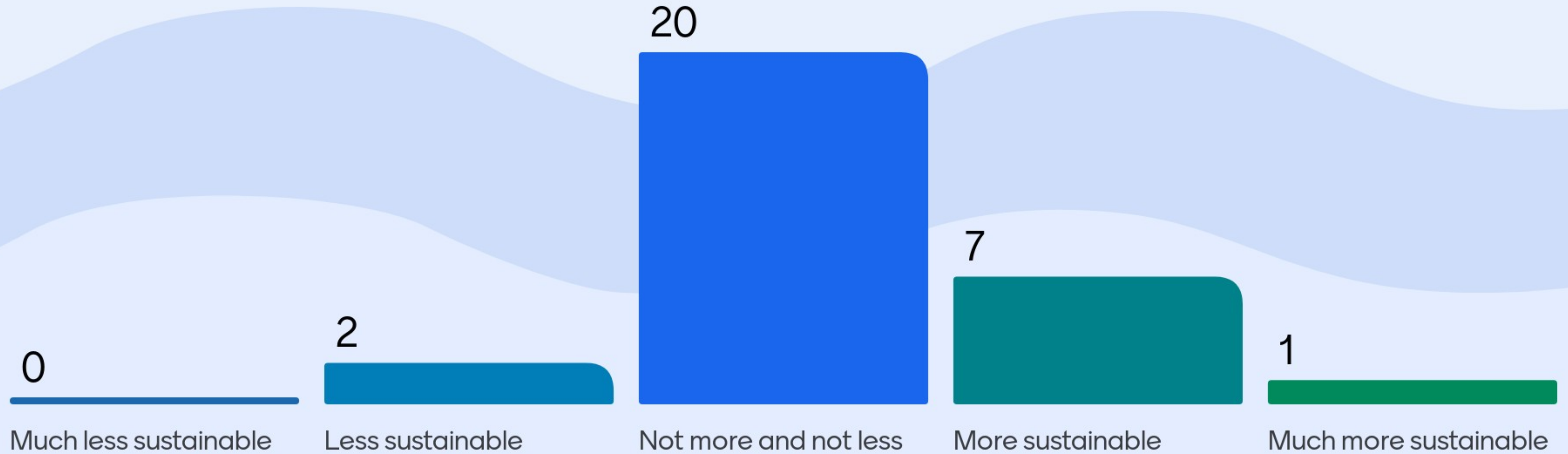




Welcome!
To close off the day, we would like to investigate your thoughts on Sustainable Tourism Indicator Frameworks

Do you believe that tourism in your destination has become more or less sustainable since pre-pandemic times?



Why?

Efforts made but we are committing some same mistakes

More because promotion of grants for renewable energy

Common understanding was created

More awareness

International transportation is the major factor

Same stakeholders, same guests, same policies

It got worse because visitors come from further afield and come in larger numbers too.

Much talk about it about few real action 🌱

Why?

Because lots of other crises happened in the meantime, sometimes taking the focus to another direction

Longer stays have recovered faster, less "passthrough" traffic

Most impact comes from transportation and numbers + composition hasn't changed much

Awariness

Increased priority of sustainability options in *some* travellers

Ideas have not reached execution levels, or the impacts are not prominent enough

Urgency changed

Unfortunately it was already unsustainable before the pandemic

Why?

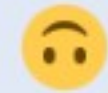
Sustainability became a topic discussed before implementing projects.

Ideas need to be put in action!

Industry is trying to, but doesn't know yet what's best to do. Awareness is there.

Sustainability as indicator or goal to obtain post-pandemic

We are talking more about it but too little really changed.



Nothing changed in terms of tourism.

Différence between talk and action

Why?

It's not the main priority.

People wanted to travel long distances after the two years where this was not really possible

For each of these sustainability dimensions, to what extent would you like to see more data being collected within your destination?

