MONITORING SUSTAINABILITY

International Seminar on Environmental and Social Tourism Indicators for Measuring Tourism Development

Implementing ETIS at a Destination Level
The Turin Case

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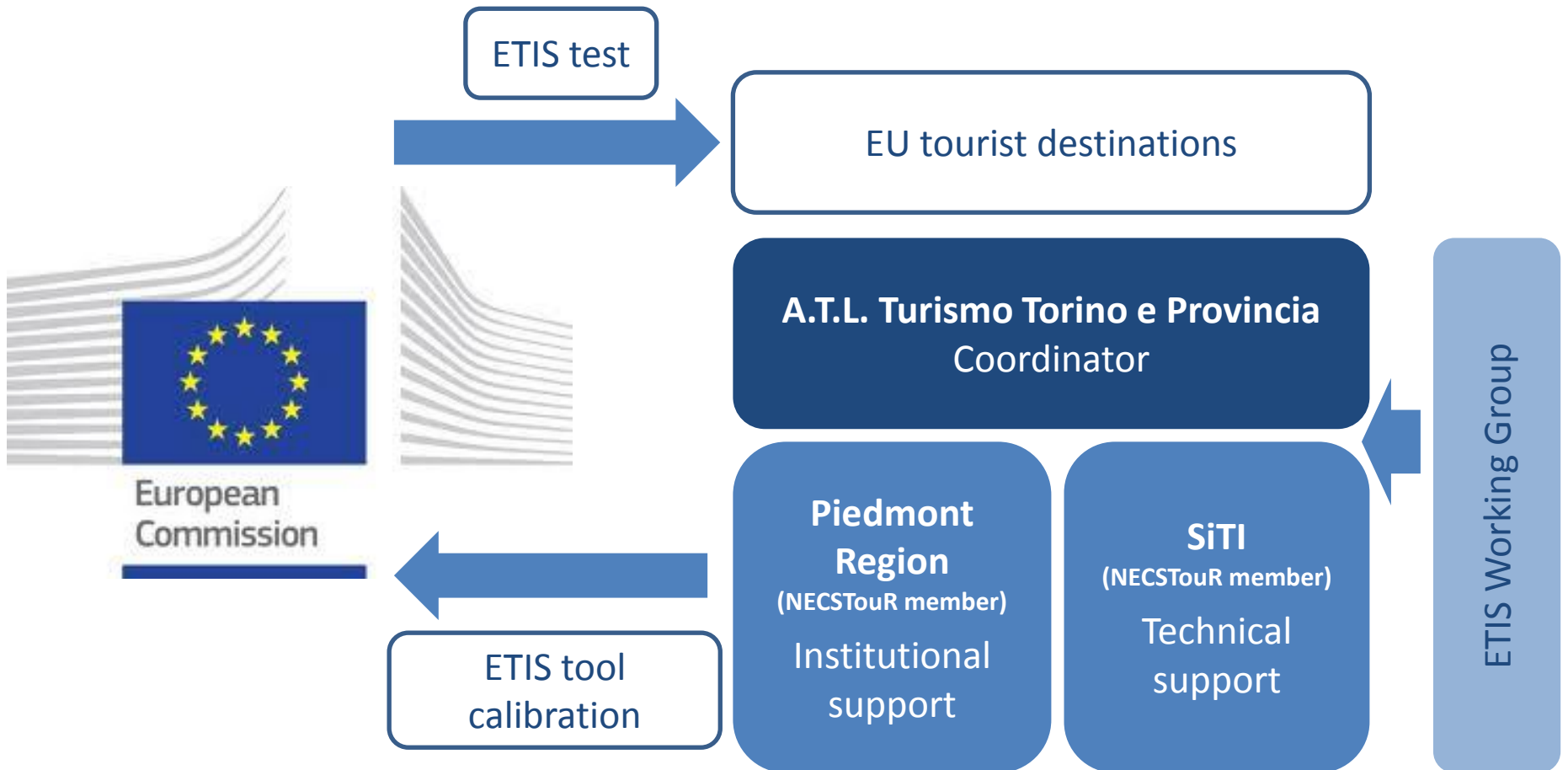
ETIS IN A NUTSHELL

✓ **When** - Launched on February 2013, together with the Toolkit.

