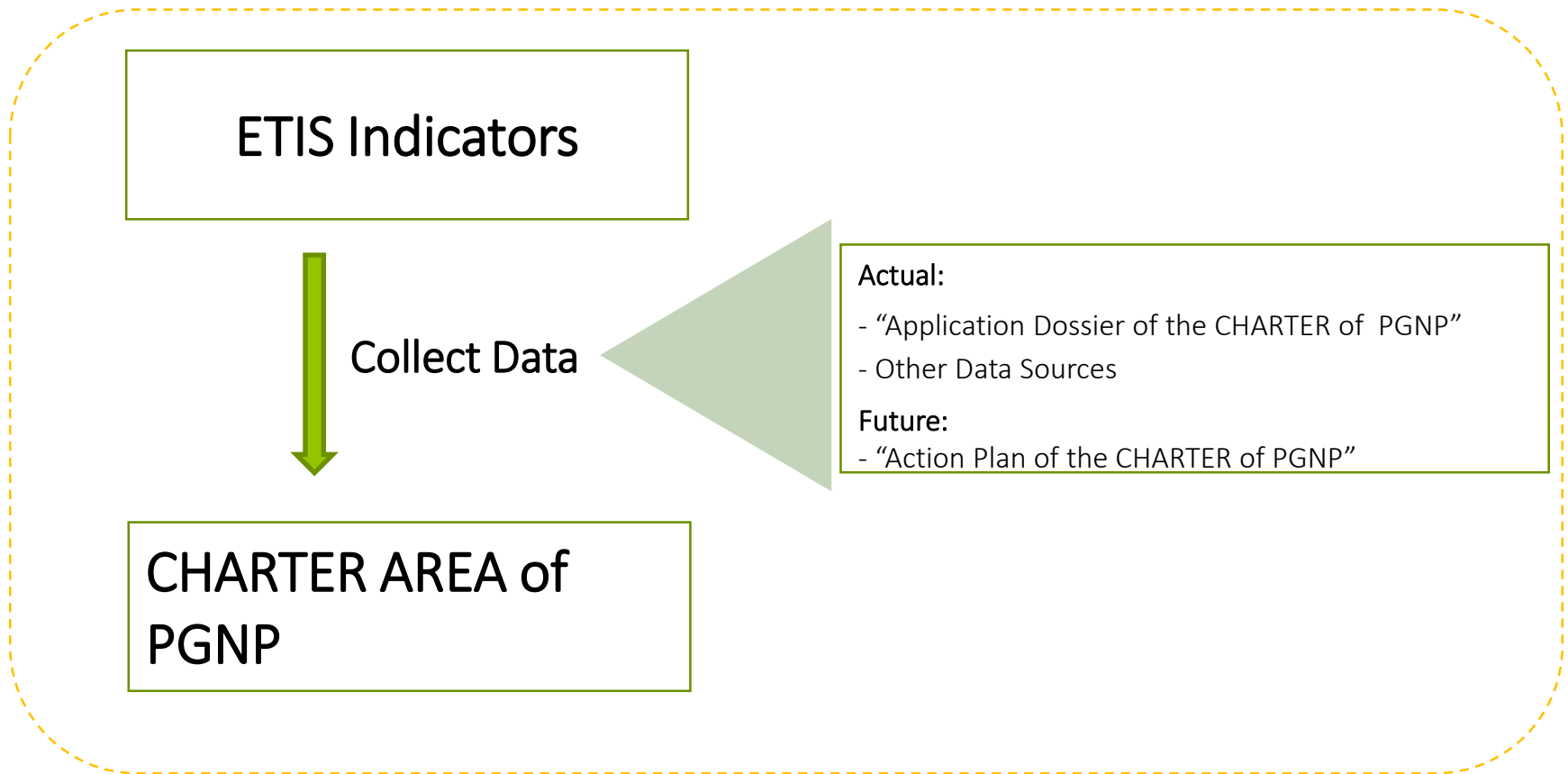


#### ➤ Key Question:

- Is it possible to collect data for ETIS INDICATORS in the CHARTER AREA of Peneda Gerês National Park (PGNP)?