Economic Dimension

4.9

Social Dimension

7.1

Environmental Dimension

8.1

Not necessary

Highly necessary

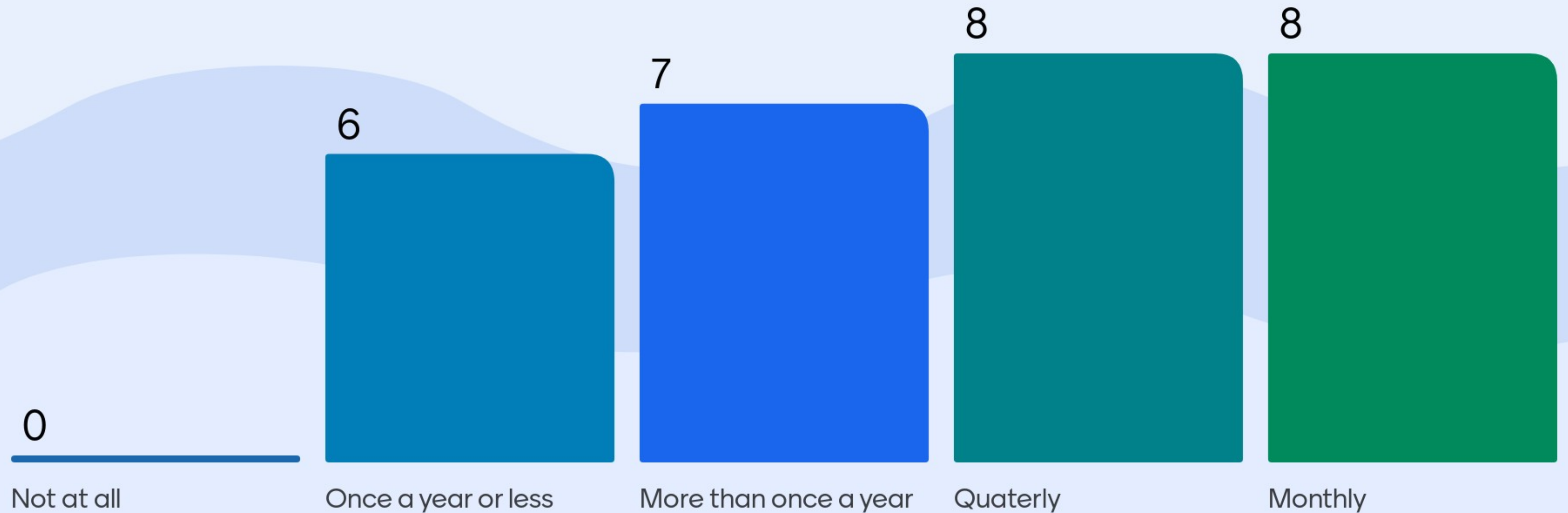
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How often do you make use of a sustainable tourism indicator framework in your work?



Why do you use (or not use) indicator frameworks to the extent that you do?

Responsible for updating destination dashboard

No motivation 😎

Measurability makes my life easier

Used more for measurement, needs to be used more for action

Too many, needs alignment

Impact awareness

Comparison and assessment of projects done regarding sustainability.

Because it's part of our programme of work

Why do you use (or not use) indicator frameworks to the extent that you do?

Validation

Update our colleagues
and local industry

Comparability

To be able to make better
decision and convince

Needs are covered by using it
for reporting the results,
updating the dashboards.

Data availability,
ability_capacity of
stakeholders to process the
information

Credibility

A lot of tourism industry
stakeholders are not so
interested in the
sustainability of tourism.

Why do you use (or not use) indicator frameworks to the extent that you do?

Two reasons. One is fact checking, the other is to motivate policy proposals.

Complex topic need wright indicators

Reporting, monitoring.

Is part of our strategy

Monitoring and evaluating strategy / operations
Communication to stakeholders
Policy making / responding on questions of policy makers
Press

The needs vary and are often produced by periods of slow news.

Comparison

Frustration

Why do you use (or not use) indicator frameworks to the extent that you do?

Use of official data

produce information in a concise way

Fact checking and motivation of policy proposals.

Need more TourMis ws 🙄

RESY Dashboard 📊 📈 🏆

RESY

Tourism density, Air and water quality

cultural heritage

Which sustainability indicators do you believe are most important for tourists visiting your destination?

55 responses



Which sustainability indicators do you believe are most important for local people living in your destination?

67 responses



Which sustainability indicators do you believe are most important for tourism businesses working in your destination?

55 responses



What is the biggest barrier stopping destinations from turning sustainability indicators data into concrete destination management actions?

Influence

Lack of expertise

Change needs to happen in supply offer as demand for sustainable options still relatively low as consumers mostly decide on price .

Old white men mentality

Lack of expertise.
Priorities. Stage of development

Lack of stakeholder engagement

It's not top priority

Stakeholders

What is the biggest barrier stopping destinations from turning sustainability indicators data into concrete destination management actions?

Lack of political support. Not a priority. Lack of human and financial resources

Late availability of data

Business and individuals have contrasting measures of success, as such, a concrete management action for individuals is contrasting to that of businesses

Politics

No priority

Inertia

lack of competence

Lack of interest

What is the biggest barrier stopping destinations from turning sustainability indicators data into concrete destination management actions?

Political encouragement

Elephant in the room. I see an elephant in the room!

Budget regarding to maintain sustainability.

Jobs and economic benefits are short term, and politics often take short term measures

Not brave enough politicians

Politics, no interest

Trust

conservative policies

What is the biggest barrier stopping destinations from turning sustainability indicators data into concrete destination management actions?

Multi-criteria
benchmarking lacking

What would be the biggest enabler to help destinations turn sustainability indicators data into concrete destination management actions?

Money

Positive discrimination

Leadership

Not yes we can but yes we dare.

change of perspective

Introduce new legislation coupled with funding to assist transformation

Money, time and a standardised approach

Profitability



What would be the biggest enabler to help destinations turn sustainability indicators data into concrete destination management actions?

Market interest

Shared and common willingness to make a change

What we are doing here: working together on the technical side

Vision

Enough budget

Perspective

consumer preferences

Multi-criteria benchmarking to increase efficiency of a destination

What would be the biggest enabler to help destinations turn sustainability indicators data into concrete destination management actions?

Persistency

Create an understanding that sustainable and business targets can come along

Not to think it is ONE enabler

Objectives

Dare to make choices

A European Competence Centre for Tourism
#D3HUB