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)

  - **Part I:** for the protected area
  - **Part II:** for local tourism businesses
  - **Part III:** for tour operators
2. Sustainability Management Tools

- European Charter for Sustainable Tourism (ECST) – Charter Part I

“Application report: framework and guidance”

<table>
<thead>
<tr>
<th>A. General Information</th>
<th>B. 10 Principles</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>59</td>
</tr>
</tbody>
</table>

2 sections, 73 questions
2. Sustainability Management Tools

- **European Tourism Indicators System (ETIS)**

  "Toolkit for Sustainable Tourism - ETIS"

<table>
<thead>
<tr>
<th>Section</th>
<th>Core</th>
<th>Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Destination Management</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>B. Economic Value</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>C. Social and Cultural Impact</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>D. Environmental Impact</td>
<td>11</td>
<td>15</td>
</tr>
</tbody>
</table>

4 sections, 22 criteria, 67 indicators


## 2. Sustainability Management Tools

- **European Tourism Indicators System (ETIS)**

<table>
<thead>
<tr>
<th>ETIS SECTIONS</th>
<th>CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. DESTINATION MANAGEMENT</strong></td>
<td>- Public Policy</td>
</tr>
<tr>
<td></td>
<td>- Management in Enterprises</td>
</tr>
<tr>
<td></td>
<td>- Visitors Satisfaction</td>
</tr>
<tr>
<td><strong>B. ECONOMIC VALUE</strong></td>
<td>- Tourism Flows</td>
</tr>
<tr>
<td></td>
<td>- Economic Impact of Tourism at Destination</td>
</tr>
<tr>
<td><strong>C. SOCIAL AND CULTURAL IMPACT</strong></td>
<td>- Cultural Resources</td>
</tr>
<tr>
<td></td>
<td>- Community attitude and engagement</td>
</tr>
<tr>
<td></td>
<td>- Gender Equality</td>
</tr>
<tr>
<td></td>
<td>- Accessibility</td>
</tr>
<tr>
<td><strong>D. ENVIRONMENTAL IMPACT</strong></td>
<td>- Environmental Impact of Tourism (Air; Water; Solid Waste; Energy;</td>
</tr>
<tr>
<td></td>
<td>Climate Change; Landscape and Biodiversity; Light and Noise Pollution)</td>
</tr>
</tbody>
</table>
3. Methodology

1st Phase – Comparison between ETIS and CHARTER

- Related
- Illustrated

EUROPEAN CHARTER FOR SUSTAINABLE TOURISM
- “Application report: framework and guidance” - CHARTER
- “Toolkit for Sustainable Tourism” - ETIS

2nd Phase – Case Study: Peneda Gerês National Park (PGNP)

- To Collect Data
- To Integrate

CHARTER AREA OF PGNP
CHARTER OF PGNP

Analysis Sheet
ETIS INDICATOR
67 indicators
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

ETIS Indicators

Related

CHARTER Questions and Principles

Perspectives
- Destination Management
- Economic
- Social and Cultural
- Environmental

Charter Part I – Protected Areas
Charter Part II – Tourism Businesses
Charter Part III – Tour Operators
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

ETIS Indicators

Illustrated

CHARTER Questions

- Qualitative
- Quantitative

Charter Part I – Protected Areas
Charter Part II – Tourism Businesses
Charter Part III – Tour Operators
3. Methodology: Comparison between ETIS & CHARTER

**EXAMPLE**

<table>
<thead>
<tr>
<th>ETIS Indicator</th>
<th>Number of tourist nights per month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Illustrated</strong></td>
<td>- Quantitative</td>
</tr>
</tbody>
</table>

| 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

APPLICATION DOSSIER of the CHARTER of PGNP

2014-2018

“Application report”
“Diagnosis”
“Strategy and goals”
“Action Plan”
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