✓ **Objective** - Help destinations to measure and monitor their sustainability management processes and performances.

✓ **What** - A management system, simple to use and flexible, for tourism destinations consisting of:
- Toolkit (which includes a step-by step guide to implementing);
- Set of indicators (core and optional);
- Destination Dataset, to record and store indicator data.

✓ **State of play** – EC selected 10 professional experts and launched 2 pilot testing phases to obtain feedback from the destinations.

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PROCESS MANAGEMENT

ETIS test

EU tourist destinations

A.T.L. Turismo Torino e Provincia
Coordinator

Piedmont Region
(NECSTouR member)

Institutional support

SiTI
(NECSTouR member)

Technical support

ETIS Working Group

ETIS tool calibration

European Commission

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Step 1 – RAISE AWARENESS

An **ETIS local public launching event** was held on **November 24th 2014** at the offices of SiTI, following a more technical meeting for the DMOs.

To ensure **the widest possible dissemination**, a **joint press release** by A.T.L. Turismo Torino e Provincia, Piedmont Region and SiTI has been prepared, as well as the **publication of the news** and a short description of the project on their **websites and social media profiles**.

Torino, 10/11/2014

Gentili Signori,

L'A.T.L. Turismo Torino e Provincia - in accordo con la Regione Piemonte e con il supporto tecnico di SiTI - al fine di rendere l'industria turistica del territorio più competitiva e sostenibile, ha deciso di implementare uno strumento di gestione, basato su indicatori, messo a disposizione dalla Commissione Europea. Questo strumento, chiamato *ETIS – European Tourism Indicators System*, si basa su un processo che viene avviato e sviluppato da attori locali, operanti in vari settori inerenti al turismo, che si riuniscono in un gruppo di lavoro.

Visto il ruolo che Lei ricopre nell'ambito della gestione turistica a livello locale, desidero invitarLa a far parte del "Gruppo di lavoro delle parti interessate" e a partecipare a una **riunione di inizio lavori** che si terrà:

il 24/11/2014 alle ore 10:00
presso la
SiTI – Istituto Superiore sui Sistemi Territoriali per l'Innovazione
Corso Castelfidardo 30/a, Torino

In tale occasione sarà illustrato il Sistema di gestione e spiegato come utilizzarlo per favorire lo sviluppo del turismo nel territorio Torinese. Dal canto Suo, Lei potrà far conoscere il Suo punto di vista, indicando le problematiche chiave e aiutando a individuare i settori prioritari di intervento.

Il turismo ha un impatto su tutti. Pertanto, se nel gruppo di lavoro viene data voce a un'ampia gamma di settori e ciascun settore apporta le proprie conoscenze, competenze tecniche e i propri dati, sarà possibile ottenere un quadro più accurato dell'industria turistica locale e della sua interazione con vari altri settori della nostra economia, della nostra comunità e del nostro ambiente. Si tratta di un'occasione unica per riunirsi e contribuire allo sviluppo del turismo che vorremmo vedere nella nostra regione. Saremmo estremamente lieti se anche Lei vi partecipasse.

Nell'attesa di sapere se potrà presenziare alla riunione, La prego di voler gradire i nostri più distinti saluti. In caso di impossibilità a partecipare Le chiediamo, se lo ritiene opportuno, di inoltrare l'invito ad un Suo collaboratore.