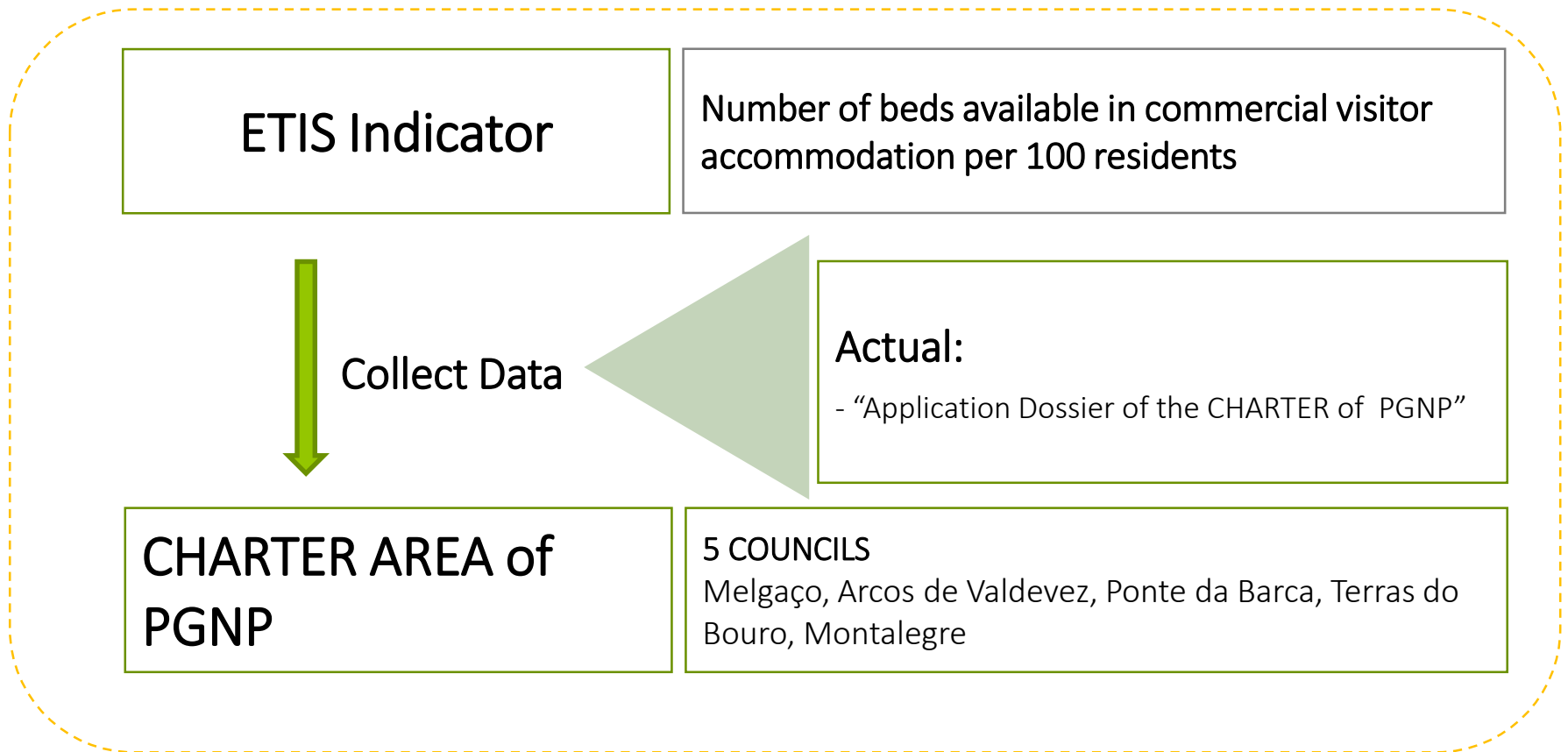
### 3. Methodology: Case Study



### 3. Methodology: Case Study



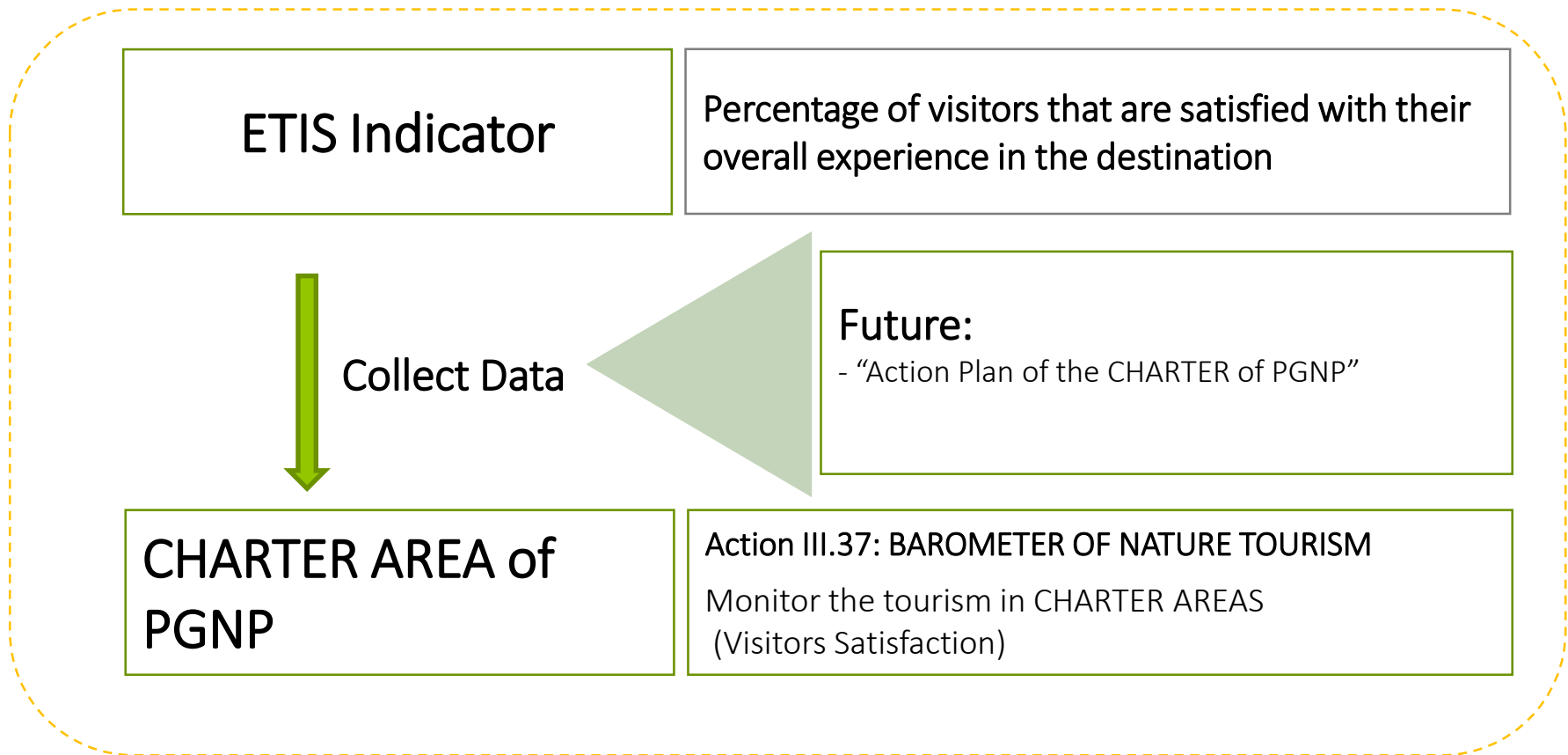
#### EXAMPLE 1



### 3. Methodology: Case Study



#### EXAMPLE 