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Universidad de Alicante

Supporting Sustainable Tourism Development
through Improved Measurement: A Case Study
of European Tourism

Apoyo al desarrollo sostenible del turismo
mediante la mejora de la medición: un estudio
de caso de los destinos turísticos europeos

Giedrė Šadeikaitė



Tesis

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Universitat d'Alacant
Universidad de Alicante

DEPARTMENT OF HUMAN GEOGRAPHY

FACULTY OF ARTS

**SUPPORTING SUSTAINABLE TOURISM DEVELOPMENT THROUGH
IMPROVED MEASUREMENT: A CASE STUDY OF EUROPEAN TOURISM
DESTINATIONS**

GIEDRĖ ŠADEIKAITĖ

**Thesis submitted in fulfillment of requirements for the degree of
DOCTOR RECEIVED AT THE UNIVERSITY OF ALICANTE
CONFERRING THE TITLE OF "INTERNATIONAL DOCTOR"
DOCTORATE IN LOCAL DEVELOPMENT AND TERRITORIAL INNOVATION**

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Universitat d'Alacant
Universidad de Alicante

DEPARTAMENTO DE GEOGRAFÍA HUMANA

FACULTAD DE FILOSOFÍA Y LETRAS

**APOYO AL DESARROLLO SOSTENIBLE DEL TURISMO MEDIANTE LA
MEJORA DE LA MEDICIÓN: UN ESTUDIO DE CASO DE LOS DESTINOS
TURÍSTICOS EUROPEOS**

GIEDRĖ ŠADEIKAITĖ

Tesis presentada para aspirar al grado de

DOCTORA POR LA UNIVERSIDAD DE ALICANTE

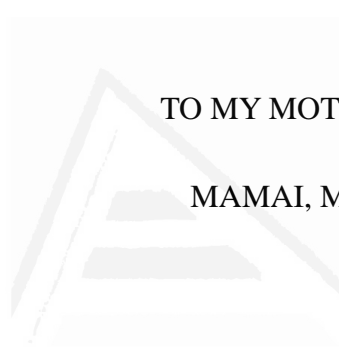
MENCIÓN DE DOCTORA INTERNACIONAL

DOCTORADO EN DESARROLLO LOCAL E INNOVACIÓN TERRITORIAL

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TO MY MOTHER, MY DAILY INSPIRATION

MAMAI, MANO KASDIENIAI ĮKVĖPĖJAI

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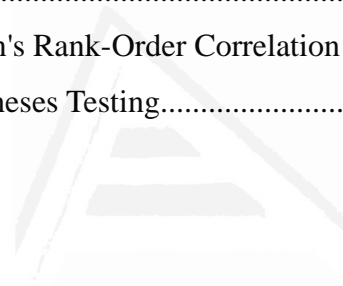
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INTRODUCTION

"When there is alignment and understanding, it is much easier to navigate forward together."

– Karen Kimsey-House (2015, p. 69)

The United Nations have declared 2017 as the "International Year of Sustainable Tourism for Development" (United Nations General Assembly resolution A/RES/70/193) (UN, 2015b). As this initiative comes fifty years after the International Tourist Year on "Tourism – Passport to Peace" (1967) and fifteen years since the International Year of Ecotourism (2002), it highlights the growing significance of tourism in the sustainability agenda (UNWTO, 2016b). In the framework of the "Transforming Our World: the 2030 Agenda for Sustainable Development" and the Sustainable Development Goals, the International Year acknowledges the growing importance of sustainable tourism in global economy and on the political agenda, as well as a feasible and powerful instrument for sustainable development worldwide. As it is highlighted by the "2017 International Year of Sustainable Tourism for Development", by promoting mechanisms to monitor and measure the impacts of tourism, the understanding how sustainable tourism growth contributes to equitable development can be fostered at the local, national and global levels (UNWTO, 2016b).

Historically, the concept of sustainable tourism goes back to as early as 1995 when at the first World Conference in Lanzarote the Charter for Sustainable Tourism was adopted (Sustainable Tourism Charter, 2015). The Charter aimed to raise awareness of tourism industry on the importance to perform tourism activities in responsible manners. As the Charter defines, sustainable tourism "[...] must be ecologically bearable in the long term, as well as economically viable, and ethically and socially equitable for local communities" (World Conference on Sustainable Tourism, 1995, p. 12). The World Tourism Organization and United Nations Environmental Programme define sustainable tourism as "[t]ourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNEP & UNWTO, 2005a). Other definitions of sustainable tourism also include such aspects as cultural integrity, essential ecological processes, biological diversity and life support systems (UNWTO, 1996).

The contribution of tourism is emphasised in three targets, namely 8.9, 12.b and 14.7 of the Sustainable Development Goals. These targets accentuate the necessity of appropriate

policies and monitoring tools that promote sustainable tourism as an instrument to create employment opportunities as well as promote local cultures and products (UN, 2015a, pp. 20–24). Through its numerous interlinkages, tourism provides tools for poverty reduction, protection and conservation of the environment and the cultural heritage, and builds a culture of peace and tolerance. Particularly as a consequence of tourism expansion, Botswana in 1994, Cape Verde in 2007, Maldives in 2010 and Samoa in 2014 graduated from the Least Developed Countries status (UNCTAD, 2016; UN-OHRLLS, 2009, p. 3). Accordingly, the World Economic Forum (2017) highlighted that a more sustainable and inclusive progress of the tourism sector is essential to secure a stable and sustainable growth of the sector that in return fosters development and competitiveness of countries (World Economic Forum, 2015, 2017).

In the European context, the importance of tourism, particularly as a basis for economic diversification and regeneration, eliminating inequality between the regions, and employment creation, was already recognized by the Maastricht Treaty in 1992 (European Commission, 2006; Wanhill & Buhalis, 1999, p. 295). The "Strategy for tourism" adopted in March 2006 also highlights the potential of tourism to generate employment across a diversity of tourism-related sectors as well as make significant contributions to local development in times of industrial, rural and urban declines in most of European regions (European Commission, 2006). The "Strategy for tourism" primarily aimed to increase incentives for destinations and stakeholders to enhance more sustainable and environmentally friendly practices and policies (European Commission, 2006, para. 5). Similarly, the "Agenda for a sustainable and competitive European tourism" communicated by the European Commission in October 2007, importantly noted that an appropriate balance is needed to achieve environment protection and competitive economic progress (European Commission, 2007, para. 4).

In particular, the Treaty of Lisbon, which granted the European Union a legal right to support and coordinate tourism activities in Europe, highlighted that one of the major challenges for tourism is to maintain its competitiveness which in the long-term greatly depends on sustainability (European Commission, 2007, para. 5). It is noted that cooperation of all relevant stakeholders as well as adequate policies and actions are of essential importance to timely anticipate and tackle challenges sustainable tourism development faces to achieve sustainable destination management (European Commission, 2007, paras. 14–16). Only by monitoring and measuring tourism performance and its

impacts, potential challenges at all levels can be timely addressed, while maintaining sustainability and competitiveness of European tourism destinations.

Efforts to measure the progress towards sustainability and sustainable development emerged in the early 1990s (Waas et al., 2014, p. 5512). The Earth Summit and the "Agenda 21" called on the countries to recognize and develop indicators of sustainable development in order to provide solid evidence for decision-making processes (UN Division for Sustainable Development, 1992, 2001). In addition, the states were invited to harmonise these efforts and, where possible, to set common indicators that would be regularly updated and widely accessible (UN Division for Sustainable Development, 2001). Such indicators are expected to be able to give early warning signals in order to avoid any potential economic, environmental or social damage; in addition, they could serve as an important applicable tool to communicate ideas and values (UN Division for Sustainable Development, 2001).

The main rationale behind any sustainability measurement initiative is to provide tangible quantitative evidence which can translate intangible social and physical knowledge into manageable information thereby contributing to data-based and better-informed decision- and policy-making and management of sustainability (UN Division for Sustainable Development, 2001). The growing importance of tourism in the regional and global economy as well as its increasing acceptance as a bridge between diverse cultures and societies have enlarged the need for businesses and policy makers to quantify its benefits and impacts.

The growing number of initiatives that aim to measure the impacts of tourism on sustainable development and thus support sustainable growth of the tourism sector is increasing. Given the complexity and numerous interconnections among tourism and other sectors, the practice indicates that mainly initiatives that measure tourism impacts at the local level produce the most tangible evidence for destination management and governance processes. Nonetheless, there is a limited body of scientific evidence that would explore how the measurement of tourism impacts is perceived at the destination level and what added-value it provides in terms of destinations governance processes and for relevant tourism stakeholders. In addition, evidence is lacking on how the measurement of the performance and impacts of tourism are used to efficiently and effectively contribute to sustainable tourism growth and overall sustainable development.

Based on these considerations, the main purpose of the dissertation is to analyse what benefits the measurement of the impacts of tourism generates in destinations and how by monitoring tourism impacts destinations can enhance sustainable tourism development and thus contribute to overall sustainable development among European destinations that apply the European Tourism Indicators System – ETIS.

The ETIS was launched by the European Commission in 2013 as a voluntary destination management tool to be used for the EU member states (European Commission, 2017c). In Europe, as the world's number one destination, the competitiveness of a tourist destination is closely linked with its sustainability (European Commission, 2016e, p. 7). Only by ensuring sustainability of tourism, i.e. ensuring quality of natural and cultural environment, tackling economic, environmental and socio-cultural issues as well as ensuring positive attitudes from local communities towards tourism development, can destinations strive to succeed over the long term (European Commission, 2016e, 2017c).

While there are a number of policy-related documents on what added-value the usage of the measurement of the impacts of tourism in general and the ETIS in particular may generate, these studies hardly ever focus on the perspective of the destinations that take part in the ETIS. Accordingly, the study aims to answer the following research questions:

- How do tourism destinations perceive the importance of and what methods do tourism destinations use in measuring the impacts of tourism in the European context? What are the main challenges in monitoring the impacts of tourism development?
- Does the measurement of the impacts of tourism contribute to the governance of tourism destinations and better-informed policy-making processes and thereby to sustainable tourism development and overall sustainable development in a destination?
- What are the key benefits that measuring the impacts of tourism brings to relevant tourism stakeholders in tourism destinations?
- How does measuring the impacts of tourism contribute to sustainable development in tourism destinations? Does such measurement provide necessary benefits to improve destination management, enhance involvement of relevant tourism stakeholders as well as foster better-informed and evidence-based policy-making processes?

- Do initiatives to measure the impacts of tourism foster stakeholders' commitment to measurement processes? Do they help in raising awareness of the importance of sustainable tourism development and overall sustainability in tourism destinations among tourists?
- How do tourism destinations perceive potential benefits of tourism progress in terms of sustainable development in tourism destinations in the European context?

The ETIS initiative aims to measure tourism performance and impacts at the destination level, as well as to provide a European-wide comparable system of tourism performance (Krahenbuhl, 2013; Miller, 2013). The ETIS system allows significant improvement along all three pillars of sustainability (European Commission, 2013b, p. 7; Miller, 2013). By using the ETIS, destinations are provided with an instrument to improve their planning and governance, manage their natural and financial resources more efficiently, preserve ecological integrity of destinations, advance the quality of life for local communities as well as improve relations between a host population and visitors (European Commission, 2013b, p. 7; Lane, 2013). The use of the system should also enable benchmarking and sharing of good practices (Krahenbuhl, 2013; Lane, 2013).

In terms of structure, the dissertation is broadly divided into a theoretical and an empirical part. The theoretical part is based on a review of relevant scientific and professional literature, and presents the general framework of tourism and its importance in the context of sustainable development. In addition, it provides an overview of existing initiatives and methods to measure the impacts of tourism, and analyses how the measurement contributes to overall sustainability and competitiveness in destinations. The empirical part is based on the exploratory descriptive case study of the ETIS initiative and the ETIS destinations that apply the system as well as the quantitative research among the ETIS destinations. The dissertation is structured as follows:

- The first chapter of the dissertation analyses the concept of sustainability and sustainable development and the way they have emerged in the political agenda historically at both global and the European Union levels. In this chapter tourism benefits and negative impacts are thoroughly examined in terms of economic, environmental and socio-cultural development.
- The second chapter is dedicated to the exploration of existing efforts and main challenges in measuring progress towards sustainable development in general, and in

terms of tourism impacts on sustainable development in particular. This chapter also provides an overview of currently existing methods that can be applied in measuring pillars of sustainability at the destination level.

- The third chapter analyses the concept of tourism destinations as well as their characteristics and typologies thereby aiming to provide a clear understanding of the setting which is considered as the destination level in this research.
- The fourth chapter formulates the research hypotheses and describes the research approach used in this study. It also provides detailed information on the data and its collection as well as describes the methodology applied in the analysis of the data.
- The fifth chapter presents the exploratory case study of the ETIS initiative and the 210 destinations that take part in the ETIS system. In this chapter the findings of the online survey (n = 106) are examined and the research hypotheses are tested. Finally, this chapter indicates research limitations and actions which are taken to reduce such constraints.
- The sixth chapter highlights both the theoretical and practical implications of this research. It indicates the main contributions of this study to the development of theoretical knowledge and to the limited body of scientific literature on the ETIS initiative. In addition, highlights the ways the main findings of this study in diverse destinations that replied an online questionnaire can complement the European Commission efforts to enhance the use and the application of the ETIS as well as balance the efforts of the ETIS destinations to measure the impacts of tourism development.
- The conclusion summarises the findings of the research as well as provides the answers to the research questions.

While measuring of tourism implies costs and requires close cooperation among all stakeholders, the obtained benefits can significantly empower policy makers, businesses and communities to better manage sustainable tourism growth in their destinations. By quantifying the impacts tourism creates, destinations can generate regular and timely evidence for data-based and well-informed decision- and policy-making, thereby contributing to improved destination planning and governance, as well as produce better-targeted tourism marketing and benchmarking activities.

As the ETIS provides a consistent, cutting-edge and flexible platform for a locally owned and led process for measuring, managing and enhancing sustainability in tourism

destinations, it can significantly contribute to the progress of more sustainable, competitive and resilient tourism development at the destination level in the European context. In the global context, by applying the ETIS, destinations can significantly contribute to achieving Sustainable Development Goals targets 8.9, 12.b and 14.7 related to tourism development. Making the measurement of the impacts of tourism an integral element of tourism growth, it can become a foremost facet in achieving sustainability and competitiveness in the ETIS destinations and beyond.

Given this current rapidly changing landscape of tourism growth and its ever-increasing importance in overall sustainable development context, the dissertation provides a timely contribution to the development of theoretical knowledge and limited body of scientific literature on the ETIS initiative. Considering the fact that, this is the first attempt in scientific setting to study systematically the destinations that apply the ETIS system and to examine the benefits they consider that measuring the impacts of tourism generates, it particularly emphasises the originality as well as theoretical and practical relevance of the research.



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INTRODUCCIÓN

"Cuando hay alineamiento y comprensión, es mucho más fácil navegar hacia delante
juntos."

– Karen Kimsey-House (2015, p. 69)

Las Naciones Unidas declararon el año 2017 como el "Año Internacional del Turismo Sostenible para el Desarrollo" (resolución de la Asamblea General de las Naciones Unidas A/RES/70/193) (Naciones Unidas, 2015b). Esta iniciativa, que llega cincuenta años después del Año Internacional del Turismo ("Turismo: Pasaporte a la Paz, 1967") y tras quince años del "Año Internacional del Ecoturismo" (2002), recalca la creciente importancia del turismo en la agenda de sostenibilidad (OMT, 2016). En el marco de "La Transformación de Nuestro Mundo: Agenda 2030 para el Desarrollo Sostenible" y los "Objetivos de Desarrollo Sostenible", el Año Internacional reconoce la importancia creciente del turismo sostenible en la economía global y en la agenda política como un instrumento factible y poderoso para el desarrollo sostenible en todo el mundo. Como se afirma en el "2017 Año Internacional del Turismo Sostenible", al promover los mecanismos de seguimiento y medición de los impactos del turismo, se puede fomentar el entendimiento de cómo el turismo sostenible contribuye al desarrollo equitativo a nivel local, nacional y mundial (OMT, 2016b).

Históricamente, el concepto de turismo sostenible se remonta a 1995, cuando en la primera Conferencia Mundial en Lanzarote se adoptó la "Carta del Turismo Sostenible" (Carta del Turismo Sostenible, 2015). Dicha iniciativa pretendió concienciar a la industria turística sobre la importancia de llevar a cabo las actividades turísticas de una manera responsable. Como define la Carta, el turismo sostenible "[...] debe ser ecológicamente sostenible a largo plazo, así como económicamente viable, ético y socialmente equitativo para las comunidades locales" (Conferencia Mundial de Turismo Sostenible, 1995, p. 12). La Organización Mundial del Turismo y el Programa de las Naciones Unidas para el Medio Ambiente definen el turismo sostenible como "turismo que tenga plenamente en cuenta sus impactos económicos, sociales y ambientales actuales y futuros, atendiendo a las necesidades de los visitantes, la industria, el medio ambiente y las comunidades anfitrionas" (PNUMA y OMT, 2005). Otras definiciones de turismo sostenible también incluyen aspectos como la integridad cultural, los procesos ecológicos esenciales, la diversidad biológica y los sistemas de apoyo a la vida (OMT, 1996).

La contribución del turismo hace hincapié en tres objetivos, a saber: 8.9, 12.b y 14.7 de los Objetivos de Desarrollo Sostenible. Estos objetivos acentúan la necesidad de políticas y herramientas de monitorización adecuadas que promuevan el turismo sostenible como un instrumento para crear oportunidades de empleo, así como para promover las culturas y productos locales (ONU, 2015a, pp. 20–24). A través de sus numerosas interrelaciones, el turismo produce herramientas para la reducción de la pobreza, y para la protección y la conservación del medio ambiente y el patrimonio cultural, construyendo una cultura de paz y tolerancia. En particular, como consecuencia de la expansión del turismo, Botsuana en 1994, Cabo Verde en 2007, Maldivas en 2010 y Samoa en 2014 salieron de la lista de los países menos desarrollados (UNCTAD, 2016, UN-OHRLLS, 2009, p. 3). Por lo tanto, el Foro Económico Mundial (2017) puso de relieve que una evolución más sostenible e inclusiva del sector turístico es esencial para asegurar un crecimiento estable del sector que, a cambio, fomente el desarrollo y la competitividad de los países (Foro Económico Mundial, 2015, 2017).

En el contexto europeo, la importancia del turismo, especialmente como base para la diversificación y regeneración económicas, la eliminación de la desigualdad entre las regiones y la creación de empleo, ya fue reconocida por el Tratado de Maastricht en 1992 (Comisión Europea, 2006; Wanhill & Buhalis, 1999, p. 295). La "Estrategia para el turismo" adoptada en marzo de 2006 también recalcó el potencial del turismo para generar empleo en una diversidad de sectores y contribuye de manera significativa al desarrollo local en tiempos de declive industrial, rural y urbano en la mayoría de las regiones europeas (Comisión Europea, 2006). La "Estrategia para el turismo" tenía como objetivo principal aumentar los incentivos para que los destinos y las partes interesadas fomentaran prácticas y políticas más sostenibles y respetuosas con el medio ambiente (Comisión Europea, 2006, párrafo 5). Del mismo modo, la "Agenda para un turismo europeo sostenible y competitivo", comunicada por la Comisión Europea en octubre de 2007, destacó que era necesario un equilibrio adecuado para lograr la protección del medio ambiente y el progreso económico competitivo (Comisión Europea, 2007, párrafo 4).

En particular, el Tratado de Lisboa, que otorgaba a la Unión Europea el derecho legal de apoyar y coordinar las actividades turísticas en Europa, recalcó que uno de los principales retos para el turismo es mantener su competitividad, que a largo plazo depende en gran medida de la sostenibilidad (Comisión Europea, 2007, párrafo 5). Cabe señalar que la cooperación de todas las partes interesadas pertinentes, así como las políticas y acciones

adecuadas, son de importancia esencial para anticipar y afrontar con rapidez los desafíos que supone el desarrollo sostenible del turismo para lograr una gestión sostenible de los destinos (Comisión Europea, 2007, párrafos 14–16). Sólo mediante el seguimiento y la medición del rendimiento turístico y sus repercusiones, los retos potenciales a todos los niveles pueden abordarse a tiempo, manteniendo al mismo tiempo la sostenibilidad y la competitividad de los destinos turísticos europeos.

Los esfuerzos para medir el progreso hacia la sostenibilidad y el desarrollo sostenible surgieron a principios de los años noventa (Waas et al., 2014, p. 5512). La Cumbre de la Tierra y la "Agenda Local 21" pidieron a los países que reconocieran y desarrollaran indicadores del desarrollo sostenible para proporcionar evidencias sólidas para los procesos de toma de decisiones (División de Desarrollo Sostenible de las Naciones Unidas, 1992, 2001). Además, se invitó a los Estados a armonizar estos esfuerzos y, donde fuera posible, a establecer indicadores comunes que se actualizaran periódicamente y fuesen ampliamente accesibles (División para el Desarrollo Sostenible de las Naciones Unidas, 2001). Se espera que tales indicadores puedan dar señales de alerta temprana a fin de evitar posibles daños económicos, medioambientales o sociales. Además, podrían servir como una importante herramienta aplicada para comunicar ideas y valores (División para el Desarrollo Sostenible de la ONU, 2001).

La razón principal detrás de cualquier iniciativa de medición de la sostenibilidad es proporcionar evidencias cuantitativas tangibles que puedan traducir el conocimiento físico y social intangible en información manejable, contribuyendo así a la toma de decisiones, a la formulación de políticas y a una gestión de la sostenibilidad basadas en datos fiables (División de Desarrollo Sostenible de la ONU, 2001). La creciente importancia del turismo en la economía regional y mundial, así como de su aceptación como puente entre diversas culturas y sociedades, han ampliado la necesidad de que las empresas y los responsables de la formulación de políticas cuantifiquen sus beneficios e impactos.

El incremento del número de iniciativas que apuntan a medir los impactos del turismo en el desarrollo sostenible y, por lo tanto, apoyar el crecimiento sostenible del sector turístico, está aumentando. Dada la complejidad y las numerosas interconexiones entre el turismo y otros sectores, la práctica indica que principalmente las iniciativas que miden los impactos del turismo a nivel local producen las evidencias más tangibles para la gestión de destinos y los procesos de gobernanza. Sin embargo, hay un corpus limitado de evidencia científica que exploraría cómo se percibe la medición de los impactos turísticos a nivel de destino y

qué valor añadido proporciona en términos de procesos de gobernanza del mismo y para los agentes implicados en el turismo. Además, faltan evidencias sobre cómo la medición del desempeño y los impactos del turismo se utilizan para contribuir eficiente y eficazmente a su crecimiento sostenible y, en general, al desarrollo sostenible.

Sobre la base de estas consideraciones, el propósito principal de la presente tesis es analizar qué beneficios genera la medición de los impactos del turismo en los destinos y cómo mediante la monitorización de los impactos turísticos los destinos pueden mejorar el desarrollo sostenible del turismo y así contribuir al desarrollo sostenible global entre los destinos europeos en los que aplican el Sistema Europeo de Indicadores Turísticos – ETIS.

El ETIS fue lanzado por la Comisión Europea en 2013 como una herramienta voluntaria de gestión de destinos para los Estados miembros de la UE (Comisión Europea, 2017). En Europa, como primer destino turístico del mundo, la competitividad del destino turístico está estrechamente vinculada a su sostenibilidad (Comisión Europea, 2016b, p. 7). Sólo garantizando la sostenibilidad del turismo (es decir, garantizando la calidad del entorno natural y cultural, abordando las cuestiones económicas, medioambientales y socioculturales, así como garantizando actitudes positivas de las comunidades locales hacia el desarrollo turístico) los destinos turísticos pueden tener éxito a largo plazo (Comisión Europea, 2016b, 2017).

Aunque existen varios documentos relacionados con las políticas sobre el valor añadido que puede generar el uso de la medición de los impactos del turismo en general y del ETIS en particular, estos estudios casi nunca se centran en la perspectiva de los destinos que forman parte del ETIS. Por lo tanto, el estudio pretende responder a las siguientes preguntas de investigación:

- ¿Cómo perciben los destinos turísticos la importancia de medir los impactos del turismo en el contexto europeo y qué métodos utilizan para medirlos? ¿Cuáles son los desafíos principales para monitorizar dichos impactos?
- ¿Contribuye la medición de los impactos del turismo a la gobernanza de destinos turísticos y a los procesos de formulación de políticas mejor informados y, por lo tanto, al desarrollo sostenible del turismo y al desarrollo sostenible global en un destino?
- ¿Cuáles son los principales beneficios que la medición de los impactos del turismo trae a los actores turísticos relevantes en los destinos turísticos?

- ¿Cómo contribuye la medición de los impactos del turismo al desarrollo sostenible en los destinos turísticos? ¿Tales medidas proporcionan los beneficios necesarios para mejorar la gestión de los destinos, aumentar la participación de los interesados en el sector del turismo y fomentar procesos de formulación de políticas mejor informados y basados en evidencias?
- ¿Fomentan las iniciativas para medir los impactos del turismo el compromiso de las partes interesadas con los procesos de medición? ¿Ayudan a sensibilizar sobre la importancia del desarrollo del turismo sostenible y la sostenibilidad global de los destinos turísticos entre los turistas?
- ¿Cómo perciben los destinos turísticos los beneficios potenciales del progreso del turismo en términos de desarrollo sostenible en los destinos turísticos en el contexto europeo?

La iniciativa ETIS tiene como objetivo medir el rendimiento turístico y los impactos a nivel de destino, así como proporcionar un sistema de rendimiento turístico comparable a nivel europeo (Krahenbuhl, 2013; Miller, 2013). El sistema ETIS permite una mejora significativa en los tres pilares de la sostenibilidad (Comisión Europea, 2013, p. 7, Miller, 2013). Mediante el uso de ETIS, se proporciona a los destinos un instrumento para mejorar su planificación y gobernanza, gestionar sus recursos naturales y financieros de manera más eficiente, preservar la integridad ecológica de los destinos, mejorar la calidad de vida de las comunidades locales y mejorar las relaciones entre la población receptora y los visitantes (Comisión Europea, 2013, p. 7; Lane, 2013). El uso del sistema también debe permitir el *benchmarking* y el intercambio de buenas prácticas (Krahenbuhl, 2013, Lane, 2013).

En términos de estructura, la tesis se divide en una parte teórica y una parte empírica. La parte teórica se basa en una revisión de la literatura científica y profesional pertinente y presenta el sistema general del turismo y su importancia en el contexto del desarrollo sostenible. También ofrece un resumen de las iniciativas y métodos existentes para medir los impactos del turismo y analiza cómo la medición contribuye a la sostenibilidad global y a la competitividad en los destinos. La parte empírica se basa en el estudio exploratorio descriptivo de la iniciativa ETIS y los destinos ETIS que aplican el sistema, así como en la investigación cuantitativa entre los destinos ETIS. La tesis se estructura de la siguiente manera:

- El primer capítulo de la tesis analiza el concepto de sostenibilidad y desarrollo sostenible, y también la forma en que han surgido en la agenda política históricamente tanto a nivel global como en la Unión Europea. En este capítulo, los beneficios turísticos y los impactos negativos se examinan a fondo en términos de desarrollo económico, ambiental y sociocultural.
- El segundo capítulo se dedica a la exploración de los esfuerzos existentes y los principales desafíos para medir el progreso hacia el desarrollo sostenible en general y en términos de los impactos del turismo sobre el desarrollo sostenible en particular. Este capítulo también ofrece una visión general de los métodos actualmente existentes que pueden aplicarse en la medición de los pilares de la sostenibilidad a nivel de destino.
- En el tercer capítulo analiza el concepto de destinos turísticos, así como sus características y tipologías, con el fin de proporcionar una comprensión clara del entorno que se considera como nivel de destino en esta investigación.
- El cuarto capítulo formula las hipótesis de investigación y describe el enfoque de investigación utilizado en este estudio. También proporciona información detallada sobre los datos y su colección, y describe la metodología aplicada en su análisis.
- El quinto capítulo presenta el estudio exploratorio de la iniciativa ETIS y de los 210 destinos que forman parte del sistema ETIS. En este capítulo se examinan los resultados de la encuesta en línea (n = 106) y se ponen a prueba las hipótesis de investigación. Finalmente, este capítulo indica las limitaciones de la investigación y qué acciones se toman para reducir tales restricciones.
- El sexto capítulo destaca las implicaciones teóricas y prácticas de esta investigación. Indica las principales aportaciones de este estudio al desarrollo de los conocimientos teóricos y al limitado corpus de literatura científica sobre la iniciativa ETIS. Además, destaca la forma en que los principales resultados de este estudio en los diferentes destinos europeos que contestaron a la encuesta pueden complementar los esfuerzos de la Comisión Europea para mejorar la utilidad y la aplicación del ETIS, así como equilibrar los esfuerzos de los destinos ETIS para medir los impactos del desarrollo turístico.
- La conclusión resume los resultados de la investigación, así como proporciona las respuestas a las preguntas de la investigación.

Aunque la medición del turismo implica costes y requiere una estrecha cooperación entre

todas las partes interesadas, los beneficios obtenidos pueden potenciar significativamente a los responsables políticos, las empresas y las comunidades para gestionar mejor el crecimiento del turismo sostenible en sus destinos. Mediante la cuantificación de los impactos del turismo, los destinos pueden generar pruebas periódicas y oportunas para la toma de decisiones y la formulación de políticas basadas en datos y estar bien informados, contribuyendo así a una mejor planificación y gobernanza del destino.

Dado que el ETIS ofrece una plataforma consistente, innovadora y flexible para un proceso de propiedad y liderazgo local para medir, gestionar y mejorar la sostenibilidad en los destinos turísticos, puede contribuir significativamente al progreso de un desarrollo turístico más sostenible, competitivo y resistente en los destinos europeos. En el contexto global, mediante la aplicación del ETIS, los destinos pueden contribuir significativamente a alcanzar las metas 8.9, 12.b y 14.7 de los ODS relacionados con el desarrollo turístico. Hacer de la medición de los impactos del turismo un elemento integral del crecimiento del turismo puede convertirse en una de las facetas principales para lograr la sostenibilidad y la competitividad en los destinos de ETIS y más allá.

Dada la rápida evolución del entorno turístico y su importancia cada vez mayor en el contexto global del desarrollo sostenible, la tesis proporciona una contribución oportuna al desarrollo de los conocimientos teóricos y al limitado corpus de publicaciones científicas sobre la iniciativa ETIS. Teniendo en cuenta que éste es el primer intento en el ámbito científico para estudiar sistemáticamente los destinos que aplican el sistema ETIS y examinar los beneficios que consideran que la medición de los impactos del turismo genera, y esto enfatiza la originalidad así como la relevancia teórica y práctica de la presente investigación.

1 SUSTAINABLE DEVELOPMENT AND TOURISM

"We are what we measure. It's time to measure what we want to be."

– Sustainable Measures (2010)

1.1 Concept of sustainability and sustainable development

In 1987, the "Our Common Future", or the so-called Brundtland Report defined sustainable development as "[...] development that meets the needs of the present, without comprising the ability of future generations to meet their own needs" (Brundtland & Khalid, 1987, p. 24). The definition highlighted the notion of multidimensional nature and focused in particular on the intergenerational conflict that lies within the concept. While it is perhaps the most widely known definition of sustainable development, the roots of sustainable development and sustainability date back centuries.

The concepts of "sustainable development" and "sustainability" have emerged through the history around the concern for environmental issues. As human activities and the constant need for raw materials affected the environment, societies aimed to address these impacts (Van Zon, 2002). The earliest references to sustainability, as we understand it today, goes as far back as 400 BC to the Greek concept of household economics (UN, 2012b). Aristotle reflected that, according to the Greek household concept, the household had to be to a certain extent self-sustainable and could not only rely on consumption (UN, 2012b). Other ancient civilisations such as Egyptian, Mesopotamian, Roman as well as Greek, were concerned with and searched for solutions for environmental problems of their times, for example, deforestation, loss of fertility and the salinization of soil (Du Pisani, 2006, p. 85).

In more recent times, the concept of sustainability particularly referring to equilibrium between resource consumption and production was already used in forestry during the 12th and 16th centuries (UN, 2012b). This is mainly due to the fact that almost until the 18th century wood was the primary resource for construction, all production processes and fuel (Du Pisani, 2006, p. 85). Some sources noted that the concepts of sustainable development and sustainability originated from the early forestry term "sustained yield" which dated back to 1713 (Du Pisani, 2006; UN, 2012b). According to Du Pisani (2006), Hans Carl von Carlowitz in his work "Sylvicultura Oeconomica" used the term "nachhaltende Nutzung" (sustainable use) of forest resources in the sense that there would be enough new trees to replace the old one. Some other sources, including the United Nations (2012b), suggested

the original term in German was rather being "nachhaltiger Ertrag" which is more related to "sustainable earnings". Without giving preferences to any of the possible original uses of the term, there seems to be general agreement that sustainable use of a particular resource could have been considered as leading to sustainable earnings in the long-term.

The Industrial Revolution in the 18th century made irreversible changes to the extent of the use of natural resources and the way societies understood the importance of the environmental benefits. During the times of the Industrial Revolution, the overall progress was connected to the improvement of material well-being and economic growth (Du Pisani, 2006, p. 84). Human activities overtook the nature led by the main concerns on how to maximise the economic production as only industrial products for sale had market value (Worster, 1993, pp. 178–180).

Numerous philosophers and intellectuals of the time believed that the Industrial Revolution was rather a necessity that would lead to the so-called "a golden age" of humankind, as explicitly summarised by Du Pisani (2006, pp. 84–85). However, the industrialisation mostly helped the industrialised countries to benefit from the growing production scale which resulted in the increase of the gap between the rich and the poor and unmatched environmental degradation globally (Du Pisani, 2006, p. 85). According to the author, the unequal wealth distribution in the long term would have become the key element in development and sustainability discourse (Du Pisani, 2006, p. 85).

Consequently, in the 20th century, the discourse on sustainable development and sustainability was mainly related the environmental situation caused by the industrial advancements as an aftermath of constantly growing industrial activities. While particularly liberal market proponents believed in the continuous and constant growth of human well-being, it soon became evident that such progress is more likely based on aspirations rather than potentialities of humankind (Von Wright, 1997, pp. 11–12). On the other hand, neoclassic economists were well-aware of environmental issues caused by immense consumption of resources, yet they made assumptions that new technologies would substitute scarce resources (Du Pisani, 2006, p. 87). These circumstances did not allow more neglecting concerns for environmental issues and the 1960s and 1970s were especially important decades in providing basis to the notions of sustainability and sustainable development, as they are understood today.

The societal concerns and attention to reversal effects of industrial progress and damaged

ecosystems were firstly raised by the book "Silent Spring" by Rachael Carson published in 1962 (Environment & Society Portal, 2012; Natural Resources Defense Council, 2015). In her book, Carson analysed the pesticide effects, and how by entering the global food chain they caused cancer and genetic damage and remained toxic in the environment even after rain (Natural Resources Defense Council, 2015). Despite the fact that the book received considerable opposition from the chemical industry, it helped to raise awareness on the environment's vulnerability to human activities among the public and policy makers alike. Carson's work gave rise to the beginning of environmentalism (Environment & Society Portal, 2012; Natural Resources Defense Council, 2015). Thanks to her work as well as some other publications such as "The Population Bomb" by Paul Ehrlich (1968), "A Blueprint for Survival" by Goldsmith, Allen, Allaby, Davoll, and Lawrence (1972) and "Small is Beautiful" by Fritz Schumacher (1973), the need for environmental protection and conservation efforts have been widely acknowledged and accepted (Du Pisani, 2006, p. 89; Environment & Society Portal, 2012; Natural Resources Defense Council, 2015).

