

Giuliano Tallone

*Head of Studies, Innovations, Statistics,
Agenzia Regionale Turismo – Regione Lazio*

*Sustainable Tourism and Indicators: experiences from a
regional administration*

@GiulianoTallone

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This roundtable has the goal to evaluate the current ETIS indicators system and the new MITOMED+ set of indicators for sustainable tourism, compared with the ongoing experiences around Europe.

Presentation is organised in three parts:

1. Analysis of Italian situation and sustainability indicators in use at national scale;
2. Evaluation of indicator systems for the practical use at Regione Lazio's scale;
3. Governance process and use of indicators in Tourism planning



1. Analysis of Italian situation and sustainability indicators in use at national scale

Analysis of Italian situation and sustainability indicators

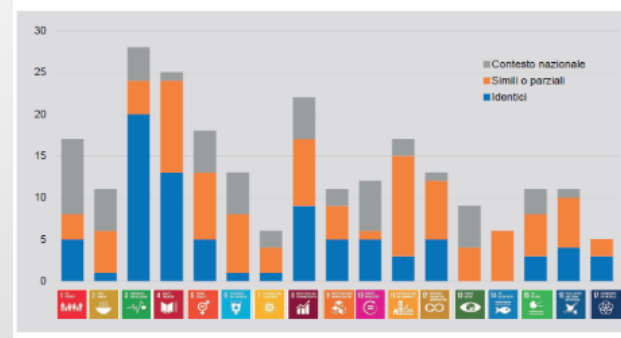
OFFICIAL STATISTICS IN ITALY

- In Italy national reference institution for official statistics is ISTAT (National Statistic Institute), that is the national focal point for Eurostat.
- Lazio Region as other regions in Italy are cooperating with ISTAT inside the **national network for statistics, called SISTAR**. Local administrations work in support of the Region for data gathering.
- ISTAT developed since 2016 a set of 117 **UN- IAEG- SDGs (Sustainable Development Goals) indicators**, including 235 national measures for these indicators.

SDGs indicators were used for a recent report published in 2018.



Figura 1.1 - Indicatori statistici per monitorare gli SDGs per tipologia: identici, simili o parziali, specifici di contesto nazionale



Analysis of Italian situation and sustainability indicators

OFFICIAL STATISTICS IN ITALY

SDG-ISTAT indicators and Sustainable Tourism – Goal 8.9, 12 & 14

ISTAT indicators for **SDG 8.9**:

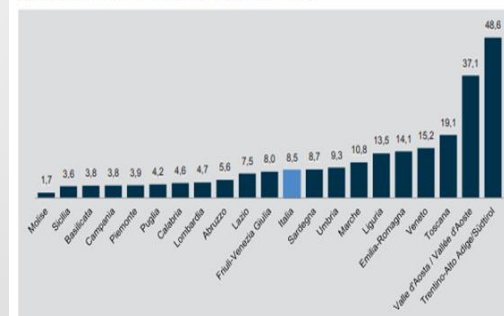
For the Indicator 8.9.1 "Tourism direct GDP as a proportion of total GDP and in growth rate", ISTAT considers the measure "Part (Quota) of added value of tourism, compared to total economy (percentage)". [Istat, 2015, %]

For the Indicator 8.9.2 "Number of jobs in tourism industries as a proportion of total jobs and growth rate of jobs, by sex", ISTAT - "Part (Quota) of jobs in tourism industries, compared to total economy (percentage)" [Istat, 2015, %].

An added "indicator of national context" is linked to **indicator 12.B.1**: "Role of tourism in waste production" [ISTAT, 2015, kg/eq. inhabitant].

Target 14.7, and two indicators related with **14.5.1** "Coverage of protected areas in relation to marine areas" that can be interesting for sustainable tourism as well: "Marine Protected Areas" [Ministry of Environment, km²], and "Marine coastal water quality: percentage of coastal bathing waters" [ISTAT-Ministero Salute, 2016, %]

Figura 12.10 - Incidenza del turismo sui rifiuti per regione - Anno 2015



Fonte: Ispra, Database Annuario dei dati ambientali (PSN: APA-000332)