2



### 3. *Methodology: Case Study*

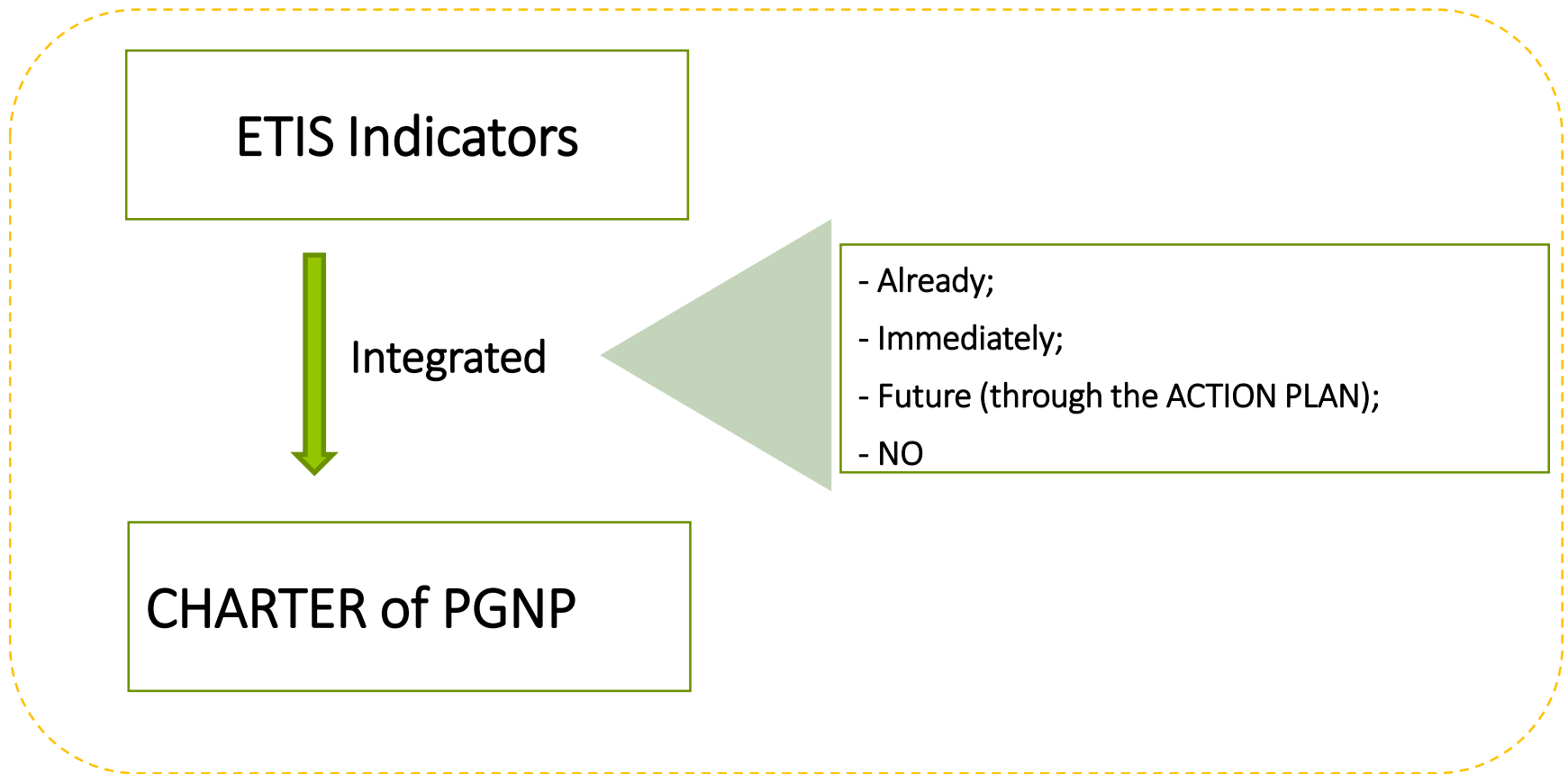


#### ➤ Key Question:

- Is it possible to integrate ETIS INDICATORS in the CHARTER of Peneda Gerês National Park (PGNP)?