Increased public attention to environment-related issues encouraged policy makers to more promptly react and search for potential solutions. The need has arisen to establish formal institutions which would be responsible for passing adequate environmental laws and ensure their enforcement. For example, in response to environmental disasters of that time, including Santa Barbara oil spill in 1969, the US government passed National Environmental Policy Act, followed by the Clean Water Act, the Water Quality Act, the ban of DDT pesticide (Stofleth, 2015). Additionally, the institutions such as the National Wilderness Preservation System and the Environmental Protection Agency were established to strengthen and enforce research, monitoring and setting standards activities aimed at environmental protection, including human health and natural resources (US EPA, 2016). Such governmental agencies have complemented public initiatives and provided structured frameworks to holistically address environmental and overall sustainable development issues.

The important milestone in bringing sustainable development issue to the international agenda was set by the United Nations Conference on the Human Environment, also known as the Stockholm Conference, in June 1972 (Stofleth, 2015; Sustainable Development Knowledge Platform, 2016). Two of the key achievements of the conference were the establishment of the international environmental politics and the conference's outcome document – the Declaration of the United Nations Conference on the Human Environment

(Sustainable Development Knowledge Platform, 2016; UNEP, 1972). As the Declaration states, there is "[...] the need for a common outlook and for common principles to inspire and guide the peoples of the world in the preservation and enhancement of the human environment [that, inter alia,] is a major issue which affects the well-being of peoples and economic development throughout the world" (UNEP, 1972, paras. 1–4). The Declaration also cautioned that "[t]hrough ignorance or indifference we can do massive and irreversible harm to the earthly environment on which our life and well-being depend" (UNEP, 1972, para. 8). These statements remain of crucial importance and relevance to this day.

While the term "sustainable development" *per se* was not yet mentioned in its current form in the Stockholm Conference, the same year the term "sustainable" was used for the first time by the Club of Rome in the publication "Limits of Growth" in 1972 (Stofleth, 2015). The book has questioned the feasibility of unlimited and continuous growth of ecological footprint of human activities (Club of Rome, 2016). After analysing five basic factors, namely, planet-population increase, agricultural production, non-renewable resource depletion, industrial output, and pollution generation, and their interactions, the authors found that global ecosystem would not be able to support the current rates of economic and population growth much beyond 2100, even taking into account technological advancement (Club of Rome, 2016; Meadows, Meadows, Randers, & Behrens III, 1972). As the book remains of extreme relevance up to this day, it used the term "sustainable" when describing the achievable state of global balance provided the imposition of limits on material production (Meadows et al., 1972; Stofleth, 2015).

In the early 1980s the World Commission on Environment and Development (WCED) was tasked to analyse the state of the environment and propose realistic solutions to tackle relevant issues (Stofleth, 2015). The work of WCED has resulted in the so-called Brundtland Report "Our Common Future" in 1987 (Stofleth, 2015). "Our Common Future" report provided the most general yet holistic definition of "sustainable development" and suggested ways of incorporating sustainable development into international level policies (Brundtland & Khalid, 1987; Stofleth, 2015). As the Report was accepted by the UN General Assembly, the term "sustainable development" and its three pillars, namely, economic progress, social equity and environmental sustainability, acquired political significance (Drexhage & Murphy, 2010, p. 2). Shortly after, the first UN Conference on Environment and Development was held in Rio de Janeiro in 1992 and its outcome document "Agenda 21" acknowledged the global-wide right to social and economic

development and assigned to the countries to adopt a model of sustainable development (Stofleth, 2015).

Another significant milestone for the ever-growing importance for sustainable development was reached in 2000 when at the Millennium Summit in September 2000, global political leaders adopted the N Millennium Declaration committing to eight time-bound targets also known as the Millennium Development Goals (hereinafter: MDGs) to be achieved by the end of 2015 (UN Millennium Project, 2006). Apart from the importance of the goals themselves, they enabled international community to quantify their achievements and track the progress. Accordingly, it became evident that achievements towards MDGs are far from homogenous (UN Millennium Project, 2006). Especially, enormous disparities and constant inequalities across and within regions and countries do not allow them to advance in achieving the set targets (UN Millennium Project, 2006).

Building on the MDGs, the United Nations Conference on Sustainable Development in 2012, known as Rio+20, and its outcome document "The Future We Want" gave rise to setting Sustainable Development Goals (hereinafter: SDGs) for the post-2015 development agenda (Sustainable Development Knowledge Platform, 2012). Despite some public criticism, the Rio+20 Conference constituted some solid achievements, among them the adoption of the pioneering guidelines for green economy policies and the establishment of an intergovernmental process to design a strategy for sustainable development financing. In addition, the governments adopted the 10-Year Framework Programmes on Sustainable Consumption and Production (hereinafter: 10YFP) and took necessary actions to operationalise the Framework (Sustainable Development Knowledge Platform, 2012). Consequently, in September 2015 the UN General Assembly adopted the resolution on "Transforming our world: the 2030 Agenda for Sustainable Development" which included a comprehensive set of seventeen universal and transformative SDGs and concrete targets (UN General Assembly, 2015).

Despite the enormous achievements in terms of recognition of sustainable development at international political agenda, there are quite numerous criticisms towards the concept implementation on the ground (Citizens for Global Solutions, 2009; Drexhage & Murphy, 2010; Green Economist, n.d.; Stofleth, 2015). Firstly, it is argued that great inequalities of wealth distribution globally impede the advancement of developing countries. Secondly, the current level of progress industrialised countries have achieved is by extensively exploiting natural resources. However, this option of development is not anymore available

for developing economies. In addition, the term itself is quite vague and, as a consequence, it is particularly difficult to measure holistically in context. Also, even given the concrete context, it is difficult to maintain a balance between the three sustainability pillars and, therefore, depending on the interest group, one of the pillars tends to be forgone.

As Darton (2005) importantly noted, "sustainable development does not mean any development" and neither is it constant over time (Brundtland & Khalid, 1987, p. 24). Darton (2005) refers to sustainable development as an ability to be sustained in a long-term by satisfying the needs of both present and future generations. The following sections explore how tourism became part of international political and development agenda and what benefits it is expected to bring in the aim towards sustainable development at different levels. First of all, the dissertation examines the benefits and impact of tourism at global and regional levels aiming to better understand the influence of tourism at local destination level.

1.2 Sustainable development through tourism: concept of sustainable tourism

1.2.1 Sustainable tourism in the context of global development agenda

The World Tourism Organization (hereinafter: UNWTO) and United Nations Environmental Programme (hereinafter: UNEP) define sustainable tourism as "[t]ourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNEP & UNWTO, 2005a). Earlier UNWTO definitions of sustainable tourism also encompassed such aspects as cultural integrity, essential ecological processes, and biological diversity and life support systems (UNWTO, 1996). UNWTO further explains how sustainable tourism can contribute to sustainable development. In terms of social progress, tourism development should respect and preserve the socio-cultural authenticity, cultural heritage and traditional values of host communities. From the environmental perspective, sustainable tourism activities shall aim at optimising consumption and ensuring conservation efforts as environment is one of the major elements of its development. From the economic viewpoint, apart from highlighting economic opportunities coming from tourism operations, the definition also mentions fair distribution of wealth, creation of stable employment opportunities contributing to poverty elimination (UNEP & UNWTO, 2005a).

Historically, the concept of sustainable tourism traces its origins back to 1995 when at the first World Conference on Sustainable Tourism in Lanzarote the Charter for Sustainable Tourism was adopted (Sustainable Tourism Charter, 2015). The Charter raised awareness of tourism industry and other relevant stakeholders on the importance to carry tourism activities in responsible manners. To meet sustainability criteria, as it says in the Charter, tourism "[...] must be ecologically bearable in the long term, as well as economically viable, and ethically and socially equitable for local communities" (World Conference on Sustainable Tourism, 1995, p. 12). The creation of the Charter has also highlighted the importance of the Agenda 21 principles to achieve for overall sustainable development as well as the importance that tourism be actively engaged in advancing sustainable development strategies (World Conference on Sustainable Tourism, 1995, pp. 11–12).

Prior to the Charter as well as after it, the active role tourism can and ought to play in a development agenda has been recognised in several United Nations General Assembly (hereinafter: UN GA) resolutions as well as it was included in several international processes. As a consequence of by the Intergovernmental Conference on Tourism held in Sofia in May 1969, the same year the 24th UN GA resolution A/RES/2529(XXIV) emphasised the relevance of tourism for development processes as it plays a vital role in economic, social and cultural progress, particularly in the case of developing countries (UN, 1969, pp. 34–35). This resolution also highlighted the contribution of tourism to education and global peace as well as the need for a specialised intergovernmental organisation in the UN system which could lead and coordinate activities related to tourism development (UN, 1969, pp. 34–35).

Another important UN GA resolution endorsing the protagonist role of tourism protagonist in development processes came only 10 years later, i.e. in 1979. While there were several UN GA resolutions, for example, UN GA resolutions such as A/RES/32/156 of 1977 and A/RES/33/122 of 1978, most of them dealt with the issues related to the operationalisation of the World Tourism Organisation (UN, 1977, pp. 93–94, 1978, pp. 92–93). They covered issues related to fostering organisation's mandate – including the standardisation and improvement of tourism statistics, and its integration to the UN system rather than focussing on tourism promotion or management (UN, 1977, pp. 93–94, 1978, pp. 92–93). In the UN GA resolution A/RES/34/134 of 1979 countries were urged to involve the highest possible level of policy makers to reach "[...] the most effective results, particularly in the promotion and strengthening of tourism in developing countries to

enable them derive a fair and equitable share of the benefits of international tourism" (UN, 1979, p. 125).

Other UN GA resolutions and international declarations further indicate how tourism – initially exclusively economic sector – gradually became an integral part of national strategies, strengthening tourism's prominence in the overall development agenda. For instance, UN GA resolutions A/RES/38/146 of 1983, A/RES/40/172 of 1985 have mentioned tourism strategies, plans and programmes inclusion in the national strategies and priorities and to consider a travel in a wider context (UN, 1983, p. 119, 1985, p. 136).

These and several subsequent UN GA resolutions explicitly referred to the Manila Declaration on World Tourism of 1980 and the Acapulco Document on World Tourism of 1982. The Manila Declaration focused on "[...] spiritual elements [...]" of tourism as an instrument for "[...] total fulfilment of the human being [...]" and affirming the diversity of cultures (The World Tourism Conference, 1980, para. 21). The Acapulco Document acknowledged more explicitly the role of tourism in improving "[...] the quality of life of the whole of mankind in all continents" (UNWTO, 1982, para. 7).

Similarly, the outcome document of the Rio Summit in 1992 "Agenda 21", also referred to in the previous sections, explicitly mentions tourism as a tool to achieve balanced sustainable development across regions. "Agenda 21" highlights that it is essential to "[p]romote the formulation of environmentally sound and culturally sensitive tourism programmes as a strategy for sustainable development of urban and rural settlements and as a way of decentralizing urban development and reducing discrepancies among regions" (UN Division for Sustainable Development, 1992, p. 50). In addition, tourism and ecotourism as an instrument to advance economic growth while respecting environment recur within "Agenda 21" under such topics as the protection of forests (paragraphs 11.20, 11.21 and 11.22), mountain ecosystems (paragraph 13.6), indigenous communities' well-being (paragraph 13.15), improvement of farm production and farming systems (paragraph 14.25), sustainable conservation and use of marine living resources (paragraph 17.6 and 17.72) (UN Division for Sustainable Development, 1992).

Nearly twenty years later, the environmental dimension of sustainability related to tourism started getting into place. This discussion was – and continues to be – based on the negative effects of tourism on environment due to tourist activities. On the other hand, international community also acknowledged that tourism can have positive effect on

biodiversity systems conservation if managed well. In 1998, the UN GA resolution A/RES/53/200 proclaimed 2002 as the International Year of Ecotourism (UN, 2002a). Similarly, diverse events and activities that commonly follow International Year, enabled to draw more attention to the fact that tourism can be also environmentally sustainable. Several years later, ecotourism as a cross-cutting activity was strongly linked with the ability to address poverty issues in addition to strengthening environment protection and to contribute to sustainable development in general (UN, 2010, 2012a, 2014). This established link can clearly be seen in such UN GA resolutions as A/RES/65/173 of 2010, A/RES/67/223 of 2012 and A/RES/69/233 of 2014 on ecotourism, poverty eradication and environment protection (UN, 2010, 2012a, 2014).

Such an integrated approach was also enabled by voluntary Global Code of Ethics for Tourism which is a set of comprehensive principles aiming to maximise the benefits of tourism and diminish potential negative impacts (UNWTO, 2016a). The Code was adopted by the UNWTO resolution A/RES/406(XIII) in 1999 as well as its use and application enforced by UN GA resolutions A/RES/56/212 in 2002 and A/RES/60/190 in 2005 (UN, 2002b, 2006; UNWTO, 1999). Despite the fact that the Code is not legally binding, it addresses governments, tourism business sector, communities and tourists alike and explicitly covers all sustainability pillars jointly and does not provide any reference that one of the pillars is in any way more important than others (UNWTO, 1999, 2016a).

The integrated understanding of tourism activities became particularly important and drew significant attention in developing countries. For instance, in the Central American context, addressing poverty issues through implementation of "[...] responsive and inclusive tourism [...] has been also acknowledged as a potential governmental tool and recognised in the UN GA resolutions such as A/RES/66/196 of 2011 and A/RES/68/207 of 2013, both on sustainable tourism and sustainable development (UN, 2011, p. 3, 2013). Additionally, in these resolutions it was importantly expressed that sustainable tourism policies can contribute to strengthened regional identity and cultural identity and protect natural heritage, including biodiversity and ecosystems (UN, 2011, p. 3, 2013).

It is also noteworthy that seeing tourism as a multidimensional activity in complex environments as well as linking it robustly with all three dimensions of sustainable development is closely related to the MDGs processes. It can be fairly observed that especially when MDGs were adopted in the Millennium Summit in September 2000 (UN Millennium Project, 2006), overall sustainable development discussion shifted from single,

direct causal link of the issues to more extensive exploration of multidimensional links. On the one hand, it made every discussion and attempt to find a solution to global problems significantly more complex as numerous relationships of cause and effect issues have to be explored. On the other hand, when solving issues all of sustainability pillars are addressed and the problems are not being solved in isolation, the results are much more likely to contribute to overall sustainable development efforts at a local scale. The integrated approach to global challenges has significantly benefited the tourism sector. Tourism is no longer seen as a purely economic activity, but rather as an activity that can also address environmental and social challenges.

Likewise, the quantification discussion is also important from tourism perspective. As MDGs were quantified and time-bound targets were set, they helped to bring more concreteness as these goals were to be intended to reach within a clear time frame. When the same quantified approach applies to the tourism sector, both in terms of its outcomes and consequences on development, tourism potential becomes much more significant aiming towards sustainable development.

In the Rio+20 Summit in 2012, the outcome document "Future We Want" also emphasised the role of sustainable tourism as one of the main contributors to sustainable development processes, particularly in developing countries (UN, 2002c, p. 23; UN Department of Economic and Social Affairs, 2015). As paragraph 130 of the document indicates, sustainable tourism and related capacity building activities need to be supported to promote environmental conservation and protection and enhance well-being of local communities (UN, 2002c, p. 23). Accordingly, this is possible especially thanks to strong horizontal linkages that tourism has with other sectors. Furthermore, paragraph 131 further encourages countries to support tourism through increased funding of and investment in the sector in addition to favourable regulations and policies (UN, 2002c).

Despite this lengthy process, it can be fairly agreed that international community has recognised tourism potential in contributing to sustainable development as it was included in the targets of the Sustainable Development Goals (SDGs). SDGs were announced as a central part of the UN GA resolution A/RES/70/1 on "Transforming our world: the 2030 Agenda for Sustainable Development" in September 2015 (UN, 2015a). The Agenda 2030 was adopted as the as outcome document of the UN Summit of the post-2015 development agenda. As the SDGs were building on the advancements made by MDGs, they were significantly more concrete compared with MDGs. All 17 SDGs were accompanied by 169

quantifiable targets that should be reached at the global level by 2030 maintaining balance among all three sustainability dimensions (UN, 2015a, p. 1).

Tourism contribution to the SDGs is included in three of their targets, namely target 8.9, 12.b and 14.7. Target 8.9 highlights the importance of adequate policies to support sustainable tourism which functions as a vehicle for job creation and promotion of local culture and products (UN, 2015a, p. 20). Whereas the same tourism benefits are recognised also in target 12.b, this target importantly encourages efforts to create and implement monitoring tools for sustainable tourism and development (UN, 2015a, p. 23). Finally, target 14.7 focuses on economic benefits of tourism in small island developing and least developed countries (UN, 2015a, p. 24). In this context, it is worth to note that thanks to tourism expansion, Botswana in 1994, Cape Verde in 2007, Maldives in 2010 and Samoa in 2014 graduated from the Least Developed Countries (LDCs) status (UNCTAD, 2016; UN-OHRLLS, 2009, p. 3).

According to the Brundland Report, to enable positive changes, development should be based on responsible and adequate use of all resources, including technological and institutional ones (Brundtland & Khalid, 1987, p. 25). Similarly, the UN emphasise that sustainable development should integrate economic, environmental and socio-cultural aspects as well as enable features as capacity building, technical cooperation, partnership and dialogue at all levels (UN DSD, 2009b). Consequently, tourism, as an instrument enabling positive transformation, should also incorporate all these areas, so that it would meet requirements and expectations that are established for sustainable development. In other words, sustainable tourism development can significantly contribute to sustainable development of territories.

In this regard, UNWTO and UNEP have identified twelve aims for sustainable development (UNEP & UNWTO, 2005b). It is noteworthy that the following objectives of sustainable tourism cover all three pillars of sustainability and at the same time frame tourism in concrete contexts enabling that these objectives would be both concrete and broad enough to be applied in any type of destination. These aims consider the following:

- economic viability refers to feasibility and competitiveness of tourism destinations and tourism businesses so that they could prosper and provide long-term benefits;
- local prosperity stands for ensuring and maximising contribution of tourism to enhance prosperity of destinations as well as retain tourism revenue locally;

- employment quality stands for increasing both a number and quality of tourism and tourism-related jobs, that includes discrimination-free jobs, fair payment and proper work conditions to everyone equally;
- social equity implies that economic and social benefits coming from tourism are fairly distributed to host community, including to the poor through improved services, better employment and income opportunities;
- visitors' fulfilment stand for providing safe, rewarding and fulfilling experiences to all visitors without discrimination of any kind;
- local control refers to empowering local citizens and other stakeholders and involving them in planning and decision-making processes related to tourism management and tourism development in a destination;
- community wellbeing implies that a community's quality of life would be maintained and improved, including access to social services, health care, life support systems and aiming to avoid any forms of social exploitation, exclusion or degradation;
- cultural richness stands for continuous proper management, protection and respect of historic and cultural heritage, local cultures, traditions and uniqueness of host communities;
- physical integrity implies that quality of urban and rural landscapes are maintained and improved and that efforts are made to avoid any physical and visual degradation of the environment;
- biological diversity suggests that tourism supports conservation efforts of nature, habitats and wildlife as well as aims to minimise any potential damage to them;
- resource efficiency implies that any scarce and non-renewable resources are being used as efficiently as possible in tourism operations and growth;
- environmental purity stands for minimising any possible air, water and land pollution as well as waste both of tourism businesses and visitors (UNEP & UNWTO, 2005b).

As tourism has been gradually included in the political processes of development agenda at the global level, the sector became more important and a subject of the worldwide initiatives. On the one hand, most of these initiatives serve as a promotion and even a lobbying platform to secure that due regards would be continuously given to tourism in development discourse. On the other hand, these initiatives contribute to strengthening tourism role and encourage its inclusion when concrete development actions are taken on the ground. While there are diverse tourism-centred initiatives, the most recent and,

potentially best-known incorporate the following:

- Sustainable Tourism – Eliminating Poverty Initiative (hereinafter: ST-EP), launched at the World Summit on Sustainable Development in Johannesburg in 2002 (UNWTO, n.d.). The ST-EP aims to alleviate poverty through the provision of assistance to sustainable development projects in the field of tourism, so that the poor population segments could gain benefits from tourism growth in emerging economies and least developed countries. The initiative was designed to make substantial contribution to MDGs and continues functioning (UNWTO, n.d.).
- The Global Partnership for Sustainable Tourism, announced in 2011, is a global initiative that aims to introduce sustainability principles into tourism policies, strategies and operations (UNEP, n.d.-e). The partnership became a more stable successor to the International Task Force on Sustainable Tourism Development (hereinafter: ITF-STD) with a broader institutional and financial base (UNEP, n.d.-a). The main objective of the initiative is to encourage investments and innovative projects to make the tourism supply chain more sustainable from production and consumption perspective (UNEP, n.d.-e).
- The Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (hereinafter: 10YFP-STP), launched in 2014, is a part of the global Marrakech Process, initiated by the Johannesburg Plan of Action (UNEP, 2008, n.d.-d). The 10YFP-STP supports changes towards sustainable consumption and production tourism through evidence-based decision-making, adopting a life cycle approach, fostering cooperation among stakeholders and enhancing investment and financing in sustainable tourism (UNEP, n.d.-d).

This overview provides a fair summary of how tourism emerged and was framed in the mainstream of international development agenda. Different perspectives to the three sustainability dimensions have also been adopted during the passing of time. Whereas the initial focus back in the late 1960s and 1970s on tourism was mainly placed on its economic benefits, especially in the context of developing countries, the social dimension appeared in the discussion throughout the 1980s. Similarly, it took nearly two more decades for the environmental perspective of tourism development to be considered. The summary helps us additionally to understand how different sustainability dimensions were made part of and how they influence tourism development. In other words, it sheds light on

how tourism is a consequence of development and how development can be the outcome of tourism activities. Finally, this overview shows a historic perspective and demonstrates how different priorities of humanity have been evolving, also giving due considerations to the complex history of the 20th century and advancements. Despite this wide recognition at the political level and enormous economic as well as social and potential environmental, the tourism sector up to day often struggles to be taken fully seriously in development agenda in terms of the actions on a ground as an economic sector of relevance. Nonetheless, numerous organisations, including the UNWTO, Organisation for Economic Co-operation and Development (hereinafter: OECD), the World Trade Organization (hereinafter: WTO), World Travel and Tourism Council (hereinafter: WTTC), Earth Council, UN Commission on Sustainable Development, Global Sustainable Tourism Council (hereinafter: GSTC) are among the most renowned ones that work in the field of tourism.

The next chapter examines how tourism in the context of sustainable development evolves and is constructed in Europe. In particular, it focuses on tourism development and the existence of different frameworks in the European Union context to provide a broader perspective and a more specific link to the empirical research of this dissertation.

1.2.2 Sustainable tourism in the European Union context

While the importance of tourism has been recognised at the EU level since 1997, especially in the context of employment creation and youth employment, given the cross-cutting nature of the sector (European Commission, 2006), sustainable tourism and tourism in general do not present a continuous line of actions in the European Union context. This is particularly true of the situation until 2009, when the Treaty of Lisbon came into force and the Union was granted a legal right to support and coordinate tourism activities in Europe.

Nevertheless, before the Lisbon Treaty was adopted and came into force, the European Commission referred to the sector in its renewed "Strategy for Tourism", adopted in March 2006. The role and potential of tourism was recognised in labour generating activities across a diversity of tourism-related sectors as well as making significant contributions to local development in times of industrial, rural and urban declines in most of European regions (European Commission, 2006). Additionally, the Commission primarily aimed to enhance incentives to "[...] an increasing number of destinations and stakeholders to turn

towards more sustainable and environmentally friendly practices and policies [...]" as well as acknowledging that "[s]ustainable tourism plays a major role in the preservation and enhancement of the cultural and natural heritage [...]" (European Commission, 2006, para. 5). Similarly, tourism is also seen as a means to foster intercultural dialogue, shape and share European values and identity (European Commission, 2006).

Moreover, as early as October 2007, when the Treaty of Lisbon was adopted, the European Commission communicated "The Agenda for a sustainable and competitive European tourism" (European Commission, 2007). One of the core elements of the Agenda is "[f]inding the right balance between an autonomous development of the destinations and the protection of their environment on the one side and the development of a competitive economic activity on the other side may be challenging (European Commission, 2007, para. 4). According to the Agenda, given natural and cultural surroundings, exclusiveness of social interactions, safety and security of a specific location, tourism can be a driving force of conservation and development efforts in destinations which allow to raise awareness on these issues (European Commission, 2007). Consequently, the document also highlighted that "[...] overarching challenge for the tourism sector is to remain competitive while also embracing sustainability [... on which ...] in the long term, competitiveness depends on sustainability" (European Commission, 2007, para. 5). Furthermore, the Agenda also took in serious consideration the fact that cooperation of all relevant stakeholders as well as adequate policies and actions are of paramount importance in timely anticipating and addressing challenges sustainable tourism development faces to achieve sustainable destination management (European Commission, 2007, paras. 14–16).

The Lisbon Treaty significantly changed the status of tourism in the European Union (hereinafter: EU) context (Association of Accredited Public Policy Advocates to the European Union, 2015). Thanks to the Lisbon Treaty, the EU gained a specific legal mandate to guide tourism activities, while responding to challenges and opportunities the sector faces, in Europe (Association of Accredited Public Policy Advocates to the European Union, 2015). Namely, Articles 2 E and 176 B of the Treaty indicates that the EU shall support, coordinate as well as supplement the actions of the EU Member States in the area of tourism at European level, creating favourable environment and enhancing cooperation among the countries to generally foster competitiveness of the sector (European Commission, 2009, p. 50; 91). At the same time it is important to note that the Treaty did not provide any basis for the harmonisation of the laws and regulations in the

Member States which means that the development of the sector still remains the responsibility of national, regional or local authorities (Association of Accredited Public Policy Advocates to the European Union, 2015; European Commission, 2009, p. 91).

The main objective of the EU's policy on tourism remained to preserve the status of Europe as a leading destination as well as increase the sector's involvement in and contribution to employment and regional cooperation (European Commission, 2016d). The European policy on tourism is aimed at addressing the major challenges the sector is facing, namely security and safety, economic competitiveness, keeping up with IT advances and a growing demand of markets and competition (European Commission, 2016d).

With the efforts to draw a concrete framework to foster tourism development in Europe, the Madrid Declaration in April 2010 was adopted with the guiding principle "Towards a socially responsible tourism model" (European Commission, 2010). In the Declaration, apart from respecting the principle of subsidiarity, the Member States expressed their commitment to promote sustainable, responsible and ethical tourism development (European Commission, 2010, pp. 2–4). Countries agreed to mainstream sustainability in related sectors, as well as to strengthen innovativeness of and technology use in the sector and take measures to tackle tourism seasonality and enhance Europe's as tourism destination visibility (European Commission, 2010, pp. 2–4). Accordingly, the EU Member States aim to maximise the EU funding policies the potential of such instruments, as Structural Funds, European Rural Development Fund, Framework Programme for Research, to fund tourism development (European Commission, 2010, p. 3).

In October 2010 the Committee on Transport and Tourism of the European Parliament produced the EU's action framework for tourism that included the proposals of the Madrid Declaration earlier that year. The proposed framework included eight action proposals strongly focused on creating favourable economic and financial environment to support in a transparent manner so that the European tourism sector continues to flourish and remains competitive and of high quality (European Parliament, 2015). In addition, the need for better coordination among and mainstreaming tourism in related areas such as transport, internal market and rural development was also emphasised (European Commission, 2016d; European Parliament, 2015). Among other key actions, the Commission also placed more emphasis on research and innovation in the tourism sector to broaden the knowledge of real and potential threats to tourism and proposal of concrete actions to enhance positive impacts and minimise negative ones (European Parliament, 2015). The European

Parliament adopted the proposal by the resolution of 27 September 2011 on "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe (2010/2206(INI))" (European Parliament, 2011).

The adopted framework determined a new strategy and action plan for the EU tourism sector development (European Commission, 2016d). The key priorities of the framework concentrate on competitiveness, growth of sustainable, responsible, and high-quality tourism and on strengthening the image of Europe as a sustainable destination. While the framework is a living plan and is being constantly updated, sustainability and competitiveness remain among the key priorities (European Commission, 2016d).

Since the adoption of the Treaty of Lisbon, among the most important achievements, the European Commission implemented several initiatives that contribute to the quality and competitiveness of the European tourism sector. On the other hand, these actions contributed to and continue supporting sustainability of tourism as well as the sector's contribution to overall sustainable development in destinations. The two key initiatives at the European level that contribute to and promote sustainable tourism are the European Destinations of Excellence and the European Tourism Indicators System.

The European Destinations of Excellence (hereinafter: EDEN) was launched by the European Commission in 2006 with the objective to promote sustainable tourism development models in Europe (European Commission, 2016a). Each 'destination of excellence' is an emerging, non-traditional, not widely known destination across the EU and involve candidate countries which are committed to social, cultural and environmental sustainability of tourism.

While destinations are selected through national competitions in participating countries, the key role of the EDEN is to promote the platform for sharing the good practices, networking among the awarded destinations and relevant stakeholders as well as coordinating widespread communication and awareness-raising campaigns (European Commission, 2016a). National competitions for the EDEN award are based on a topic of a year that aims to reveal Europe's diversity while at the same time is always related to sustainable tourism development (European Commission, 2016b). Since 2007, the EDEN awarded the destinations in the themes of "Best emerging European rural destination of excellence", "Tourism and local intangible heritage", "Tourism and protected areas", "Aquatic tourism", "Tourism and regeneration of physical sites", "Accessible tourism" and

"Tourism and local gastronomy" (European Commission, 2016b).

The European Tourism Indicators System (hereinafter: ETIS) is a Europe-wide management and information tool and a monitoring system for tourism practitioners and policy makers that helps destinations aim for sustainable approach to destination management (European Commission, 2016c). The European Commission launched ETIS in February 2013 and has developed it with the objective to assist destinations in addressing social, cultural, economic, environmental and accessibility issues to improve their sustainability through measurement. Monitoring of tourism impacts on sustainable development are supported by the ETIS toolkit, available in all EU languages, which provides guidelines on the meaning and use of core and supplementary indicators. The first ETIS toolkit was released in 2013 and the second latest version of 2016 is available for the use of destinations to improve their performance in terms of all three sustainability pillars. The application of the ETIS toolkit is voluntary for all destinations and intends to complement other available tourism monitoring methodologies at both the European and global scale (European Commission, 2016c).

Another important initiative is the Network of European Regions for Competitive and Sustainable Tourism (hereinafter: NECSTouR). The network, launched in 2007, involves 30 competent regional tourism authorities, universities, research institutes as well as representatives of sustainable and responsible tourism business associations and networks and it functions as the main lobbying initiative to support competitive and sustainable tourism and provide inputs for the European Commission (NECSTouR, 2016a). The Network is guided by the priorities set in "The Agenda for a sustainable and competitive European tourism" of 2007 with the objectives to position NECSTouR model of Sustainable and Competitive Tourism, reinforce tourism importance and role in the EU policy agenda and mainstream EU funds for tourism (NECSTouR, 2016a). The activities of the Network are supported by the Working Groups on the following topics:

- "EU Funds for Tourism" to enhance funding in tourism;
- "Indicators and ETIS" to monitor the sustainability performance of destinations;
- "Digital Platforms" to facilitate so-called collaborative economy and work of online travel agents;
- "Smart Destinations" to actively engage with the Europe 2020 objectives for smart, sustainable and inclusive destinations;

- "Cultural Tourism and Cultural Sustainability" to support cultural sustainability for tourism and tourism's role in preserving and experiencing culture; and
- "Innovation, Tourism Skills and Education" to enhance innovation in tourism and share good practices on the topic (NECSTouR, 2016b).

The summary on how sustainable tourism and the general significance of general tourism evolve in the European context is closely related to the issue of how tourism was perceived at the global context. From primarily being perceived as an activity generating economic value and employment, tourism gradually gained importance as a driving force for environmental and cultural sustainability at the destination level. Likewise, the European policy priorities and actions reflect the challenges as well as opportunities for tourism development. Also, the launching of such initiatives as the ETIS clearly indicates that, similarly to the global trend, there is a growing emphasis on measuring tourism sustainability performance as well as a need for more innovation and funding to support tourism activities. Accordingly, it can be perceived that closer cooperation between global and European tourism initiates actions which could build synergies for strengthening the role and profile of tourism in sustainable tourism and sustainable development.

1.3 Tourism benefits and negative impacts on economic development

In past six decades, tourism activities in terms of outputs and earnings have seen constant growth and diversification. Despite the slow recovery of the economy and a changing geopolitical situation, tourism has become one of the largest, fastest-growing and one of the most resilient economic sectors (UNWTO, 2016e, p. 2). According to the UNWTO Tourism Highlights 2016 Edition, at the global scale international tourist arrivals have grown from 25 million in 1950 to 278 million in 1980, 674 million in 2000, and to 1186 million in 2015. In addition, international tourism receipts at destination level have increased from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, reaching US\$ 1260 billion in 2015. Currently, worldwide tourism contributes 10 per cent of GDP, represents one in eleven jobs (direct, indirect and induced), 30 per cent of service exports (UNWTO, 2016e, p. 2). The total value of tourism exports represents 7 per cent of the global exports in goods and services or, in real terms, US\$ 1.5 trillion yearly, or US\$ 4 billion a day on average (UNWTO, 2016e, p. 2). Consequently, as tourism volumes are forecasted to continue to rise, the way tourism is managed and organized has a growing impact on overall sustainable development at the destination level.

In scientific literature, the role tourism in creating economic benefits for destinations, countries and regions has also intensively discussed. Economic benefits of tourism development are widely explored in all types of tourism destinations globally. One of the main arguments for the development of tourism as a labour-intensive sector is the creation of jobs and business opportunities directly as well as indirectly in other sectors, e.g. housing, transport or construction. Additionally, tourism and related businesses pay taxes that come back to local economies in terms of services, such as education, health care or infrastructure for local communities. This is most commonly known as the tourism multiplier effect. Tourism also helps to earn foreign exchange that is successfully used in international markets for imports. Moreover, tourism is often approached as a potential means for economic stabilisation, reconstruction and diversification option, including in post-conflict settings. These effects of tourism on diverse territories globally were analysed by scholars such as McKinnon (1964), Smith, Belisle, and Hoy (1980), Davis, Allen, and Cosenza (1988), Khan, Seng, and Cheong (1990), West (1993), Uysal and Gitelson (1994), Archer (1995), Hazari and Sgro (1995), Dritsakis (2004).

On the other hand, it is noteworthy that there is a rather limited number of theoretical models that provide empirical evidence of causality between tourism growth and economic development (Chao, Hazari, Laffargue, Sgro, & Yu, 2005; Kim, Chen, & Jang, 2006; Papatheodorou, 1999). For instance, some scholars raised hypotheses and argued that tourism is a key element for economic progress in long term. Marin (1992) analysed the causal link between exports and productivity in four developed industrialised countries, namely Germany, Japan, the United States and the United Kingdom. The author argued that increased level of exports, i.e. including tourism as an export of services, stimulate the entire economy through technological spillovers as well as other externalities (Marin, 1992, p. 678). As the level of exports grows, they benefit the productivity of the entire economy in the long term (Marin, 1992, pp. 678, 686). While the empirical findings in this study were based on the data of developed countries, the same patterns were identified by, for example Belassa (1978) in his study in the group of eleven developing economies, with low or middle per capita income.