A.T.L. Turismo Torino e Provincia
Regione Piemonte – Direzione Cultura, Turismo e Sport
SiTI – Istituto Superiore sui Sistemi Territoriali per l'Innovazione

Per confermare:

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Step 2 – DESTINATION PROFILE

The **Piedmont Region is divided into 9 A.T.L.s** (Hospitality and Tourism Promotion Local Agencies), **established by the Regional Law** no.75/1996.
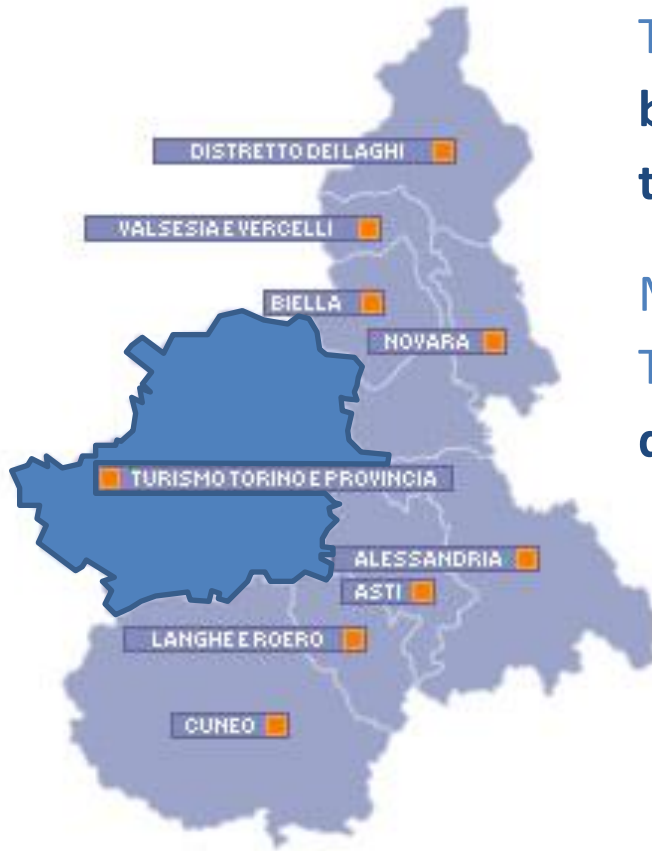
The **A.T.L.s support the development of local tourism by communicating and coordinating local offices of tourist information and hospitality**.

Moreover, the Piedmont Region, through the Regional Tourist Observatory, **disseminates some of its touristic data using the 9 A.T.L. areas as territorial unit**.

Step 2 – DESTINATION PROFILE

- ✓ The A.T.L. Turismo Torino e Provincia is the only entity that has jurisdiction on tourism in the area of the province of Torino.

- ✓ Its territory covers 315 municipalities and the whole province.

- ✓ The area is about 6,821 km², with 2,297,917 permanent residents.

- ✓ Its territory can be divided in three areas: the metropolitan area of Turin, Val di Susa e Pinerolese and Canavese e Valli di Lanzo.

- ✓ Arrivals: 2,000,666; overnight stays: 5,956,675; accommodations: 1,750; n. of beds: 68,596.

Step 2 – DESTINATION PROFILE

Step 3 – STAKEHOLDER WORKING GROUP
Step 4 – ROLES AND RESPONSIBILITIES

Typology	Local organisations/bodies	Relevant Indicators
Private Sector Representatives	Confesercenti – Associazione Albergatori di Torino e Provincia	A.2.1, B.2.1, B.2.2, B.5.1, C.3.1, D.2.1
	Unione Industriale di Torino – Gruppo Turistico Alberghiero	
	Federalberghi	
Tourism Authority	Provincia di Torino – Assessorato Turismo e Sport	A.1.1, A.2.1, A.3.1, A.4.1, B.1.1, B.1.2, B.2.1, B.2.2, B.3.1, C.1.1, C.2.1, C.4.1, D.1.1, D.1.2, D.8.1
	Comune di Torino – Assessorato per la Cultura e il Turismo	
	Regione Piemonte – Sviluppo Piemonte Turismo	
Local Authority for the Environment	Comune di Torino – Assessorato all'Ambiente, Innovazione e Sviluppo, Lavori Pubblici e Verde	D.2.1, D.7.1, D.8.1
	ARPA	
Local Authority Transport Department, Planning Department	Provincia di Torino – Assessorato ai Trasporti e alla Mobilità Sostenibile	D.1.1, D.1.2, D.2.1, D.7.1, D.8.1
Organisation Concerned with Preservation of Local Culture/Heritage	Turismabile	C.4.1
Local Water and Electricity Provider	IREN	D.4.1, D.5.1, D.6.1, D.9.1
	SMAT	
Local Authority Department with Responsibility for Protected Areas	Parco Nazionale del Gran Paradiso	C.4.1, D.7.1
	Parco del Po Torinese	
	Parchi Area Metropolitana	
	Parco Alpi Cozie	
Local Chamber of Commerce	Camera di Commercio di Torino	B.1.2, B.2.1, B.3.1, C.2.1, D.2.1