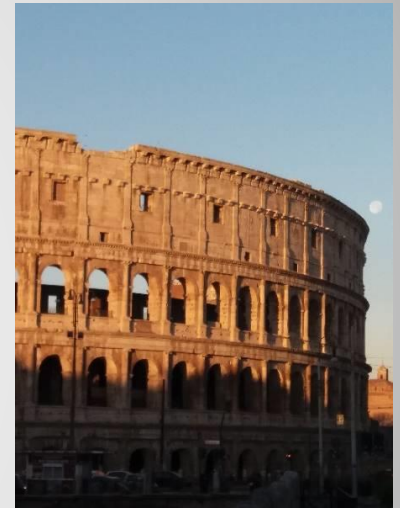


2. Evaluation of indicator systems for the practical use at Regione Lazio's scale

Evaluation of indicator systems for the practical use at Regione Lazio's scale

REGIONAL FRAMEWORK IN LAZIO REGION

- Lazio is the **region or Rome**, On 11,5M touristic arrivals each year in the Lazio Region, 10M are in Rome area alone. Civitavecchia harbour is extensively used by **cruise tourism** (> 2M visitors each year). Third tourism sector in Lazio, considering numbers, is **M&C tourism along the coast** destinations.
- Lazio has **23 coastal (or island) municipalities**, that in the perspective of MITOMED+ we can consider "destinations".
- Two of them are municipalities on islands, encompassing the whole Arcipelago Pontino, composed by 6 different islands (Ponza, Zannone, Palmarola and Gavi in the Municipality of Ponza and Ventotene and Santo Stefano in the Municipality of Ventotene).
- Rome is one of 23, and the "Municipio" (sub-municipality city council) on the coast is "X Municipio" (Ostia).



Evaluation of indicator systems for the practical use at Regione Lazio's scale

ONGOING PROJECTS ON SUSTAINABLE TOURISM INDICATORS

Lazio Region at the moment is working on development of use of indicators in sustainable tourism study and in regional tourism planning.

Basical set of data concerning tourism that have been taken during the years in the framework of ISTAT work are:

- **Capacity of tourist accomodations** (number and categories of hotels and different accommodation);
- **Occupancy of tourist accomodations** - Hotels and other tourism structures (nights spent).



	Coastal Municipality	Resident population [ISTAT 2018]	Surface Km ²	Density Inhab/ Km ²	Tourist Arrivals (Yr - 2017)	Tourist Presence - Nights (Yr - 2017)	Average lenght of stay	Tourists Presences / Residents
1	Montalto di Castro	8.978	189,63	47,34	39.615	198.850	5,02	22,15
2	Tarquinia	16.269	279,33	58,24	37.536	225.762	6,01	13,88
3	Civitavecchia	52.671	73,74	714,28	52.969	94.623	1,79	1,80
4	Santa Marinella	18.921	48,91	386,85	27.142	67.794	2,50	3,58
5	Cerveteri	37.977	134,32	282,74	1.578	3.203	2,03	0,08
6	Ladispoli	41.604	25,35	1.641,18	19.404	41.247	2,13	0,99
7	Fiumicino	79.630	213,89	372,29	414.986	959.495	2,31	12,05
8	Roma (X Municipio)*	231.723	150,64	1.538,26	n.d.	n.d.	n.d.	n.d.
9	Pomezia	63.641	86,57	735,14	141.452	329.164	2,33	5,17
10	Ardea	49.663	72,09	688,90	n.d.	n.d.	n.d.	n.d.
11	Anzio	54.710	43,65	1.253,38	25.698	120.267	4,68	2,20
12	Nettuno	49.852	71,64	695,87	15.142	42.336	2,80	0,85
13	Latina	126.470	277,62	455,55	52.894	158.083	2,99	1,25
14	Sabaudia	20.536	145,38	141,26	69.098	168.250	2,43	8,19
15	San Felice Circeo	10.054	32,63	308,12	31.204	81.822	2,62	8,14
16	Terracina	46.323	136,59	339,14	51.998	194.179	3,73	4,19
17	Fondi	39.779	143,91	276,42	113.202	621784	5,49	15,63
18	Sperlonga	3.318	19,49	170,24	46.944	366.062	7,80	110,33
19	Gaeta	20.545	29,20	703,60	57.719	143.587	2,49	6,99
20	Formia	38.032	74,17	512,77	32.470	85.778	2,64	2,26
21	Minturno	19.804	42,13	470,07	9.749	41.503	4,26	2,10
22	Ponza	3.366	10,16	331,30	16.895	42.398	2,51	12,60
23	Ventotene	775	1,75	442,86	1.000	2.868	2,87	3,70

*Roma Capitale - Roma Statistica. Popolazione iscritta in anagrafe al 31 dicembre 2016 per zone urbanistiche.