Another study by Balaguer and Cantavella-Jorda (2002) researched if indeed international tourism growth over the past three decades in Spain was the major element of the long-run economic development. The analysis was based on the data of tourist activities in Spain in the period between 1975 and 1997 and went beyond tourism multiplier effect produced

over time (Balaguer & Cantavella-Jorda, 2002, pp. 1–2). Spanish gross domestic product representing economic growth, tourism standing for international tourism income, and exchange rate characterising external competitiveness were the variables included in the econometric model with the assumption that Spain is a small open economy and these are the minimum and most relevant variables to be taken into account (Balaguer & Cantavella-Jorda, 2002, p. 4). Based on the model, the empirical evidence confirmed the existence of a stable relation between economic growth and tourism expansion as well as revealed a considerable multiplier effect in the long term (Balaguer & Cantavella-Jorda, 2002, p. 10). Similarly, the study found that an increase of domestic prices is compensated through overall country wellbeing (Balaguer & Cantavella-Jorda, 2002, p. 11), that was previously also discovered by Hazari and A-Ng (1993). On the other hand, the authors also warned that, while there is a need for continuous tourism promotion and development of its supply, tourism might bear negative effects on preserving environmental and social resources if financial support for these efforts is not sufficient (Balaguer & Cantavella-Jorda, 2002, p. 11).

Similar evidence is also suggested by analysing four decades tourism data on long-run economic growth in Greece in the period 1960 – 2000 (Dritsakis, 2004). Dritsakis (2004) employed a multivariate causality model with the variables of real GDP, international tourism earnings and real effective exchange rate and a dummy variable accounting for seasonality (Dritsakis, 2004, pp. 308–309). The analysis indicated that tourism earnings and real exchange rate results in strong causal effects on economic growth and at the same time economic growth and real exchange rate have simple causal relationships on international tourism earnings (Dritsakis, 2004, p. 314). This is an important addition to the Balaguer and Cantavella-Jorda (2002) study as it shows that tourism positively influences economic growth and vice versa.

Likewise, other studies also found that the causal linkage between tourism growth and economic development is long term in both directions (Kim et al., 2006). According to the study, in case of Taiwan, tourism and economic growth reinforce each other (Kim et al., 2006, p. 931). The scholars stipulated that such factors as the level of openness of a country, restriction to travel and even the size of an economy have to be considered when making estimations. Beside this, such elements as the level of economic advancement, the degree of dependence on tourism and tourism destination life cycle also need to be accounted for (Kim et al., 2006, pp. 931–932).

On the other hand, Oh (2005) in the study of "The contribution of tourism development to economic growth in the Korean economy" found that in the Korean context it is not tourism which fosters economic growth but rather economic progress tends to foster the expansion of tourism. Whereas tourism and related sectors contributed 3.5% of the Korean GDP as early as 1998 and it improved the welfare by increasing both household and national income directly and indirectly thanks to multiplier effects and resulted to the creation of tourism promotion policies (Oh, 2005, p. 39). Based on econometric causality testing, the findings indicated that tourism growth was one-way economic expansion led in a long term in Korea (Oh, 2005), contradicting the evidence of the study conducted by Balaguer and Cantavella-Jorda (2002). The important conclusions made by the authors emphasised that adequate demand-driven tourism policies have to be in place to ensure that tourism promoting policies are effective and leading to desired results (Oh, 2005, p. 43).

Other studies such as research carried out by Lee and Chien (2007) did not only support the findings of Kim et al.(2006) in terms of bi-directional causality between tourism and economic development but they also further added that critical international and national events have a structural impact on tourism and economic progress relation. The empirical evidence of Taiwan based on real GDP data during 1959 – 2003 showed that the country experienced a rapid tourism growth during this period which mainly resulted in the increased household income and government revenue through multiplier effect, improved balance of payments and greater promotion of tourism by government (Lee & Chien, 2007, p. 360). The findings clearly indicated that events related to political and policy changes, such as the ending of development aid or changes in overseas travel policies, economic shocks, e.g. collapse of bubble economy or release of foreign exchange control, have a significant long-term effects on international tourism development in a case of Taiwan (Lee & Chien, 2007, p. 366). On the other hand, tourism incidents, for instance, earthquakes or disease outbreaks, while having an impact on tourism development, they are usually felt on a short-term basis and they do not cause structural changes in tourism growth and development (Lee & Chien, 2007, p. 366). Therefore, it is of crucial importance particularly in terms of policy making to take into consideration international and national events and circumstances that potentially can cause structural changes from the tourism and development perspective as well as address them accordingly. The failure in doing so timely might even further prolong negative impacts and not allow benefiting the country from the development of tourism.

Similarly, Lee and Chien (2007, p. 366) emphasised that a high level of economic development results in a high level of tourism growth and vice versa. This notion should draw the attention both of tourism policy makers and practitioners. When the economic argument of tourism development is considered, it is rather uncommon to take into account also the quality of tourism progress and thus the tourism expansion is generalised. From the economic point of view, the higher value tourism products and services are much more likely to generate higher revenue and consequently higher income and better quality jobs. Hence, considerable attention shall also be paid also to the developing countries perspective when designing their tourism offer and focus shall be placed not only on quantitative but also on qualitative aspects of tourism development.

Other scholars carried out more in-depth analyses in trying to examine why some countries benefit from tourism development, while others do not, and what key determinants exist. Differently than previously discussed authors, Po and Huang (2008) analysed the impact of tourism on economic progress applying the nonlinear approach. According to the scholars, the major issues of empirical studies aiming to determine the link between tourism and economic development is the fact that annual data can rarely represent a long-term link between the two and short-term fluctuations caused by business cycles and structural changes (Po & Huang, 2008, p. 5537). To overcome these issues, Po and Huang (2008, p. 5536) used the 1995–2005 yearly average cross-sectional data from 88 countries to spot the necessary conditions for tourism growth which positively influence economic progress. The authors took into account such proxies of tourism resources as the degree of tourism specialisation, per capita real GDP, country area, the percentage of value added of the service industry to GDP, and forest area as a percentage of country area (Po & Huang, 2008, pp. 5536–5540). What this study found was the fact that not all countries may necessarily benefit from promoting tourism (Po & Huang, 2008, p. 5541). Particularly, states in which tourism specialisation is rather low and in which tourism creates a relatively low ratio of value added of the service industry to GDP, tourism growth will not significantly contribute to economic progress and thus policy development progress should rather focus on other economic sectors. While in countries where the tourism sector has higher specialisation and a higher contribution to GDP, according to the scholars, further promotion of the tourism sector needs to become a part of their economic progress strategy (Po & Huang, 2008, p. 5541).

Furthermore, comparable findings were also provided by Eugenio-Martin, Morales,

Noelia, and Scarpa (2004) based on panel data from Latin America during the period of 1985 – 1998. The data indicated that tourism is most likely to benefit in lower and medium income countries; while the effects on developed countries are ambiguous (Eugenio-Martin et al., 2004, p. 17). The authors also noted that adequate infrastructures, education, current level of development, availability of health services and high GDP per capita levels attract tourism whereas prices, in terms of exchange rate and PPP do not play an important role in contributing to tourism development (Eugenio-Martin et al., 2004, p. 17). As a potential addition to the study of Po and Huang (2008), it is essential to note that it is not only tourism specialisation that matters but also tourism development is considerably affected by the aforementioned factors.

Another potential manner to approach tourism economic benefits is to have a look at how different tourism products benefit national or regional economic development. In this regard, Dwyer and Forsyth (1998) examined how cruise tourism influences Australia and its region's economic growth. When analysing economic impact, scholars took into consideration the foreign ownership of cruise lines and they analysed whether the benefits were concentrated in port areas or rather distributed more widely over the region (Dwyer & Forsyth, 1998, p. 394). The outcomes of the research showed that most of positive economic impacts of cruise ships come in form of foreign exchange benefits, profits and taxes, and potential but uncertain employment opportunities (Dwyer & Forsyth, 1998, pp. 407–408). For the impacts to reach economies of scale, the greater size of the cruise industry is required and the terms of trade are also difficult to reach due to elastic supply of goods and services provided (Dwyer & Forsyth, 1998, p. 408).

The study on the cruise tourism by Dwyer and Forsyth (1998) is particularly interesting to analyse because it highlights the importance of foreign ownership of cruise ships which create a number of potential leakages. The significance of possible leakages of economic benefits are very common especially in developing countries that are often described in terms of a high percentage of foreign-owned tourism enterprises such as international hotel chains and quite basic tourism products and services, from the product development perspective, provided by locals. According to Dwyer and Forsyth (1998, p. 403), if the existing market exchange rates do not reflect any distortion and a state does not have a possibility to influence and increase the value of local currency, there will be no significant positive impact if a country earns more foreign exchange. On the other hand, the authors noted that in the context of developing economies which tend to have considerable trade

distortions and exchange control, additional foreign exchange most likely will have tangible benefits (Dwyer & Forsyth, 1998).

Looking at tourism development from the perspective of regional progress rather than from tourism product type, it can be clearly observed that tourism significantly contributes to sustainable development at a local scale as well. However, specific elements need to be in place so that tourism development would be a true agent of change. For instance, Blackman et al. (2004) investigated 11 tourism development cases globally based on the Tourism Systems Framework, adapted from the Behavioural System Framework by Winnett (1992)¹. The framework involved planning, organizing, leading and controlling stages and aims to provide in-depth details on managing tourism. Despite the diversity of tourism types and time in their life cycle, the study confirmed that clear leadership, operative partnership, developed attractions, community participation, government control and support and good market research are essential for tourism growth, particularly in marginalised regions (Blackman et al., 2004, p. 67).

Additionally, Nemerschi and Craciun (2010, p. 139) in their research on tourism development in Romania highlighted that involvement of indigenous populations as well as diversified tourism products and the demand-led tourism development are prerequisite for tourism to contribute to tourism growth in an area. Similar findings were also reported by Jaszczak and Žukovskis (2010, p. 3) in their studies on the role of tourism in economic growth in rural areas of Finland, Italy and Poland. Apart from active local participation, there is also a great need to strengthen technical and social infrastructure and address issues related to seasonality (Jaszczak & Žukovskis, 2010, pp. 2 – 9). Hence these examples show that the progress of tourism does not only actively contribute to economic growth at the local level, but it also contributes to the social aspects of the development and expansion of infrastructure which was already named as an essential element of tourism growth at the national level by, for instance, Eugenio-Martin et al. (2004).

As can be seen from the above review, while there are numerous studies that analyse the economic impact of the tourism sector, less research has focussed on such issues as to what extent and in what terms tourism exactly contributes to economic wealth at the national or regional levels. In this regard, a study conducted by Chao, Hazari, Jean-Pierre Laffargue,

¹ Winnett, R.A. (1992). Behavioral Systems Framework for Media-Based Behavior Change Strategies. In M.J. Manfredi (Ed.), *Influencing human behavior: Theory and applications in recreation, tourism, and natural resources management* (pp. 103-126). USA: Sagamore.

Sgro and Yu (2005) looked in detail how tourism affects employment, capital accumulation and resident well-being for a small and open economy with unemployment. Based on the theory, as tourism is a part of export of services, all extra gains in terms of tertiary trade should improve the welfare of local population, mainly due to increased employment opportunities (Chao et al., 2005, pp. 1–2). To evaluate the effects of tourism on employment and capital accumulation, the authors extended the minimum-wage model of Brecher (1974)² by adding capital adjustments in the long-term (Chao et al., 2005, p. 2). According to the evidence based on German data, actually welfare effects of the tourism sector, which depends on terms of trade, employment and capital accumulation, turned out to be indefinite (Chao et al., 2005, p. 9). Whereas tourism creates employment and improves the terms of trade, tourism expansion also increases prices, especially of non-traded goods; accordingly, the rise in prices tends to reduce the demand for capital accumulation (Chao et al., 2005, pp. 9–14). Provided tourism is highly capital-intensive, it will impede welfare creation, and only in opposite circumstances when tourism is weakly capital-intensive, tourism expansion will enhance wellbeing (Chao et al., 2005, pp. 14–15).

Furthermore, it is worth analysing how the progress of tourism creates benefits at the local level. UNWTO (2011a) indicated that the development of tourism sector at destinations enhances access to services such as water, transport, communication and health care. Increased network of infrastructure, including a wider network of airports, railways, roads, schools and retail areas also aid economic growth of destinations by enabling more trade and improved flows of goods and services (Graci & Kuehnel, 2010; Green Hotels and Responsible Tourism Initiative, 2010; Parmar, 2012). However, it is alerted that tourism should be managed properly and challenges related to the lack of application of ethical rules, norms and values would be adequately addressed so that the development of these infrastructures would not bypass local populations (UNWTO, 2011a, 2011c). Similarly, the analysis of visitors' and residents' perceptions towards tourism as well as tourism growth trends has to be carried out to ensure sustainability of tourism activities (Parmar, 2012).

Another important aspect of economic benefits flowing from tourism development is how to optimise benefits as well as enhance economic feasibility of tourism in an area. There might be diverse techniques how to do so and destinations should choose what fits best for them, depending on their priorities. One of the possible strategies is to attempt to extend

² Brecher, R. A. (1974). Minimum Wage Rates and the Pure Theory of International Trade, *Quarterly Journal of Economics*, 88, 98-116.

the average length of tourist stays and encourage their spending (UNWTO, 2002, p. 2). This approach is particularly beneficial as there is no need for additional investments in attracting more tourists. At the same time, visitors have more opportunities to learn more profoundly about local culture and places. To implement this strategy, a destination should focus its efforts on diversifying and enriching its tourism products and services (UNWTO, 2002, p. 2).

One more approach to foster economic viability is closely related to innovation of tourism offers. By developing additional attractions and providing more activities, visitors are encouraged to stay longer at a destination or a country (UNWTO, 2002, p. 2). Particular focus should be placed on advancing specialised tours or developing niche type activities to attract tourists with special interests. While special interest tourism requires thorough organisation and planning as well as detailed information about services, practices tend to show that visitors with specific interests are willing to pay more to pursue their interests and stay longer than conventional visitors (UNWTO, 2002, p. 2). Similarly, diversification of tourism products can be based on reinventing possibilities related to natural, historical and cultural heritage of a location. This can include, for example, the organisation of events and festivals of local folk art, religious festivals and important sport events, visits to archaeological sites, development of gastronomic activities, such as special cooking lessons or performances, presentations of local crafts and others (UNWTO, 2002, pp. 2–3). Overall, as tourism demand is changing and evolving continuously, destinations also need to reinvent existing tourism offers and update them creating more possibilities for visitors to spend more money and time at a location and at the same time generating more economic benefits for local communities.

Finally, it is essential to underline the significance of multiplier effects of tourism in enhancing economic benefits to local communities and national economies. In theoretical terms, multiplier analysis enables a destination to acquire a full picture of direct, indirect and induced tourism spending in a destination and it is based on income recirculation effects. In other words, recipients use part of their income for such spending which results in further income and employment elsewhere in the economy (Frechtling, 1994). As other authors extend, multipliers help to showcase the total increase in outputs, income, sales and employment through inter-sector links as a result of tourism expenditure and to capture the secondary effects by including other sectors that benefit a community from tourism, including addressing issues of poverty reduction (Frechtling & Horváth, 1999; Singh,

2008; Stynes, 1997). Additionally, Stynes (1997) emphasised that the more a country or a region is self-sufficient, accordingly there will likely be fewer leakages resulting in the increase in multipliers. For instance, money spent in a hotel does not only provide direct benefits in a hotel but it can be further used to purchase local agricultural products that accordingly enables farmers to spend this income on clothing or fertilizers (Abbas, 2012; Balaguer & Cantavella-Jorda, 2002; Healy, 1994; Khan et al., 1990; Kumar, Hussian, & Kannan, 2015; Lionetti & Gonzalez, 2012; Popescu, Badita, & Mazilu, 2014; UNEP, 2016).

Tourism multipliers represent economic interdependencies of various sectors within an overall economy; however, these interdependencies may vary meaningfully both at sectorial and regional or national basis (Stynes, 1997). In some countries like Panama, tourism multipliers are among the largest compared with other economic sectors due to particularly strong link between the sectors (Frechtling & Horváth, 1999; Klytchnikova & Dorosh, 2013). Likewise, some other studies showed that in other economies for every £1 generated in direct gross value added (GVA) in tourism, there is an additional £1.30 on GVA which is created through the supply chain in an economy (Deloitte, 2013, p. 6). Nevertheless, the bigger and more diversified the economy is, the greater tourism multiplier effects will be because of the fact that multiplier effects are heavily dependent on economic structures (Stynes, 1997).

As it can be easily observed, tourism growth indeed creates positive economic impact at the national, regional and local level. However, as it was highlighted previously, destinations and policy makers at all levels should thoroughly analyse and understand to what extent and in what terms tourism enhances economic welfare. Particular focus should be placed on the elements that drive tourism progress. As examples from some countries indicated, economic growth itself can be one of the reasons that leads to an increase in domestic and international tourism. On the other hand, tourism development also has negative effects on tourism, that are often hidden, and thus a fair proportion of attention shall be given to minimising these influences by tourism managing authorities and policy makers alike.

First of all, no one might neglect the fact that tourism development requires a significant amount of infrastructure. This includes building, maintaining and expanding the network of airports, roads and railways, as well as accommodation, communications and other services to meet the ever-growing demand of the sector as well as of international and

domestic visitors. As both theory and practice indicate, revenue leakages from a host destination are one of the most common negative impacts on local and national economies. Foreign domination in terms of tourism business ownership and dependency on international tourists are also potential among negative impacts. Similarly, an increased cost of living, the effects of so-called "Dutch Disease" as well as overuse of tourism resources and crowding out locals from previously affordable and available tourist sites are also commonly discussed negative effects of tourism development in scientific and practitioners' literature alike. These issues and the significant questions of how they should be addressed and minimised are widely discussed and analysed by numerous scholars (Briassoulis, 2002; Brohman, 1996; Copeland, 1991; Göymen, 2000a; Sheng & Tsui, 2009; Teye, Sirakaya, & Sönmez, 2002).

Sheng and Tsui (2009) extensively analysed the patterns of Macao's economy growth that experienced exponential growth thanks to increased tourists arrivals and foreign capital inflow. While such rapid growth of tourism provided significant economic benefits, including GDP growth in double digits, it also revealed externalities that decrease net welfare of the host community as well as impede long-term sustainable development of the city (Sheng & Tsui, 2009, p. 423). Particularly, such a rapid tourism progress raised not only a number of ecologic, social and political risks, that will be discussed in the following respective chapters, but also caused hidden loss of tourism revenues in terms of leakages, real estate bubble, increase of inflation, crowding out of local business as well as the so-called "Dutch Disease", as shown based on a modified simple general equilibrium model (Sheng & Tsui, 2009, pp. 420–423). Finally, the scholars argued that Gross National Product (GNP) is a better approximation of a welfare created for a host community as it allows subtracting the aforementioned externalities, compared when nominal GDP is used. Sheng and Tsui (2009, pp. 423–424) advocated for a more responsible and comprehensive policy making that carefully considers all sustainability aspects in Macao as well as other, particularly small destinations that are highly dependent on the tourism sector.

While the various scientific studies rarely indicate how much tourism destinations lose economic value in terms of leakages, UNEP (2016) estimated that leakages in developing countries can be significant. The leakages can amount up to 80% in the Caribbean, 70% in Thailand or up to 40% in India or, in other terms approximate 95 out of 100 USD spent by a visitor, because of foreign-owned tour operators, airlines, hotels, imported drinks and food, among others. Therefore, adequate policy measures and tourism development

practices have to be created to ensure that despite foreign direct investments (FDI), multinational companies and other external interest groups would not possess the tourism growth in a destination in order to reduce foreign exchange leakages from the community through tourism-related imports. As Stynes (1997) explained, the more a country or a region is self-sufficient, the fewer leakages there will be, also resulting in the increase in multipliers.

Both import and export leakages through tourism are also closely related to tourism structures in a concrete destination (UNEP, 2016). Particularly, the tourism dependency paradigm emphasises that when tourism development is driven by international companies and investors, the benefits of tourism for local communities are likely to be insignificant. According to the study by Mbaiwa (2005) on tourism development in the Okavango Delta, Botswana, due to the fact that tourism facilities are owned by foreigners, expatriates dominate management positions, local workers tend to earn less as well as tourism revenues repatriate the national economy. As the tourism sector is poorly linked with the domestic economy and especially agriculture, economic benefits of tourism are minimal and overall do not contribute to the alleviation of poverty (Mbaiwa, 2005).

Apart from ensuring strong links between tourism and local economy, other scholars conclude that the governments of countries where dependency on tourism is a current issue or a highly potential issue shall pay a particular attention for adequate planning and development processes to ensure sustainability of tourism sector as well as of sustainable development of a location (Jayawardena & Ramajeessingh, 2003). Especially, good governance practices, intelligent regulatory and planning process, and accountability can significantly minimise and mitigate the issue of over-dependency (Jayawardena & Ramajeessingh, 2003).

Increased cost of living, including higher prices for basic commodities, goods and services, and housing and real estate are among the most common negative impacts of tourism. As Kreag (2001, p. 6) explained, due to increased employment opportunities, even greatly influenced by seasonality, that may range from very low-paid to well-paid managerial positions, tourism generates income and accordingly living standards rise. Examples show that prices increase also with the increase of both international and domestic visitors' influx to a destination for a shorter or longer period of time causing congestions that give a rise to overall prices due to an increased demand (McCarthy, 2012).

Additionally, while the capital investments that come together with multinational business are often essential, particularly in the context of emerging countries, these countries are more likely to develop the overdependence on multinationals (Kusluvan & Karamustafa, 2001, pp. 182–184). Deeply rooted foreign domination and dependency often result in socioeconomic and spatial polarization, apart from other environmental and social challenges (Brohman, 1996). However, other scholars argue that expertise and know-how that come with international companies help to develop local knowledge and skills at the early stages of tourism development, particularly when governments properly engage with foreign and local stakeholders and create a clear vision for tourism development in destinations and nationally (Göymen, 2000a, p. 1029). Likewise, multinationals can assist in developing local economies, including in areas that face social and economic disparities. These contributions to the territorial development were seen by the improved local social and physical infrastructure, benefiting visitors and residents alike, and created new knowledge and skills (Göymen, 2000a, p. 1029).

Crowding of local residents, possibly restricting access to previously freely available to locals, recreational areas tend to come together with the so-called "Dutch Disease" in tourism development. In economic terms, the "Dutch Disease" is understood as a causal relationship between the increased developments of a specific sector and decline in other sectors, e.g. agriculture or manufacturing (The Economist, 2012). Due to the growing sector, significant amounts of revenues in foreign currency make national currency stronger compared to other national currencies (Financial Times Lexicon, n.d.). As the currency appreciation is reflected in exchange rates, exports become too expensive for other countries to buy as well as imports become cheaper, making other sectors lose their competitiveness (Financial Times Lexicon, n.d.; The Economist, 2012). In some cases tourism might be the cause of the "Dutch Disease" effects, as examples from Spain, particularly in Balearics and Canary island or most recent examples from Iceland show (Afandiyev, n.d.; Parrilla, Font, & Nadal, 2005; Wein, 2016). However, there are other instances when tourism is affected by booming in other economic sectors, e.g. mining in Australia (Forsyth, Dwyer, & Spurr, 2014; Pham, Jago, Spurr, & Marshall, 2015). Nevertheless, by making appropriate policy decisions and employing available macroeconomic instruments, such as redistribution of additional foreign currencies and investments, countries can successfully manage and overcome potential risks and negative economic impacts of the "Dutch Disease" (Afandiyev, n.d.).

Finally, the tourism sector tends to bear significant negative effects in terms of economic returns due to events that are beyond a destination or national control. This is particularly related to events such as terrorism attacks or economic recession that changes populations' choices and preferences. For example, very recent terrorist attacks and attempts in France made the French tourism industry to decline by at least 10 per cent on average, affecting also related industries such as air transportation that declined by 6 per cent or accommodation which has declined by nearly 30 per cent (Patel, 2016; R. Williams, 2016). The same negative impacts were observed also in other destinations like Belgium, Germany and Thailand (Alderman, 2016; BBC News, 2016). While countries individually pledge human and financial resources to minimize terrorism risks and enhance security, the Global Counter-Terrorism Strategy, adopted by the United Nations General Assembly in 2006 and reviewed every two years, provides practical steps how countries can individually and collectively prevent and combat terrorism (Alderman, 2016; UN Global Counter-Terrorism Strategy, 2016).

In case of economic recession in both origin or destination countries for a too prolonged period of time, tourism tends to suffer steep and significant decline in demand as people change their consumption patterns and preferences. Despite the fact that the effects of economic crises are not a new issue in the tourism sector, crises are likely to intensively hit tourism developments and benefits coming with it. For example, the economic crises in the mainland USA and the Japanese economic issues negatively reflected into decreased arrivals in Hawaii in the 1990s (Sian et al., 2009). Also, despite tourism in Greece was heavily hit by the economic crisis in 2009, the sector showed active recovery from 2010 with a sustained number of tourist arrivals and receipts (Kapiki, 2012). In addition to the fact that the country is undergoing serious political reforms for social peace and stability, it is acknowledged that tourism is a driving force for the Greek economy which also requires further improvements to enhance its competitiveness and spread the current offer. Likewise, practitioners emphasise the need of innovation, intelligent pricing, positioning and differentiation strategies in economic downturns, as in the case of the TUI Group or Carnival cruise operators (Baron, Zielke, Zintel, & Schäf, 2009, p. 3).

Overall, while the consequences of terrorist threats and to a certain extent economic crises are likely to negatively affect tourism growth; at the same time tourism can offer a potential contribution to successfully overcoming these situations and providing a way forward. Furthermore, as it can be observed from the numerous aforementioned studies,

the majority of negative impacts of tourism development can be successfully minimised or even avoided. While it can be presumed that governmental policies and ownership structures are the main aspects influencing the patterns of tourism development, other factors such as institutions, prevailing management strategies and even customs and traditions have similarly important influence. Independently to the diversity of governance and business structures, adequate, timely and evidence-based tourism policies are the key ensuring tourism growth benefit local communities and potential negative impacts are minimised or reversed. There is also a great need that tourism policies would be integrated and would significantly reflect overall national and local priorities in terms of type and scale of tourism they want to develop. In addition, proper use of available macro-economic instruments to influence certain sector's progress towards the desired direction, and ability to re-direct and fairly distribute benefits coming from tourism growth are similarly essential in reversing potential negative tourism impacts into positive ones.

There is also a need to address the issues related to local labour and its capacity building and local sourcing so that local communities would be at a greater extent to benefit from the progress of tourism. While ownership structure might tend to rely on international investors and multinational companies, countries aiming to strengthen their human capital are more likely to benefit significantly more in the long-term, despite required investments. Moreover, stricter and more intelligent policies safeguarding local and national tourism development interests and based on evidence are essential to tourism to contribute to sustainable tourism and overall development. Particularly small, developing and emerging economies are fragile for potential negative externalities because their economic growth is mostly dependent on tourism whereas at the same time these countries often face issues related to tourism limited carrying capacity, also noted in UNEP study in 2013 (UNEP, 2013).

Having analysed economic benefits and potential risks of tourism growth, the following sections will further focus on environmental and social pillars of sustainability to look comprehensively into the benefits as well as negative impacts. Although tourism was first and foremost considered as a means for economic growth, social and environmental benefits are becoming more and more important in today's constantly-changing, as ever inter-connected and more complex world than any time before.

1.4 Tourism benefits and negative impacts on environmental development

The issues related to the environmental impacts of tourism as well as the need for proper management of the environmental resources have gained importance with the overall growing concerns for environment in the 1970s. Since in most cases tourism development is extremely dependent on the environment quality, its conditions and heritage in destinations, the impacts of tourism development on natural environment have become especially evident with the growing sector. Thus, the better managed and protected natural environment is, the more benefits tourism destinations can expect as well-managed destinations are likely to attract considerably higher numbers of tourist arrivals.

As the UN emphasised, tourism that concentrates on natural environments will continue to grow and there is a great need to ensure that it will positively contribute to environmental protection as well as social and economic development of destinations (UN DSD, 2009a). The Rio+20 outcome document "The Future We Want" highlights that well-managed and designed tourism can make a considerable contribution to sustainable development (UN, 2002c, p. 20). Also, Polucha, Žukovskis, Jaszczak and Marks (2009, pp. 105–106) identified that tourism has a great capacity to contribute not only to conservation but also to the improvement and proper management of environmental resources. The authors further noted that if environmental sustainability of tourism is taken into careful consideration, infrastructure is adequately designed and in the cases when tourism is built on agriculture, cultural and natural heritage, it is more likely that carrying capacity might increase in the destination, also absorbing negative impacts of tourism progress (Polucha et al., 2009, pp. 106–107).

Nevertheless, substantial economic benefits coming from the tourism sector do not always guarantee that environment and its resources will be managed properly. Some examples indicate that particularly accelerated economic progress actually leads to even faster environmental degradation (Muldavin, 2000, p. 244). The scholar argues that especially local communities have to have access to required knowledge, skills and social capital to be able to appreciate and promote sustainable use of available resources (Muldavin, 2000, p. 244). Similarly, other scholars noted that tourism should not be seen as a quick development opportunity and transformations that come with tourism growth should be balanced, not too fast and agreed with all stakeholders (Blackman et al., 2004, p. 67).

As the Green Economy Report published by UNEP in 2011 underlined, the growth of

international and domestic travel and with raising preferences to the energy-intensive transportation, e.g. aviation, tourism and travel sectors contributes up to 5 per cent of the total greenhouse gases (hereinafter: GHG) (UNEP, 2011, p. 418). Importantly, this number is expected to grow exponentially under the business-as-usual (hereinafter: BAU) scenario. Other issues noted by the report include extensive water and energy use, discharge of untreated water, generation of waste as well as challenges related to survival of biodiversity, local cultures, traditions and built heritage (UNEP, 2011, p. 418).

According to the report, greening of the tourism sector should primarily aim to improve efficiency in energy, water and water systems. These efforts accordingly can help to advance local hiring and create tourism that is more environment- and local culture-friendly and address more meaningfully poverty-related issues (UNEP, 2011, p. 418). Moreover, investments into conservation of biodiversity, including forests, coastal zones and coral reefs, mangroves, are essential for both the tourism activity and local communities and are comparably small to the value of these natural assets. Provided green investments are made, tourism contribution to GDP growth are likely to increase while negative environmental impacts are expected to decrease, in particular water consumption is to decrease by 18 per cent, and energy use and CO₂ emissions by 44 and 52 per cent, respectively compared to BAU approach (UNEP, 2011, pp. 418–419). Finally, both green investment and efficiency improvements are likely to save money for tourism businesses and increase the attractiveness of a destination. Tourists are found to be willing to pay from 2 to 40 per cent more for environmentally-friendly and unique tourism, such as nature, cultural heritage or ecotourism, experiences (UNEP, 2011, p. 419).

Furthermore, the report noted that involvement of all stakeholders, particularly local communities, governments and business is essential in planning and development of green tourism strategies (UNEP, 2011, p. 419). The scholar also noted stakeholders' involvement as a key factor when it comes to biodiversity and its protection. Biodiversity protection is an integral aspect of environmental sustainability and is part of the entire framework of sustainable development. In this regard, Vaughan (2000, p. 284) highlighted that given the immense capacity to drive economic growth, tourism can provide significant and sustainable financing required for biodiversity conservation. Sustainability can ensure that tourism would benefit biodiversity conservation efforts, particularly when more integrated approach to tourism development takes place. Such an approach should involve all relevant partners, especially local community, partnership of business, host society and legal

authorities, education system, as well as consider aspects of social and economic sustainability (Vaughan, 2000, pp. 287–293). While one should bear in mind that tourism is not mandatorily driven by conversation priorities and factors such as image, political stability, infrastructure, accommodation and others are more also critical when choosing a destination, it is believed that an integrated approach could significantly benefit biodiversity protection efforts (Vaughan, 2000, p. 284).

Similarly and in the context of local community, Dearden (1991, p. 400) emphasised that the economic benefits of tourism should be always weighted against cultural, social and environmental effects on the local population aiming to minimise negative environmental impacts. Additionally, Vaughan (2000, p. 284) noted that ecotourism is the only safe option to maximise biodiversity conservation, as an important part of environmental conservation. While the definition of ecotourism might differ in different countries, the concept usually involves SMEs, low environmental impact infrastructure as well as a recognition of local culture and a willingness to forgo some Western comforts in the interests of sustainable development (Vaughan, 2000, p. 284).

However, the UK's Department for International Development (hereinafter: DfID) explained that evidence is lacking as to whether ecotourism causes fewer negative impacts or generates more profits than mass tourism (DfID, 1999, p. 16). For instance, an analysis was carried out on how ecotourism, compared with other livelihood strategies, contributes to local communities income in Yucatan Peninsula in Mexico (Santana, Salvatierra Izaba, Parra Vázquez, & Arce Ibarra, 2013). After surveying 137 members of local groups, the researchers found that their daily income per person was 4.07 USD and tourism was found to contribute only 18.8% to this amount (Santana et al., 2013, p. 185). Other activities such as fishing or labour contributed to daily income per capita 50.4 and 21.6 per cent respectively. It was also indicated that despite the fact that many Mayan communities are engaged in tourism-related activities, economic benefits mainly remain in the hands of touristic agencies and operators (Santana et al., 2013, pp. 185–186). Thus, authors indicated that ecotourism still has not generated significant economic benefits or improvement of life and is seen as only a complementing activity for local communities which requires more attention from policy makers (Santana et al., 2013, pp. 185–186). Finally, Santana et al. (2013) and Barbosa (2006) indicated that public policy should still address ecotourism as an important life strategy for the Mayan community as it provides temporary employment, learning opportunities and exchange of experiences.

From the business perspective, including international tourism operators and hotel chains aim to responsibly address environmental issues through their operations as the quality of the environment directly influences their business. For example, in the Caribbeans the innovative programme CARIBSAVE was launched by the University of Oxford and the Caribbean Community Climate Change Centre in 2010 to raise 35 million USD over the period of 5 years to protect the environment from the negative impacts of tourism (Green Hotelier, 2010). The project aimed to address not only physical effects such as coral bleaching, sea level rise and beach erosion but also link these climate changes with economic and social factors, e.g. health (Green Hotelier, 2010). While policy makers might lack evidence that ecotourism is more likely to provide higher economic benefits, the above discussed examples allow to presume that at least environmentally-friendly tourism has lower environmental impacts.

Among feasible actions to be taken to ensure the greening of tourism, it is suggested to involve small and medium enterprises (hereinafter: SMEs) (UNEP, 2011, p. 419). On the one hand, mostly larger-scale enterprises are aware of green tourism, whereas smaller companies might not always be familiar with the opportunities to contribute to environmental protection and enhancement. However, it is essential to educate SMEs, share and promote best practices among them as they can benefit better from the strategies of green tourism (UNEP, 2011, p. 419).