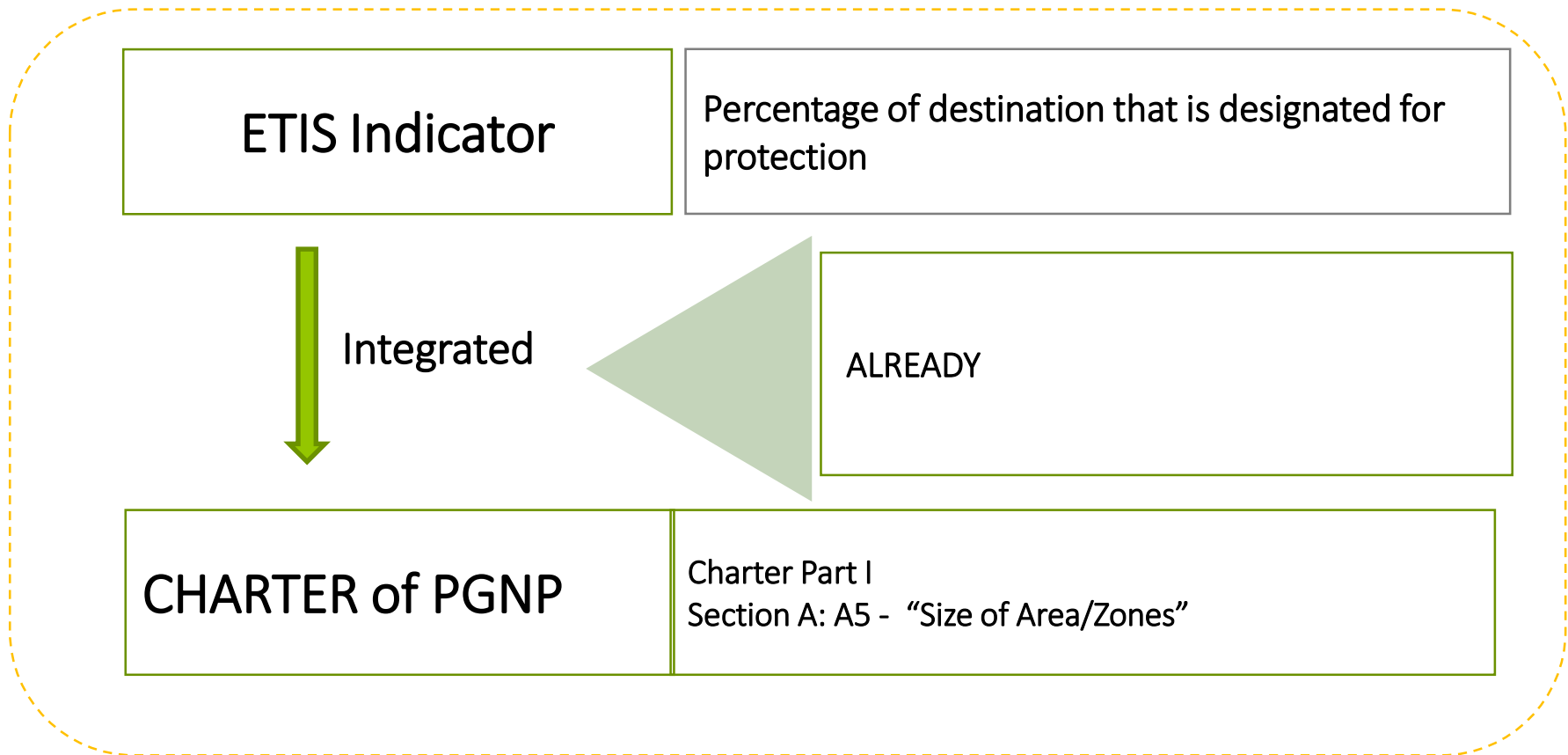
### 3. Methodology: Case Study



### 3. Methodology: Case Study



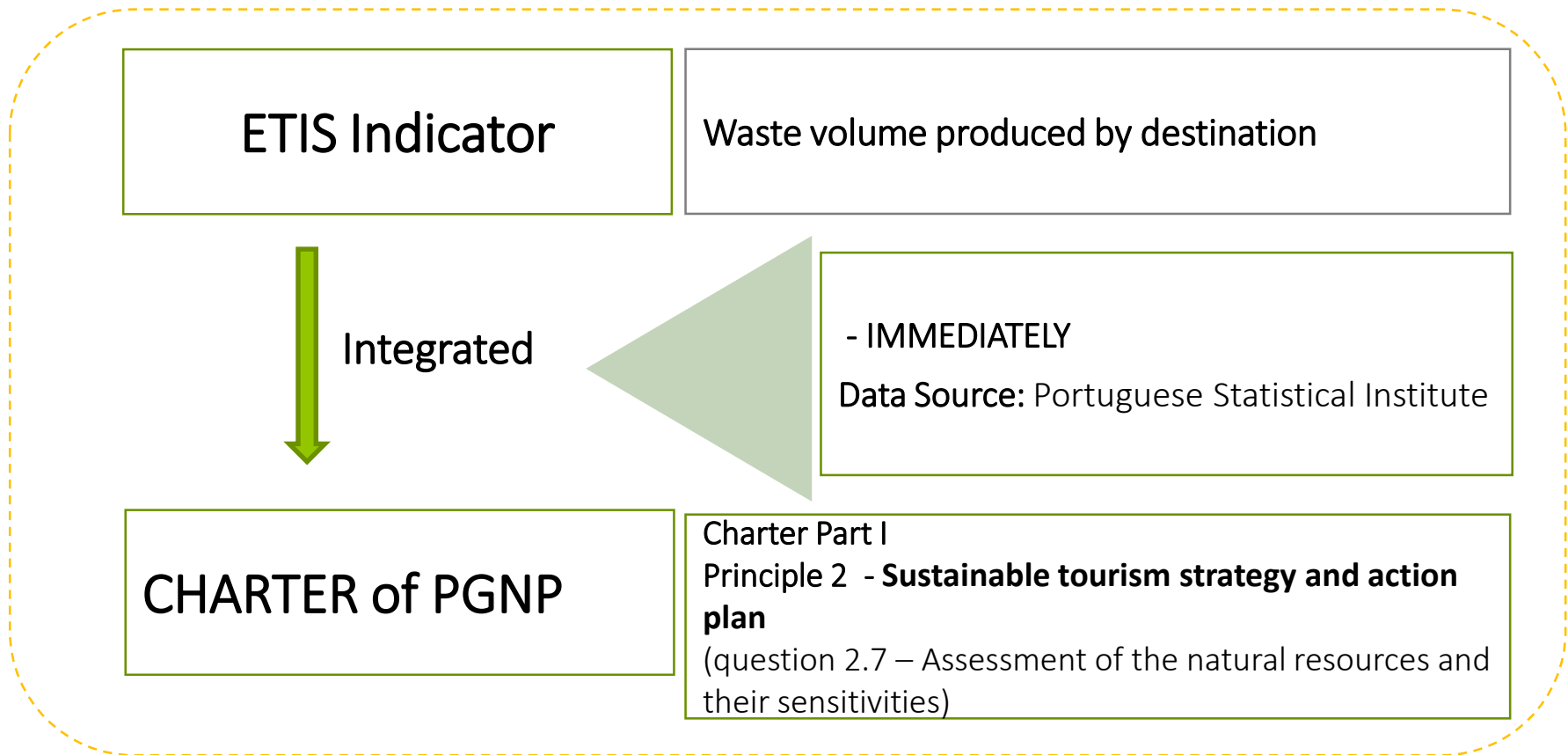
#### EXAMPLE 1



### 3. Methodology: Case Study



#### EXAMPLE 2

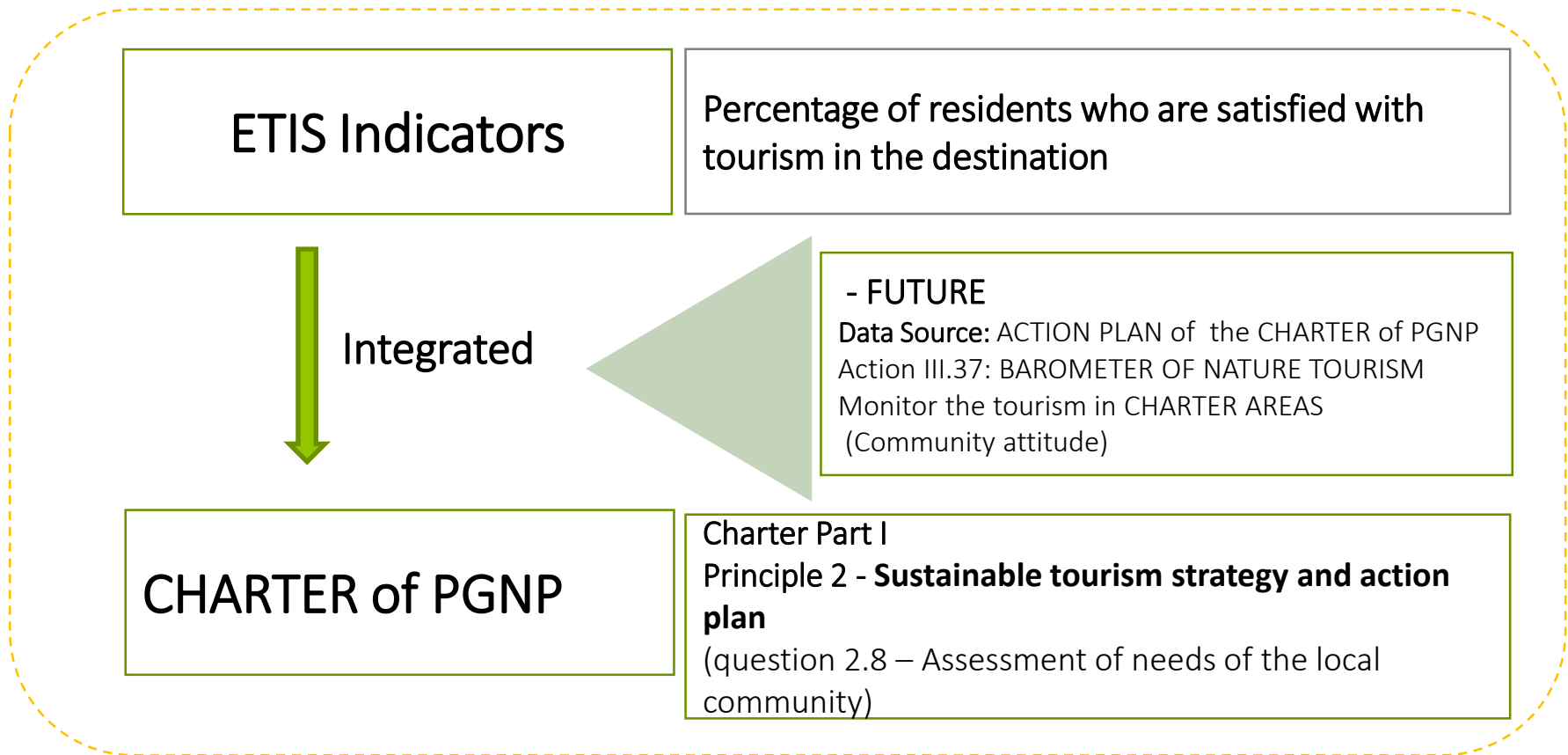




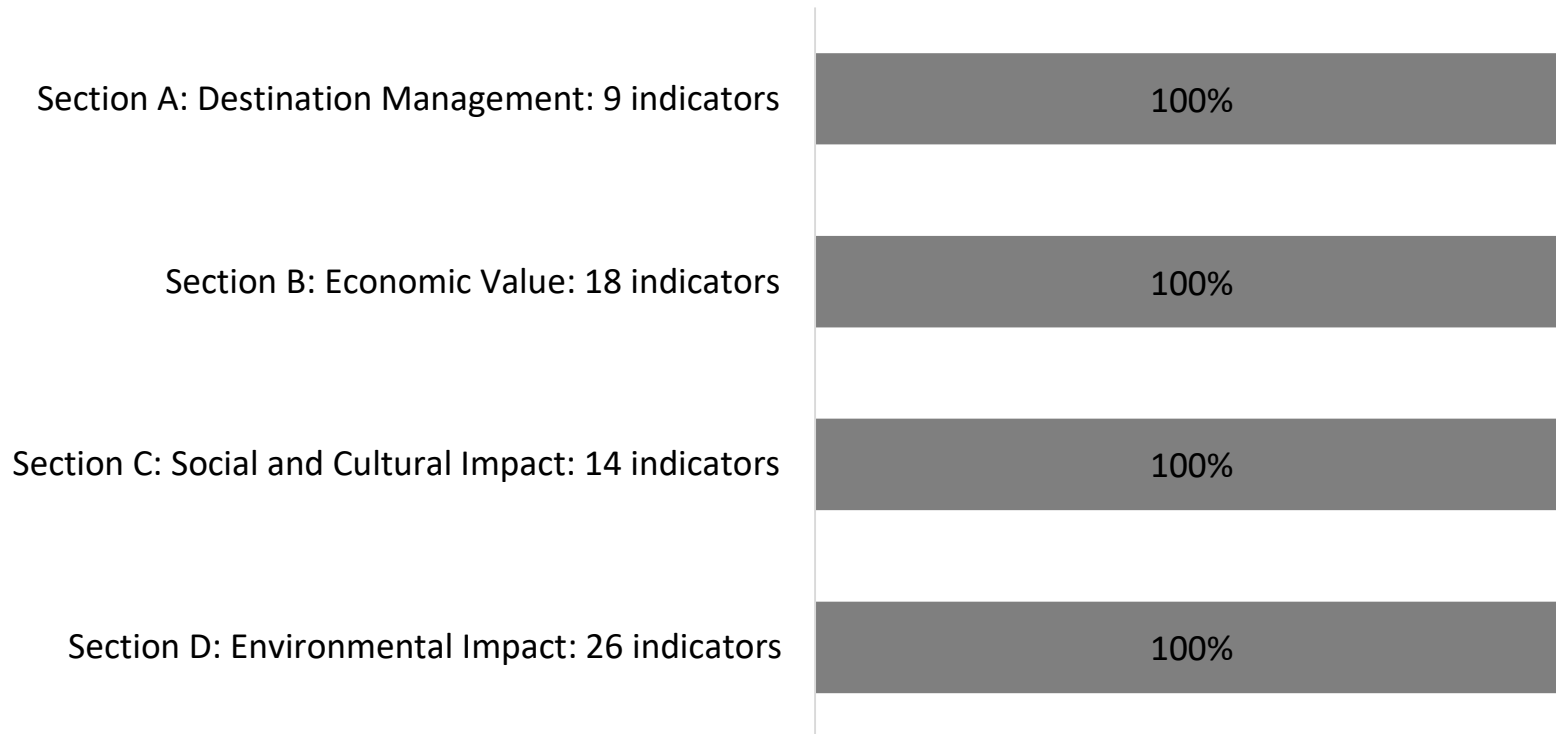
### 3. Methodology: Case Study



#### EXAMPLE 3



## 4. *Results: Comparison between