Evaluation of indicator systems for the practical use at Regione Lazio's scale

ONGOING PROJECTS ON SUSTAINABLE TOURISM INDICATORS

- Lazio is **Associated Partner in MITOMED+ project**, with the goal to test MITOMED+ indicators in at least two destinations (Ponza and Santa Marinella).
- Lazio is **leading partner in DESTIMED project**, addressed (as the previous **MEET** project) to develop tourist packages in protected areas around Mediterranean, including two destinations in Lazio (both of them M&C destinations): Circeo National Park and Riviera di Ulisse Regional Park. The project has also the aim **to develop indicators** both for Tourism Industry – Tour Operators and for Destinations.
- Lazio is also developing in a protected area (Monte Rufeno Regional Reserve) a **EUROPARC - European Charter for Sustainable Tourism in Protected Areas** (ECST) certification process (awarded in 2012).

MITOMED+ INDICATOR	MITOMED+ INDICATOR NAME	Indicator Type	ETIS indicator	DESTIMED Criterion - (Destination)	POTENTIAL SOURCE OF DATA (LAZIO)
1	Existence of a strategy for sustainable tourism in the tourism planning documents. Percentage of destinations with a sustainable tourism strategy/action plan, with agreed monitoring, development control	Generic/ Destination	A.1.1	A1 - A7	Regional Tourism Strategy - Local planning documents
2	Percentage of visitors that are satisfied with their overall experience in the destination.	Generic/ Destination	A.3.1	A10	
3	Percentage of tourism establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures.	Economic Indicators	A.2.1	A11	Ministry of Environment (EMAS-ISO14001)
4	Relative contribution of tourism to the destination's economy (% GDP)	Economic Indicators	B.1.1.1	B1	
5	Average length of stay of tourists (nights)	Economic Indicators	B.2.1	B1	ISTAT MOV
6	Number of overnight stays per month	Economic Indicators	B.1.1	B1	ISTAT MOV
7	Occupancy rate in commercial accommodation per month and average for the year.	Economic Indicators	B.2.2	A4 - B1	ISTAT MOV
8	Direct tourism employment as percentage of total employment per month.	Economic Indicators	B.3.1	B1	Uffici dell'Impiego
9	Daily spending per tourist (accommodation, food and drinks, other services)	Economic Indicators	B.1.2	B1	Banca d'Italia (solo per gli stranieri)
10	Total number of cruise passengers per day, in relation to total population (1 on 1 proportion)	Economic Indicators	(Supplementary Indicators)	-	Autorità Portuale
11	Number of beds available in commercial visitor accommodation in relation to residents (1 on 1 proportion)	Social and Cultural	C.1.1.2	B1	ISTAT Capacity / ISTAT General Census
12	Variation (%) of unemployment rate between low and high season	Social and Cultural	-	B2	Regione Ass. Lavoro
13	Number of tourists per resident (1 on 1 proportion)	Social and Cultural	C.1.1		ISTAT MOV / ISTAT General Census
14	Number of second/rental homes per 1 home (1 on 1 proportion)	Social and Cultural	C.1.1.3		Comunicazioni Alloggi Turistici / ?
15	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognized accessibility schemes.	Social and Cultural	C.3.1	A8	Comuni
16	Number of cultural sites and practices under some protection label and number of cultural sites and practices acknowledged to be "at risk"	Social and Cultural		C1 - C4	Direzione Cultura ?
17	Average wage in tourism for women compared to men's employment	Social and Cultural	C.2.1	B2	

18	Percentage of destination (area in km ²) that is designated for protection	Environmental Indicators	D.7.1	C1	Regione Lazio Direzione Capitale Naturale
19	Percentage of the destination area under a biodiversity protection plan	Environmental Indicators	D.7.1.2	C1	Regione Lazio Direzione Capitale Naturale
20	Solid urban waste produced by destination (relation of tons per person between low and high season)	Environmental Indicators	(D.3.1)	D10	ISPRA - Catasto Nazionale Rifiuti
21	Volume of solid urban waste recycled (relation between low and high season)	Environmental Indicators	D.3.2	D10	ISPRA - Catasto Nazionale Rifiuti
22	Water consumption (litre) per person (relation between low season and high season)	Environmental Indicators	(D.5.1)	D7	Autorità di Ambito
23	Energy consumption (KWh) per person per day (relation between low and high season)	Environmental Indicators	(D.6.1)	D11	
24	Level of pollution in seawater per 100 ml (fecal coliforms, campylobacter)	Environmental Indicators	D.8.1.1	D8 - D9	ARPA Lazio
25	Number of berths and moorings for recreational boating in relation to total length of coastline (km)	Environmental Indicators	(Supplementary Indicators)		Piano Porti Regione Lazio, Direzione Trasporti Regione Lazio
26	Number of blue flags, EMAS, ISO 14001 and other national environmental certifications, in relation to total number of beaches.	Environmental Indicators	(Supplementary Indicators)		Ministero Ambiente, Bandiera Blu
27	Area and volume of sand nourishment	Environmental Indicators	(Supplementary Indicators)		Regione Lazio, ...?
28	Total Km of free access beaches relative (%) to total Km of beaches	Environmental Indicators	(Supplementary Indicators)		Regione Lazio, Area Blue Economy
29	Water quality in tourist harbours/marinas	Environmental Indicators	-		ARPA Lazio ?
30	Percentage of beaches accessible to all: mobility and sensorial disabilities	Environmental Indicators	(Supplementary Indicators)	D8	
31	Percentage of electric energy consumed by renewable sources.	Environmental Indicators	D.6.3	D11	
32	Number of days when the NO _x threshold is trespassed.	Environmental Indicators	-		
33	Use of land: % developed, % building land, % land designated as not for building	Environmental Indicators	-		