For instance, hoteliers in Asia Pacific have launched a new coalition entitled the Hotel Owners for Tomorrow in October 2015 with a commitment to a fixed set of sustainable actions (O'Neill, 2016). The coalition includes hotel industry leaders in such groups as AKARYN Hotel Group, the Global Sustainable Tourism Council, Hyatt Hotels Corporation, ITC Hotels, the International Tourism Partnership, Marriott International, Meritus Hotels and Resorts, PATA, Six Senses Hotels Resorts Spas, TAJ Hotels Resorts and Palaces, among others. Coalition members agreed that as the region faces the rapid growth, sustainability is as crucial as it has never been since the region is "[...] the battleground for sustainable development [...]" (O'Neill, 2016, para. 6). The five agreed actions are (1) to incorporate sustainability from the beginning of investment decisions, (2) to evaluate one renewable energy project and one efficiency project per property per year, (3) to routinely monitor and benchmark sustainability performance, (4) to support brand efforts, and (5) to raise awareness and share best practices (O'Neill, 2016, p. 6). This and other similar practices in accommodation as well as other tourism-related sectors could

successfully be promoted to SMEs to inspire and encourage them to adopt actions that fit their environment and business practices.

In this regard, the Compendium of Best Practices in Sustainable Tourism features a variety of case studies that are run by non-profit and mainly SMEs (Wei, 2014). It is important to note that some of these initiatives are established and/or adapted international good practice. For instance, the Long Run Initiative pursues the holistic approach of tourism development the Laikipia Programme in Kenya and beyond southern Africa (Wei, 2014, p. 3). The Long Run Initiative is based on the Global Ecosphere Retreats practices and certified Long Run Destinations, Long Run Alliance Members and Long Run Supporters, which are required to meet strict sustainability criteria in the managed area with defined geographical boundaries according to the so-called 4C principle, namely conservation, community, culture and commerce (Wei, 2014, p. 3).

Another crucial aspect of the greening of tourism is to ensure better access to finance, both through international actors as well as through private and national public funding schemes, including private-public partnerships (hereinafter: PPP) (UNEP, 2011, p. 419). PPPs are often used to reduce cost and risk of large tourism (and other sectors) investments as well as it allows to transfer the good practice from the private sector to the public one and vice versa. Reducing administrative fees, providing favourable interest rates, and in-kind contributions such as marketing, technical or business administration support help to contribute to the greening of tourism. On the other hand, public investments and spending on public goods, e.g. conservation of natural resources, public transport or renewable energy infrastructure also reduce cost of green investments from private sectors as well as foster such investments into the greening of the tourism sector (UNEP, 2011, p. 419).

As practice shows, while access to financial resources is essential in securing funding for the greening of tourism, it is necessary that economic and environmental sustainability would go hand in hand so that environmentally-friendly tourism initiatives could be truly sustainable. An example from Thailand shows that social enterprises also can deliver economically sustainable tourism practices based on conservation (Wei, 2014, p. 7). The initiative named "From Relief to Self-Reliance" helped tsunami-devastated communities in Thailand to implement more than 120 projects in diverse villages with the aim to create economic opportunities for local communities based on sustainable development principles in a long-term perspective. Education, nature conservation activities and particularly high involvement of the local community and youth were the main activities that helped to

rebuild the affected communities and increase tourism inflow that allowed to further strengthen economic benefits from tourism (Wei, 2014, pp. 7–8).

While the above-described initiatives are examples of the good practice and tend to function at the local or even regional level, such models might be difficult to implement at the national level due to the high level of required investments and involvement of numerous stakeholders. Among the most effective measures is proper and effective taxation. One of the main arguments that tourism activities need to be taxed is the fact that tourism development and partially success highly depend on the public goods, such as infrastructure, public health system or security, as well as on the quality of the environment, both natural and man-made. Whereas man-made environment is usually easier to maintain and control, natural settings are highly sensitive to human impacts and importantly require more time and efforts to be restored, in case of any damage.

Given these considerations, many economists argue that the environmental cost of tourism growth and development would be internalised through adequate taxation to the highest possible extent with the major purpose to protect natural, social and cultural resources of a destination (Gago, Labandeira, Picos, & Rodríguez, 2006; Gooroochurn & Sinclair, 2005; Palmer & Riera, 2003; Palmer-Tous, Riera-Font, & Rosselló-Nadal, 2007). At the same time, Riley, Northrop, and Esteban (2006) and Paziienza and Boyra (2005) highlighted that taxation on tourism and tourism business can be accepted only if it provides significant evidence that a proportion of these taxes is dedicated to the improvement of tourism infrastructure and fostering conservation efforts, both for natural and cultural heritage (Gooroochurn & Milner, 2005).

From the private business perspective, various studies estimate that around 30 per cent of travellers are willing to pay more for eco-friendly products and services (Johnston & Tyrrell, 2005; Kang, Stein, Heo, & Lee, 2012; Riley et al., 2006; UNEP, 2011; UNWTO, 2010, 2011b). Some other reports state that even up to 82 per cent of tourists are willing to pay extra for sustainable tourism products and services. Including transnational operators such as TUI Group or Thomas Cook Group favour environmentally sustainable destinations in their bookings and marketing campaigns (Ringbeck, 2010). Such trends do not only provide new opportunities for increased earnings and creation of employment for business owners, including in developing countries, but also allows the greening of the supply chains to positively influence destinations overall long-term sustainability (Gooroochurn & Milner, 2005; Ringbeck, 2010; Singh, 2008).

Although, as could have been noted, the aforementioned strategies are related to the economic perspective of tourism growth, yet, at the same time they promote environmental awareness among business owners and visitors. In addition, they help to address negative environmental impacts and create potential funding resources to be re-invested to environmental conservation and protection. Since the tourism sector is among the most important drivers for GDP growth worldwide, it can also serve as a driver for enhancing and conserving natural as well as cultural resources. As the OECD (2016a) highlighted, green economy and economic growth can recover a nation's GDP at the same time preserving the environment and enhancing the economic value for natural resources. Thus, effective tourism taxation can help to establish the right price that would ensure green growth.

Finally, local communities also tend to appreciate their environment more when tourism is growing since it helps to enhance the area's appearance and the protection of natural environment. Higher appreciation of the environment is related to the residents' place image and perception (Stylidis, Biran, Sit, & Szivas, 2014, p. 261). According to the scholars, more favourable perceptions of their area in return also provide further support for tourism development (Stylidis et al., 2014). Andriotis and Vaughan (2003) emphasise that it is essential to ensure equilibrium between residents' perception of tourism benefits and costs, and tourists' satisfaction, as it is directly linked to tourism growth.

Having overviewed environmental aspect of tourism development, the following section focuses on social benefits and cost of tourism for sustainable local development. One might observe that social benefits as well as costs are particularly closely related to economic and environmental aspects of tourism growth in a destination.

1.5 Tourism benefits and negative impacts on social development

Both tourism business developers and local communities are becoming more aware of the growing importance of social costs and benefits of tourism growth in an area. Social impacts and costs of tourism are often related to cultural, identical as well as ethical aspects of tourism. Socio-cultural aspects of tourism are commonly described as direct and indirect effects on a host community through the interaction between tourists and local population (UNEP, n.d.-c). Other researches focus more on the host community perspective and transformations that mainly affect local residents' lives, experiences, values as well as their artistic and intellectual products (Samson, 2015).

In the past decade these aspects became more important and more often taken into consideration by both academia and practitioners alike. Some scholars explain that this growing interest is related to the fact that tourism can bring not only positive but also negative impacts (Almeida García, Balbuena Vázquez, & Cortés Macías, 2015; Ko & Stewart, 2002; Lankford & Howard, 1994). While historically the analysis of socio-cultural aspects did not always have a balanced view in literature, this trend has changed in the 1970s and the 1980s when both negative and positive socio-cultural impacts started to be presented (Almeida García et al., 2015, p. 33).

As some scholars observe, it is of essential importance for the industry, tourism policy makers and tourism businesses to understand how local citizens perceive social benefits and disadvantages of tourism so that potential unreceptive responses to tourists could be avoided (Deery, Jago, & Fredline, 2012, p. 64). However, current studies tend to lack a profound understanding and a holistic view of social impacts on tourism social as they usually analyse only one issue at a time and are based on quantitative research (Deery et al., 2012, p. 65). Other authors emphasise that socio-cultural influences will continue to depend greatly on a concrete context and circumstances in which tourism takes place (Almeida García et al., 2015, p. 35). Yet, it is essential to contact residents as otherwise it is impossible to observe the real changes at the local level (Brunt & Courtney, 1999, p. 494).

On the one hand, the interactions with tourists usually bring changes in social norms, values and value systems and behaviours and they are likely to have a negative impact on indigenous people's identity, which are even further accelerated by globalisation (UNEP, n.d.-c, para. 2). Such changes take place not only at the individual, but also at the collective community level and can be seen through changes in family relationships, lifestyles, morality or even ceremonies (UNEP, n.d.-c, para. 2). Tourism might have negative effects on the lives of local populations in terms of crowding and congestions as well as raise issues related to drugs, alcohol consumption, prostitution or increased overall levels of crime (Simm, n.d., para. 5). Particularly rapid growth of tourism can bring such negative effects as overconsumption of tourism resources (Briassoulis, 2002), increased cost of living, crimes, including drug abuse and vandalism, crowding out locals from previously affordable tourist sites (Göymen, 2000a), socioeconomic and spatial polarisation, cultural alienation, and the loss of social control and identity among host communities (Brohman, 1996).

For instance, UNEP (n.d.-b) identified that tourism development can bring about

undesirable transformations or even loss of indigenous communities' identity. Through commodification and adaptation to tourists' demands, traditional and religious rituals, festivals and products lose their value as they are adjusted to new customers' taste and become considered as goods for trade to satisfy tourists' demand, sometimes referred to as "reconstructed ethnicity" (UNEP, n.d.-b, paras. 2–5). The loss of authenticity, or even staged authenticity, is also closely related to "reconstructed ethnicity", when various cultural expressions are adapted to tourists' desire to have a grasp of local life (UNEP, n.d.-b, para. 4). Standardisation is another way when destinations' uniqueness is minimised to tourists' wish for well-recognisable facilities, such as fast-food catering facilities or well-known hotel chains (UNEP, n.d.-b, para. 3). Finally, whereas tourists' interest in traditional attributes contributes to self-worth of local artists and helps to preserve traditional culture, commodification and other undesirable transformations contributes to erosion of local cultures (UNEP, n.d.-b, para. 5).

Other examples show, however, that it is essential that the local population would be fully informed and involved in decision-making related to tourism development. For example, Šegota, Mihalič, and Kuščer (2016) analysed the perceptions of local residents of the Slovenian lake and mountain destination Bled towards tourism based on their informedness and involvement in tourism development processes. In the study, the residents were divided into four groups based on informedness – involvement grid, namely unaware residents, passive observers, uninformed activists, and responsible citizens (Šegota et al., 2016, p. 3). Then it was researched how these four groups of citizens perceive both positive and negative aspects (not only social, but also environmental and economic aspects) of tourism growth in the area (Šegota et al., 2016, p. 4). This study showed that highly informed and greatly involved residents had more positive perceptions towards tourism's growth compared to all the other groups and those residents, who were weakly informed and poorly involved tended to have more negative perceptions of tourism (Šegota et al., 2016, p. 9). Other findings also indicated that more sustainable tourism development can be achieved if policy makers and tourism planners devote more efforts with an aim to inform and involve more local citizens into the processes of tourism growth (Šegota et al., 2016, p. 9). In this regard, media, including social media, can play a significant role in shaping citizens' perceptions and attitudes towards tourism development based on the provided information which influences public opinions (Samson, 2015, p. 29).

Particularly in rural or more marginalised areas where tourism development takes up

substantial parts of space and lands formerly used for other purposes, and such areas where infrastructure is still to be developed, the socio-cultural aspect also has to be taken into consideration next to economic and environmental aspects (Jaszczak & Žukovskis, 2010, pp. 1–2). In this regard, Atkočiūnienė (2009, p. 32) emphasised that from a cultural perspective, local citizens can even feel in some way intimidated by the volume, scale, type or nature of tourists' activity. UNEP (n.d.-b, paras. 8–12) explained that such circumstances in tourism development can often result in an overuse of the social and cultural carrying capacity of the local population and threaten the limits of acceptable social and cultural changes. In such situations, there can be cultural clashes resulting in growing negative attitudes towards tourism among members of a local population (UNEP, n.d.-b, paras. 8–9).

Cultural clashes, according to UNEP (n.d.-b, paras. 8–12), can become evident in terms of economic inequality and irritations caused because of tourists' inappropriate behaviours. Among most common examples of such circumstances are inappropriate dressing in such countries as Muslim states or in conservative Christian communities in Polynesia or the Mediterranean. In addition, expensive "do haves" constitute strong status symbols and are desired in developing countries (Samson, 2015, p. 12; UNEP, n.d.-b, paras. 10–12). While some authors argue that rise of tourism leads to the destruction of once-unique cultures, at the same time it is agreed that tourism might be seen as a mediator between further processes of change and adaptation (Kneafsey, 1998, pp. 113–114).

In line with these ideas and contributing to the findings of Šegota et al. (2016) study, Atkočiūnienė (2009, pp. 28–32) performed four case studies and concluded that tourism can be an effective communicator provided local population understands tourism impacts in terms of its own resources, capabilities and capacities to foster tourism development sufficiently enough. The author concluded that it is essential to involve local communities in the processes of tourism planning in order to achieve more sustainable development of tourism and create a positive synergy between attractive environment for tourism and for the community (Atkočiūnienė, 2009, p. 28).

While lost and decreasing authenticity is one of the major socio-cultural impacts of tourism development, scholars propose to have a more balanced view on this issue. After analysing traditional communities in Northern Thailand, Dearden (1991, p. 410) emphasised that mixing of values and traditions through tourism will unavoidably modify traditional societies. At the same time, these transformations can also be observed as a sign of

modernity and progress and, to a certain extent, devaluation of traditional clothing (Dearden, 1991, p. 408). Nonetheless, tourism can significantly contribute to sustainable local development if such cultural transformations do not take place too rapidly, if they fit local realities and respect principles of social and cultural carrying capacities and if they are appropriately controlled (Dearden, 1991, pp. 410–412).

Additionally, Silverman (2002, pp. 881–882) drew attention to the importance of taking into account local contexts where tourism development takes place. It is necessary to do in order to be able to identify which of socio-cultural changes are a natural self-transformation process influenced by globalisation, and which are changes caused by tourism growth in an area (Silverman, 2002, pp. 881–882). Along these arguments, Dearden (1991, p. 403) added that while it is in most cases to clearly divide which of these changes are due to tourism and which are natural transformation towards modernisation, usually communities having more contact with tourism experience more noticeable changes.

On the other hand, tourism is also seen as a force of boosting pride into local festivals, traditions and customs, and handicrafts (Simm, n.d., para. 4; UNEP, n.d.-c, para. 2). This usually comes with improved infrastructure and leisure facilities that, in most cases, can benefit tourists and local population equally (Andereck, Valentine, Knopf, & Vogt, 2005; Brunt & Courtney, 1999; Simm, n.d., para. 4). Additionally, tourism enhances the culture of peace, inter- and intra-cultural understanding and respect, as well as helps to raise awareness of global challenges such as poverty or human rights (Andereck et al., 2005; Simm, n.d., para. 4; UNEP, n.d.-c, para. 2).

Tourism has a potential to enhance social development in communities thanks to employment creation, income redistribution and, importantly, poverty alleviation which also helps to strengthen communities (Samson, 2015, p. 23). It is also seen that contacts with travellers and people of different backgrounds have an educational component and enhance the understanding and culture of peace between host communities and tourists (Samson, 2015, p. 24). Examples from Belfast, Northern Ireland, suggest that jobs brought by tourism helped in demobilising paramilitary groups and bringing peace in the area (Samson, 2015, p. 24). Another example based on a telephone survey of Central Florida households indicated that, despite the fact that local population was well aware of both positive and negative social impacts, residents favoured both the extent of current tourism industry and its further expansion (Milman & Pizam, 1988).

However, job creation does not always bring desired changes at destinations. Doiron and Weissenberger (2014, p. 22) analysed the case of Roatan in Honduras and discovered that the increased earnings brought undesirable immigration from the mainland. Additionally, the wealth was not equally distributed and deepened the wealth gap among different population groups due to increased speculations and land prices which made property nearly unaffordable to local citizens and due to limited access to marine resources. Moreover, high immigration changed the social and linguistic composition of the Roatan area and caused some social tensions and resulted in arise in violent crimes (Doiron & Weissenberger, 2014, p. 22). A potential solution to decrease these social tensions is to engage all community members and not only the privileged ones into the reflexion as well as strengthen trust in institutions (Doiron & Weissenberger, 2014, p. 25). At the same time it is necessary to diversify economic activities in the area in order to decrease the vulnerability of the tourism sector (Doiron & Weissenberger, 2014, p. 25).

Nonetheless, other examples once again highlight that it is essential to involve the local population in the processes of tourism planning and development. Mbaiwa (2005) analysed socio-economic externalities of tourism development on the Okavango Delta in Botswana and indicated numerous negative impacts. Firstly, the tourism development is based on the so-called enclave tourism which is mainly concentrated in distant areas and does not take into account the needs of the surrounding populations (Mbaiwa, 2005, p. 458). Most tourism facilities, including accommodation, camps, and transport are foreign-owned and managed. Such a situation resulted in reduced control over local resources, decision making in terms of participation in tourism activities, encouraged a loss of sense of place and caused conflicts in the use of resources among local population and expatriates (Mbaiwa, 2005, pp. 458–459; UNEP, n.d.-b, paras. 19–21).

Moreover, mistrusts and suspicion among black local population and white tour operators resulted in racism in the community which accordingly resulted in increased tensions among local workers and expatriates as well as unpleasant working conditions (Mbaiwa, 2005, p. 459). Also, aiming for high-cost-low-volume tourism, the chargers for tourism facilities and services increased so much, that tourism became unaffordable for most of local citizens (Mbaiwa, 2005, p. 459). Overall, tourism development in the Okavango Delta further deepened social exclusion and marginalisation of local people, including in terms of access and management of local resources and their conservation (Mbaiwa, 2005, p. 460).

Moreover, it is crucial to emphasise that negative social and cultural impacts may be especially severe for small as well as developing economies that have limited tourism-carrying capacity but at the same time are dependent on tourism for their economic growth. This is especially the case during a tourism boom which can undermine sustainable development of these countries. For example, due to the development of hotel and tourist facilities in coastal areas, very often locals can no longer access traditional fishing and recreational areas (UNEP, n.d.-b). Such and similar impacts result in other social issues such as crimes (robberies, drug dealing, gambling), child labour, prostitution or sex tourism (UNEP, n.d.-b). Therefore, there is a need for policy makers to consider different models that foster the creation and enhancement of a more sustainable economic models in their destination based on their own tourism carrying capacities and environmental, cultural, social, political and economic impacts. As Mathieson and Wall (1982) argued, the focus on the economic growth needs to be substituted by more balanced approaches that also give due importance to social and environmental impacts as well.

Other scholars also argued that there is a need to consider psycho-social characteristics of communities involved in tourism. In particular, Vana and Malaescu (2016, p. 642) analysed the case of the Cultural Routes of the Council of Europe and the ways the characteristics of communities (such as intergroup cooperation, trust, the ability to take risks, community and institutional traditionalism, ethnic tolerance and intolerance, social distance and community culture of openness) influence tourism development activities related to these routes. The authors argued that particularly these psycho-social aspects act as mediators and moderators for successful tourism activities in communities. Whereas the main objective of the Cultural Routes was to develop a joint framework to reveal a common European heritage and restore collective memory of the communities, the inclusion of a variety of routes into one programme since 1987 led to increased homologation of different cultural destinations (Vana & Malaescu, 2016, p. 643). The scholars concluded that although tourism development can foster cultural identity awareness and regional pride, at the same time the competition over tourists and resources generated inter-group tensions and competitiveness. Communities were less willing to cooperate, they did not have a welcoming attitude towards tourists and were less likely to take entrepreneurial activities (Vana & Malaescu, 2016, p. 650). Thus, paying closer attention to the aforementioned psycho-social aspects before developing tourism activities and aiming at a less homogenised tourism product would help to reduce the potential tensions and would contribute to successful tourism development, including that in rural

and areas with high cultural heritage (Vana & Malaescu, 2016, pp. 649–650).

Likewise, other examples show that consistent planning of tourism activities in destinations is essential so that the negative social effect on local population would be minimised. For instance, in 2003 in Hong Kong the Individual Visitor Scheme (hereinafter: IVS) was launched with the aim to increase incoming tourism (Shen, Li, Luo, & Chau, 2016). As the area was suffering from a severe acute respiratory syndrome (hereinafter: SARS) epidemic, such policy intended to re-boost the economic growth. Despite extensive economic benefits that helped Hong Kong's tourism sector to recover, especially increased inflow of tourists from mainland China has caused numerous controversial negative social impacts. These impacts included traffic congestion and crowding, inflation of property values, commercial speculation, reduced availability of daily necessities in central areas, tourists' behaviours that conflict with the values and lifestyle of the local residents (Shen et al., 2016, pp. 1–2). Based on this case study, the authors conclude that it is of particular importance for the tourism destinations globally to acknowledge different social impacts when wishing to substantially increase the number of tourists in a comparable small area in order not to undermine the needs and the quality of life of the local population (Shen et al., 2016, p. 3). The scholars highlighted that while fully embracing economic benefits of tourism expansion, tourism benefits should be more widely distributed and translated into broader social welfare of the local community (Shen et al., 2016, p. 3).

Finally, as the world-famous economist Amartya Sen (1973) argued, in order to advance sustainable development, it is necessary to ensure that economic policies foresee and foster social well-being of communities. As the aforementioned examples indicate, concrete plans of actions are particularly important to ensure that economic benefits from tourism growth would translate in social well-being for the population. In addition, a fair distribution of the tourism benefits is also essential to ensure that local communities would continue to support tourism development. In this regard, their active engagement in the dialogue with policy makers and other tourism stakeholders is necessary to ensure that growth of tourism goes to the direction that local community supports.

After analysing the role of tourism in sustainable development as well as what benefits and costs tourism development might have in a destination, the following section of the thesis will focus on the efforts to measure sustainable development in practice. Whereas the next section only overviews current indexes which exist in order to gauge diversity of context,

the main goal of the following section is to emphasise different approaches that are currently being used to capture the benefits and costs of tourism development.

2 MEASURING THE IMPACTS OF TOURISM ON SUSTAINABLE DEVELOPMENT AT A DESTINATION LEVEL

"We measure what we value, and value what we measure."

– UN CSD (2001)

2.1 Efforts and challenges to measure sustainable development

Efforts to measure progress towards sustainability and sustainable development have emerged nearly at the same time as the concept of sustainable development itself. As a number of environmental crises and social inequalities continued to rise, sustainable development was adopted as the main development model by the international community (Waas et al., 2014, p. 5513). Especially since the 1990s many considerable and often promising efforts to establish sustainability indicators were made (Waas et al., 2014, p. 5512). The Earth Summit and the Chapter 40 of the "Agenda 21" called on the countries to recognize and develop indicators of sustainable development in order to provide solid evidence for decision-making processes (UN Division for Sustainable Development, 1992, 2001). Also, the states were invited to harmonise the efforts of developing indicators of sustainable development and, where possible, to set common indicators that would be regularly updated and widely accessible (UN Division for Sustainable Development, 2001).

The main rationale behind any sustainability measurement initiative is to provide tangible quantitative evidence for informed decision-making and management of sustainability. In other words, the right indicators translate intangible social and physical knowledge into manageable information that contributes to better-informed decision-making processes (UN Division for Sustainable Development, 2001). Namely, indicators can give early warning signals to avoid any potential economic, environmental or social damage, as well as they are an important tangible tool to communicate ideas and values (UN Division for Sustainable Development, 2001).

Different approaches used to measure sustainability in practice attempt to gauge economic, environmental and socio-cultural aspects of sustainability. Given the fact that it is hardly

possible to determine all aspects of sustainability with a single measure, there are number of diverse indicators, indexes, accounting, assessment and reporting systems. Different measures also include temporal and spatial scales to measure the progress towards sustainability.

Finding the right indicator of sustainability for effective policymaking is not an easy undertaking. Despite the fact that most of the governments and businesses have acknowledged that urgent actions have to be taken to tackle global issues, an inevitable force to improve the living conditions in developing countries and growing level of consumerism push against the majority of environmental constrains (Hák, Moldan, & Dahl, 2007, p. xvii). As many alterations might occur even without early warning signals, sentinel indicators that can capture the dynamics of change are indispensable in the context of sustainable development (Hák et al., 2007, p. xvii).

As different ecosystems have diverse levels of resistance and resilience for change, only long time data series allow predicting how ecosystems will react to different changes (Hák et al., 2007, p. xviii). While most of environment-related decisions in the past were made based on an ad hoc basis with an attempt to solve a single problem in isolation from others, the overall concreteness and clear direction in policy thinking remained missing. Therefore, it is essential to indicate indicators that can endow with the "[...] early and maturing signals of change (Hák et al., 2007, p. xviii).

Trustworthy information related to all three dimensions of sustainable development and coming from a variety of sources is fundamental for effective policy-making (Hák et al., 2007, p. xix). Nevertheless, the greatest current challenge for policy makers is the ability to choose the right indicators at the right moment. As scholars indicate, "[i]ndicators can be descriptive, related to performance, efficiency, policy effectiveness, or overall welfare, but in the context of sustainability it is their integration across different policy arenas that is most critical" (Hák et al., 2007, p. xix).

Since most of indicators are derived from heterogeneous sources and analysis of economic, natural and social processes, in many cases they do attempt to estimate the changes across more than one domain of sustainability. However, indicators that seek connectivity among different sustainability dimensions present a high level of complexity both in terms of measuring and interpretation (Hák et al., 2007, p. xix). At the same time, only those indicators that allow effective and efficient ing and provide a clear view and evidence

where the present and planned policies are leading the societies are relevant for policies and society in general (Hák et al., 2007, p. xix).

Scholars such as Waas et al. (2014) importantly noted that despite numerous political commitments towards sustainability, its practical implementation falls behind. According to the scholars, in order to be able to bridge this gap between sustainability discourse and deeds, sustainability should be perceived as a decision-making strategy (Waas et al., 2014, p. 5513). In this regard, sustainability indicators and sustainability assessment can play a crucial role in such a strategy. At the same time, particularly the multi-dimensional and intrinsic holistic nature of sustainable development makes any measurement efforts especially complex. Numerous scholars noted that measuring sustainability is "measuring the immeasurable" (Babcicky, 2013; S. Bell & Morse, 2005; Böhringer & Jochim, 2007).

In terms of the meta perspective, according to Christen and Schmidt (2012) and Lozano (2008), the major characteristics that embody and represent sustainable development are the following:

- equity which refers to fairness in the way we develop and include (a) inter- and intra-generational equity (so that different generations would be able to meet their needs and aspirations), (b) interspecies equity (that other species are able to survive on equal basis as humans), (c) geographical equity (global and shared responsibility) and (d) procedural equity (participatory and demographic governance);
- dynamics which represents a constant process of change in the society and environment that require a precautionary approach;
- integration refers to the fact that all sustainability pillars have to be harmoniously integrated in sustainable development processes on equal basis;
- normativity characterises sustainable development as a social construct where the values reflect decisions about how we as a society develop currently and how we will continue doing that in the future.

Given that sustainable development is indeed considered as a system and as a guiding principle for decision-making, different types of indicators are required both to gauge different pillars and different aforementioned characteristics of sustainability. Also, diverse decisions require different types of information that indicators of sustainable development should be able to provide. These indicators in most cases are divided in the following five groups:

- descriptive indicators that represent the current state of being;
- performance indicators that characterise if we are progressing towards the set policy targets;
- efficiency indicators represent whether in general we are improving;
- policy effectiveness indicators show if the chosen policy measures are working;
- welfare indicators demonstrate if the general well-being has improved.

Another common practice is to divide sustainability indicators into theme areas or clusters (Segnestam, 2002; UNEP, 2011). While indicators are mostly divided into the three sustainability pillars, a number of diverse themes is not limited. For instance, previously 8 pillars were used in measuring the MDGs and currently there are 17 themes approved which are used in measuring the SDGs. When indicators are subdivided into different topics, it makes them significantly easier to interpret as well as to adjust them to international, national and regional or contexts (Segnestam, 2002).

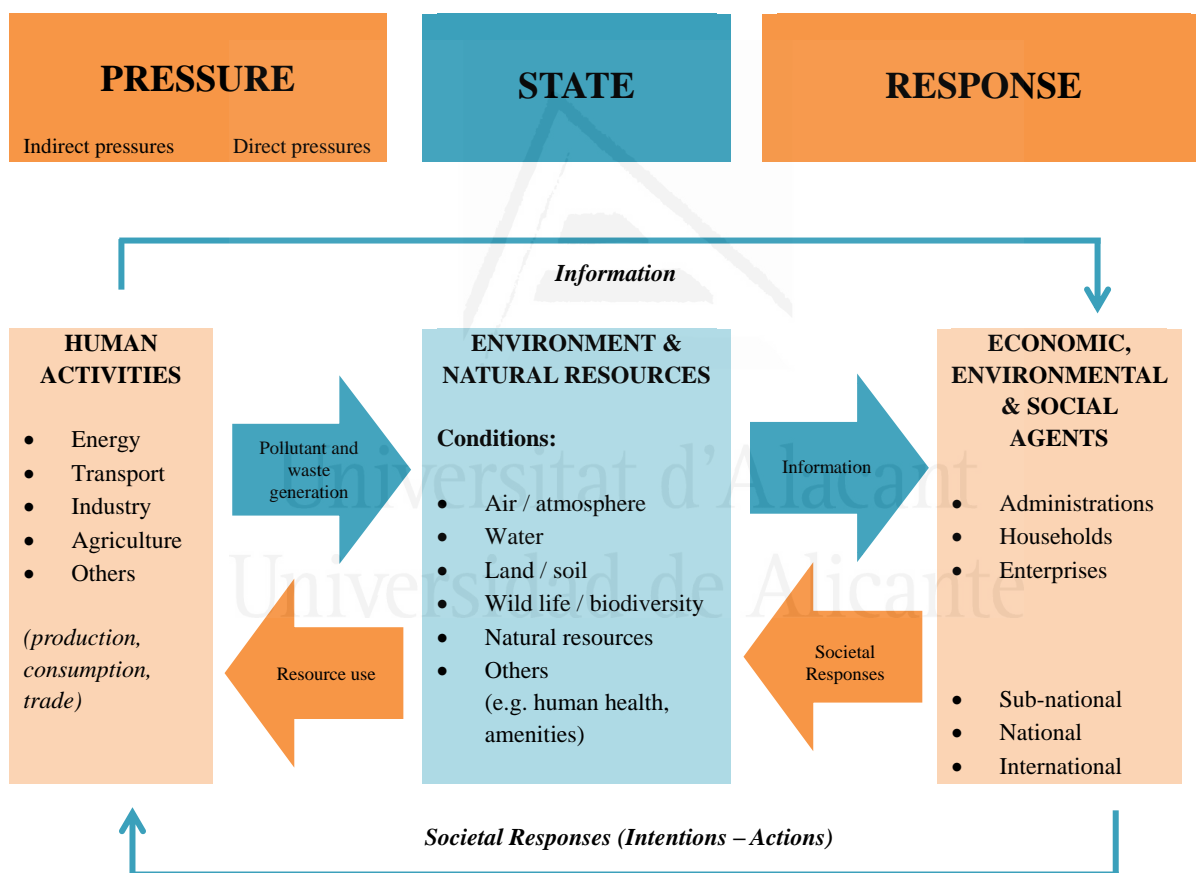
One more approach that is particularly useful when considering indicators as decision-making and policy strategy is dividing sustainability indicators according to their position in the policy cycle. This practice was developed by the OECD to structure its work on environmental policies and reporting (OECD, 2003, p. 21). Later, the approach was employed by the UN Commission on Sustainable Development (hereinafter: UNCSD) to develop sustainable development indicators, as well as UNEP, European Environmental Agency (hereinafter: EEA), among others (OECD, 2003). The original approach was based on the policy cycles and provided Pressure-State-Response indicators (hereinafter: PSR), later, it was enlarged adding Driver and Impact variables into Driver-Pressure-State-Impact-Response (hereinafter: DPSIR) or adapted to Driver-State-Response (hereinafter: DSR) model. PSR or DPSIR reflects a cause-and-effect relationship among different policy cycles where indicators outline the following characteristics of indicators:

- pressure variables are related to human activities, both direct and indirect, that imply pressure on the quality and the quantity of environment which, in this sense, can mean natural as well as human-made environment;
- driver, also known as driving force, indicators additionally consider social, economic and institutional measures;
- state variables describe measurable characteristics that result from the pressure;
- impact indicators in these terms additionally would measure the change in the state;

- response, also sometimes referred to as societal response, variables imply measurement of the society's response to the issues resulted from a concrete pressure on environment through economic, environmental and sectoral policies and changes in behaviour.

Since the model shows only a cause-and-effect relationship, since it can be extended by taking into account more details, and since it is neutral in terms of its application, it is a valuable tool in policy decision-making processes and enhancing the awareness of the society of these issues (OECD, 2003, p. 21). The rationale of the model is illustrated in the scheme below:

Figure 1. The Pressure-State-Response Indicators Framework



Source: OECD, *OECD Environmental Indicators. Development, Measurement and Use*, 2003, p. 21.

Particularly the fact that the model indicates the cause-and-effect relationship made the PSR approach so widely applied in the field of sustainable development at different scales. However, the major criticism behind the main PSR model and its variations is that it is extremely difficult to specify to which type particularly an indicator is related. Consequently, systems or frameworks of indicators based on this approach might also be considered as not fully precise and inconsistent.

One more approach is to organise indicators based on their type and then to categorise them into hierarchies. These types of indicators in terms of sustainable development are commonly divided into an aggregated indicator, composite indicator, and disaggregated indicator. Different users can utilise indicators that can bring the most benefit. For instance, few high-level indicators are used by politicians and society, and more and detailed indicators can be applied by policy-makers and policy-implementers on the ground through different sustainable development projects (OECD, 2003, p. 21).

In addition, it is important to note that different systems and approaches can be used when establishing indicator systems to measure the progress towards sustainable development. Nonetheless, whichever method is chosen to be used, it has to coherently represent sustainability objectives and be a valuable contribution in policy decision-making process in capturing sustainability contexts and providing evidence.

As the UN CSD indicated, it is important that every indicator of sustainable development would clearly underline policy relevance, apart from methodology, data availability and data source (UN Division for Sustainable Development, 2001, para. 7b–37). Still in the period between 1998 and 2000 UNCSO carried out a voluntary testing of 54 sustainability indicators among 22³ countries from all regions and several other countries that were affiliated with the process, namely Canada, Nigeria, Switzerland, and the United States, among others. During this testing, several important findings were revealed showing that indicators of sustainable development indeed have a potential to provide much necessary evidence for policymaking. More precisely, the findings demonstrated that sustainability indicators:

- allow measuring the state of sustainable development in practical terms;
- could be successfully used to highlight significant political issues to the political agenda;
- assist in identifying major trends in priority sectors;
- assist in reporting of sustainable development both nationally and internationally to policy-makers and society in general, as well as promote dialogue and awareness raising on sustainable development;

³ Africa (Ghana, Kenya, Morocco, South Africa, Tunisia), Asia and the Pacific (China, Maldives, Pakistan, Philippines), Europe (Austria, Belgium, Czech Republic, Finland, France, Germany, United Kingdom), Americas and the Caribbean (Barbados, Bolivia, Brazil, Costa Rica, Mexico, Venezuela).