ETIS & CHARTER*



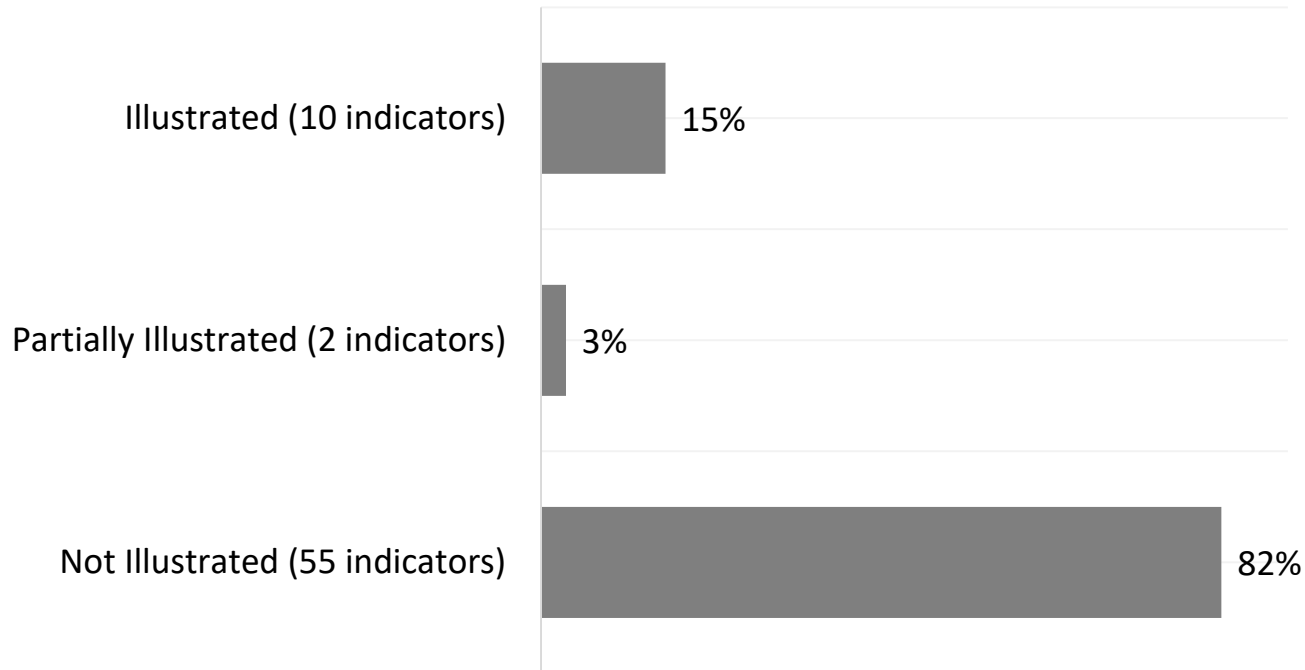
- **100%** of **ETIS** Indicators are **RELATED** with the **CHARTER** Questions and Principles

#### 4. *Results: Comparison between ETIS & CHARTER*



SUSTAINABILITY MANAGEMENT TOOL	MISSING ASPECTS
CHARTER	<ul style="list-style-type: none"><li>- Health and Safety (goods, people, facilities);</li><li>- Gender Equality;</li><li>- Climate Change;</li><li>- Light Pollution.</li></ul>
ETIS	<ul style="list-style-type: none"><li>- Identification of future visitor markets;</li><li>- Information for disabled people;</li><li>- Provision of facilities for economically disadvantaged people</li><li>- Training (Sustainable Tourism);</li><li>- Water quality for consumption.</li></ul>
CHARTER AND ETIS	Health Services.