PROJECT PARTNERS



DRAFT REPORT

Towards a standard for sustainable tourism in Mediterranean Protected Areas

July 2018

DESTIMED
approach

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6. PROPOSED KEY SUSTAINABILITY CRITERIA AND INDICATORS FOR MEDITERRANEAN PROTECTED AREAS

Not all the above criteria however are applicable to the DestiMED standard. In order to make the final standard more effective it has been necessary to narrow down the potential list of criteria to a limited number, this will ensure the applicability of the standard to the Mediterranean PAs context. For this reason a further selection of criteria and indicators has been made. The criteria and indicators have therefore been shortlisted and adapted from the above list of and they have been selected based on:

- Representativeness of key social, cultural and economic requirements for a sustainable tour package in PAs
- Ease of monitoring from the PAs perspective

According to the GSTC classification, the most relevant criteria are the following:

- B1, B3, B4, B6, B7
- A2, A3, A5, A6, A7, A9
- C1, C2, C3, C4
- D3

For each criteria and indicator some basic verification mechanisms have been provided and references to the standards and GSTC Criteria when available.



3. Governance process and use of indicators in Tourism planning

Governance process and use of indicators in Tourism planning

LAZIO TOURISM PLANNING SYSTEM

- In Lazio, Tourism Planning is mainly decided at the scale of whole region. Regions in Italy have primary competences on tourism (not the State). National framework is a national agreed program, the “**Piano Strategico del Turismo (PST) 2017-2022**”.
- In the regional law on tourism the only tourism plan is the Three-year Strategic Plan on Tourism. The last one approved is the “**Three-year Strategic Plan on Tourism 2015-2017**”. This plan has as background a set of indicators on tourism that doesn't include indicators on sustainable tourism.
- We are now working on development of the **next 2018-2020 plan**. In this new plan we are evaluating to put as a goal the development of a set of indicators on sustainable tourism. The plan is developed with a participatory approach.



In Lazio stakeholder's involvement is approach used in development of an indicators system on tourism.

Governance process and use of indicators in Tourism planning

DATA IN REGIONAL TOURISM PLANNING

- During the process for new three-year Plan development we organized a **series of local events** to discuss with stakeholders possible goals and actions of the new plan. These meetings were called “Lazio delle Meraviglie - Stati Generali del Turismo”. These events were started with a presentation about data and indicators, because the next **plans must be based on hard data and information**.
- The Lazio’s regional law includes a “**Regional Tourism Observatory**”, with the aim to cooperate with Regional Tourism Agency in gathering data on tourism.
- Regional Administration recently decided to make a **Technical Panel of the Observatory**, participated by all relevant stakeholders (Municipality of Rome, associations of Hotels, Banca d’Italia, Chambers of Commerce, ...): sharing information on tourism and methods about statistics and data management.



Conclusions

RELEVANT ELEMENTS FOR DISCUSSION

- **Regulatory questions** (UE or National) are not probably the first priority in standardisation of indicators for sustainable tourism; more important is to share a common set of indicators between all stakeholders;
- Because fragmentation and replication of projects-initiatives around the question of designing an indicator set, it should be **evaluate a minimum common set** that can be shared in all destinations; MITOMED+ set can be this one;
- Local, Regional and National **administrations should be aware** of the minimum common set, and must work to put in place data gathering systems that can answer to this minimum set;
- A question is the **temporary scansion of data** on the indicators (annual VS monthly); and the “grain” of data gathering (Municipality; wider destination...?);
- As in ETIS toolkit, the **process of use of indicators** (governance, stakeholders participation) is as important as the data themselves.

THANK YOU FOR YOU ATTENTION!

gtallone@regione.lazio.it

www.visitlazio.it

@GiulianoTallone