ETIS Indicators

Collect Data

CHARTER AREA of PGNP

Actual:
- “Application Dossier of the CHARTER of PGNP”
- Other Data Sources

Future:
- “Action Plan of the CHARTER of PGNP”
3. Methodology: Case Study

EXAMPLE 1

ETIS Indicator: Number of beds available in commercial visitor accommodation per 100 residents

Collect Data

Actual: “Application Dossier of the CHARTER of PGNP”

CHARTER AREA of PGNP
5 COUNCILS
Melgaço, Arcos de Valdevez, Ponte da Barca, Terras do Bouro, Montalegre
3. Methodology: Case Study

**EXAMPLE 2**

**ETIS Indicator**

- Percentage of visitors that are satisfied with their overall experience in the destination

**CHARTER AREA of PGNP**

**Collect Data**

**Future:**
- “Action Plan of the CHARTER of PGNP”

**Action III.37: BAROMETER OF NATURE TOURISM**

Monitor the tourism in CHARTER AREAS (Visitors Satisfaction)
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

ETIS Indicators

Integrated

CHARTER of PGNP

- Already;
- Immediately;
- Future (through the ACTION PLAN);
- NO
3. Methodology: Case Study

**EXAMPLE 1**

- **ETIS Indicator**: Percentage of destination that is designated for protection
- **CHARTER of PGNP**: Charter Part I, Section A: A5 - “Size of Area/Zones”

Integrated
3. Methodology: Case Study

**EXAMPLE 2**

**ETIS Indicator**
Waste volume produced by destination

**Integrates**

**CHARTER of PGNP**
Charter Part I
Principle 2 - **Sustainable tourism strategy and action plan**
(question 2.7 – Assessment of the natural resources and their sensitivities)

Data Source: Portuguese Statistical Institute
3. Methodology: Case Study

**EXAMPLE 3**

**ETIS Indicators**
- Percentage of residents who are satisfied with tourism in the destination

**CHARTER of PGNP**
- Charter Part I
  - Principle 2 - **Sustainable tourism strategy and action plan**
  - (question 2.8 – Assessment of needs of the local community)

**Integrated**
- **FUTURE**
  - Data Source: ACTION PLAN of the CHARTER of PGNP
  - Action III.37: BAROMETER OF NATURE TOURISM
  - Monitor the tourism in CHARTER AREAS
    (Community attitude)
4. Results: Comparison between ETIS & CHARTER

- **100% of ETIS Indicators are RELATED with the CHARTER Questions and Principles**
### 4. Results: Comparison between ETIS & CHARTER

<table>
<thead>
<tr>
<th>SUSTAINABILITY MANAGEMENT TOOL</th>
<th>MISSING ASPECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHARTER</strong></td>
<td>- Health and Safety (goods, people, facilities);</td>
</tr>
<tr>
<td></td>
<td>- Gender Equality;</td>
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<td></td>
<td>- Climate Change;</td>
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<tr>
<td></td>
<td>- Light Pollution.</td>
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<tr>
<td><strong>ETIS</strong></td>
<td>- Identification of future visitor markets;</td>
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<tr>
<td></td>
<td>- Information for disabled people;</td>
</tr>
<tr>
<td></td>
<td>- Provision of facilities for economically disadvantaged people</td>
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<td></td>
<td>- Training (Sustainable Tourism);</td>
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<td></td>
<td>- Water quality for consumption.</td>
</tr>
<tr>
<td><strong>CHARTER AND ETIS</strong></td>
<td>Health Services.</td>
</tr>
</tbody>
</table>
4. Results: Comparison between ETIS & CHARTER

- 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**.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illustrated (10 indicators)</td>
<td>15%</td>
</tr>
<tr>
<td>Partially Illustrated (2 indicators)</td>
<td>3%</td>
</tr>
<tr>
<td>Not Illustrated (55 indicators)</td>
<td>82%</td>
</tr>
</tbody>
</table>
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

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Paulo Castro – EUROPARC FEDERATION
Thank you for your attention.