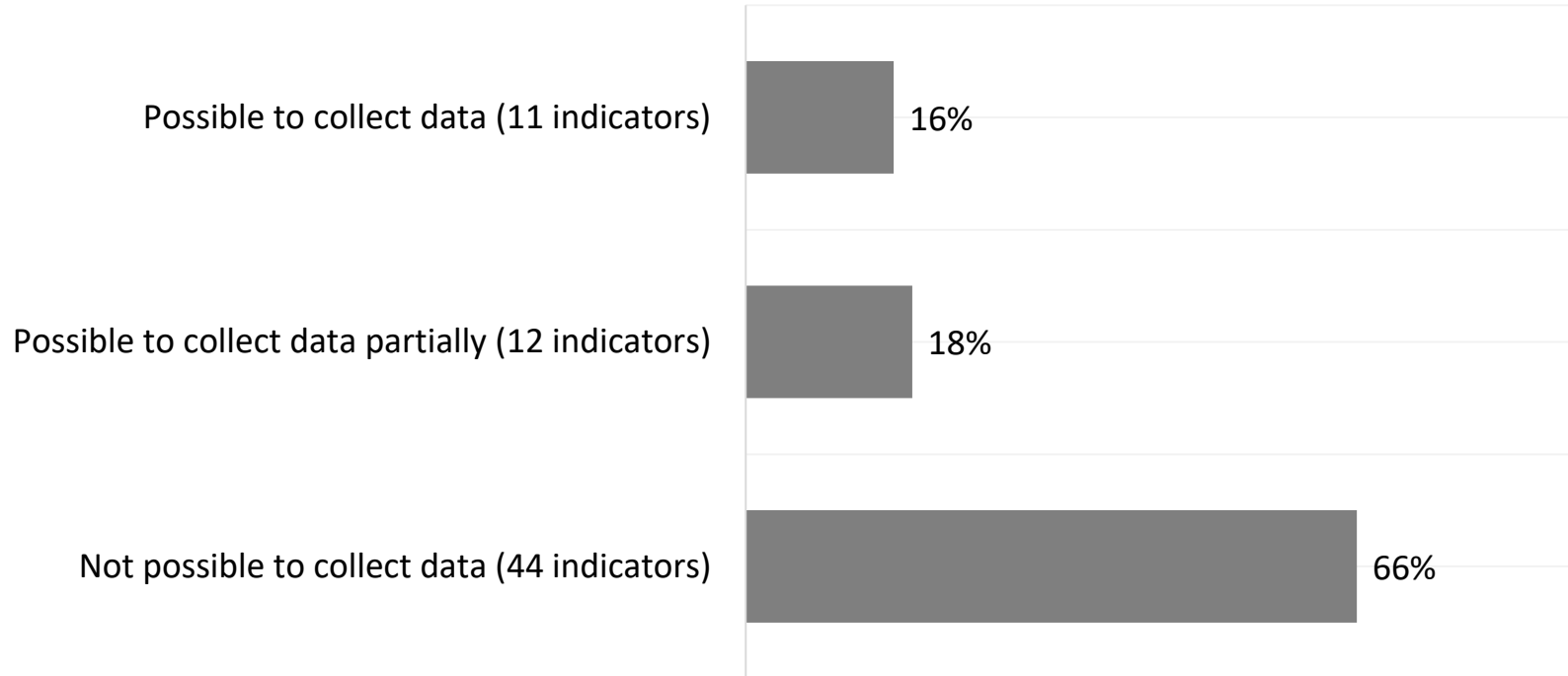
## 4. Results: Comparison between ETIS & CHARTER



- Most of the **ETIS** indicators are **NOT ILLUSTRATED** in the **CHARTER** Questions

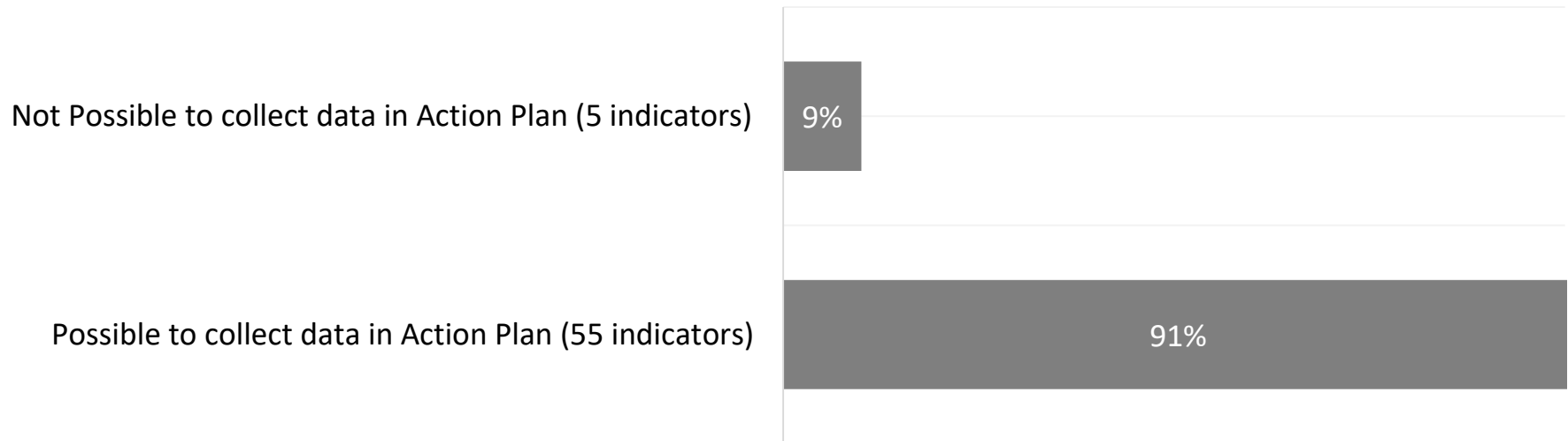
- The **CHARTER** is a **QUALITATIVE TOOL** and **ETIS** is a **QUANTITATIVE TOOL**.
- Analysis for **CHARTER PART I: FOR PROTECTED AREAS** and **27 INDICATORS** are linked with the activities of Tourism **ENTERPRISES** and this is connected with **CHARTER PART II**.

