

Seminario interattivo

Le politiche per il turismo sostenibile nell'agenda 2030

Lo scenario internazionale ed europeo

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The international scenario

- ❖ In **2004 the UWTO** produced a detailed **Guidebook on Indicators of Sustainable development for Tourism destination**, providing a recommended **methodology** based on a participatory process which produces benefits for the destinations and for the participants
- ❖ **The Global Sustainable Tourism Council** (known as the GSTC or the Council) was formally constituted in 2010 as a body for establishing and managing standards for sustainable tourism and since 2013 is working on a set of criteria for destinations, providing also a destination assessment and training programme.
- ▶ In **2015 the United Nations** have adopted **the 2030 Agenda for sustainable development**, along with the **17 Sustainable Development Goals (SDGs)**, which is people-centred, transformative, universal and integrated.
- ▶ **Tourism** has the potential to contribute, directly or indirectly to all of the goals. In particular, it has been included as targets in **Goal 4** – *‘Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all’*; **Goal 8** – *‘Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all’*; **Goal 11** *‘Advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage’*; **Goal 12** *‘Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promote local culture and products’*.
- ▶ **Sustainable tourism** is firmly positioned in the Agenda 2030. Achieving this agenda, requires a clear implementation framework, adequate financing and investment in technology, infrastructure and human resources.

Existing recognized methodologies

The European context

- ❖ In **2010 the European Commission** published its Communication '*Europe the world's n.1 tourist destination. A new political framework for tourism in Europe*'.

Action 11 of the Communication foreseen to '*Develop a system of indicators for the sustainable management of destinations*'

- ❖ **The European Tourism Indicator System (ETIS)**, designed and launched in 2013 by the European Commission as a tool which any destination can pick up and use on voluntary basis, without any specific training. **Over 100 destinations across Europe have implemented this EU methodology**, during the 2 year pilot phases (2013-2015);
- ❖ **The EU eco-management and audit scheme (EMAS)**, a tool developed by the European Commission allowing actors in the tourism sector to improve their environmental performance and promote the quality of their services. **This voluntary tool and certification scheme** aims to help its users to achieve enhanced performances
- ▶ The European Environmental Agency reporting mechanism on tourism and environment – TOUERM, based on the issue that **Policy fragmentation leads to problems of data availability**, especially with regard to environmental impacts and the need to develop a **comprehensive policy reference specifically for tourism and environment, which doesn't yet exist.**

A focus on ETIS Methodology

What is ETIS?

A management

tool, which supports the destinations who want to take sustainable approach to destination management, based on **43 core indicators and a set of supplementary indicators**

A monitoring system

easy to use for collecting data and detailed information and to follow destination's own performance from one year to another

An information tool

not a certification scheme), useful for policy makers, tourism enterprises and other stakeholders, **following a step by step guide for its implementation**

How ETIS works:

The Seven Step Guide to ETIS Implementation

Step 1. Raise Awareness

Step 2. Create a Destination Profile

Step 3. Form a Stakeholder Working Group (SWG)

Step 4. Establish Roles and Responsibilities

Step 5. Collect and Record Data

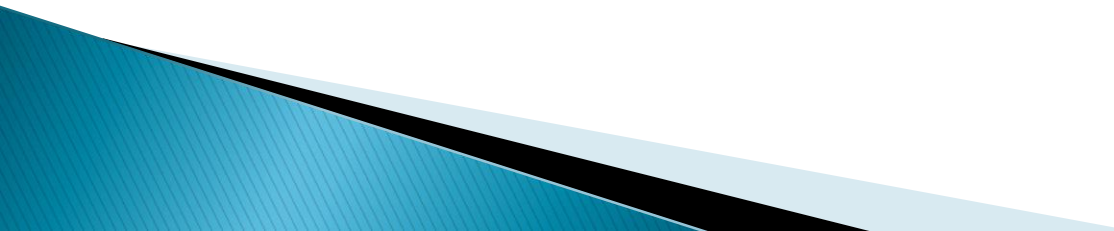
Step 6. Analyse results

Step 7. Enable ongoing Development and Continuous improvement

Return to SWG to agree priorities and develop a plan of action



Territorial dimension of sustainability for tourism

- _ **Accessibility:** how do we measure it?
 - _ **Skills and education:** education statistics for tourism sector
 - _ **Quality of jobs:** tourism specific skills?
 - _ **Quality standards and quality management indicators:** for quality measurement
 - _ **Definition of “type of destinations (i.e. ‘beach’),** critical for coastal destinations
 - _ **Big data:** availability and statistically based
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Where are we going next?

- ▶ **The 2017 is the International Year of sustainable tourism for development** , a unique opportunity which aims at:
 - ▶ raising awareness on the contribution of sustainable tourism;
 - ▶ developing joint initiatives among public and private sector decision-makers and the public;
 - ▶ mobilizing all stakeholders to work together in making tourism a catalyst for positive change.
- ▶ **Towards the European Year of Cultural Heritage in 2018**, an opportunity to encourage Member States and stakeholders in order to:
 - ▶ work together to develop a stronger and more integrated approach to cultural heritage;
 - ▶ promote and protect Europe's cultural heritage, and maximize its intrinsic and societal value, and its contribution to jobs and growth.

Thank you for your attention!



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