- facilitate the preparation, assessment and revision of the fulfilment of governmental objectives and targets, policies, plans and actions;
- allow to direct national, regional and sectorial programmes and budgets towards sustainability (UN Division for Sustainable Development, 2001, para. 36).

Nevertheless, this testing revealed that several challenges that occur in developing, applying and implementing indicators of sustainable development. Lack of available human and financial resources, a number of institutional constraints and difficulties in mobilizing the relevant stakeholders and experts were among the most commonly indicated challenges (UN Division for Sustainable Development, 2001, para. 33). Other specific difficulties included insufficient coordination between indicators' focal point and statistical authorities, lack of awareness and commitment among stakeholders and participating institutions. Finally, clear government leadership and guidance as well as establishing a clear link between national strategies and indicators, particularly in the cases when an integrated sustainable development strategy is absent in a country, also have to be emphasised as challenges in this regard (UN Division for Sustainable Development, 2001, paras. 33–39). It is essential to highlight that the same or very similar challenges in implementing any indicators of sustainable development still pertain in the current discussion of indicators locally, nationally, regionally and at the global scale.

These challenges, however, can be partially due to the fact that despite sustainability being a guiding principle for societal development, there is a lack of common agreement on "What is to be sustained?" (Christen & Schmidt, 2012; Dobson, 1996). As some scholars argued, sustainable discourse should become more action-oriented and acting as an action-guiding power (Christen & Schmidt, 2012). The OECD significantly noted that overall development is mostly perceived as an increase in welfare or an improvement of well-being for societies between two points of time (UN, 2008, p. 2). Yet, the concept of welfare has much "[...] potential for measuring sustainable development if it is broadened beyond its traditional scope in economics" (UN, 2008, p. 2).

Therefore, while sustainability continues to be the major and all-inclusive principle of societal development, insufficient understanding or the lack of common understanding of what sustainable development is impede its measuring efforts. Nevertheless, if sustainable development was more coherently integrated into policymaking globally, with apparent understanding that sustainable development is an improved well-being that goes beyond economic growth, holistically implementing sustainability indicators could significantly

contribute to effective, more transparent and evidence-based decision-making processes globally.

In the following section, a selection of main indicators and indexes that attempt to measure the progress towards sustainable development will be overviewed. In addition, the section also points out the characteristics that are necessary for a successful application of sustainability indicators in terms of both methodology soundness and applicability in policy decision-making.

2.2 Use of composite indexes to measure progress towards sustainable development

The use of indicators and particularly of indexes is widely spread in the policymaking in the field of sustainable development. Good indicators simplify and make extensive information on different issues available to policy makers and are likely to lead to better-informed decision-making processes and actions that are more effective (UN Department of Economic and Social Affairs, 2007, p. 3). Also, indicators can merge the knowledge of social and physical sciences into decision-making and provide better measurement of the progress towards sustainable development. Well-designed indicators do not only provide an early warning to avoid any potential environmental, social and economic setback, but they are also a valuable tool to communicate ideas and values (UN Department of Economic and Social Affairs, 2007, p. 3).

In the beginning of the new millennium there were many activities related to the development of indicators possibly causing an information overload to policy makers as well as other users, including academia (Jollands, Lermitt, & Patterson, 2003, p. 2). As a result, different scholars argued for the need to develop highly aggregated and at the same time specific indicators (Alfsen & Saebo, 1993; Callens & Tyteca, 1999; Gustavson, Lonergan, & Ruitenbeek, 1999; Heycox, 1999; Jollands et al., 2003; Luxem & Bryld, 1997; Opschoor, 2000; van den Bergh, 1996; M. R. Williams, 1994). The main arguments for using particular aggregated indicators are the following:

- the use of too many indicators often compromises the legibility of information and data behind those indicators, thus a limited number of indicators can successfully transfer the overall actual state of matter;

- the reduced number of parameters in aggregated indicators allow tailoring information to decision-making while providing a precise description of a concrete situation;
- in the field of sustainable development, policy-makers are most likely interested in the interaction of economic, environmental and socio-cultural aspects and thus composite indicators are more likely to focus on interconnection of all sustainability pillars rather than only on one of them (Jollands et al., 2003, pp. 2–3).

To indicate a suitable set of indicators of sustainable development either for a community or the world is not easy (Bossel, 1999, p. xi). Primarily, it is essential to thoroughly understand what is feasible and viable in a concrete environment and how different aspects affect sustainable development. Moreover, the number of representative variables "[...] should be as small as possible, but as large as essential" (Bossel, 1999, p. xi). As sustainability is a dynamic concept, composite indicators should be able to reflect changes within a given time, as well as specify factors and processes that impede or, on the contrary, drive sustainable development (Bossel, 1999, p. xi-4).

There are several indexes that are widely used and accepted in the area of sustainable development. Before going deeper into the complex issue of what they reflect, it is important to emphasise that none of them are being prioritised or endorsed over the others. Essentially, it is necessary to bear in mind that they were developed in different periods of history and reflected differentiating needs and interests as well as technological advancements required to collect corresponding data. Nonetheless, up to date these indexes represent effective efforts at the global level to design aggregate indicators that could capture, reflect and, possibly, help to direct towards sustainable development at different levels.

The Human Development Index (hereinafter: HDI) is one of several possible examples of international composite indicators. The HDI was developed in 1990 as an aggregated indicator that aims to capture three major dimensions of human development, namely (1) a long and healthy life, (2) education and (3) a respectable standard of living (UNDP, 2015a). The rationale behind the index was to focus on the people and the enhancement of their capabilities, which should be an ultimate goal of the development of a territory or a country. The index particularly emphasises the importance of social dimension rather than only economic progress (UNDP, 2015a).

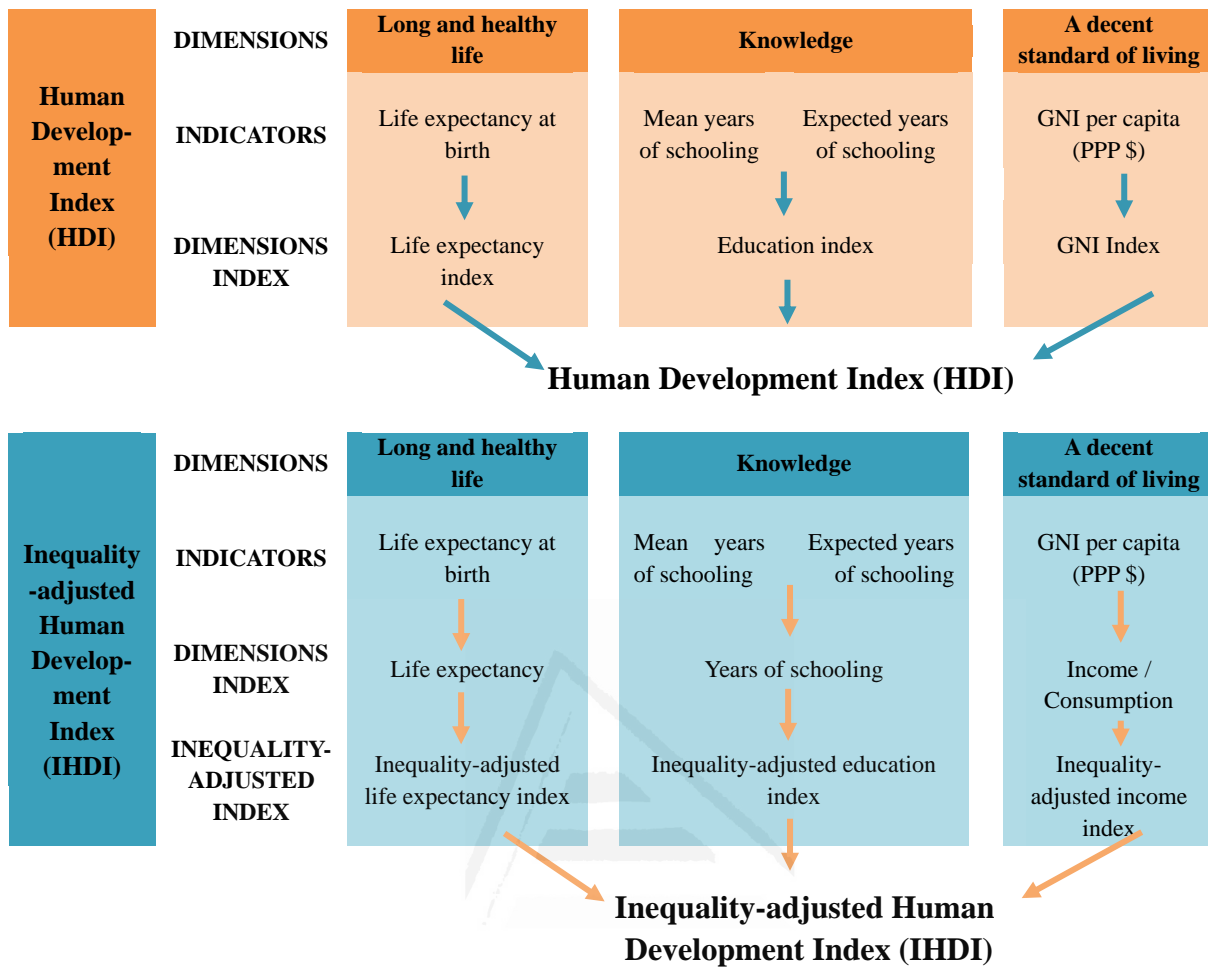
The three dimensions of HDI are measured in the following manner:

- the dimension of health is measured by life expectancy at birth and provides Life Expectancy Index;
- the pillar of education is assessed by mean of years of schooling for adults (25 years and more) and expected years of schooling for children of school entering age. These two indicators are then aggregated to Education Index;
- a standard of living is expressed by gross national income (hereinafter: GNI) per capita and provides GNI Index. It is noteworthy that the HDI calculations reflect the declining importance of income when GNI is increasing (UNDP, 2015a, 2015b).

These three normalised indices are aggregated into a single composite HDI using geometric mean (UNDP, 2015a). According to the HDI, the countries are categorised in four groups, namely (1) very high human development countries with the HDI at 0.800 and above, (2) high human development countries with the HDI between 0.700 – 0.799, (3) medium human development with the HDI between 0.550 – 0.699, and (4) low human development countries with the HDI below 0.550 (UNDP, 2015b). The HDI covered 143 countries and territories in 1990 and this number has increased to up to 188 countries and territories in 2014 (UNDP, 2015d).

Moreover, since 2010 the HDI calculations were inequality-adjusted. The Inequality-adjusted HDI (hereinafter: IHDI) does not only measure achievements of a country in terms of health, education and income but it also depicts how these achievement are distributed among the population (UNDP, 2015c). If there is a perfect equality in a country, then HDI and IHDI are equal. Provided inequalities are increasing in a country, the IHDI falls below the HDI (UNDP, 2015c). The composition of both the HDI and the IHDI are shown in Figure 2 below.

Figure 2. Composition of the HDI and IHDI



Source: UNDP, *Human Development Report 2015: Work for Human Development. Technical notes*, 2015, p. 1.

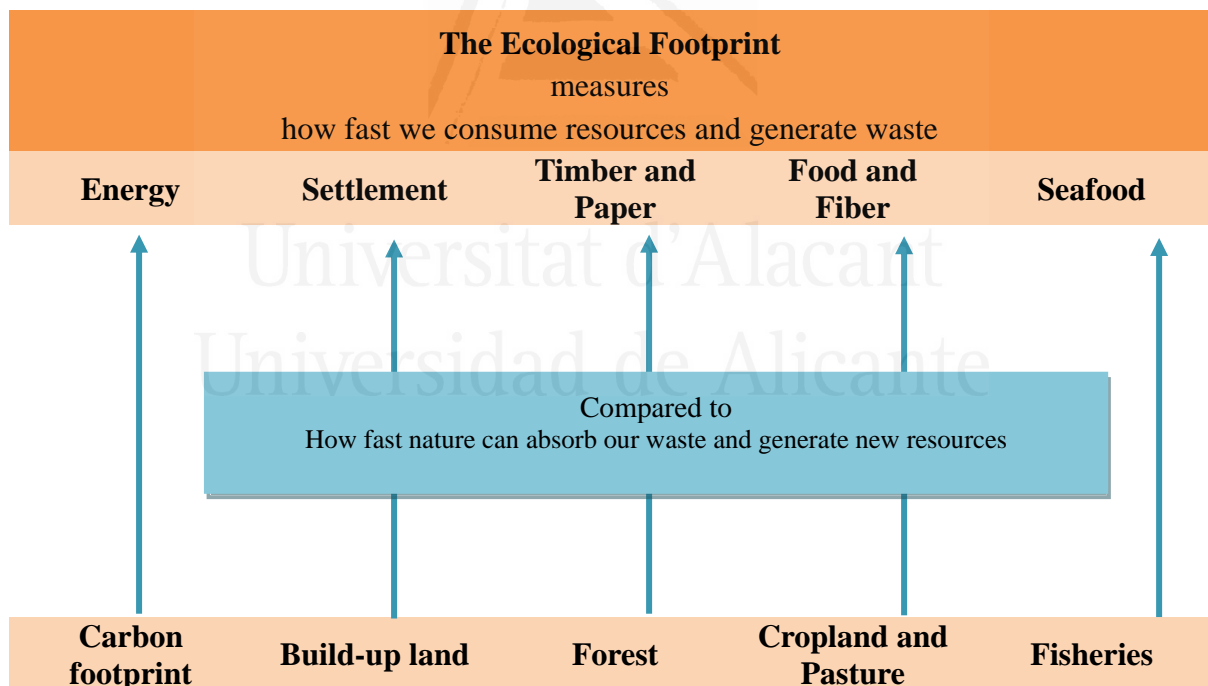
The HDI captures only some aspects of human development and does not include, for example, criteria of human security, gender disparity, empowerment, inequality or poverty (UNDP, 2015a). Nevertheless, it is a useful tool to examine and dispute different national policies and enhance debate about policy priorities, particularly when countries with the same GNI score very different on the HDI (UNDP, 2015a). At the same time, the IHDI better than the HDI reflects the cost of inequality to human development and the loss of human development because of inequality (UNDP, 2015a, 2015c). The IHDI provides better understanding of inequalities across different population groups and accordingly can better inform decision-makers how these inequalities can be reduced aiming for higher overall human development (UNDP, 2015c).

As the HDI and IHDI reflect the link between social and economic pillars of sustainable development, other composite indicators such as the Ecological Footprint (hereinafter: EF), the Environmental Sustainability Index (hereinafter: ESI), the Environmental Performance

Index (hereinafter: EPI) reflects the state of natural environment that provides support for human progress.

For example, the EF measures the demand on and supply of the nature and is widely accepted as a global environmental sustainability index (Global Footprint Network, 2017a). In terms of demand, the EF accounts how many ecological assets are required to provide natural resources that are required to support global population and absorb its waste. The EF measures the usage of (1) cropland, (2) grazing land, (3) fishing grounds, (4) built-up land, (5) forest area, and (6) carbon demand on land. In terms of supply, the EF measures the productivity of ecological assets of a concrete area, for example, a city or a country, expressed in biocapacity. Provided that the aforementioned six categories of productive surface areas are left unharvested, they can absorb significant amounts of waste, particularly carbon emissions (Global Footprint Network, 2017a). The demand and supply sides of the EF can be depicted graphically as shown in Figure 3.

Figure 3. The Demand and Supply Sides of the EF



Source: Global Footprint Network, *the Ecological Footprint*, 2017.

Dr Mathis Wackernagel and Prof. Dr William Rees at the University of British Columbia initiated the EF in 1990, like the HDI (Global Footprint Network, 2017a; UNDP, 2015a). As both footprint and biocapacity are measured in standardised global hectares, it allows a thorough comparison among different areas, cities, countries or regions on their footprint and biocapacity (Global Footprint Network, 2017a).

If a given population uses more goods and services than its land and seas can supply and what the ecosystem can renew, an area has an ecological deficit (Global Footprint Network, 2017a). Countries with ecological deficit do not meet their population needs and thus are importing and overusing its own ecological assets. On the contrary, if the biocapacity of a concrete area exceeds its EF, such an area runs on an ecological reserve (Global Footprint Network, 2017a).

Despite the fact that global ecosystems are essential for any nation's long-term well-being, since the 1970s humanity has been living in ecological deficit (Global Footprint Network, 2017a). The growing population and ever-increasing consumption patterns continue to put more pressure on the global ecosystem and currently "[...] humanity uses the equivalent of 1.6 Earths to provide the resources we use and absorb our waste" (Global Footprint Network, 2017a). Moreover, despite many awareness-raising activities from global community and environmental movements, more than 80 per cent of the global population lives in states that have ecological deficit (see Appendix A) (Global Footprint Network, 2017b).

The EF is also a particularly useful policy-making and awareness-raising tool since it provides concrete evidence why ecological limits matter and why they should be taken into serious consideration when setting concrete policy and business priorities towards more sustainable development. In addition, the EF enables to identify countries and regions that are particularly problematic in terms of living within their biocapacity which accordingly enables them to implement more targeted actions. The areas of action can include measuring and managing the use of resources, reorganising resource-intensive industries and supply chains, providing more investments into resource-efficient technologies, infrastructure, and change of individual life-style, among others (Global Footprint Network, 2017a). Even being the environmental index, from the social perspective, lower EF might also indicate less consumption and less waste due to poverty or, on the other hand, more social awareness and more sustainable lifestyles (Sustainable Measures, 2010).

The ESI was another composite environmental index published between 1999 and 2005. The ESI included a set of 22 indicators with a total of 67 corresponding variables, measuring an overall progress towards environmental sustainability of the countries (Socioeconomic Data and Applications Center (SEDAC), 2017a; World Economic Forum, 2001). The latest edition of the ESI in 2005 covered 146 countries and included 76 variables in 21 core indicators (Saisana, 2014). Despite the changing number of core

indicators and underlying variables, the ESI covered the following five main areas of environmental sustainability:

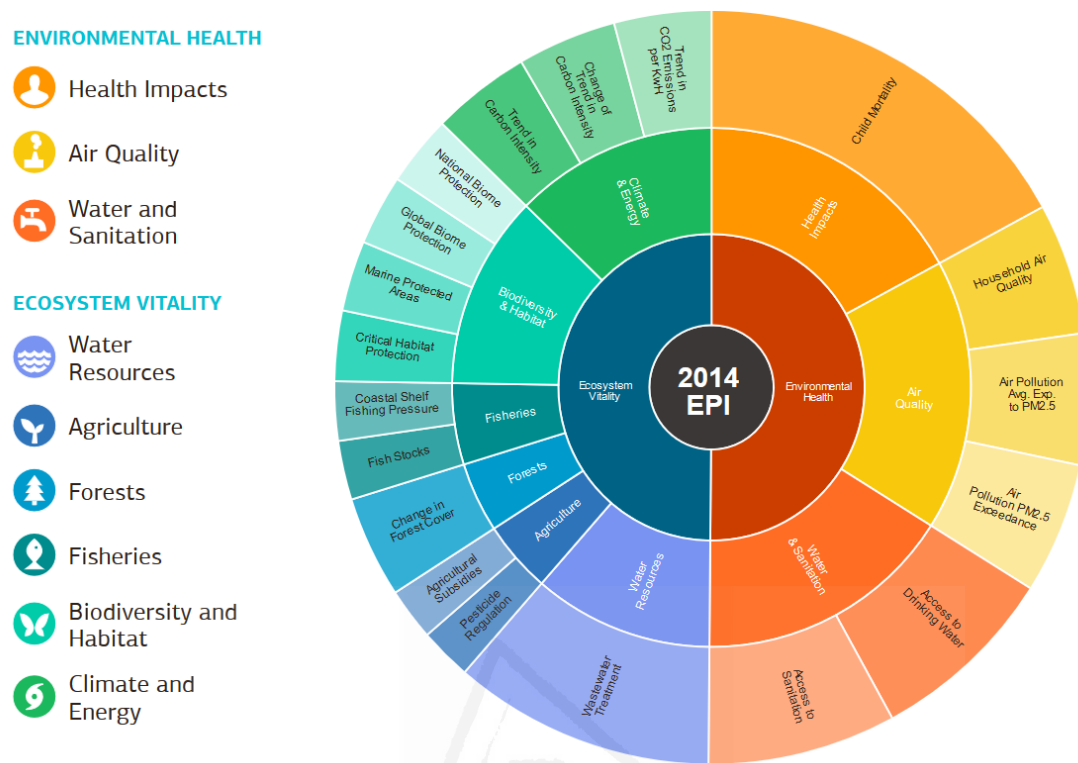
- environmental systems;
- decreasing environmental stresses;
- decreasing human vulnerability to environmental stresses;
- societal and institutional ability to respond to environmental challenges;
- global stewardship (Saisana, 2014).

Since 2006, the ESI was preceded by the EPI – the global environmental aggregated indicator that measures the environmental performance of the countries' policies. The EPI is intended to bridge the gap between scientifically-rigorous evidence and relevant metrics for data-driven environmental policy making (Yale University, 2017c). The EPI aims to reduce subjectivity and uncertainties in the environment-related policy debate. By providing data-driven evidence and indicating key issue areas, the EPI provides better justifications for action and recourse allocations and allows concentrating on concrete solutions (Yale University, 2017c).

Similarly to the ESI, the EPI uses 20 national-level environmental indicators that are grouped under nine issue areas (Yale University, 2017b). These nine broad issue areas are then divided into two overarching goals, namely:

- environmental health that assesses how well human health is protected from environmental harm and includes (1) health impacts, (2) air quality, and (3) water and sanitation;
- ecosystem vitality evaluates the protection of ecosystems and resource management and covers the indicators of (4) water resources, (5) agriculture, (6) forest, (7) fisheries, (8) biodiversity and habitat, and (9) climate and energy (Yale University, 2017b).

Figure 4. The Environmental Performance Index



Source: Yale University, *Our methods*, 2017.

While both the ESI and the EPI are composite indexes that were produced with the key objective to provide data-driven support for environmental policy decision-makers, they provided quite different evidence. In other words, whereas the ESI measured the overall state of environmental sustainability, the EPI concentrated more explicitly on the environmental performance (World Economic Forum, 2001; Yale Center for Environmental Law and Policy & Center for International Earth Science Information Network, 2010; Yale University, 2017a). The ESI allowed benchmarking of environmental performance and identifying the best practices. It also enabled policy tracking in classifying the major areas of success or setbacks and overseeing the interconnection between environmental and economic performance (World Economic Forum, 2001).

In contrast, the EPI is based on outcome-oriented indicators and aims to measure how countries actively manage and protect their ecosystems and natural resources, i.e. how a country is getting closer to an overall defined level of sustainability, rather than only compared to other countries (Socioeconomic Data and Applications Center (SEDAC), 2017b; Yale Center for Environmental Law and Policy & Center for International Earth Science Information Network, 2010). Finally, it is important to highlight that different editions of neither of the ESI, nor of the EPI can be compared over time due to some

changes in methodology, policy and management trends and priorities (Yale Center for Environmental Law and Policy & Center for International Earth Science Information Network, 2010; Yale University, 2017a).

Furthermore, the existence of some other composite indexes such as the Genuine Progress Indicator (hereinafter: GPI) or the Legatum Prosperity Index (hereinafter: LPI) shows how important it is to measure not only our economic progress *per se*, but rather how the economic growth of countries translates into the improvements of natural environment and societies at large. The use of direct and simple economic indicators, for instance, gross domestic product (hereinafter: GDP), labour force productivity or consumer price index, has always been very common at the national and international level due to the ease of quantifying the inputs and outputs. However, it is a significant challenge to combine economic indicators with social and environmental ones into a single index because there are substantial differences in measurement methodologies and it is difficult to quantify input and outputs that hardly ever are tangible.

Dr Simon Kuznets, the Nobel Prize winning economist and one of the main originators of GDP, in the Report titled "The National Income, 1929 – 1932" argued:

"The welfare of a nation can, therefore, scarcely be inferred from a measure of national income [...]. If the GDP is up, why is America down? Distinctions must be kept in mind between quantity and quality of growth, between costs and returns, and between the short and long run. Goals for more growth should specify more growth of what and for what" (Kuznets, 1934).

The GPI and the LPI come as a response to such critique. The GPI was developed as an alternative indicator that better measures and reveals the welfare of societies (Daly & McElwee, 2014). The GPI includes 26 variables that cover economic, environmental and social areas (see Appendix B). In particular, economic indicators consist of cost of unemployment and inequality. Environmental variables incorporate cost of water and air pollution, wetland depletion, non-renewable energy resources, forest cover change and climate change. Finally, social indicators cover the cost of commuting and crime, the value of housework, and higher education and volunteer work (Daly & McElwee, 2014). As GDP disregards such forms of well-being as gross national happiness, natural capital or wellness, the GPI is seen as a more comprehensive single index that measures both economic, and social and environmental progress (Cha, 2013).

The GPI also shows how actually an economy is performing compared with the GDP that measures only the money value flow through the economic system (Hayes, 2015). The GPI, on the contrary, gauges how the money circulating in our economies contributes to better quality of life and to happier and more secure societies. Also, the GPI accounts for environmental damage, environmental health and natural supply (Hayes, 2015). It helps to evaluate the impact prosperity due to development and balances economic and social benefits in a long-term perspective (Department of Natural Resources, Government of Maryland, n.d.; Hayes, 2015). Finally, it is important to note that the GPI as well as other, aforementioned composite indicators are gaining influence in political debate globally (Daly & McElwee, 2014).

The LPI could be also considered as an alternative measure to combine all three sustainability pillars in one composite index. The LPI covers 148 countries and a special territorial unit of China, namely Hong Kong, in its calculations that cover 9 areas in the fields of:

- the economic quality sub-index evaluates economic opportunity, financial sector efficiency, foundations for progress, the openness of their economy and macroeconomic indicators;
- the business environment sub-index gauges entrepreneurial environment, business infrastructure, labour market flexibility and barriers to innovation;
- the governance sub-index determines a democracy and political participation, rule of law, and effective governance;
- the education sub-index measures access to education, human capital and quality of education;
- the health sub-index assesses basic physical and mental health, preventative care, and health infrastructure;
- the safety and security sub-index measures national security and personal safety;
- the personal freedom sub-index measures national progress towards main legal rights, social tolerance and individual freedoms;
- the social capital sub-index gauges social network support, the strength of personal relationships, social norms, and civic participation in a state;
- the natural environment sub-index ranks countries based on environmental pressures, preservation efforts and the quality of the natural environment (The Legatum Institute Foundation, 2016, p. 6).

By ranking countries not only based on a single composite LPI, but also on the grounds of separate sub-indexes, the LPI allows differentiating separate areas that drive or impede prosperity where countries should particularly focus on as well as direct their corresponding policies and actions (The Legatum Institute Foundation, 2016). Importantly, the LPI clearly indicates that prosperity as an indicator of human well-being cannot be taken for granted. In order countries could continue to flourish, the global issues such as wider personal freedoms, improvements in education and health systems, military conflicts, financial and social crises have to be taken into constant and serious consideration (The Legatum Institute Foundation, 2016).

While these aggregated indexes attempt to gauge sustainable development, or at least progress towards a more sustainable future of a humanity at a national level, there are also a number of sustainability measures at a corporate level. Among these initiatives it is important to mention sustainability reporting initiatives, such as Global Reporting Initiative (hereinafter: GRI), Triple Bottom Line accounting, or the United Nations Global Compact, among many others (Global Reporting Initiative, 2013, 2017; Slaper & Hall, 2011; The Economist, 2009; UN Global Compact, 2017). The majority of these measurement systems to some extent build on the same logic as most of composite indexes used at the national level and they aim to evaluate how much and how well business contributes towards sustainable development. The variety of these indicators, such as in the GRI (see Appendix C), also assists in raising awareness of the importance of measuring business impact as it allows to grasp whether business creates a positive or negative impact in terms of social, financial, environmental performance on different matters of sustainable development.

Although the aforementioned analysed composite indexes and sustainability reporting initiatives are used at the national, regional and global level by countries and business in general, they can also be considered useful in advancing tourism development and measurement of the impact of tourism at all levels. Firstly, countries and businesses worldwide have always been comparable easily by gauging economic benefits they create. Such an approach mostly led to policies and business decisions that were optimising economic growth giving very little consideration to social aspects and the surrounding environment. Yet, only socio-cultural and environmental benefits, as a result of economic growth, enhance human well-being and foster sustainable development. Since tourism has been perceived exclusively as an economic activity until approximately the 1990s, attempts

to also measure other impacts of tourism would likely lead to a more holistic approach to tourism planning and management.

Tourism is a cross-cutting sector. It interferes with a variety of other economic sectors, it has a significant impact on the environment and depends on it, as well as it influences the local community. Provided tourism growth and impacts are measured based on composite indicators, it would significantly foster the understanding of the multi-dimensional nature of tourism at the political and community levels. A more insightful understanding could significantly contribute to strengthening the role of tourism as an agent in improving communities' lives, and better managing and protecting their natural and built-in environment.

Furthermore, there is a need to foster the awareness of how countries are measuring progress among tourism developers and managers. If tourism businesspersons, managers and developers had a broader view on the above analysed and other composite indexes on which their concrete country measures human welfare and development, they could maximise tourism contribution towards national and regional sustainability objectives in a broader sense.

Finally, for indicators and composite indexes to have an indeed significant added-value in policy and business decision-making processes, they first and foremost have to measure what was intended to measure. Joseph Stiglitz once stated, "[w]hat you measure affects what you do, [...and if] you don't measure the right thing, you don't do the right thing" (Cha, 2013). Although the quote was attributed to the disability of GDP to measure human welfare and progress towards sustainability, it could likewise characterise any indicator or a composite index. For instance, the ESI has been altered to the EPI because gauging only a country's environmental state rather than its environmental performance was no longer providing the necessary value for policy makers. Shifting the focus of an indicator or a composite index can reveal different data which will lead to dissimilar policy decisions and outcomes. Therefore, a precise and concrete definition of what any indicator does and does not measure is essential, so that progress towards sustainable development as well as potential tourism contribution towards this objective could be measured.

The following section will analyse what indexes and measurement approaches are being applied in practice to gauge the impacts of tourism on local development and towards a sustainable future. There are a very limited number of aggregate indexes dedicated to

gauge tourism impact on environment, local culture and economic growth. However, there are several initiatives and both quantitative and qualitative methods used to evaluate the impact of tourism on sustainability and sustainable development.

2.3 Existing initiatives and composite indexes to measure the impact of tourism on sustainable development

The increasing importance of tourism in the global economy as well as growing understanding of tourism and travel as a bridge between diverse cultures and societies have enlarged the need for businesses and policy makers to quantify its benefits and impacts. Several international organisations and institutions aim to develop indexes and approaches that would allow grasping the impact of tourism at the local, regional, national and global levels.

Currently, despite the fact that there are several commercial indexes related to tourism sector such as Medical Tourism Index, Hospitality and Tourism Index, Adventure Tourism Development Index, and even Beer Tourism Index, none of these indicators aims to measure the impact of impacts on development or sustainability (Adventure Travel Trade Association, 2017; EBSCO Industries, 2017; Herz, 2016; The International Healthcare Research Center, 2016). On the contrary, at the moment only the Travel and Tourism Competitiveness Index (hereinafter: TTCI), published every two years by the World Economic Forum evaluate how countries perform in terms of tourism and travel (World Economic Forum, 2017).

The main purpose of the TTCI is to measure policies and factors that contribute to sustainable growth of tourism and travel sectors that in return fosters development and competitiveness of countries (World Economic Forum, 2017). The Travel and Tourism Competitiveness Report that included the TTCI was first published in 2007 and ranked 124 developed and emerging economies (World Economic Forum, 2015, 2017). The latest Report was published in April 2017 and covered 136 countries. It is essential to emphasise that the TTCI gauges elements that make a country an attractive place to develop tourism and travel business but it does not evaluate the overall attractiveness of a country as a tourist destination (World Economic Forum, 2015, 2017). The latest 2017 edition of the report includes in total 90 individual variables that are divided into 14 pillars and four sub-indexes as follow:

- Enabling environment covers the areas of:
 1. business environment (12 indicators);
 2. safety and security (5 indicators);
 3. health and hygiene (6 indicators);
 4. human resources and labour market (9 indicators);
 5. information and communication technologies (hereinafter: ICT) readiness (8 indicators);
- Tourism and travel policy and enabling conditions include the fields of:
 6. prioritization of travel and tourism (6 indicators);
 7. international openness (3 indicators);
 8. price competitiveness (4 indicators);
 9. environmental sustainability (10 indicators);
- Infrastructure pillar consists of:
 10. air transport infrastructure (6 indicators);
 11. ground and port infrastructure (7 indicators);
 12. tourist service infrastructure (4 indicators);
- Natural and cultural resources pillar covers the area of:
 13. natural resources (5 indicators);
 14. cultural resources and business travel (5 indicators) (World Economic Forum, 2017).

It is noteworthy that the TTCI methodology has slightly changed since 2015, compared with previous reports, resulting in more significant changes in the ranking position among countries (World Economic Forum, 2015). The full list of indicators is provided in Appendix D.

While the TTCI does not directly measure how tourism influences the development of a locality or of a country, it shows the overall advancement of a country. Importantly, such sub-indexes as safety and security, health and hygiene, environmental sustainability or cultural resources are also closely related to sustainable development and potentially reflect how well a country performs towards achieving greater sustainability. It can also be argued that if there is more tourism growth in a country, in return it contributes not only to its competitiveness, but also to its sustainability. In other words, sustainable development of tourism enhances sustainable growth of a country and vice versa.

There is a growing number of initiatives globally that target to measure the impact of

tourism on the development of countries. However, due to complexity and numerous interlinks with other sectors, practice shows that mainly initiatives that measure tourism impacts at the local level produce more tangible results. In this regard, in 2004 UNWTO established the UNWTO International Network of Sustainable Tourism Observatories (hereinafter: INSTO) (UNWTO, 2017b). The major purpose of the network is to monitor economic, social and environmental impact of tourism at a destination level (UNWTO, 2017c). Already since the early 1990s UNWTO has been developing and updating sustainability indicators to be applied at a destination level. The INSTO is a continuation of the UNWTO's commitment to assist sustainable and resilient progress of tourism through timely measurement, monitoring and enhancement of the evidence-based management of tourism sector (UNWTO, 2017c).

In order to achieve the major objective of the INSTO to measure tourism impact at the destination level, the functioning of the INSTO is based on key goals that connect all tourism stakeholders to commit long-term (UNWTO, 2017c). These goals are the following:

- integrated approach refers to an ability of the tourism observatory to establish a concrete framework for timely, regular and systematic monitoring of resources and impacts of tourism;
- evidence refers to the fact that an observatory should provide tangible information for better and well-informed decision-making processes;
- stakeholder empowerment includes a requirement that all relevant local stakeholders would be actively engaged in the measurement of impacts, risk and costs, limits and opportunities based on inclusive and participatory approaches;
- engagement refers to an observatory to provide opportunities to actively network and exchange information that accordingly fosters communication, cooperation and increases public accountability;
- performance measurement also includes monitoring of the implementation of sustainable development policies, plans and actions;
- continuity of an observatory enhances long-term commitment to regularly monitor tourism progress and impacts that consequently foster sustainable progress of tourism at a destination level;
- knowledge building includes timely and active sharing of lessons learned as well as good practices (UNWTO, 2017c).