## 4. *Results: Case Study*



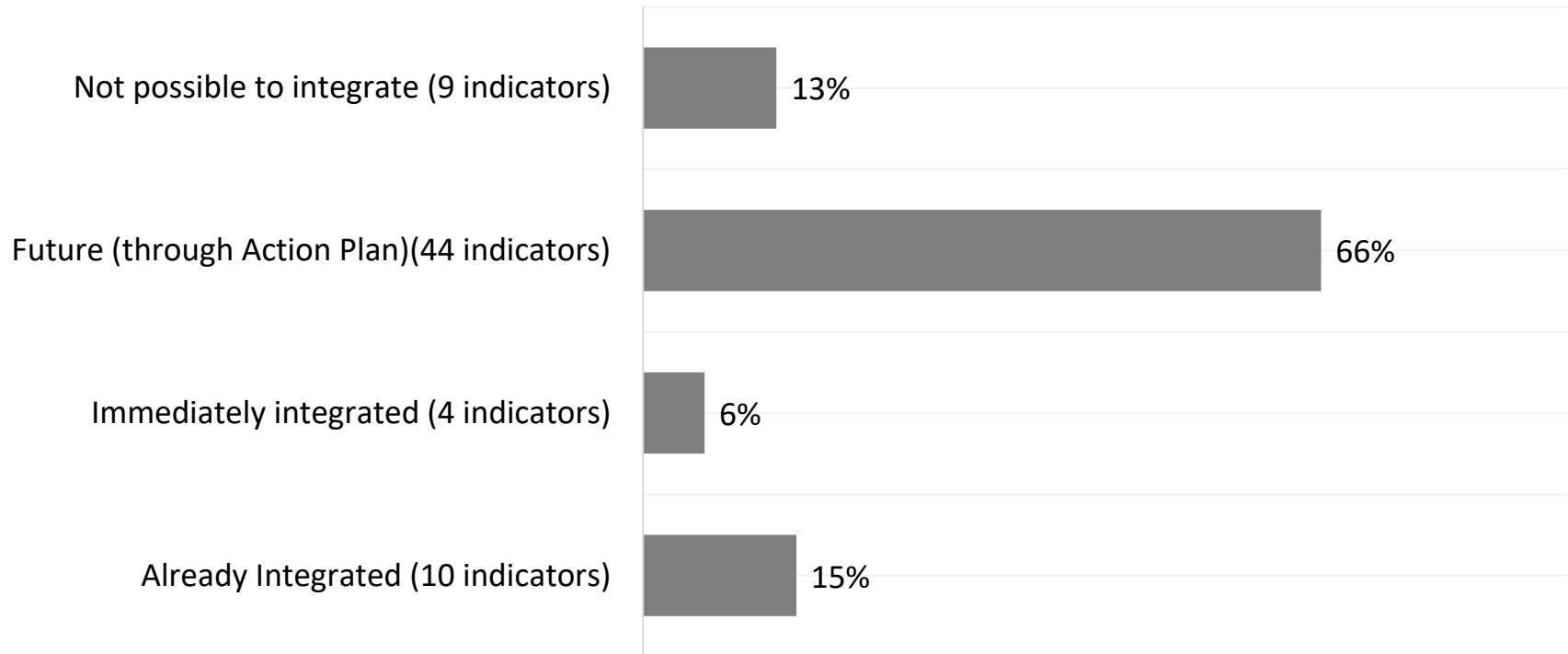
- For most of the **ETIS** indicators it is **NOT POSSIBLE TO COLLECT DATA** in the **CHARTER AREA** of **PGNP**

## 4. *Results: Case Study*



- For most of the **ETIS INDICATORS** it will be **POSSIBLE TO COLLECT DATA** through the **ACTION PLAN** of the **CHARTER AREA** of PGNP
- **SURVEYS** Questions to visitors, residents, enterprises and other entities

## 4. *Results: Case Study*



- Most of the **ETIS INDICATORS** can be **INTEGRATED** in the **CHARTER** of **PGNP**

## 5. *Conclusions*



### ➤ COMPARISON

- All ETIS INDICATORS are RELATED with the CHARTER Principles and Questions;
- Most of the ETIS INDICATORS are NOT ILLUSTRATED in the CHARTER Questions;

### ➤ CASE STUDY

- For most of the ETIS INDICATORS it is NOT POSSIBLE TO COLLECT DATA in the CHARTER AREA of PGNP;
- But it will be POSSIBLE TO COLLECT DATA through the ACTION PLAN of the CHARTER AREA of PGNP;
- Most of the ETIS INDICATORS can be INTEGRATED in the CHARTER of PGNP;



POSSIBLE to MEASURE AND MONITOR the SUSTAINABILITY of a CHARTER AREA



# *Acknowledgment*



- I would like to express my special thanks of gratitude to my Supervisor Paulo Castro – EUROPARC FEDERATION



*Thank you for your attention.*

