

Benefits and Fallacies of Measurement

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Benefits of Indicators

Measuring Progress

Informing Decision-Making

Identifying Areas for Improvement

Facilitating Communication

Enhancing Accountability

Setting Targets and Benchmarks

Supporting Certification and Reporting

Engaging Stakeholders

Thinking beyond economic data

Concerns with ETIS

Cost

Lack of skills to implement

Lack of connectedness with other sectors to collect required data

Discomfort with inability to complete all of the indicators

Subjective vs Objective indicators

Preference for specificity to destination over comparison

Reliance on a champion

Lack of political support/media coverage

Assumes linear/data-driven decision making

Desire for targets

Evaluation of ETIS

Empirical Research Article

The Hidden Power of Sustainable Tourism Indicator Schemes: Have We Been Measuring Their Effectiveness All Wrong?

Gloria Crabolu^{1,2} , Xavier Font^{2,3} , and Graham Miller^{2,4}

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1–20

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Fallacies of Indicators

Technical completeness vs Popular/Political appeal

Easy to collect data vs Data worth having

Common (Core) vs Specific (Supplementary) issues

Sustainability of Tourism vs Sustainable Development

Measurement for reporting vs Measurement for action

Indicators for decision-making vs culture change

What are we trying to achieve that measurement will help us with?

Questions?



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