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Step 3 – STAKEHOLDER WORKING GROUP
Step 4 – ROLES AND RESPONSIBILITIES

1 local chamber of commerce

- Chamber of Commerce of Turin

2 protected areas authorities

- Parco Po e Collina Torinese
- Parco Area Metropolitana

6 tourism, environment, transport, planning local authorities

- Municipality of Turin (Tourism dep. and Environment dep.)
- Province of Turin (Tourism dep. and Transport dep.)
- Agenzia Regionale per la Protezione Ambientale
- Piedmont Region – Sviluppo Piemonte Turismo

0 Local **water and electricity** provider, **private sector** representatives

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Step 3 – STAKEHOLDER WORKING GROUP
Step 4 – ROLES AND RESPONSIBILITIES

Feedback to EU
The follow-up questionnaire for the EC is compiled analysing the results of the implementation of the Dataset and gathering the opinions and suggestions from the SWG about ETIS.

Data Collection
The members of the SWG verify the availability and send the data for which they are in charge. Problems and issues that had arisen during the work were discussed and the related solutions were agreed.

ETIS public launching event
+ technical kick off meeting

November-14   *December-14*   *January-15*

Technical Meeting
with the aim of presenting in more detail the ETIS Toolkit, discussing the indicators and making a first selection based on the group members' experience, assigning responsibilities to collect the data of all the chosen indicators.

Dataset Implementation
Data collected and sent by the SWG members are used to implement the chosen indicators. The first draft results from the Dataset are visualised and analysed.

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Step 5 – COLLECT AND RECORD DATA

	A	B	C	D
	Destination Management	**Economic Value**	**Social and Cultural Impact**	**Environmental Impact**
27 **40**	4 core 5 optional	7 core 11 optional	5 core 9 optional	11 core 15 optional
14 **10**	2 core 2 optional	3 core 0 optional	3 core 5 optional	6 core 3 optional

Destination is monitoring:

Destination Management: 44%; Economic Value: 17%;
Social and Cultural Impact: 57%; Environmental Impact: 35%.

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Step 5 – COLLECT AND RECORD DATA

According to the guidelines of the Toolkit ETIS, a lot of indicators should be collected using **field surveys through questionnaires**.

For the A.T.L. Turismo Torino e Provincia, according to a sustainability criterion, **the following approach has been used**:

I. **firstly** assess whether the data were collectible using official **statistical data sources**;

II. **secondly** assess the existence of **recent surveys to be used** for the implementation of data;

III. **thirdly** assess with the SWG the **methods to carry out the field surveys** provided by the Toolkit for the collection of the missing data.

