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The Ernest Indicator Survey: Summary of Results



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the indicator survey in summary

- WP3 Action survey delivered to all partners by Uni. Plymouth; 12 regional partners responded...
- ...positively! Indicators for sustainable tourism generally already in use, or in development
- Several key themes emerge from survey & summary of indicator projects
- but... are these the best 12 regions in Europe?

indicators: meta analysis

- variety of indicators developed suited to localities
- generally within consistent systems (10), published (8) and subject to periodic review and/or benchmarking (9)
- with links to sustainable development policies (8)
- economically focussed: on promoting tourism (12) quality (10) and numbers (9) more than protecting the ecological environment (5)

indicators: content, coverage and structure

- national/regional/sub-regional but less local implementation
- mention of Tourism Satellite Account as a link or underpinning structure
- Some use of software tools (inc GIS) for implementation & benchmarking
- economic, occupancy/volume variables important. energy/GHG issues probably covered most in ecological sphere

structural and institutional context

- some lack of 'buy in' from stakeholders including businesses with short term/viability focus. need for enforcement?
- Data, concept & operationalisation issues remain – e.g. what is a regional 'carbon footprint'
- repeated issue of lack of technical and management capacity within tourism sector – 'we need help!'
- need for standardisation at national/EU level – not just indicators but concepts & definitions (TSA type project?)

summary

- survey and NETJAC summary: picture of a willing and engaged set of indicator proponents
- *key issues:*
 - (1) need to agree appropriate concepts, indicator sets & standardise as far as appropriate
 - (2) ensure buy in from wider tourism and public sector stakeholders
 - (3) Increase development capacity
- **Note: a more complete version of this presentation will be made available at www.ernestproject.eu**

Thank you for your attention...

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