These objectives provide a broad but at the same time holistic perspective to the measurement of tourism impact processes. In spite of the fact that the INSTO does not define any precise guidelines how a tourism observatory should function or what management structure it should have, these objectives indicate elements that any tourism observatory should fulfil in order to be accepted to be the member observatory in the network. On the one hand, such a broad description ensures that every observatory can have a management structure that fits local system, tradition and customs. On the other hand, the indicated guidelines provide clear elements, particularly related to stakeholders' engagement, continuity, evidence and an integrated approach that ensures that once a tourism observatory is established and/or accepted to be a member observatory in the INSTO, it is truly committed to measure tourism growth and impacts regularly and systematically long-term.

Since the establishment of the INSTO in 2004, up to date the UNWTO recognised in total 18 tourism observatories worldwide, specifically eight tourism observatories in China, one in Greece, one in Mexico, one in Brazil, three observatories in Indonesia, one in New Zealand, two in the United States of America and one in Croatia (UNWTO, 2017c). Moreover, it is necessary to highlight that the framework of the INSTO is aligned with other initiatives that aim to monitor and measure tourism progress and impacts at a destination level, namely the European Tourism Indicator System and the GSTC (UNWTO, 2017c).

The GSTC, initially the Partnership for Global Sustainable Tourism Criteria, was formed in 2007 as a coalition organisation of 32 partners by the Rainforest Alliance, UNEP, the United Nations Foundation, and UNWTO (GSTC, 2017a). The major aim of this newly-formed coalition was to enhance the understanding of sustainable tourism practices and ensure the adoption of universally accepted principles of sustainable tourism. The following year GSTC developed a set of baseline indicators that were divided under four pillars of sustainable tourism, particularly (1) effective sustainability planning, (2) maximizing social and economic benefits to local community, (3) reduction of negative impacts to cultural heritage, and (4) reduction of negative impacts to environment. These four issue areas and indicators provided foundations to the early GSTC criteria, also referred as sustainability standards, for hotels and tour operators (hereinafter: GSTC-H&TO). As a consequence, the GSTC was formally launched in October 2008 IUCN World Conservation Congress (GSTC, 2017a, 2017b).

With the GSTC Destination Criteria (hereinafter: GSTC-D), presented in the late 2013, nowadays, the GSTC represents the guiding principle and at the same time the minimum criteria that any tourism business or destination management authority has to seek to meet (GSTC, 2017a, 2017b). Apart from meeting the sustainability criteria, the GSTC aims to promote tourism as an instrument of poverty alleviation and conservation, as well as a force to protect and sustain natural and cultural resources worldwide (GSTC, 2017a, 2017b). Similarly to the INSTO, the GSTC does not imply any specific tourism management structures and only sets sustainability standards and enhances sustainable practices among private and public tourism stakeholders (GSTC, 2017a). Such an approach ensures that the GSTC can be applied to any tourism destination, and hotel and tours operators globally (GSTC, 2017a).

Apart from approaches that intend to measure the impact of tourism at a global scale, the ETIS was launched by the European Commission in 2013 as a voluntary destination management tool to be used for the EU member states (European Commission, 2017c). In Europe, as the world's number one destination, the competitiveness of a tourist destination is closely linked with sustainability of a destination (European Commission, 2016e, p. 7). Only by ensuring sustainability of tourism, i.e. ensuring quality of natural and cultural environment, tackling economic, environmental and socio-cultural issues, as well as ensuring positive attitudes from local communities towards tourism development, tourism destinations can strive long-term (European Commission, 2016e, 2017c).

Similarly to the INSTO and the GSTC, the ETIS also provides a set of indicators that can be applied in all types of destinations and, based on the monitoring results, allowing them to implement more intelligent tourism planning (European Commission, 2017c). In addition, it is essential to note that similarly to the INSTO and contrarily to the GSTC, the ETIS is not a certification scheme (European Commission, 2017c). According to the European Commission (2017c), the ETIS can serve the following purposes:

- the ETIS as a management tool which helps tourism destinations to embark on the road towards sustainability;
- the ETIS as a monitoring system which provides a clear, consistent and at the same time user-friendly framework to collect comprehensive information about the destination on a yearly basis, as well as allows comparing the performance of a destination over years and to benchmark its performance with other ETIS destinations;

- the ETIS as an information tool that produces timely evidence for effective and better-informed decisions for tourism business, policy making and other relevant stakeholders (European Commission, 2017c).

The first phase of the ETIS, from 2013 to 2015, was based on 27 core and 40 optional indicators under four categories, in particular (1) destination management, (2) social and cultural impact, (3) economic value, and (4) environmental impact (European Commission, 2016e, p. 3). After revising the feedback of more than 100 destinations from all around Europe that participated in the first testing phase, in February 2016 the second phase of the ETIS was launched (European Commission, 2016e, p. 3).

The second phase of the ETIS features 43 core indicators that provides a major baseline data about a destination and that needs to be coherently monitored, understood and managed to ensure the sustainable performance of a destination (European Commission, 2016e, p. 20). In contrast to the ETIS phase one, the supplementary indicators in the ETIS phase 2 provide an additional indicative set of indicators that can enable to tailor the ETIS to the particular needs of a destination depending on its types, for instance, a coastal, urban, rural, transnational destination, among others (European Commission, 2016e, pp. 12–20).

Moreover, although the ETIS does not provide a strict tourism destination management or monitoring system, it offers a seven-step guide of the ETIS implementation (European Commission, 2016e, p. 13). These steps are the following:

- the raise awareness step implies that the decision to take part in the ETIS is communicated to as many local stakeholders as possible;
- create a destination profile and communicate its description to all local and external stakeholders;
- forming a Stakeholders Working Group (hereinafter: SWG) implies gathering representatives from different stakeholder groups that have an interest and involvement in tourism;
- establishing roles and responsibilities refers to the fact that a SWG and other local stakeholders are expected to decide and agree on setting concrete objectives for tourism progress in destination;

- the data collection and recording step implies that data from different sources is recorded in one place in order to generate a comprehensive profile of a destination and enable regular measuring of tourism activities;
- the analysis of the results step highlights that all collected data is thoroughly analysed by a SWG and the relevant stakeholders as well as compared with the set objectives of tourism development;
- the enabling ongoing development and continuous improvement step reflects the need to communicate widely the results according to the regularly collected data and define a long-term strategy for further progress of tourism in a destination (European Commission, 2016e, pp. 13–18).

While the ETIS, the INSTO and the GSTC have been developed to be applied in tourism destinations at different levels, they are compatible among themselves and, above all, can be consistently integrated in already existing destination monitoring initiatives and schemes.

Similarly to the INSTO and the GSTC, when applying the ETIS, tourism destinations have a tool for more effective and data-based decision making, informed goal setting and risk management (European Commission, 2016e; GSTC, 2017b; UNWTO, 2017c). In addition, through active engagement and communication, it encourages the local community buy-in both for tourism development and sustainability. By actively using the ETIS as well as the INSTO and the GSTC, tourism destinations can enhance visitors' experience and boost economic benefits from tourism to local businesses and community in general (European Commission, 2016e; GSTC, 2017b; UNWTO, 2017c).

In its report published in 2016, the OECD importantly emphasises that countries continue facing considerable challenges in monitoring tourism development and its effects at a sub-national and local level (OECD, 2016b, pp. 9–12). Since there is a lack of robust tourism statistics and information systems, it becomes impossible to provide regular, timely, and comprehensive data at a disaggregated level that at the same time could be comparable with regional and national data. With the growing importance of tourism, availability of local data become crucial for tourism progress and policy design (OECD, 2016b, p. 9). Such approaches as the Tourism Satellite Account (hereinafter: TSA) helped to improve monitoring tourism economic effects at the national level, but TSA did not assist in advancing the measurement of tourism impact either at the local level, or measuring on

other socio-cultural and environmental pillars of sustainability.

The OECD report features numerous statistical initiatives from the OECD countries that target to improve the monitoring of tourism impacts and accordingly provide data for effective business and policy decision making (OECD, 2016b). The country-based initiatives cover the diversity of aspects related to tourism development that also reflect differentiating monitoring, tourism development and policy priorities. For instance, Australia aims to develop local government area tourism profiles, the United Kingdom aims to optimise tourism intelligence at the regional level, which is somewhat similar to a French initiative to measure tourism-related employment and wealth creation at the local level and Finland targets to monitor the benefits of recreation and tourism in protected areas. Other examples include Austria's goal to visualise regional tourism data through interactive maps, Spain aims to measure tourism sustainability at the regional level, the Swiss initiative to benchmark the competitiveness of tourism destinations and regions or Ireland's goal to analyse regional tourism industry using business registers (OECD, 2016b).

Moreover, the fact that some of these initiatives were developed through private-public partnerships and the cooperation of a destination management organisation and national and/or local statistical authority clearly illustrates that different local tourism stakeholders require robust and reliable tourism data. Despite the lack of financial support and human resources for tourism statistics, the need for policy-relevant, systematic and timely data remains essential to understand local contexts to foster sustainable tourism development at a destination level (OECD, 2016b).

Therefore, whereas neither the ETIS, nor the INSTO, nor the GSTC are strictly statistical initiatives, they still have comparably significant statistic elements. Through comprehensive, regular and timely tourism data collection, these initiatives enhance statistical capacity and skills at a destination level. As traditionally tourism data was mainly collected only at the national level, a substantial gap remains about the understanding of tourism impacts and factors that are necessary for a long-term sustainable tourism growth at the local level. The implementation of such initiatives as the ETIS, the INSTO, the GSTC or similar allows to bridge this gap and overcome one of the main obstacles for sustainable tourism progress. Moreover, using comparable and compatible initiatives and approaches to measure the impacts of tourism, destinations can better compare their results, indicate useful lessons and potential solutions for similar problems

as well as set feasible benchmarks to improve tourism performance by increasing positive effects and diminishing negative impacts.

The following section overviews statistical methods that are being used in measuring different aspects of tourism. These include both quantitative and qualitative methods that can be used in diverse settings and at a dissimilar scale.

2.4 An overview of existing methods to measure tourism impact on sustainable development

From the policy makers' perspective, data gathered at tourism destinations and its thorough analysis allows designing and putting into practice adequate policy instruments to achieve more sustainable tourism progress. It permits to implement corrective and/or preventive measures when the recorded progress is not as intended. From the business perspective, the data is necessary to provide tourism business owners and managers with information on tourism trends and its changes. By being well-aware of these trends, tourism businesses can adapt and diversify their business operations in order to meet growing domestic and international tourists' requirements and needs. Only by going hand in hand with these changes allows businesses to maintain and strengthen destination's competitiveness in the long-term perspective ensuring the growth of sustainable businesses and benefits coming with it. Additionally, it enables to create employment opportunities in related businesses, such as construction, telecommunications, transport or agriculture.

Achieving sustainability at a destination level is a continuous process. As it could be observed from the existing global and regional initiatives and approaches discussed in the previous sections, measuring the impacts of tourism requires the integration of numerous concepts from the three pillars of sustainability. Particularly, the steadily growing importance of tourism in economy during the past five decades implies that academia also aims to contribute to the efforts to measure the effects of tourism. Scientific literature highlights some statistical, mostly modelling, methods and techniques that can be successfully applied in assessing tourism effects on sustainable development in a concrete destination.

2.4.1 Input – output analysis

Input-output analysis is one of the methods to be used to measure tourism impacts. The method was invented by Leontief in the 1940s and remains a valuable modelling technique to identify and measure existing links between sectors (Leontief, 1936). The method can be successfully applied in analysing interdependencies among different economic sectors, as it shows how products and services bought from one economic sector transform in products and services sold in another sector. In this regard, Mazumder, Ahmed and Raquib (2011) argued that input-output analysis is an adequate modelling technique to grasp the impacts of tourism. In other words, the effects of tourism are being investigated by an increase in production due to tourism multiplier effects in other economic sectors as reflected in the country's balance of payment (Mikic, 1988).

For instance, Atan and Arslanturk (2012) researched the links between tourism and economic growth in Turkey based on input-output analysis. Based on the income and production outputs as variables of economic growth, the scholars analysed forward and backward linkages. According to the 2002 input-output table released by the official Turkish statistics office, tourism relates to other sixteen aggregated economic sectors. The study found that hotels and restaurants, and support and auxiliary transport sectors have high both forward and backwards multipliers. On the other hand, such activities as recreational, cultural and sporting ones indicated low backward and forward links. As a conclusion, whereas tourism was not found as a major economic sector in case of Turkey, its significance particularly in terms of hotels and restaurants, and support and auxiliary transport activities as well as positive impact on other sectors cannot be neglected. Moreover, the authors emphasised that the analysis of these sectors is crucial in order to optimise tourism progress in the country (Atan & Arslanturk, 2012).

Another study provides examples how the input-output method is applied to measure carbon dioxide emissions in the tourism sector based on economic and environmental data in Romania (Surugiu, Surugiu, Breda, & Dinca, 2012). The study looked into the impacts of carbon dioxide emissions generated by the tourism sector. The variables used output multipliers and carbon dioxide emissions multipliers. The empirical study revealed that tourism, including hotel and restaurant sector, ranks among twelfth and fifteenth positions among 21 aggregated sectors in terms of CO₂ emissions and represents a less pollutant economic sector with comparably high multipliers effect. The research also emphasised that, despite low direct carbon dioxide emissions, there is still strong possibility to generate

indirect emissions. This particularly has a lot to do with the fact that highest emissions are presented in electricity, gas and water supplies. As scholars highlighted that while the overall trends in tourism direct towards sustainability and green consumerism, the role of stricter environmental legislation, certification schemes and continuation of awareness raising among different society groups remains crucial to diminish not only direct but also indirect tourism effects on CO₂ emissions (Surugiu et al., 2012).

Similarly, another research used the environmentally extended input-output method and, combined with decomposition method, aimed to identify national tourism carbon dioxide emissions changes. The carbon footprint is divided into elements of total consumption and purchasing patterns, and the production elements of industry input structure and technological enhancement (Sun, 2016). Since the study approached issues at the macro level, the main objective of the research was to reveal (1) whether total tourism emissions increase in direct proportion to tourism consumption in long term perspective; (2) what were the potential determinants and their influence on both tourism growth and environmental efficiency; and finally (3) how the tourism sector performs in terms of carbon emissions compared with the national average. The example clearly showed that particularly in environments with considerable tourism growth, it is essential to maintain and foster technological and operational improvements. Only by advancing clean technologies and lowering energy and fuel consumption that results in lower carbon emissions levels, fast growing destinations as Taiwan will be able to offset growing carbon footprint and maintain high economic value of tourism (Sun, 2016).

Furthermore, Sun (2016) importantly highlighted several limitations of the study that can also be valid in other studies that attempt to measure the impacts of tourism using the input-output method as well as the environmentally extended input-output method. Firstly, the input-output model used in the analysis cannot reflect the existing links between the more ecologically-aware tourists' behaviour in diminishing global tourism carbon footprint and its monetary consumption (Sun, 2016, p. 334). Accordingly, this limitation implies that it is especially hard to adopt behaviour mitigation policies at the micro level. Secondly, the current framework cannot directly evaluate the link between macro level mitigation policies and their effects on carbon footprint reduction. To overcome this obstacle, according to the author, a consistent econometric model is required that could capture the cause and effect relationship between mitigation policies and energy use in the tourism sector (Sun, 2016, p. 334).

2.4.2 System of environmental and economic accounting

A system of environmental and economic accounting (hereinafter: SEEA) is another method that is widely used to measure the impacts of tourism towards sustainable development. The essence of the method is to link environmental and economic data to provide more integrated statistics on the environment and its link with the economy, namely how the economy impacts on the environment and how the environment contributes to the economy (UN Statistics Division, 2017b). Whereas the SEEA has definitions, concepts, classifications, accounting rules and tables for generating internationally comparable statistics, at the same time the system is flexible enough in terms of its implementation. The SEEA can be adapted to countries' needs, priorities and specific situation producing coherent statistics on green economy, tourism, natural resources management and sustainable development. The SEEA is developed and being continuously advanced by the UN Committee of Experts on Environmental-Economic Accounting (hereinafter: UNCEEA) and the World Bank (Commissioner for Sustainability and the Environment, 2016; UN Statistics Division, 2017b).

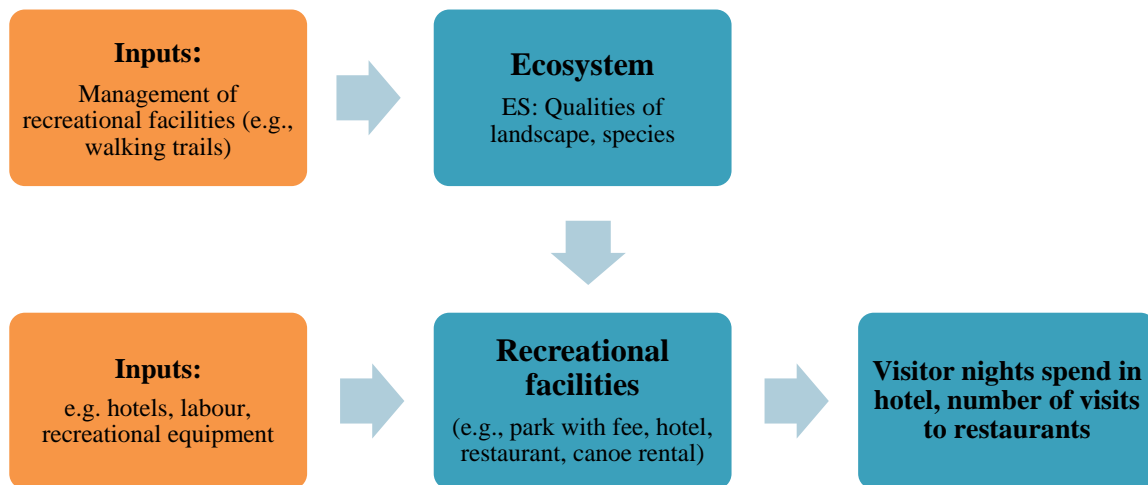
The UNWTO also contributed to the activities to extend the SEEA use in tourism. Given the fact that the SEEA and the TSA is based on the accounting principles used by the Satellite National Accounts (hereinafter: SNA), it is feasible and relevant to integrate both approaches in analysing tourism (UN, European Union, Food and Agriculture Organization of the United Nations, International Monetary Fund, et al., 2014; van der Pol, 2016). According to the UNWTO, such integration would allow to better gauge the tourism effects on the economy as well as the services and pressures on the environment that result from tourism. Additionally, it is important to emphasise that the integration of the SEEA and the TSA is aligned with the International Recommendations for Tourism Statistics 2008 (hereinafter: IRTS2008). Also, the SEEA could be applied not only in terms of ecotourism but to all tourism activities where natural resources are being used and residuals are generated, as well as used as much detail as the available data allows (UN, European Union, Food and Agriculture Organization of the United Nations, International Monetary Fund, et al., 2014; van der Pol, 2016).

When applying the SEEA, it is essential to define tourism from the perspective of consumers but not producers, as it is currently (UN, European Union, Food and Agriculture Organization of the United Nations, International Monetary Fund, et al., 2014). As the UNWTO highlights, one of the major advantages of the SEEA use in the tourism sector is

that it links both the information on tourism and the environment with the economic indicators, such as GDP. More precisely, whereas currently tourism is mainly accounted for in terms of demand, i.e. purchasing tourism goods and services, the use of the SEEA would also allow accounting for it in terms of supply, i.e. residuals resulting from tourism consumption, the natural resources that are used to produce tourism products and services, and the impact of tourism on the ecosystem. By monitoring the supply side of tourism development, tourism destinations can improve management of especially environmental resources and overall reduce the pressure on natural settings. Finally, it is essential to highlight that in essence the SEEA is based on the input-output analysis and instead of only accounting for the economic values it also considers the environmental inputs (UN, European Union, Food and Agriculture Organization of the United Nations, International Monetary Fund, et al., 2014).

Furthermore, the UN, the EU, the Food and Agriculture Organization of the United Nations (hereinafter: FAO), the OECD and the WB have published a report on the Experimental Ecosystem Accounting which presented the efforts to define monitoring framework. According to the report, such framework would allow coherently integrating biophysical data as well as tracking transformations in ecosystems and connecting them with economic and other human activities (UN, European Union, Food and Agriculture Organization of the United Nations, OECD, & World Bank, 2014). It once again underlines the importance of reliable and comparable data to guide policy debate and more effective decision-making. It is noted that tourism is referred to as a cultural service of ecosystems that directly provides economic benefits (UN, European Union, Food and Agriculture Organization of the United Nations, OECD, et al., 2014, pp. 58–68). Ecosystems produce opportunities for tourism and recreation through physical space, landscape elements, wildlife, vegetation which, as a consequence, allows certain tourism activities such as hiking, cycling, canoeing, observing wildlife species, among others. Ecosystems services can be illustrated graphically as shown in Figure 5 below.

Figure 5. Tourism and Recreation Services



Source: UN, European Union, Food and Agriculture Organization of the United Nations, OECD, and World Bank, *System of Environmental-Economic Accounting 2012 – Experimental Ecosystem Accounting*, 2014, p. 69.

The contribution of ecosystems to tourism can be measured in terms of travellers that visit a concrete ecosystem and it is a reflection of both tourism demand and attractiveness of a certain ecosystem (UN, European Union, Food and Agriculture Organization of the United Nations, OECD, et al., 2014, pp. 68–85). Importantly, the report admits that ecosystems services to tourism and recreation can be quite mixed. In some cases, tourism businesses can grow only because certain ecosystems exist there, for example, renting skis in a mountain area. In other instances such as hotels or restaurants that are close to a nature park, only part of their activities can be credited to ecosystems (UN, European Union, Food and Agriculture Organization of the United Nations, OECD, et al., 2014, pp. 68–85).

Nonetheless, in most cases some investments are made to adapt ecosystems to tourism and recreation purposes, e.g. marking hiking or cycling tracks, making accessible infrastructure, camping sites etc. (UN, European Union, Food and Agriculture Organization of the United Nations, OECD, et al., 2014, pp. 68–85). Such investments are essential both at the initial stage of adapting ecosystems for tourism activities as well as later, e.g. rebuilding man-made infrastructure or reforestation to avoid degradation of an ecosystem as tourism generates the surplus of both producers and costumers (UN, et al., 2014, pp. 85–117). Thus, the use of the SEEA enables to monetize ecosystem services that contribute to tourism and recreational activities, as well as evaluate how important these ecosystems are for tourism development based on the number of travellers that visit them (UN, et al., 2014, pp. 117–118).

Moreover, the logic of the SEEA can also be applied in tourism businesses. For instance, Lundie, Dwyer and Forsyth (2007) applied the SEEA to measure tourism impacts in the case of Australia to advance the development of the concept of "tourism yield". "Tourism yield" is a concept widely used in designing a business strategy in order to sustain and foster competitiveness of a destination by changing tourists' spending patterns. To reflect tourism impact on sustainable development, the concept should include not only economic but also the environmental and social benefits that tourism generates (Lundie et al., 2007).

The scholars argued that different segments of tourists, depending on what services they use, create uneven economic as well as environmental and social benefits (Lundie et al., 2007). In this research, the economic part was presented by the results of the Australian inbound tourism from Japan, Malaysia, Hong Kong, the United Kingdom, Canada, New Zealand and Germany, and then the environmental impacts were produced using water and energy use, ecological footprint and greenhouse emissions for the same visitor markets (Lundie et al., 2007). The authors drew a conclusion that for certain groups, in this case particularly Japanese tourists, it is unfeasible to attain comparable high economic and environmental objectives and thus certain trade-offs will be required. The use of the SEEA adapted to the tourism business needs and being able not only list but also evaluate environmental effects with the economic ones empowers tourism destinations to move a step closer towards gauging "sustainability yield"; however, at the same time acknowledging that social impacts are not accounted for (Lundie et al., 2007).

2.4.3 Simulation modelling

Modelling or simulation modelling is yet another technique that can be used to measure sustainable tourism progress as well as to improve tourism planning and management decisions. In the broadest sense modelling aims to conceptualise complex real life situations and make them easier to comprehend, define and gauge. Modelling also assists in visualising these situations as well as simulating them in order to achieve a certain goal.

Numerous studies have been carried out linking modelling and tourism, for instance, how to attract more tourism from a concrete segment market or what is necessary to implement to improve the competitiveness of a destination. Such scientific research covers the areas of tourism demand (e.g. Crouch & Louvière, 2000), gauging inbound tourism flows for short trips (e.g. Huybers, 2003b), as well as destination choice and international tourist demand (e.g. Huybers, 2003a; Huybers & Bennett, 2000). In contrast to the input-output

analysis and the SEEA, the modelling technique can be used in evaluating social and behavioural aspects of tourism development (Brau, 2008). Specifically, modelling allows testing on tourist preferences for ecologic products or attitudes towards price sensitivity. From policy-making and destination promotion viewpoint, modelling can be applied in evaluating the attractiveness of a destination or concrete tourism products in different target markets (Brau, 2008).

For instance, Brau (2008) used a choice modelling to analyse the features of tourism demand that foster sustainable tourism and that, on the contrary, impede sustainable tourism growth. The analysis was carried using Sardinia Island in Italy as a case study. The author argued that there is a considerable lack of empirical evidence regarding how well tourism economies are meeting travellers' demand and how sustainable they are managing their natural resources to ensure optimal economic and environmental gain (Brau, 2008). As data provided by the traditional statistics fail to gauge the composite nature of tourism, it is suggested that the discrete choice modelling technique is an appropriate model to analyse tourism demand consistently keeping in mind its multifaceted nature (Brau, 2008).

The empirical research indicated that overcrowding and irreversible changes on the coast negatively affect international tourism preferences (Brau, 2008). Such results confirmed the generally growing concerns of travellers and their awareness of sustainable tourism. Tourists are willing to give certain preferences, for example, for a room with a sea view for the sake of improved environmental standards. Moreover, the study revealed the importance of maintaining the physical carrying capacity of a destination that also contributes to better tourist experience. Finally, aiming to decrease market failures related to a "laissez faire" management of environmental resources, policy makers should pay closer attention to changing tourists' preferences and behaviours to remain competitive in global tourism market (Brau, 2008).

Other studies revealed how modelling can be used in international and domestic destination choice analysis. Huyberts (2003a) based on the choice modelling researched what attributes are necessary in order domestic destinations could successfully compete to attract visitors. In particular, the scholar analysed factors that determine the choices of short-term holidays among potential Melbourne travellers for domestic destinations. While international tourism and choices for international destinations are well documented, there is lack of empirical evidence for the features that influence domestic tourism. Although Australia has been among 15 top earners from international tourist arrivals, domestic

tourism has been accounting for four to five times more of Australia's tourism income. The research revealed that to advance the competitiveness of destinations it is necessary to develop destination and trip attributes as well as carefully consider respondents' characteristics. Importantly, such a study could be used to simulate and increase the market share of a destination, when changing different trip attributes and travellers' characteristics and thus can be successfully used in marketing campaigns and in defining tourism priorities for the development of domestic destinations (Huybers, 2003a).

Different modelling techniques can be applied in modelling tourism demand at the national level, as it was done in Fiji. In case of Fiji, tourism is one of the two major employment and foreign exchange generation economic sectors in the country and in the year of research contributed nearly 15 per cent of the national GDP (Katafono & Gounder, 2004). In the research longitude data from 1970 until 2002 were used and the co-integration and error correction modelling techniques were applied to produce total tourism demand model for Fiji, and not only for the primary markets of the USA, the New Zealand and Australia. The main purpose of the study was to determine the major factors that influence tourism demand at the national level (Katafono & Gounder, 2004, pp. 1–6). Despite some of the methodological limitations related to relative prices and marketing expenditure, the study showed that naturally the raise of income in the major resource markets positively impacts to growing tourism demand in the country, whereas the political unrest had negatively affected tourism demand. On the other hand, relative price level changes did not decrease international tourism demand (Katafono & Gounder, 2004, p. 13).

This section has indicated how different modelling techniques can be applied in diverse fields of tourism development processes. Contrary to the input-output analysis and the SEEA, results from various modelling-based analyses can be used not only for policy decision-making but also for destination marketing objectives. This is particularly the case where modelling-related studies aim to analyse determinants of both international and domestic tourism demand as well as distinct travellers and markets segments.

2.4.4 Multi-criteria analysis

Multi-criteria analysis (hereinafter: MCA), sometimes also referred to as multi-criteria decision analysis (hereinafter: MCDA) is a technique that allows structuring a decision problem with numerous potential alternatives and evaluating them based on several criteria simultaneously (Geneletti, 2013; Massam, 1988). The MCA includes different ranking methods and includes both quantitative and qualitative techniques depending on the chosen suitable options and criteria. It is claimed that the MCA can be particularly valuable to use in structuring and assessing complex policy and decision making issues (Geneletti, 2013).

Similarly to tourism, impact assessment and sustainability issues, the MCA technique allows including numerous criteria using a multidimensional manner and adapts it to the diversity of context (Geneletti, 2013). The use of the MCA allows not only to improve results, but to enhance visualisation, transparency and perform timely sensitivity analysis (Beinat & Nijkamp, 1998). Other scholars indicated that the application of the MCA does not only empower to explicitly consider multiple and even conflicting criteria and assist in structuring management issues but also provides a framework for discussion and a process that lead to rational and justified decisions (Belton & Stewart, 2002). Practice also revealed that the MCA is especially useful when combined with participatory approaches since active engagement of different stakeholders can improve decision-making process. When both a problem and a desired objective is structured properly, in terms of application in policy, the use of the MCA enables to compare policy options, their potential performance and necessary trade-off (Geneletti, 2013).

For instance, Botti and Peypoch (2013) applied the MCDA method ELECTRE I⁴ to assess the competitiveness of a tourism destination. The scholars applied the MCDA technique on the case of four Hawaiian Islands. Given the changing global dynamism and growing uncertainties, competitiveness and its analysis became of a particular interest and importance not only for academia but for tourism destinations themselves as they need to identify and implement required actions to remain competitive in the global tourism market. According to Botti and Peypoch (2013) and some other authors such as Cracolici and Nijkamp (2009) and Ritchie and Crouch (2000), the MCDA technique is particularly valuable to be applied in the case of tourism competitiveness analysis. It is because it

⁴ Roy, B. (1991). The outranking approach and the foundations of ELECTRE methods. *Theory and Decision*, 31, 49 – 73.

enables decision-makers include numerous criteria related to a set of facilities, the ways they could be effectively and efficiently operated and potential alternatives.

The analysis of the competitiveness of the Hawaii tourism sector is even more valuable bearing in mind the fact that despite economic decline in many source countries, the tourism was continuously growing in Hawaii at the rate of 4 per cent (Botti & Peypoch, 2013). In the research five characteristics of competitiveness were used, based on Ritchie and Crouch (2003), namely (1) core resources and attractors, (2) supporting factors and resources, (3) destination management, (4) destination policy, planning and development, and (5) qualifying and amplifying determinants. Also, the study was the first application of the MCDA method ELECTRE I to tourism. The empirical evidence indicated that, although destinations have both comparative and competitive advantages, especially competitive advantages related to effective use of resources, destination management, policy planning and development as well as quality are the ones that lead to competitiveness of a destination (Botti & Peypoch, 2013). Results from such and similar analyses are particularly important for effective tourism destination management and policy making as it allows to indicate concrete actions that are required to be taken to foster destination competitiveness.

Some other studies applied the MCA methods to analyse more specific issues related to tourism development. In this regard, Rozman, Potočnik, Pažeka, Borec, Majkovič, and Bohanec (2009) used the qualitative DEXi technique which is one of the MCA methods to investigate service quality of farm tourism, which is an important means of supplementing farmers' economic benefits. The model was applied on seven different tourist farms based on surveys completed by travellers and tourist farm operators. Similarly to the aforementioned case of Hawaii, to maintain service quality and satisfy ever-growing tourists needs is essential to maintain competitiveness. Moreover, the authors highlighted that besides comparative and competitive advantages, it is essential for managers of tourist farms to be well-aware of changes in market behaviour, specialised offers as well as required education process. The empirical analysis providing service quality analysis for each of tourist farm included in the research showed that tourist farms can successfully implement possible improvements through "what-if" analysis and visualisation (Rozman et al., 2009). At the decision-making level, this MCA technique proved to be a valuable tool for solving complex issues related to tourism not only at the macro but also at micro level, including tourism business. Moreover, the possibility of using only qualitative data for

ranking could also be considered as advantageous as it allows a more holistic attitude and approach to a certain issue.

Furthermore, other studies show how the MCDA can be applied in indicating possibilities how to address climate change impacts on a tourism destination. Michailidou, Vlachokostas and Moussiopoulos (2016) argued that due to changing climate conditions, the tourism sector also realistically aims to respond to these challenges by adapting business operations to diminish its emissions in the case of Greece. The scholars applied the MCDA model in order to prioritise potential and available 18 mitigation and 16 adaptation tourism practices based on the four criteria, namely (1) environmental benefits, (2) applicability, (3) cost, and (4) social acceptance related to the willingness of a local community and tourists to accept a certain alternative and/or contribute to its implementation. The empirical evidence revealed that improved energy and water efficiency, rational energy usage as well as better water management and saving will be the most feasible climate change adaptation and mitigation actions that can be taken in the case of Greece (Michailidou et al., 2016).

On the other hand, whereas the authors agreed that different methods can be used, in this particular case the MCDA method ELECTRE III was especially useful since it enabled using both qualitative and quantitative data (Michailidou et al., 2016). It permitted to easily compare results, actively engage local authorities, community and experts in decision-making process as well as it was relatively simple to apply the method itself. Such cross-cutting studies that address tourism-related issues in the wider context of sustainable development are particularly important. As scholars like Matasci, Kruce, Barawid, and Thalmann (2014) and Amundsen, Berglund, and Westskoget (2010) noted, there is a lack of scientific evidence concerning the involvement of tourism business and other relevant stakeholders in the activities related to climate change mitigation and adaptation. On the other hand, tourism stakeholders lack relevant information about potential measures on how to reduce the impact of the tourism sector on climate change (Michailidou et al., 2016). The scholar concluded that data-based evidences are essential tourism planners and managers in delivering policies, strategies and plans that help to reduce carbon footprint and make tourism more resilient in terms of economic, social and environmental sustainability (Michailidou et al., 2016).