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Step 5 – COLLECT AND RECORD DATA
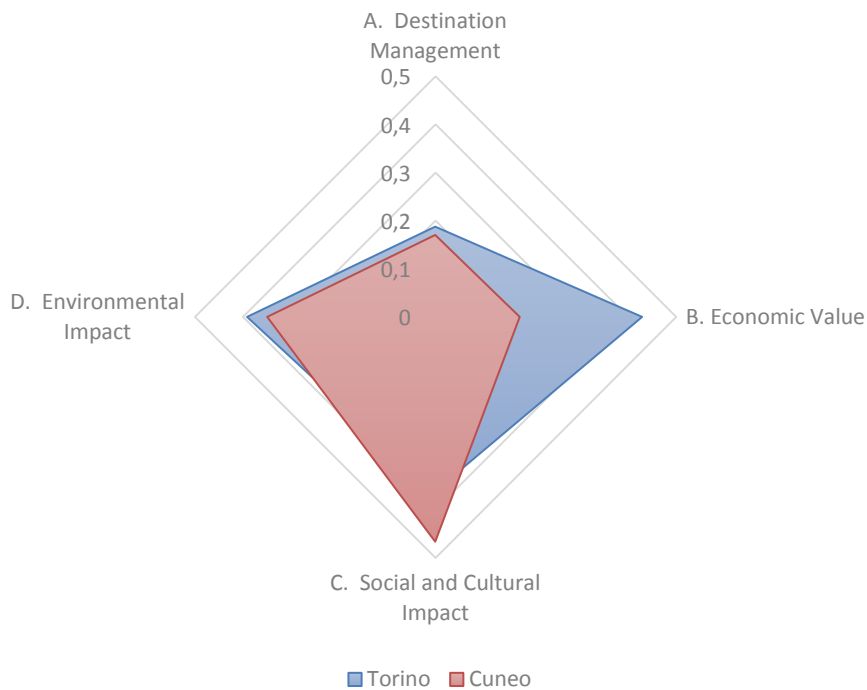
The SWG has outlined some ideas to perform the surveys to:

a) **residents**, for example by giving questionnaires to whom signs an annual subscription to local associations or museums cards;

b) **tourists** by giving questionnaires to whom asks for information in the local tourist offices;

c) **enterprises** by sending on-line questionnaires through e-mail to the Chamber of Commerce and A.T.L. associates.

✓ for all the surveys, a reward system for respondents should be included!

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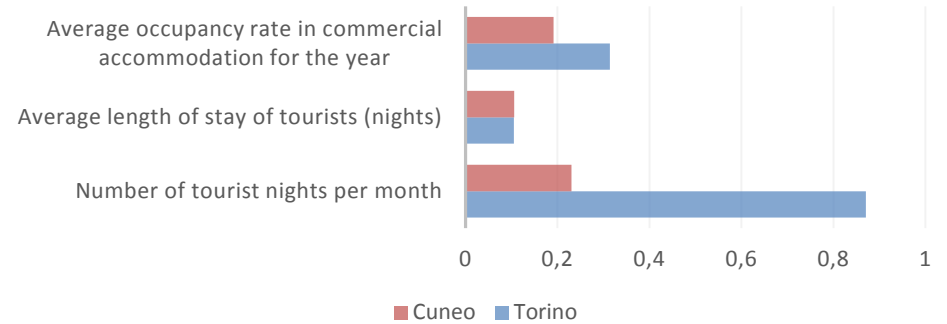
Step 5 – COLLECT AND RECORD DATA

- ✓ The **survey to residents** has been prepared using the **Toolkit template as starting point**.

- ✓ However, since this was a test of the ETIS system it was preferred to include a limited number of questions, focusing on the most immediate and easy to complete. The aspect that was considered more interesting to analyse, in fact, was the residents' compliance percentage.

- ✓ A questionnaire of **9 questions** was administered through an **online survey software** and the compilation link was administered **via e-mail to the contacts of the A.T.L. Turismo Torino e Provincia**.

