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

TOURISM BUSINESSES

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Aviemore, Cairngorms National Park, 19th September 2018
Aim:

- To get CRITERIA and INDICATORS on RESOURCE EFFICIENCY and WASTE MANAGEMENT for Tourism Businesses

ENVIRONMENTAL PERFORMANCE/IMPACT
Key Question:

- What is important to measure and monitor in SUSTAINABLE TOURISM BUSINESSES to get resource efficiency and waste management?
1. **Background**

- In recent years, 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 for tourism
- To promote sustainable tourism destinations/businesses
Key Question:

- What is a SUSTAINABLE TOURISM DESTINATION?
- **Sustainable Tourism Destinations**
  - Environmental, Economic, Social and Cultural Performance
  - Visitors Satisfaction;
  - Residents Perception;
  - Enterprises Performance;
  - Other entities involvement.
Key Question:

- What is a SUSTAINABLE TOURISM BUSINESS?
2. Sustainable Tourism Businesses

Develop tourism activities MAXIMIZING BENEFITS to:

• Environment
• Economy
• Society and Culture
2. Sustainable Tourism Businesses

**Benefits:**

- Cost Reduction;
- Environment Protection;
- Cultural Heritage Protection;
- Economic Development;
- Positive Image;
3. Sustainability Management Tools

• In recent years, several entities developed relevant sustainability management tools for tourism destinations, that include indicators for tourism businesses:

• EUROPARC FEDERATION
  - European Charter for Sustainable Tourism (ECST) for PROTECTED AREAS;

• EUROPEAN COMMISSION
  - European Tourism Indicators System (ETIS) for DESTINATIONS;
3. 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
3. Sustainability Management Tools

- **European Charter for Sustainable Tourism (ECST) – Charter Part II**

  - Conditions of Access for **Tourism Businesses**
    - Be located or carry out its activities in the **CHARTER AREA**;
    - Comply with the **APPLICABLE LEGISLATION**;
    - Provide a **SUSTAINABLE ACTION PLAN**;
    - Use **ECO-LABELLING SCHEME OR CHARTER AREA QUALITY PROGRAMME** if exists and is recognised by the Forum and have its agreed actions/action plan adjusted accordingly;
    - Demonstrate a **POSITIVE ATTITUDE TO ENVIRONMENTAL MANAGEMENT**;
    - Member of the **SUSTAINABLE TOURISM FORUM**.
3. Sustainability Management Tools

- **European Charter for Sustainable Tourism (ECST) – Charter Part II**

  - Model content for Sustainable Tourism ACTION PLAN FOR BUSINESS

  - Innovation and organizational development (Vision);
    - Protection of habitats and species;
    - Water management;
    - Waste management;
    - Energy management;
    - Carbon management;
    - Environmental education of staff;
    - Mobility services and logistics;
    - Accessibility for handicapped people

  - Purchasing and local/regional products/suppliers
    - Information Management and dissemination;
    - Security of services;
    - Budget and Schedule for the activities
    - Development of new, environmentally friendly tourism products based on authentic values of the territory
3. Sustainability Management Tools

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

- EUROPARC SPAIN

3 sections, 163 actions and 163 INDICATORS FOR TOURISM BUSINESSES
3. Sustainability Management Tools

- European Charter for Sustainable Tourism (ECST) – Charter Part II
- EUROPARC SPAIN

<table>
<thead>
<tr>
<th>EUROPARC SPAIN SECTION</th>
<th>CRITERIA AND INDICATORS</th>
</tr>
</thead>
</table>
| IMPROVE ENVIRONMENTAL PERFORMANCE | - Energy Savings  
- Water Savings  
- Reduce Solid Waste  
- Minimise Contamination  
- Responsible Consumption  
- Environmental Certification  
- Involving employees and customers in environmental management |
3. Sustainability Management Tools

- **European Charter for Sustainable Tourism (ECST) – Charter Part II**

  - **EUROPARC SPAIN**

  **EXAMPLE**

<table>
<thead>
<tr>
<th>CHARTER Indicator</th>
<th>Use of Renewable Energy solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENERGY SAVINGS</strong></td>
<td></td>
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</tbody>
</table>
3. Sustainability Management Tools

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

  - EUROPARC SPAIN

**EXAMPLE**

<table>
<thead>
<tr>
<th>CHARTER Indicator</th>
<th>Provide environmental education/awareness for employees (water, energy, solid waste, etc. )</th>
</tr>
</thead>
</table>

**Related**

**ENVIRONMENTAL EDUCATION**
3. Sustainability Management Tools

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

- **TYPE OF BUSINESS**
  - Accommodation;
  - Accommodation with activities;
  - Catering;
  - Agri-Food.
3. Sustainability Management Tools