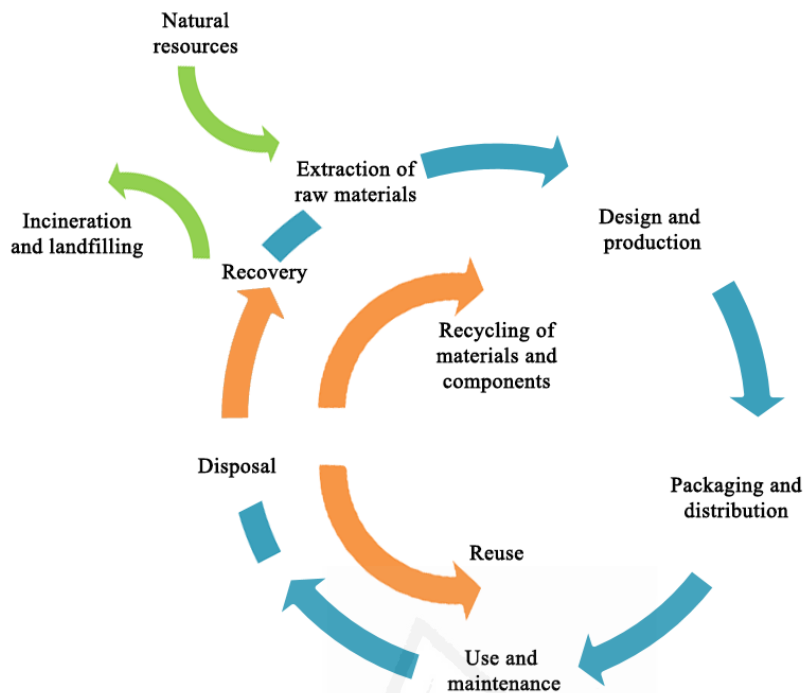
The above analysed studies have evidently indicated that the MCA, or MCDA, can be applied in a variety of the contexts related to both tourism and sustainable development,

and they have proved to be a valuable tool for business and policy decision-making processes. In some earlier studies of the MCA, the issues related to hotel site selection, e.g. Reichel, Mehrez, and Altman (1998) and Chou, Hsu, and Chen (2008) and recreation resorts location Crecente, Santé, Díaz, and Crecente (2012), territorial quality for tourism development, e.g. De Montis, Deplano, and Nijkamp (2007) or evaluating tourists' satisfaction, e.g. Siskos, Rodios, and Tsotsolas (2013) and Rozman et al. (2009) were analysed. In other instances, the MCA method has been widely combined with the Geographic Information System (hereinafter: GIS) related to nature conservation and development priorities, e.g. Aminu et al. (2013), ranking coastal zones, e.g. Kitsiou, Coccossis, and Karydis (2002), or identifying potential sites for tourism development, e.g. Beedasy and Whyatt (1999). These examples evidently indicates flexibility of the method that can continue to be applied to analyse issues related to tourism and sustainability.

2.4.5 Life cycle assessment

Life cycle assessment (hereinafter: LCA), also referred as the life cycle approach or life cycle analysis, is a method that aims at considering fully all impacts related to all stages of a product or a service life cycle in terms of environmental, social and economic sustainability. The LCA adapts the so-called "cradle to grave" concept that takes full account of impacts that occur from raw material extraction, processing, production, distribution, usage, repair and maintenance, and disposal and after-use implications, expectantly recycling (UNEP, 2015; UNEP & UNWTO, 2005b). Additionally, it is argued that the "cradle to grave" concept should be changed into a "cradle to cradle" concept since after recycling materials could be successfully returned back into the production cycle with minimum to none negative impact on environment, economy and socio-culture to a location (UNEP, 2015). According to the UNEP, the LCA takes a holistic approach in terms of sustainable consumption and production within tourism as well as any other sectors and graphically can be depicted as shown the Figure 6 below (UNEP, 2015; UNEP & Society of Environmental Toxicology and Chemistry (SETAC), 2017).

Figure 6. Tourism Product Life Cycle Approach



Source: UNEP, *Sustainable Consumption and Production: A Handbook for Policymakers*, 2015, p. 37; UNEP and Society of Environmental Toxicology and Chemistry (SETAC), *Life Cycle Initiative*, 2017.

According to the International Organization for Standardization, the LCA process is based on four stages, namely:

- goal and scope definition that also includes defining the purpose of a study, deciding upon a functional unit for analysis and boundaries of a system, where analysis will take place;
- life cycle inventory that implies data collection and systematisation;
- impact assessment that focuses on measuring the magnitude of environmental effects;
- interpretation of results that includes drawing conclusions and providing recommendations for environmental advancement (International Organization for Standardization, 2006).

Extensive scientific research also exists on the LCA application in the field of tourism and the ways it could help destinations to advance towards sustainable development by improved and more efficient resource management during the entire life cycle of tourism products and services. For instance, Arcese, Lucchetti, and Merli (2013) attempted to provide a critical review of the LCA application in tourism by arguing that the majority of

the current literature on tourism and sustainability tends to only list the potential negative tourism effects without further analysis of their consequences on a destination (Arcese et al., 2013; Holden, 2009; Mieczkowski, 1995). While sustainability has been accepted by most of tourism stakeholders, including private business and public policy makers, the challenge remained in choosing the appropriate tool for managing sustainability through consistent measurement of performance (Arcese et al., 2013). The analysis showed that there is an increasing number of studies using the LCA methodology, or its use in combination with the input-output analysis, in tourism sector. However, it is necessary to further explore how the LCA method can be used more effectively in policy making at the macro level as well as in setting tourism business strategy at the micro level of tourism development (Arcese et al., 2013).

Some other studies explore differences and potential of the LCA method compared with other methodologies that aim to gauge tourism impact on sustainability. Filimonau, Dickinson, Robbins and Reddy (2011), after examining ecological footprint, input-output analysis and environmental impact assessment, concluded that these methods are unreliable and inaccurate. Similarly to Arcese et al. (2013), the scholars importantly argued that other methods aiming to gauge environmental impacts of tourism sector do not analyse the consequences these impacts have on a destination (Filimonau et al., 2011). Despite the fact that these methods are often used, they tend to determine the impacts of tourism inadequately and do not reflect the magnitude of the environmental impacts adequately. This happens particularly due to the fact that tourism carbon emissions are not correctly attributed to the tourism sector, the fact that calculations do not consider indirect environmental impacts, emissions from international and local transport, underestimation of tourism and overestimation of household carbon footprint, and national statistics do not correctly reflect international tourism flows (Filimonau et al., 2011, p. 306).

Filimonau et al. (2011) noted that different scholars and practitioners have emphasised the need to holistically measure environmental effects and include both direct and indirect effects. Contrary to other methods, the LCA has been acknowledged as the most appropriate and well-established method mainly because it is comprehensive and well-structured (Junnila, 2004; Ness, Urbel-Piirsalu, Anderberg, & Olsson, 2007; UK Centre for Economic and Environmental Development (UK CEED), 1998). While the LCA method has only recently been started to be applied in the area of tourism, it provides analytical efficiency, transparent evaluation processes, rigorous analysis, reliability and at the same

time is flexible enough to be used in different contexts and investigating diverse alternatives (Ally & Pryor, 2007; Hofstetter, Bare, Hammitt, Murphy, & Rice, 2002; Patterson & McDonald, 2004). Additionally, the LCA can also be used to examine distinct policy options that would allow to reduce environmental impacts (Filimonau et al., 2011; Thollier & Jansen, 2008). Filimonau et al. (2011) carried out a case study by analysing a short weekend holiday trip based on the LCA and carbon footprint methods. Since the findings indicated substantially different results due to the fact that the carbon footprint did not account for indirect impact, the scholars concluded that the use of the LCA methods assists in better accounting for environmental impacts of tourism. Additionally, the application of the LCA also leads towards a better understanding of the role tourism plays in the global climate change (Filimonau et al., 2011).

Some other scholars applied the LCA method to evaluate the impacts of tourism on the environment at a national level. Kuo and Chen (2009) applied the LCA method in the case of the Penghu Island, which is the biggest island of Taiwan that receives more than half million tourists annually. Tourism has become an important economic sector in Taiwan thanks to the Taiwanese government favourable policy to advance employment and economic progress. According to the authors, in most cases, the negative environmental impacts have been mostly evaluated based on qualitative rather than quantitative methods. As islands generally present fragile integrated ecosystems, it is necessary to properly estimate environmental effects of tourism in order to ensure sustainable tourism progress and sustainable development of the island (Kuo & Chen, 2009).

The scholars applied the LCA analysis not only to gauge the environmental impacts but also to evaluate environmental loads per tourist per trip based on the analysis of transport, accommodation and recreational activities (Kuo & Chen, 2009). The analysis showed that tourists tend to have greater environmental loads than the local population. Despite certain limitations, using the LCA method proved to be (1) feasible in inventorying the entire trip, (2) it enables comparison of energy use in different sectors, (3) it allows comparing diverse tourism itinerary products in the same destination, as well as (4) empowers tour agencies develop tourism products and services that have a lower environmental impact, and decline those with high negative environmental effects (Kuo & Chen, 2009, p. 1329). What is more, it was also concluded that the LCA method can be successfully applied both in terms of tourists and tourism businesses (Kuo & Chen, 2009, p. 1329).

The LCA can be successfully applied in both tourism planning, management and policy

making processes aiming to diminish the negative effects from tourism products and services on a destination and at the same time it enables to optimise resource use, resource efficiency, local sourcing, recycling and apply other more sustainable consumption and production practices in the tourism sector (UNEP, 2015). Finally, it is important to highlight that the LCA is adopted and is a leading concept in the 10-Year Framework of Programmes on Sustainable Consumption and Production (hereinafter: 10 YFP) Sustainable Tourism Programme.

2.4.6 Stakeholder analysis

Stakeholder analysis is a method and a tool for developers, planners and decision makers that allows identifying the key individuals, organisations or groups that are most likely to affect or to be affected by a certain action, a project, a programme or a policy (Taylor Baines & Associates, 2012). Stakeholder analysis is the main part of stakeholder management that involves balancing often contradicting objectives, interests and needs of diverse stakeholders in order to come up with a decision that at least partially satisfies all relevant stakeholders. An adequate stakeholder analysis ensures feasibility and progress of a project as well as allows to maximise stakeholders' contribution by identifying and adopting the most suitable manner of engagement (Taylor Baines & Associates, 2012).

While the method has existed before, it was systemised in the mid-1980s by R. Edward Freeman in his work "Strategic Management: A Stakeholder Approach" first published in 1984 (Freeman, 2010; Freeman & Reed, 1983). The purpose of this work was to establish a framework that would empower managers to quickly respond to changes in their environment and define groups of stakeholders that are essential to survival of an institution (Freeman & Reed, 1983).

Although the method often does not involve a very formal process, it is essential that some form of stakeholder analysis would be carried out to empower a favourable participation process by both corporate and public sector stakeholders (Taylor Baines & Associates, 2012). Among different stakeholder groups, the method is most often applied at the local sub-community, community, regional and national levels acknowledging the fact that diverse stakeholders' characteristics differently influence decision-making procedures. As practice shows, stakeholder analysis is crucial when addressing issues such as environmental conflicts, progressing government initiatives as well as issues related to sustainable development, including tourism. The process of stakeholder analysis is usually

represented in the following steps:

- identify all stakeholder groups by carrying out a community profile, brainstorming as well as inquiring related institutions and other stakeholders;
- prioritise stakeholders based on their influence or importance to an initiative, and on some criteria, for instance, support to a programme, their possible impact or their ability to positively influence the progress of a project;
- understand the stakeholder by identifying their social characteristics, political affiliation, their goals as well as potential conflicts of interest in a community or within a framework of an initiative;
- stakeholders' involvement includes identifying and adopting appropriate strategies to involve, build a relationship with, fostering mutual understanding, advancing negotiation and deliberation over conflicts of interest, and ideally pursuing their support through facilitating a progress or gaining more resources for the implementation of a project (Taylor Baines & Associates, 2012).

As the aforementioned examples showed, tourism-related initiatives will likely include stakeholders from the community, public and private sectors that both support and may provide criticism towards a project (Taylor Baines & Associates, 2012). Among tourism stakeholders there will be representatives from tourism and recreational businesses, environmental groups, local community, government agencies, as well as current and potential travellers. Bearing in mind the fact that stakeholders' objectives and interests are evolving continuously, their engagement should be active yet flexible by adjusting their involvement strategies accordingly and based on the needs of an initiative or a project (Taylor Baines & Associates, 2012).

Stakeholder analysis has been a particularly important tool to use in strategic planning processes aiming for sustainable tourism growth in a destination. For instance, Ruhanen (2004) analysed tourism plans from 30 local tourism destinations in Queensland, Australia, to identify to what extent strategic planning and stakeholder participation, as one of major sustainability principles, are integrated into planning. Since local government authorities tend to have direct control over a destination, it has more opportunities to decrease negative risks and effects of tourism progress (Hall, Jenkins, & Kearsley, 1997; Ruhanen, 2004). According to the author, proper strategic planning is essential in aiming to diminish negative impacts of tourism development in any destination (Ruhanen, 2004). As Simpson

(2001) claimed that fostering multiple stakeholder involvement into tourism planning processes and pursuing a strategic orientation are mandatory elements of comprehensive tourism planning based on sustainability principles. However, there is lack of scientific evidence of measurement how well these considerations are being included in real life when planning for tourism development (Ruhanen, 2004; K. Simpson, 2001).

Ruhanen (2004) applied the evaluative tourism planning tool, developed by Simpson (2001), where one of the criteria includes stakeholder engagement and data indicating at which stage tourism stakeholders are being involved in tourism development. The analysis revealed that 26 out of 30 local tourism plans acknowledge the importance of stakeholders' relationship. However, only 25 of these plans involve federal/state government participation, only 16 plans address relationship with local government and 19 plans engaged with tourism industry representatives. Similarly, only 13 out of 30 tourism plans were prepared with engagement of local community and 10 plans included local tourism organisations. The author concluded that tourism planning did not actively involve and engage with tourism stakeholders and, thus, did not follow sustainability principles (Ruhanen, 2004).

Other scholars investigated the importance of tourism stakeholders' engagement in a concrete tourism project. The scholars analysed the case of the cultural tourism "Istra Inspirit" project in Istria county, Croatia, where the key purpose of stakeholders' involvement in the project was their engagement in project activities and distribution of benefits (Perić, Đurkin, & Lamot, 2014). The research showed that the method of stakeholder analysis is particularly useful to achieve the set objectives as well as minimise possible risk, especially from local and external environment (Perić et al., 2014, pp. 284–285). While the "Istra Inspira" project was a public initiative and served as a "break-through" initiative, it is also to extend tourism product offer, encouraged active engagement with diverse stakeholders' groups. These elements proved to be crucial to the success of a concrete tourism project and its long-term sustainability as well as in contributing long-term competitiveness of a destination at both macro and micro level (Perić et al., 2014, pp. 284–285).

Moreover, according to the case of the "Istra Inspira" project, the authors identified that for an active and efficient stakeholders' involvement in a project it is essential to (1) set an effective cooperation framework based on trust and informal communication, (2) provide stakeholders with a certain level of autonomy as well as visibility to enhance their

creativity within a project, and finally (3) underline non-financial benefits that stakeholders will receive from taking part in activities (Perić et al., 2014, pp. 284–285). It was also revealed that it is of crucial importance to strengthen ties with diverse community members and actively include them in the decision-making process of the project as well as empower them to benefit from unique tourism products and services created through the project. Finally, despite the fact that tourism is a complex economic phenomenon with cultural and social elements, active and efficient stakeholders' engagement transform them into a potential strength rather than possible treat or risk of the tourism project (Perić et al., 2014, pp. 284–285).

Similarly, other research investigated the importance of stakeholder analysis and their attitudes at the micro destination level. The authors analysed how two dependent variables, namely tourism success and the success of the destination management organisations (hereinafter: DMO) depend on stakeholders' attitudes and perceptions (Bornhorst, Brent Ritchie, & Sheehan, 2010). Based on a qualitative study which included data of 84 tourism managers and stakeholders from 25 Canadian destinations, it was aimed to identify what determinants, according to diverse stakeholder groups and tourism managers, are being applied to define holistically tourism and DMO success. The variables that define such success were related to some economic indicators, marketing efforts and community involvement. In this regard, tourism success in the destination was measured by location and accessibility, attractive product and service offerings as well as quality visitors' experiences and community support. On the other hand, DMO success was defined by effective management, strategic planning, organizational focus and drive, supplier relations, proper funding, and quality personnel (Bornhorst et al., 2010).

The qualitative analysis indicated that achievement of tourism and DMO success is a complex, challenging and often ill-understood issue (Bornhorst et al., 2010). Due to the multifaceted nature of tourism and thus a huge number of stakeholders' involvement in tourism processes, it is particularly difficult to establish a common ground of their diverse agendas. It was found that local governments and hotels tend to be more critical towards tourism progress in a destination, the attitudes of other varieties of stakeholders still need to be included. Similarly to the findings of Ruhanen (2004) and Perić et al. (2014), the study proved that effective communication and strong leadership to efficiently establish and continuously build active stakeholders' engagement are essential elements for stakeholders' satisfaction and buy-in for tourism development and success (Bornhorst et

al., 2010, p. 580). Finally, through effective stakeholder involvement and communication there is also a great opportunity to better align local population and tourists' needs and interests (Bornhorst et al., 2010, p. 580).

There is a variety of other scientific studies that represent how stakeholder analysis can be applied in diversity context related to tourism management, planning and extension. Some of the research was related to the necessity of stakeholders cooperation (A. Palmer & Bejou, 1995), stakeholder theory and its application as a normative planning model (Sautter & Leisen, 1999), stakeholders' importance for successful work of DMO (Sheehan & Ritchie, 2005) and assessment by stakeholders of gambling tourism growth on local population (Kang et al., 2012). Other works concentrated on different characteristics of stakeholders for successful community-based tourism initiatives (M. C. Simpson, 2008), they ways stakeholders' relationships influence cohesiveness and structure of destination (Scott, Cooper, & Baggio, 2008), and integrated stakeholder analysis in a feasibility study for a land and water track (Currie, Seaton, & Wesley, 2009).

While stakeholder analysis rarely provides a very formal structure or framework, there is a substantial number of scientific evidence of how active stakeholder analysis and engagement contribute to a more sustainable tourism development. By acknowledging and attempting to compromise diverse agendas, objectives and interests, stakeholder analysis provides a valuable instrument to gauge social and cultural aspects of tourism development in a destination.

2.4.7 Quality of life analysis

Quality of life (hereinafter: QOL) analysis is a method that primarily focuses on the welfare of individuals and societies. The QOL does not only refer to a level of income but rather to life satisfaction that includes but is not limited to education, health, leisure time, family, environment, human rights, happiness, among others. The World Health Organization (hereinafter: WHO) defined QOL as "[...] an individual's perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns" (World Health Organization, 2017, para. 2).

Human well-being at the core of the concept of sustainability, as in very broad sense it implies satisfying one's needs, potential and expectation, as referred to in the Bruntland

Report of 1987. Although explicitly public policies aim to improve the quality of life of their citizens, for many years in absence of a unified definition, it was impossible to measure its progress. The HDI, overviewed in section 3.2, is one of the attempts to measure the status quo and track advancements towards human well-being worldwide.

In the context of tourism, the QOL analysis provides mostly a qualitative measure of tourism effects in a destination. Generally, human welfare in terms of tourism development is related to two aspects. The first aspect relates to the issue of how tourism affects the host community and other relevant stakeholders of a destination. In an ideal case, tourism should be among the economic sectors that foster the welfare of the local population economically, environmentally and socio-culturally. Some authors, for instance Andereck and Jurowski (2006), Khizindar (2012), Lipovčan, Brajša-Žganec, and Poljanec-Borić (2014), Nawijn and Mitas (2012), Perdue, Long, and Kang (1999), Uysal, Perdue, and Sirgy (2012) particularly focused on evaluating the attitudes and perceptions of the local community of the overall welfare due to tourism developments.

The second aspect includes perceptions of the local community of tourism development in a locality. Some research on this issue was carried out by scholars like Ap and Crompton (1998), Choi and Sirakaya (2005), Delamere (2001), Draper, Woosnam, and Norman (2011), (Gursoy, Jurowski, and Uysal (2002), Lankford and Howard (1994), Madrigal (1993), Nunkoo, Smith, and Ramkissoon (2013), Sharpley (2014), and Woosnam (2012), among others. While these two aspects usually correlate and influence each other, practice and scientific evidence of past 30 years show that it also depends on certain characteristics of different community members (Andereck & Nyaupane, 2011).

Tourism impact on the QOL and vice versa in tourism can be explored in different dimensions. For instance, Woo, Uysal and Sirgy (2016) analysed how tourism influences local residents' QOL. The main purpose of their research was to test a hypothesis that local community members that are related to the tourism sector are more likely to perceive the impacts of tourism positively that consequently influence their greater overall life satisfaction. According to the scholars, local population members that are not employed and do not have any affiliations in the tourism sector tend to consider that they are not affected by tourism development. The authors collected a total of 407 valid surveys among the community members in four different tourism destinations in the United States of America and analysed residents' perceptions of the impacts of tourism on material life, on non-material life and the ways these perceptions differed depending on the fact whether a

person is affiliated to tourism or not. The results of the study revealed that local community members that were related to tourism developments were more satisfied with both material and non-material life, thus, resulting in greater life satisfaction in general (Woo et al., 2016).

Other studies aimed to analyse what impacts tourism creates on QOF and how it is being perceived by residents. Andereck and Nyaupane (2011) carried out a mail survey based on a random sample among the residents of Arizona in the USA. The survey involved three different sets of scales that were merged into an index to gauge the perceived QOL effects of tourism. The study concluded that the perceived benefits from tourism at the individual level were influenced by residents' economic welfare and contacts with tourism. On the other hand and similarly to the research of Woo et al. (2016), the perceptions of the significance of tourism for the local economy were highly influenced by residents' employment in tourism (Andereck & Nyaupane, 2011).

The QOL analysis is feasible and can also be successfully applied when deciding and defining marketing and promotional strategies. In the early 1990s, casino gaming industry was the main strategy for tourism development in North America with the aim to lift up economically rural population (Business Week, 1994; Perdue et al., 1999). In this regard, Perdue, Long and Kang (1999) investigated marketing of gaming to residents of host communities through the QOL analysis and social disruption theories, which are based on contradicting statements. According to the QOL analysis, a community is likely to experience positive change of gaming tourism until it reaches its carrying capacity or the level of acceptable change. On the contrary, the social disruption theory states that host populations should experience an initial negative effect and transitional stress while getting adapted to a new situation (Perdue et al., 1999).

Based on data from a nongaming community, three "early stage" gaming communities and finally one "later stage" gaming community, the study supported the social disruption theory and concluded that these communities went through a transitional stress of fast casino development and finally got adapted to a new situation (Perdue et al., 1999). Nonetheless, similarly to the aforementioned studies by (Woo et al., 2016) and Andereck and Nyaupane (2011), the results of the perceptions of benefits that gaming tourism creates were influenced by the involvement into gaming industry. In other words, gaming tourism was a desired development if a community member was receiving personal benefits and affiliated to the sector, and vice versa (Perdue et al., 1999, pp. 171–172). It was identified

that the major issue related to casino gaming development is to define an adequate speed of development (Perdue et al., 1999, p. 173). Appropriate growth of casino industry would enable a timely policy response and implement preventive actions, such as social stress, traffic congestions or parking (Perdue et al., 1999, p. 173).

Finally, it is essential to highlight that the QOL analysis includes a diversity of aspects that need to be considered when applying the method in tourism as well as in any other field. Better understanding of the elements of the QOL analysis can lead to more profound analysis of what impacts tourism indeed creates at a destination and at the same time, how these impacts are being perceived by host communities. In this regard, Schalock and Siperstein (1996, pp. 126–127) defined eight dimensions of QOL, also used by Andereck and Nyaupane (2011), that are the following:

- emotional and psychological well-being that includes safety, happiness, stress-free attitudes, self-concept, contentment, spirituality;
- interpersonal and social relationships that cover areas such as intimacy, interactions, friendships, support network, affection, family;
- material welfare that implies employment and economic security, including food, shelter, employment, possessions, social economic status, financial security;
- personal progress, competence and objectives that include education, skills development, fulfilment, personal competence, purposeful activity;
- physical welfare that covers health care, health insurance, leisure and recreation, mobility, wellness;
- self-determination, individual control and decisions imply autonomy, personal choices, control and decisions, self-direction, personal objectives and values;
- social inclusion, dignity, and worth includes acceptance, status, work environment, community activities, volunteer activities and residential environment;
- rights refer to the privacy, voting, access, ownership, due process, civic responsibilities and roles.

An improved knowledge on the real impacts and their perceptions can significantly assist policy decision-making in making them truly to contribute to the advancement of human well-being. On the other hand, it can help in addressing issue areas that impede a desired progress towards human welfare. In this regard, as early as in 1994 Lankford and Howard (1994) in their study concluded that engagement in decision-making related to tourism also

results in more positive perceptions of tourism development.

2.4.8 Citizens' jury

The citizens' jury (hereinafter: CJ) is a participatory action research method and is considered one of the first yet one of the most democratic processes developed in the 20th century (Crosby & Hottinger, 2011). It was invented in the late 1980s by the Jefferson Center in Minneapolis. The method is based on a microcosm of the public, in other words, a panel of non-specialists, who have to thoroughly analyse an issue at hand for at least five days while getting inputs from different witnesses and deliver a decision. Whereas it is not required to provide an agreement, it is usual to attempt to reach a shared opinion (Crosby & Hottinger, 2011; World Bank, 2017). Commonly, the method was and remains used in the law practice as well as diverse national and global issues, including climate change (Crosby & Hottinger, 2011).

According to the WB, the CJ aims to fulfil the following purposes, namely:

- operate as a framework for participation and addressing complaints;
- actively involve members of the public in decision-making processes related to strategic planning, setting priorities to services or making any technological choices;
- empower a small sample of a population to carefully examine diverse evidence and contentiously discuss on a concrete matter and make their findings public (World Bank, 2017).

In the context of tourism, the CJ empowers destinations to adopt a participatory and sustainable approach to tourism planning and management (Bramwell & Lane, 2013, pp. 209–210). Through the CJ process, a community gets a possibility to learn and actively engage in governance processes. The method enables a transparent and extensive consultation on tourism-related issues. At the same time, as the jury is to expected reflect a community's will, it also represents a certain level of cohesion and commitment of a community to support and implement its decisions (Bramwell & Lane, 2013, pp. 209–210). In this regard, the WB emphasises that a well-informed and common-ground decision to a complex public matter and an increased public support from a resulting policy are two of the major benefits of the method (World Bank, 2017).

There are numerous examples when CJ has been applied in practice to improve the decision-making process in the field of tourism. For instance, the Byron Shire, Australia,

has used a citizens' jury to form its tourism management plan (ABC News, 2007). The CJ consisting of 14 community members, selected based on the electoral role and the telephone book, has been tasked to develop a vision of future tourism developments in Byron Shire. As a representative of the local government highlighted, the CJ ensured that the main areas of tourism development would reflect a community's perspective (ABC News, 2007).

Other studies indicate how the CJ method can be successfully applied in combination with other methods, including quantitative. In this regard, Álvarez-Farizo and Hanley (2006) merged the CJ and choice modelling in the context of advancing water quality reform under the Water Framework Directive, which was one of the most considerable water legislations of the European Union. According to the authors, choice modelling is an increasingly preferable technique used by environmental economists. Nevertheless, the study concluded that these two joint methodologies generated better results and more significant policy inputs than any of the single methods separately (Álvarez-Farizo & Hanley, 2006, p. 476). It also highlighted that the results brought by both methods better reflected the social values of the stakeholders and their collective will. This study was important in the case of tourism because the bad quality and conditions of rivers and water impede the development of rural tourism. Provided that water quality can be improved, there are more and more sustainable options for tourism development in rural areas (Álvarez-Farizo & Hanley, 2006).

Another study merged the CJ and multi-criteria evaluation methods in studying recreation and tourism development opportunities and suitable options in Victoria, Australia (Proctor & Drechsler, 2003). On the one hand, the multi-criteria evaluation provided structure and ensured integration in complex policy decisions, e.g. environmental or tourism issues. On the other hand, the CJ methodology guaranteed thorough deliberations and stakeholders' involvement and interactions. Additionally, formal processes of deliberation in the CJ provided a possibility in building consensus in complex and controversial issues that involve many different stakeholders and several available decision options. It was summarised that the CJ helped to raise supplementary issues and improve the process in defining the best possible option for recreation and tourism development in this particular destination (Proctor & Drechsler, 2003).

Finally, in order for the CJ to be truly applied to obtain the potential advantages of the method, the Jefferson Center, as the originator of the method, emphasises the major

elements of the CJ (Jefferson Center, 2017). The following elements are necessary to be fulfilled so that any CJ would be a truly informed and reliable voice of the public:

- microcosm of the community should as much as possible resemble a community it represents with regard to such characteristics as age, race, education, political affiliation and their residence;
- democratic conversations refer to the size of CJ that should represent the diversity and common will of a community yet at the same time not so big that some voices could be silenced. To meet this objective a jury should consist of 15 to 24 members;
- high quality information that should ensure that citizens can participate in public decision-making based on full and unbiased information, provided by experts as well as from answers from witnesses;
- productive deliberation relies on skilled moderators in order to have a vibrant and open dialogue on the matter at hand, while ensuring that no member of a jury dominates a discussion;
- minimizing biases and outside manipulations where, based on a vibrant and genuine discussions, final recommendations that express the will of the public are provided by citizens' jury members;
- sufficient time to study the matter implies that the members of a jury have sufficient time to capture the essence of an issue at hand and, thus, discussions related to complex national policies tend to take more time (Jefferson Center, 2017).

To summarise, this chapter overviewed a number of different quantitative and qualitative research methods that can be applied in tourism. While some the aforementioned approaches mainly aim to grasp economic effects of tourism growth, other should be opted for in order to analyse environmental and social aspects of tourism development. Also, diverse research purposes require the application of different approaches. In other words, some methods can serve better when aiming to identify the effects of tourism in order to minimise negative and advance positive impacts. Other methods, however, can aid in identifying further tourism developments in destinations for tourism planning and better management in the future. Nevertheless, each method requires extensive technical and contextual knowledge so that it could be applied properly and provide high-quality results.

2.5 Challenges and factors for success in measuring the impact of tourism development

Tourism as an extremely complex economic sector has immense economic effects on destinations globally. Millions of tourists annually moving around the globe also leave significant environmental and social impacts. While these impacts can considerably differ based on the manner travellers move, what tourism goods and services consume, how they interact with host communities, the importance of these effects cannot be overlooked. The type of tourism development also has to be considered as dissimilar types of tourism can cause very different effects. For every tourism destination it is essential to find the way how to properly, adequately and timely measure tourism effects provided they seek for more sustainable tourism development.

As it could be observed in the previous sections, the main challenges related to measuring the impact of tourism development are the fact that existing methods effectively gauge certain areas of sustainability but fail to provide broader analysis that would integrate the three pillars of sustainability. Moreover, the calculations that are behind the analysed methods are complex and require explicit knowledge and experience in statistics. It is often the case that different models are being used at the same time which results even in more complex data analysis and interpretation. Also, the information used in some of the models has to be strictly quantitative or a type of qualitative data which is possible to transform into quantitative one. For instance, since to quantify human behaviours is mostly impossible, they will not be reflected into modelling and thus the qualitative dimension will not be reflected. On the other hand, existing quantitative methods can successfully go beyond these limitations of quantitative models and grasp social effects that tourism development implies. Moreover, data and especially the interpretation of the results is also intricate and not straightforward which makes the use of this data for policy and business decisions complicated.

One of the national examples from the United Kingdom even defined criteria that should be applied when developing local sustainable tourism indicators (Department for Culture, Media and Sport, 1998). These criteria developed by the British Resorts Association are the following:

- reliability reflects the level of accuracy of the information and data that is intended to be collected;

- timeliness refers to the issue related to the speed of data collection;
- participation implies the involvement of relevant stakeholders who are supposed to provide the information, as well as those who will be using it;
- cost includes human and other resources that are necessary for data collection and defines what is affordable in terms of financial constraints;
- comparability reflects a natural need so that collected tourism data would be comparable with other local areas, regions and at the national level;
- frequency stands for how often the data is needed, for instance, annually or monthly, as it allows comparison of changes over time and since it gauges tourism performance in a given time (Department for Culture, Media and Sport, 1998).

Whereas many of these criteria were explored in the previous chapters, especially in chapter 3, similarly they should be taken into serious consideration when developing indicators and measurement systems for monitoring tourism impact at the local level. Importantly, although these criteria are applied in local contexts of tourism monitoring, they are equally crucial at the national and international circumstances to ensure comparability and compatibility (Department for Culture, Media and Sport, 1998). At the same time, it is always necessary to take into consideration the utility of every indicator for different audiences in monitoring changes of tourism activities, informing policies and decision-making processes. This can also imply the evaluation whether indicators themselves can be sustained long-term and only in case of a positive answer it is worth proceeding with a concrete measure (Department for Culture, Media and Sport, 1998).

As sustainable development is a continuous process, so is the measurement of tourism impacts. The most efforts any tourism destination can devote, is to have the vision and aim to holistically measure the impacts of tourism. On the one hand, destinations should take required efforts to use the existing methods, techniques and approaches to systematically gauge the impacts of tourism in a concrete destination context. On the other hand, with rapidly advancing information and communication technologies, tourism destinations should aim to explore emerging measuring methods. While such methods may not have rigid and well-developed methodologies or explicit conceptualisation, they might provide new opportunities to capture tourism effects which have not been considered. Any additional evidence on tourism impacts might generate significant inputs for better and timely data-based policy making as well as to maintain and enhance competitiveness of a destination.

Furthermore, sustainability is also about maintaining a balance among positive and negative impacts of tourism growth. It is essential to communicate more and raise more awareness of actions that every tourism business can take in order to reduce its environmental impacts and maximise social and economic effects. For instance, by using natural resources more efficiently and effectively, a tourism firm diminishes both its expenses and environmental footprint. Furthermore, these savings might contribute to advancing skills of a firm's employees and thus to their social well-being. As the global trends are changing and communities turn towards more environmental trends, being a socially responsible and sustainable tourism business also contributes to the competitiveness and marketing advantages for a business.

Additionally, both tourism destinations and businesses can explore opportunities to encourage their guests and clients to contribute to sustainability through their actions. When the mark of one billion tourists was reached in 2012, the UNWTO launched the campaign "One billion tourists. One billion opportunities" (UNWTO, 2012). Such actions as attempting to buy and consume local products and services, respect local culture and protect the heritage as well as use public transport and save energy and water are simple yet effective and significant acts that every traveller can do to contribute to sustainability efforts of a destination and at the same time to reduce the negative impacts of its tourism on a destination and in general (UNWTO, 2012).

Finally, tourism development takes place in a concrete context and thus its monitoring and measuring should take place in those particular political, business, environmental, cultural and social settings (DCMC, 2001). Given the fact that the measurement of tourism impacts should provide data-based evidence and improve policy decision-making, the context of tourism development is especially important. As tourism interacts with numerous other economic, socio-cultural and environmental activities in the area, and monitoring of tourism impacts should be able to grasp and gauge these interactions. To be truly useful, tourism monitoring should be organised to contribute to local and national needs, as well as policy and business decision-making necessities.

3 TOURISM DESTINATIONS

"You cannot manage what you cannot measure [...] Equally, you cannot measure what you have not first adequately defined."

– The Tourism Society (2011)

3.1 Concept of tourism destination: definitions, approaches, characteristics and typologies

Tourism connects places and spaces and connects economies, cultures, environment and social lives of communities (Saraniemi & Kylänen, 2010). While tourism development takes place at a global scale, as the numerous examples analysed in the previous chapters indicated that the most effective and efficient measuring of tourism impacts should take place at a tourist destination level. Results from monitoring efforts that take place at local level are likely to be more beneficial and more applicable for evidence-based tourism planning, development and policy making. Accordingly, this chapter explores the concept of a tourism destination. In particular, the section examines the issues related to diverse definitions and tendencies of a destination and how they emerge in theory and practice of tourism development.

There are diverse definitions of a tourism destination. In the mid 1990s, a destination was defined as "a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment" (Bieger, 1996). The description additionally indicated that "[d]estinations are the competitive units of incoming tourism. Destinations are therefore an important part of a tourism product (UNWTO, 2007).