- ✓ We actually obtained a **low response rate** but a very high compliance percentage, which set **the stage for a successful future implementation of the system** since this was just a test.
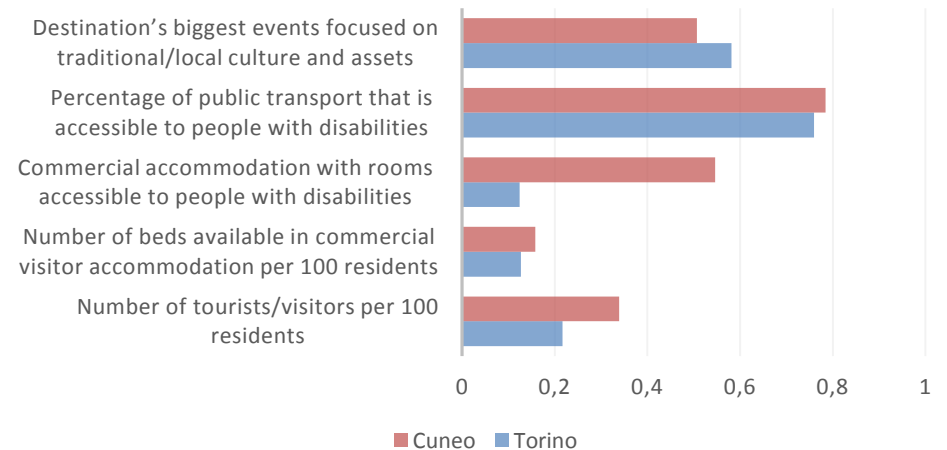
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Step 6 – ANALYSE RESULTS

A. Destination Management

B. Economic Value

C. Social and Cultural Impact

D. Environmental Impact

Torino   Cuneo

B. Economic Value

- Average occupancy rate in commercial accommodation for the year
- Average length of stay of tourists (nights)
- Number of tourist nights per month

Cuneo   Torino

C. Social and Cultural Impact

- Destination's biggest events focused on traditional/local culture and assets
- Percentage of public transport that is accessible to people with disabilities
- Commercial accommodation with rooms accessible to people with disabilities
- Number of beds available in commercial visitor accommodation per 100 residents
- Number of tourists/visitors per 100 residents

Cuneo   Torino

Step 6 – ANALYSE RESULTS

The stakeholders were aware of the "pilot" and "test" nature of the experimentation and devoted a genuine effort especially to highlight the difficulties that emerged during the implementation.

The awareness of all was that, rather than the final result, it was important to **assess the path and the procedure, emphasizing above all the weaknesses and the possible solutions, in order to constructively contribute to the improvement of the system as a whole.** Indeed some weaknesses, as well as potential solutions, have been detected in the following areas:

- ✓ **INVOLVEMENT OF LOCAL ACTORS**

- ✓ **SOURCES OF DATA FOR THE INDICATORS**

- ✓ **INDICATORS**

- ✓ **DATASET SETTING**

Step 7 – CONTINUOUS IMPROVEMENT

The objective of the working meeting of the ETIS SWG was also to **collect their comments and personal observations about the ETIS testing phase**.

This discussion involved broadly the following areas of analysis:

1) **Usefulness** of the ETIS system and effectiveness and efficiency evaluation;

2) **Effort required** to perform the testing in terms of time and adequacy;

3) **Willingness to participate in the future implementation** of the system and suggestions for the improvement.

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Step 7 – CONTINUOUS IMPROVEMENT

✓ The potential of the instrument relies in the possibility of **bringing together those actors involved in different ways in the tourism** industry in order to discuss about its management.

✓ The **double value** of the ETIS system lies in its ability to be **both an incentive to achieve results, and a self-assessment tool**.

✓ What is lacking, perhaps, is an overview or a **summary index for the entire destination** (to be used for future benchmarking with other destinations). The presence of **many indicators makes the system detailed, but it is complex to understand the overall result.**

Step 7 – CONTINUOUS IMPROVEMENT

- ✓ The perception of the majority of the working group is that **much of the complexity in the application of the system was due to the size of the destination** (not a Region, not a Municipality)

- ✓ All participants are interested to take part in a new application of the ETIS system; the necessary condition for this to happen is that there will be an **effective opportunity to compare their destination with other similar ones, thus coming in contact with good practices that would accelerate the improving process of the destination in terms of sustainability and competitiveness**.

- ✓ Would be useful to have a **greater involvement of political actors** in order to share the technical data produced and support policy decisions.