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

“Toolkit for Sustainable Tourism - ETIS”

- 4 sections, 22 criteria, 67 indicators for Destination
- 25 INDICATORS FOR TOURISM BUSINESSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Core</th>
<th>Optional</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Destination Management</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>B. Economic Value</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>C. Social and Cultural Impact</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>D. Environmental Impact</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>

10 Indicators for environmental impact
## 3. Sustainability Management Tools

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

<table>
<thead>
<tr>
<th>ETIS SECTION</th>
<th>CRITERIA</th>
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<tbody>
<tr>
<td><strong>D. ENVIRONMENTAL IMPACT</strong></td>
<td>- Climate Change</td>
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<tr>
<td></td>
<td>- Solid Wast Management</td>
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<tr>
<td></td>
<td>- Sewage Treatment</td>
</tr>
<tr>
<td></td>
<td>- Water Management</td>
</tr>
<tr>
<td></td>
<td>- Energy Usage</td>
</tr>
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<td>- Landscape and Biodiversity</td>
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</tbody>
</table>
3. Sustainability Management Tools

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

**EXAMPLE**

**ETIS Indicator**

Percentage of tourism enterprises involved in climate change mitigation schemes – such as low energy systems

**Related**

**CLIMATE CHANGE**
3. Sustainability Management Tools

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

**EXAMPLE**

**ETIS Indicator**

Percentage of tourism enterprises using recycled water

**Related**

**WATER MANAGEMENT**
3. Sustainability Management Tools

- European Tourism Indicators System (ETIS) - Tourism Businesses

- **TYPE OF BUSINESS**
  - Accommodation;
  - Catering;
  - Entertainment provider;
  - Outdoor recreation provider;
  - Transport;
  - Other.
4. Comparison between ETIS & CHARTER (EUROPARC SPAIN)

<table>
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<th>MISSING ASPECTS</th>
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<td>CHARTER</td>
<td>ENVIRONMENTAL PERFORMANCE</td>
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<tr>
<td>ETIS</td>
<td>- Climate Change</td>
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<tr>
<td>CHARTER AND ETIS</td>
<td>- Environmental Education/Training</td>
</tr>
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<td></td>
<td>- Circular Economy</td>
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## 4. Comparison between ETIS & CHARTER (EUROPARC SPAIN)

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<td>- Other</td>
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<td>- Agri-Food</td>
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5. Conclusions

- COMPARISON BETWEEN ETIS AND CHARTER PART II (EUROPARC SPAIN)
  - CHARTER HAS 163 INDICATORS FOR TOURISM BUSINESSES;
  - ETIS HAS 25 INDICATORS FOR TOURISM BUSINESSES;

- RESOURCE EFFICIENCY AND WASTE MANAGEMENT INDICATORS
  - CHARTER (EUROPARC SPAIN) HAS 57 INDICATORS FOR ENVIRONMENTAL PERFORMANCE;
  - ETIS HAS 10 INDICATORS FOR ENVIRONMENTAL IMPACT;

- MISSING ASPECTS - RESOURCE EFFICIENCY AND WASTE MANAGEMENT INDICATORS
  - CHARTER DOES NOT HAVE INDICATORS DIRECTLY RELATED WITH CLIMATE CHANGE;
  - ETIS DOES NOT HAVE INDICATORS RELATED WITH ENVIRONMENTAL EDUCATION/TRAINING
  - CHARTER AND ETIS DOES NOT HAVE INDICATORS RELATED WITH ECONOMY CIRCULAR CONCEPT
TO GET RESOURCE EFFICIENCY AND WASTE MANAGEMENT IN TOURISM BUSINESSES IS IMPORTANT TO MEASURE AND MONITOR CRITERIA AND INDICATORS RELATED TO:

- CLIMATE CHANGE;
- WASTE MANAGEMENT
- SEWAGE TREATMENT
- WATER MANAGEMENT
- ENERGY USAGE
- LANDSCAPE AND BIODIVERSITY
- INVOLVING EMPLOYEES AND CUSTOMERS IN ENVIRONMENTAL MANAGEMENT

INNOVATION SYSTEMS AND NEW TECHNOLOGIES
5. Conclusions (continuation)

- IMPLEMENT CIRCULAR ECONOMY CONCEPT (SUSTAINABLE TOURISM OFFER, SUSTAINABLE PROCESS, SUSTAINABLE STAY, FEEDBACK BETWEEN TOURISTS AND PROFESSIONALS TO IMPROVE SUSTAINABLE TOURISM)
Thank you for your attention.