This early definition of a destination referred basically to two elements of a destination, meaning geographical area and infrastructure. Also, it can be observed that this description referred to tourism mainly as an economic activity of international tourism. This is revealed by emphasising the importance of competitiveness, incoming tourism and tourism product.

As tourism emerged and its importance as an economic sector grew, more profound definitions were developed. In this regard, the UNWTO updated a definition accordingly which since 2002 is as follow:

"Tourism destination is a physical space with or without administrative and/or analytical boundaries

in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness" (UNWTO, 2016f, 2017a).

This definition extended the understanding of tourism and provided more a political and administrative perspective on tourism development in terms of boundaries. Although this definition did not involve the factors of tourism interaction with environment or culture of a location, it can be presumed that these aspects are already included into the notion of tourism products, services and experiences. Moreover, this definition also expanded considerations of competitiveness by linking it with the concepts of image and identity. It also revealed more social and cultural aspects of a destination by referring to the notion of involvement and engagement of different stakeholders and their networks in tourism.

What is the most important from the perspective of measuring of tourism impact, this UNWTO definition clearly indicated that particularly tourism destination is "[...] a basic unit of analysis of tourism", which was also highlighted by other scholars at the end of the 1990s by (Haywood, 1986). Consequently, it can be fairly stated that to properly analyse, measure and understand the impacts of tourism, first and foremost monitoring should be taken at a destination level. Then, this analysis should be integrated in regional, national and international levels to enable comparability of data for more sustainable tourism planning and progress.

Instead of referring to it as a tourism destination, some other sources refer to it by the term "visitor destination" (The Tourism Society, 2011). According to the Tourism Society, set up under the auspices of the English Tourism Research and Intelligence Partnership (hereinafter: ETRIP), "[v]isitor destinations are places that are recognised as visitor destinations and for which it is possible to measure aspects of the demand for and supply of tourism services within defined boundaries" (The Tourism Society, 2011). It is explained that since visitor destination includes all types of visitors, it is preferred to tourism destination. Similarly, it is added that such destinations have a certain type of public or private institution for management and promotion related to attracting visitors and satisfying their needs (The Tourism Society, 2011).

It can be observed that the perspective of visitor destination looks at the tourism sector from the viewpoint of tourism business and travellers only. It does not imply or refer to

other stakeholders or host community, including their needs or expectations from tourism development. The notions of environmental and social aspects of tourism development are also not involved in this definition.

Tourism destinations can be understood and studied from diverse perspectives. For instance, Lew (1987) suggested to divide tourism destinations based on ideographic, organizational, and/or tourist cognition-based characteristics, in particular:

- the ideographical view to tourism destinations categorised them based on material tourism attractions, including natural ones such as mountains or beaches, and human-built such as attraction parks or convention centres;
- the organisational perspective to tourism destinations focused on spatial, temporal capacity elements of destinations and how they are interconnected when organising and promoting tourism destinations;
- the cognitive viewpoint to tourism destinations referred to travellers' experiences, perceptions, actions, feelings and emotions during their stay in a concrete destination. According to the author, predominantly these cognitive features determined tourists' involvement and participation, their perceptions of security or risks as well as their experiences of authenticity while in a destination (Lew, 1987).

Moreover, Framke (2002) extended the understanding of a tourism destination proposed by Lew (1987) and considered tourism destination as a locality, production and information system, and as a composition of services. Framke (2002) amplified the perspective on a destination, especially in terms of ideographical and organisational points of view. The scholar identified two different points of views of a tourism destination. On the one hand, there was a business perspective of tourism, while on the other hand, the socio-cultural perspective on defining a tourism destination. Nevertheless, the author did not provide specific categorisation in merging economical and sociological approaches to a tourism destination but rather referred to geographic boundaries of a destination, its content as well as interaction among different businesses and travellers. He concluded that a destination is "[...] the sum of interests, activities, facilities, infrastructure and attractions [that] create the identity of a place – the destination" (Framke, 2002, p. 105).

Some scholars rightly noted that while a tourism destination is the main concept of institutionalised tourism, neither practitioners nor academia agree how it should be defined (Saraniemi & Kylänen, 2010). It is emphasised that the concept of tourism destination is

essential in understanding the nature of tourism itself. Authors on tourism destinations defined it as "[...] set of institutions and actors located in a physical or a virtual space where marketing-related transactions and activities take place challenging the traditional production – consumption dichotomy" (Saraniemi & Kylänen, 2010). According to the scholars, tourism involves important aspects that reflect host communities, i.e. their cultures, social lives, experiential characteristics that have become a tourism attraction. Tourism destination is commonly considered as "[...] the unit of action where different stakeholders, such as companies, public organizations, hosts, and guests interact through co-creation of experiences" (Saraniemi & Kylänen, 2010, p. 133).

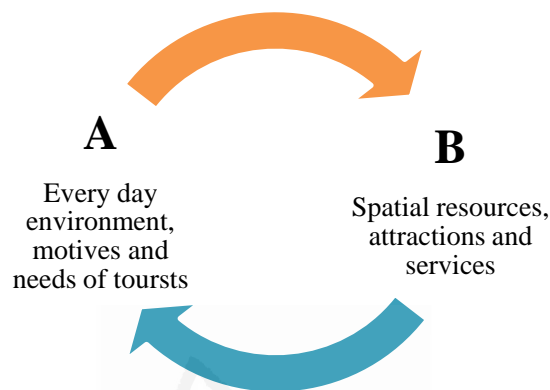
On the other hand, it is also necessary to describe the nature, type, depth and breadth of a tourism destination in order to successfully plan destination-level and strategic marketing planning and brand management (Saraniemi & Kylänen, 2010). Although it still remained common to oversimplify managerial and marketing tactics in tourism, the authors emphasised the need to consider a more long-term and more multidimensional approach and analysis towards tourism development. In this regard, tourism destinations in the existing body of scientific literature are divided based on three conventional approaches to tourism destinations, namely:

- economic geography-oriented;
- marketing management-oriented;
- customer-oriented.

Traditionally, tourism destinations were defined by geographical boundaries, for example a town, a region or a country which reflected an economic geography-oriented perspective on a tourism destination (Burkart & Medlik, 1974; Davidson & Maitland, 1997). In this regard, some other scholars emphasised that a tourism destination involved five elements, in particular (1) destination attractions, (2) destination facilities, (3) accessibility, (4) images, and finally (5) price (Medlik & Middleton, 1973). The economic geography-oriented viewpoint of tourism destinations concentrated on tourists' flows, their movements and motivations as well as different characteristics of their final destinations (Saraniemi & Kylänen, 2010). Scholars like Leiper (1995), Hall and Page (2006), Bærenholdt, Haldrup, Larsen, and Urry (2004) had quite a static perspective on tourism destinations and considered them as fixed territorial locations with certain resources and attractions where tourism planning, development and impacts of tourism growth take place. While Butler

(1980, 2006a, 2006b) agreed that destinations are neutral entities, he claimed that as tourism is a dynamic activity with its own life cycles that result in transformations in tourism locations over a long-term period. The economic geography-oriented viewpoint of tourism destination graphically can be depicted as shown in Figure 7 below.

Figure 7. An Economic Geography-Oriented Approach to Destinations



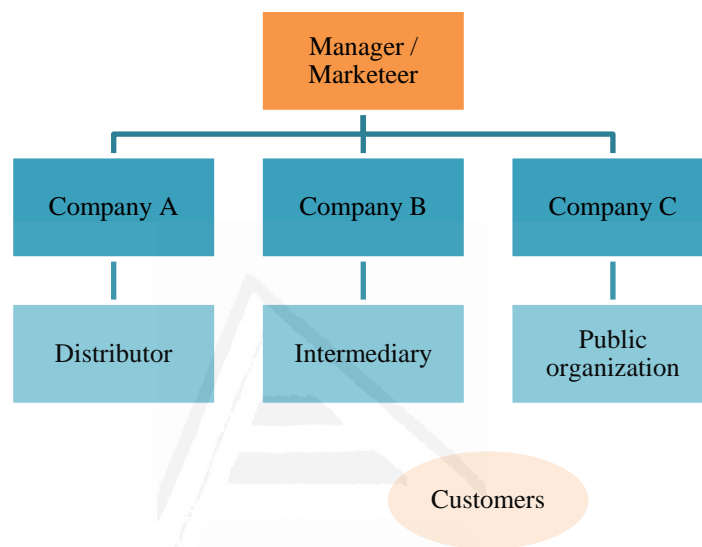
Source: S. Saraniemi and M. Kylänen, *Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches*, 2010, p. 135.

The marketing management-oriented approach to tourism destinations was inspired by the marketing management paradigm when a tourism destination is considered as a traditional commodity with diverse layers (Kotler, Bowen, & Makens, 1999; Kotler, Haider, & Rein, 1993; Levitt, 1980). As in marketing, tourism is perceived as a layered product consisting of different components and thus tourism destinations are agglomerations of services and facilities to satisfy the requirements of tourists (Cooper, Fletcher, Wanhill, Gilbert, & Shepherd, 2005). Similarly, Buhalis (2000) noted that a tourism destination is a geographical area as perceived by visitors and it is an amalgam of tourism products and services providing an integrated experience to travellers, where DMO plan and define an identity of a destination by its brand and image. Also, Gunn (1988, pp. 125–192) claimed that a tourism destination is a tourism product that is a result of complex experiences that travellers undergo while using multiple travel services, such as transport, accommodation, tourist information, natural and cultural attractions, among others. Ritchie and Crouch (2000), additionally, argued that a destination and its experience is an actual product of tourism.

From the development perspective, in the marketing management-oriented approach social interactions among tourists and the host community as well as travellers' impact on the environment are not taken in the account. Moreover, possible socio-cultural interactions

are considered only from the marketing perspective and possible promotion actions of a destination (Seaton & Bennett, 1996, pp. 350–352). Often these marketing techniques included 4 P's⁵ that became a marketing mix of destinations where tourists are over-generalised (Kotler, 1988; Pender, 1999; Saraniemi & Kylänen, 2010). The marketing management-oriented approach to destinations can be illustrated as shown in Figure 8 below.

Figure 8. A Marketing Management-Oriented Approach to Destinations



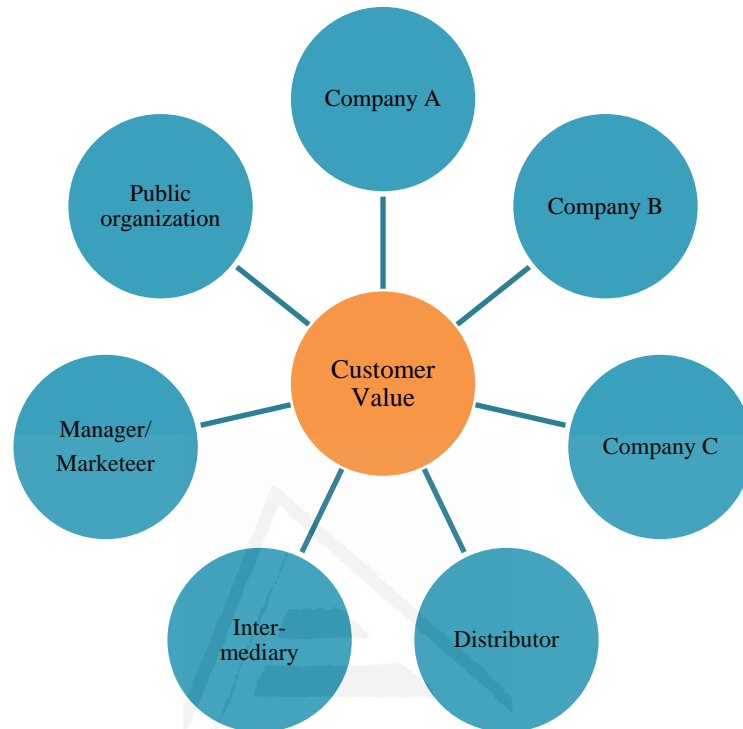
Source: S. Saraniemi and M. Kylänen, *Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches*, 2010, p. 136.

On the contrary, in the consumer-oriented perspective, travellers are being considered as a centre of destinations and tourism growth (Saraniemi & Kylänen, 2010). Practitioners and academia have challenged the marketing management-oriented approach to tourism destinations (Saraniemi & Kylänen, 2010). Specifically, Lumsdon (1997) argued that destinations should be considered in terms of interactions and different experiences, such as emotional, sensual, psychological that have both intangible and tangible parts, e.g. a service place. However, the consumer-oriented perspective perceives tourism destinations merely from the service marketing viewpoint as locations where tourism services and attractions are provided to meet the needs of travellers (Mossberg, 2007; O'Dell, 2004). In the consumer-oriented perspective, firstly it is considered what values tourists expect, then diverse and interconnected stakeholders are expected to satisfy these expectations and, finally, marketing efforts are directed to connect the stakeholders' efforts and to promote the desired features to specific groups of travellers to facilitate their experiences (Firat &

⁵ 4 P's of marketing: price, product, promotion and place.

Venkatesh, 1995; Haahti & Komppula, 2006; Komppula, 2005; Lusch & Vargo, 2006). The consumer-oriented perspective to destinations can be shown as indicated below in Figure 9.

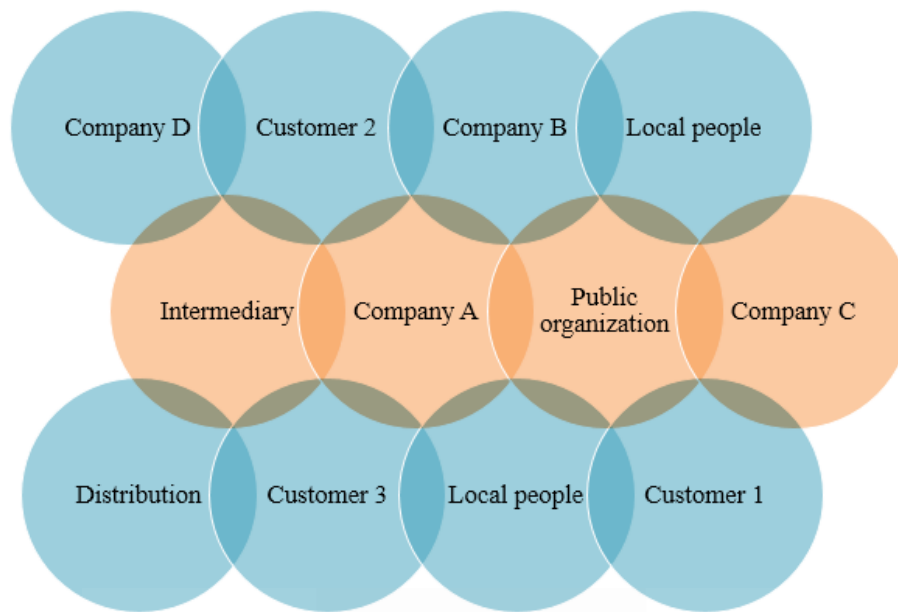
Figure 9. A Customer-Oriented Approach to Destinations



Source: S. Saraniemi and M. Kylänen, *Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches*, 2010, p. 137.

In order to address the issue of oversimplifying tourism destinations and placing onto them the boundaries of marketing and production systems, Saraniemi and Kylänen (2010) employed a cultural and an interdisciplinary approaches and merged tourism, marketing and organisational studies in order to provide a more holistic and approach based on the multiple perspective to tourism destination discussions (Saraniemi & Kylänen, 2010). The cultural approach to tourism destinations is based on the cultural approach to marketing where markets are seen as a "[...] set of institutions and actors located in a physical or virtual space where marketing-related transactions and activities take place" (Brown, 1993; Firat, Dholakia, & Venkatesh, 1995; Firat & Schultz II, 1997; García-Rosell, Haanpää, Kylänen, & Markuksela, 2007; Moisander & Valtonen, 2006; Venkatesh, 1999, p. 16; Venkatesh & Peñaloza, 2006, p. 136). Different to the economic geography-oriented, marketing management-oriented and customer-oriented approaches, the cultural approach takes a broader perspective on tourism destinations and considers them in their diverse, complex spatial and temporal contexts (Saraniemi & Kylänen, 2010), that graphically can be depicted as shown in Figure 10 below.

Figure 10. A Cultural Approach to Destinations



Source: S. Saraniemi and M. Kylänen, *Problematizing the Concept of Tourism Destination: An Analysis of Different Theoretical Approaches*, 2010, p. 139.

Based on the cultural approach, destinations are globalised and multicultural markets where various stakeholders interact and generate cultures of destinations (Moisander & Valtonen, 2006; Venkatesh & Peñaloza, 2006). The three main characteristics describe the cultural approach to destinations, namely (1) the role of travellers as producers, (2) the changes from the provision of products and services to generation of experiences and potentials in a multicultural and globalised environment, and finally (3) fragmentation instead of segmentation (Firat & Dholakia, 2006; Firat et al., 1995; Saraniemi & Kylänen, 2010). From the sustainable development point of view, the cultural perspective to tourism destinations enabled to perceive destinations as complex and dynamic systems that go beyond production and consumption of goods and services by involving socio-cultural aspects of tourism development and empower local community to take an active part in the progress of their local area (Saraniemi & Kylänen, 2010, p. 140).

Among other existing methods to differentiate tourism destinations is a method of differentiating them according to the typologies of a tourism destination. Some researchers especially highlighted that in recent decades approaches and the number of tourism destination typologies have increased due to the expansion of the tourism sector (Cortés et al., 2016). These changes have occurred due to:

- a changing touristic demand and diversification of motivations that became evident at the end of the 20th century when tourists became more flexible and independent looking beyond traditional sun and beach holidays. These transformations have been an outcome of changes in socio-cultural and working environment, the level of income and time dedicated to holidays (Cortés et al., 2016);
- a growing number of touristic resources that are especially related to a response of tourism destinations to the changing demand that started to perceive tourism as a potential economic activity to diversify local economy and benefit more local population;
- policies aiming to reinvent mature and traditional tourism destinations despite the fact that the majority of international tourist flows are directed to coastal destinations. Tourism policies globally aimed to diversify and complement tourism offer by including sport, nature, culture and other types of tourism (Cortés et al., 2016).

According to the UNWTO, a destination or the main destination of a tourism trip is "[...] a place visited that is central to the decision to take the trip (UN & UNWTO, 2010, p. 13; UNWTO, 2014). In this regard, the concept of a tourism destination is closely related to the purpose of a tourism trip. The UNWTO argued that in absence of such a purpose a trip would not take place (UN & UNWTO, 2010, p. 24; UNWTO, 2014). In line with the potential purposes of a trip, it is common to indicate categories of tourism, particularly:

- recreation tourism;
- business tourism;
- health tourism;
- sport tourism;
- religious tourism (UNWTO, 2014).

Additionally, these types of tourism can take place in five different places of tourism consumption, namely (1) coast (sun and beach) tourism, (2) cultural tourism, (3) nature tourism, (4) urban tourism, and (5) rural tourism (Cortés et al., 2016). Currently, active and passive tourism typologies are also identified (Cortés et al., 2016).

Moreover, some scholars and practitioners divide tourism destinations based on a set of demographic and socio-economic criteria as well as diverse resources that help destinations to diversify, as shown in Appendix E. These criteria can encompass the

following:

- demographic criteria such as tourism types based on age, civil status, family structure and sexual orientation;
- economic criteria that allow a division of low-cost tourism and luxury tourism;
- cultural criteria;
- spatial criteria that allow dividing tourism destinations to urban, rural, coastal tourism, mountain tourism, island tourism, among others;
- time criteria refer to seasonality of tourism and can refer to annual, festival or winter tourism, as well as city break or weekend break tourism (García-Delgado, 2010).

The changing global understanding of tourism and its role in economies and socio-cultural life also transform tourism destinations themselves. Such a changing setting implies that new and updated types of tourism destinations emerge, whereas mature destinations have to re-invent their offer to remain competitive and attractive for tourists. As it could be observed in the aforementioned approaches to tourism destinations and their typologies, tourism destinations are defined based on cultural, social, urban and other existing structures in every concrete location (Valls, 2007).

Furthermore, despite the typology or approach, tourism destinations are expected to provide the following functions in the context of tourism development, namely (1) quality of life, (2) superior economic development, (3) international competitiveness and (4) satisfaction to its visitors and local residents (Valls, 2007). These functions can be fulfilled through exploring places in destinations for providing tourism products, services and leisure activities, creating and sharing culture, attracting international and domestic travellers as well as financial capital in order to respond to needs, expectations and creating experiences to both travellers and the local population. Also and especially from the sustainable development perspective, tourism destinations are expected to generate economic profitability to both public and private sectors, environmental profitability through protection and better management of territory and natural heritage, and social profitability in terms of employment creation, improved facilities and infrastructure for both tourists and local community (Valls, 2007).

All mature and emerging typologies of tourism and tourism destinations provide new opportunities for tourism development. Nevertheless, some authors such as Blank (1989) among others as early as in the late 1990s highlighted some of the potential limitations of

tourism development. Some of these constraints include lack of comparative advantage in terms of location, quality and potential, carrying capacity limitations, power structure's preferences for different types of development as well as lack of local community's acceptance of change or fear of tourism growth. Environmentalists' resistance to any type, including tourism, development, a short-sighted vision of the tourism potential as well as narrow and inflexible policies on possible public land uses also impede tourism growth in destinations globally (Blank, 1989).

Additionally, tourism development can face resistance when there is lack of local guidance and will, lack of clear mandates or there are conflicting mandates due to differentiating stakeholders' interests or local communities, businesses and public services are not willing to provide financial and human resources for tourism growth (Go, Milne, & Whittles, 1992). Go et al. (1992) identified that the lack of monitoring systems to measure success related to tourism progress also provides limitations for tourism progress. Nonetheless, the authors claimed that if the following five conditions are fulfilled, tourism development in every tourism destination can be successful. These conditions are (1) a clustering of communities that support each other, (2) avoiding of duplications, (3) major stakeholders are ready, willing and able to cooperate, (4) local residents are ready and willing to cooperate, and finally (5) financial resources are available for tourism start-ups (Go et al., 1992).

Thus, it is essential to understand what a tourism destination itself is in order to be able to better understand how they function and emerge. Better comprehension of possible structures and approaches behind tourism destinations allows ensuring that destinations chooses the tourism growth options that maximise its positive impacts by creating synergies among tourism stakeholders, securing the necessary human and financial resources as well as ensuring greater buy-in for tourism and sustainability among local community members. Moreover and especially in terms of measurement, it is of crucial importance to define what a destination is in order to determine where and how the measurement of tourism impacts takes place.

In the following section the dissertation proceeds with an analysis of planning and management structures of tourism destinations. In this part specific focus will be placed on determining what is needed in terms of tourism destination structures to ensure opportunities for more effective monitoring tourism impacts. In addition, the next section

will also attempt to provide some lessons learnt from diverse destinations on what destination management structures ensure successful tourism measuring efforts.

3.2 Planning and management structures of tourism destinations

Effective and data-based planning of tourism destinations provides opportunities for tourism destinations to flourish. Tourism, as a cross-cutting sector, has a complex value chain that involves a significant number of actors, stimulates trade and creates employment. It also aims to preserve natural and cultural heritage and other tourism attraction sites to maintain its competitive and comparative advantages. What is more, tourism might have a substantial environmental footprint and greatly affect host communities. Consequently, for tourism to be a truly effective instrument for sustainable development, it is essential to ensure that it is well-planned and well-managed as well and that it takes into account the principles of sustainable tourism (UNEP & UNWTO, 2005a).

Dror (1963) highlighted that planning is about setting decisions for actions in the future in order to achieve objectives by given means. However, when it comes to tourism development, planning relates to both planning and systematic policy decision-making (Hall, 2008, p. 8). Tourism policy refers to a set of rules, regulations, guidelines as well as tourism development and promotion objectives and strategies that guide all tourism stakeholders in a long term (Julian, 2016). Tourism policy provides a framework that guides collective and individual decisions of tourism stakeholders towards common goals. It is noteworthy that tourism policy is one of the principal bases for tourism planning, along other national and local plans on land use, environmental and cultural policy, among others (Julian, 2016).

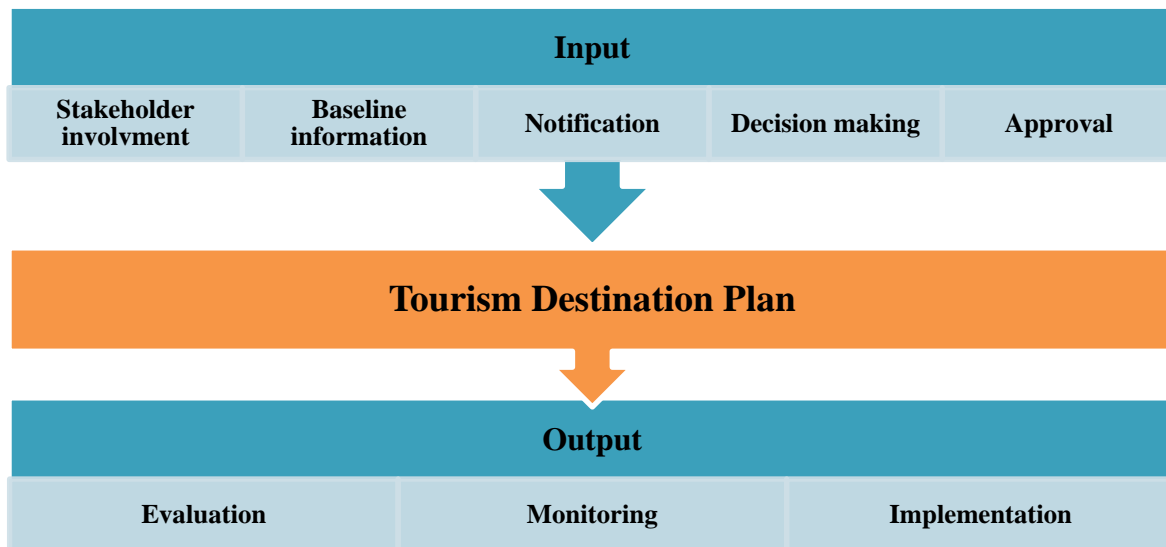
Since tourism is a composite and complex product and services that are produced by numerous entities along tourism value chain, an effective tourism planning empowers to organise and integrate these entities in a manner that allows consistent delivery and high quality of tourism experience (Julian, 2016). Especially at tourism destinations, that largely remain intangible geographical as well as socio-economic structures, tourism destination planning ensures effective expectations management and maximising satisfaction for both visitors and local residents. Tourism is a highly dynamic economic sector and is constantly exposed to strong competitive external forces that are largely uncontrollable. Therefore, tourism planning should assist and devise precautionary measures and competitive

strategies at the earliest possible stage of tourism development to avoid both potential and unforeseen risks (Julian, 2016).

Without a precise, careful and holistic approach to tourism planning, destinations are most likely to experience negative outcomes of tourism growth in a location. Irresponsibly planned and managed tourism causes significant harms on the environment and cultural heritage, it degrades scenery, disrupts local cultures and communities as well as provides opportunities for tourism revenue leakages from local communities (Stange, Brown, & International, 2013, p. 9). On the other hand, provided that tourism is properly planned, positive impacts can be maximised. Tourism is considered as sustainable tourism only when it takes into consideration the principles of sustainable development, when it generates products and services for specific segments of tourists and enhances their experience, preserves local natural and cultural resources as well as contributes to the quality of life of local residents (Stange et al., 2013, p. 21).

The tourism planning process usually consists of three stages (see Figure 11). Firstly, information on tourism development is gathered, evaluated and current tourism growth issues are prioritised. Then, it is decided what tourism priorities are for the future and, thirdly, concrete actions are being decided how these future objectives will be achieved (Julian, 2016; Meyer, 2016). The core outcome of the tourism planning processes is a tourism plan or a tourism development master plan that provides a structured framework for tourism development and promotion in a destination (Julian, 2016; UNWTO, 2016d). The main topics that should be included in a tourism plan cover such areas as a spatial structure of tourism activities and tourism infrastructure, types of tourism, as well as types and requirements for tourism infrastructure and services, visitor regulation and carrying capacity (Meyer, 2016). Tourism plans also include numerous themes related to tourism development, namely adjusting legal and socioeconomic frameworks at the policy development level, and fostering tourism products and services, at the tourism policy implementation and operational levels. Also, a comprehensive tourism plan should always include a responsible body or authority for a plan and foreseen activities (Meyer, 2016).

Figure 11. Steps of Tourism Destination Management Planning Process



Source: M. Meyer, *Steps of Tourism Management Planning*, 2016.

There are several levels of tourism management that go across different levels. In particular, international tourism planning is related to international transportation services and tourism flows among different countries (Julian, 2016). This level also is concerned with setting international tourism trends and tendencies as well as includes numerous cooperative activities among different states and international organisations (Julian, 2016). At the national level there is a national tourism strategy that should be aligned with a national development plan as well as sustainability strategies and international agreements (Meyer, 2016). Then, regional and/or provincial development plans cover tourism development issues at the regional level, followed by the community and/or town level development plans. At the lowest level there are natural and cultural heritage management plans as well as site management plans (Meyer, 2016). These plans are expected to ensure systematic development, protection and promotion as well as sustainable operations of these sites.

Overall, all tourism planning documents are expected and ideally should be aligned to foster a holistic approach to tourism development in all destinations of a country and at all levels. In technical terms tourism planning processes should involve situation analysis on the one hand, and vision, common rules, objectives, control and active development strategies on the other (Julian, 2016; Meyer, 2016). Regardless of the level of a tourism plan, the major objective of tourism planning is to influence and control tourism development (Meyer, 2016). Additionally, tourism planning targets to decrease potential threats to natural and cultural environment as well as to enhance the benefits of tourism. It

also aims to support nature conservation and resource efficiency efforts, generating sustainable alternatives and ensuring participation of all stakeholders (Meyer, 2016).

Tourism and tourism destination plans create a common vision for tourism development in a destination and ideally should be prepared based on a consultative processes as well as approved by all relevant stakeholders and local communities affected (Meyer, 2016). Particularly participatory processes enable to diminish the possibility of conflicts and strengthens a commitment to joint vision (Meyer, 2016; UNWTO, 2017c). While a tourism destination plan is never complete and requires continuous updating and upgrading, a plan should attempt to be a short and at the same time a coherent, credible and practical user-friendly document enabling effective implementation of a plan. According to practitioners of tourism planning, tourism destination planning process consist of seven steps, namely:

- stakeholder involvement in the tourism planning and decision-making processes aim to establish a common vision and joint issue of concern among stakeholders as well as provides opportunities in building new capacities. From the integrative management perspective, only tourism plans created with active stakeholders' engagement and participation will serve as a guiding framework for tourism development in a destination. Possible tourism stakeholders' engagement is graphically shown in Appendix F;
- baseline information is a vital step of the tourism destination planning process as it properly evaluates the status quo of tourism development and predicts the future environment for local and national tourism progress. Baseline information should provide details on (1) economic, environmental and socio-cultural characteristics of an area based on existing studies, plans, surveys, GIS data, among other, (2) local and regional tourism management conditions, and (3) legal framework of sustainable tourism development;
- the vision and goals step implies building idealistic and realistic plans for tourism progress in a destination. Creation of a vision enables active and broad participation of local community members and generates a desired state of tourism in a destination. At the same time, it allows all stakeholders to stay committed to joint goals and should essentially reflect local needs and expectations in terms of economic, environmental and socio-cultural progress. On the other hand, goals represent a multi-stakeholder processes and aim at representing a common vision but well-defined enough to be attainable within a certain period of time;

- the goals, objectives and the work plan step reflects how these three destination planning aspects are interlinked and organised. A possible implementation scheme for this step is shown in Appendix G;
- impact assessment and impact management reflects and determines a concrete and precise measure to address, mitigate and avoid existing and potential negative impacts of tourism progress in a destination, taking into account concerns of all stakeholders and local communities;
- monitoring and adaptive management implies that only regular and timely monitoring empowers to accordingly adjust destination plans based on data collection, evaluation and reporting and opinions of local residents;
- the decision-making, approval and implementation step is a final step of tourism destination plan. It is essential to ensure that the decision-making process is closely related to baseline information, impact assessment and carried out in a transparent manner in close consultation with all tourism stakeholders and local community members. An approval process enables to guarantee that a tourism destination plan is feasible and successful if it finds the approval of all participants involved in the planning process, relevant local stakeholders and people who will be affected by tourism growth but not directly involved in planning. Once tourism destination management plan is approved, it requires comprehensive implementation where foreseen responsibilities are executed by the responsible bodies as well as where there is an ongoing feedback process that allows timely review and update a destination management plan as required (Meyer, 2016).

From the tourism monitoring perspective, tourism planning should be perceived as a proactive approach to regulation and progress of tourism which is based on a plan adopted by regional and/or local authorities and all relevant stakeholders (Meyer, 2016).

Tourism planning empowers all stakeholders to adequately evaluate the impacts of existing and future tourism development and monitor impacts of tourism activities (Meyer, 2016). Since tourism planning is a vital part of tourism management planning, provided provisions for and importance of measuring tourism impacts are included in a higher level of tourism planning documents, they are more likely to be also involved in operational documents, thus, leading to implementation. Moreover, covering the issues related to tourism monitoring in a higher, for instance, national level tourism strategies and plans also imply political will and commitment to measure the impacts of tourism. This is likely to

result in sufficient funding which allows ensuring the required level of human and technological resources for regular, timely and systematic measuring of tourism impact in destinations.

The use of the indicators especially those related to sustainability is of particular importance in the early stages of tourism planning on the one hand, and supporting tourism developments on the other (Oliveira, 2013). According to the UNWTO and UNEP, the existence of the sustainability-related indicators empower destinations to clarify their tourism development objectives and importantly to make them more precise, as well as to increase accountability and raise awareness (UNEP & UNWTO, 2005b, p. 72). The use of indicators allows generating quantitative characteristics of business conditions, businesses and territorial needs. Based on them, tourism destinations can decide upon strategies, policies and actions for tourism development. The effective use of indicators also enables measuring how tourism policies and targets are operationalised in tourism management and development as well as enabling timely revisions and, if necessary, amendments (UNEP & UNWTO, 2005b, p. 72).

Finally, it can be noticed that the destination management plan has several similarities with the seven-step ETIS implementation, analysed in section 3.3. Active stakeholders' involvement, establishing clear responsibilities and roles, data collection and analysis of the results and, importantly, ongoing improvement based on the monitoring of tourism impacts are among the key steps that are aligned between destination planning and tourism monitoring processes. This allows presuming that measuring of tourism impacts can be effectively applied at the destination planning stage. Once tourism monitoring becomes a part of tourism destination management planning, growing or changing destinations will imply that the measurement of tourism impacts will adapt accordingly and will remain an integral stage of a destination management.

3.3 Tourism destination: competitiveness and measurement

Only the competitive tourism sector can become an instrument for development (UNWTO, 2013). Tourism competitiveness takes into account business, investment and position of trade liberalisation environment in tourism, as well as its effects to local economies, small and medium enterprises and overall sustainability in a destination. Competitiveness in the tourism sector also refers to a variety of issues related to market access, quality of products and services, and resilience of the sector (UNWTO, 2013).

It is essential to have sound data for informed tourism planning and management to ensure long-term competitiveness (UNWTO, 2013). In this regard it is required to develop reliable statistical and monitoring systems to measure both the performance and impacts of the sector. This is required to ensure that tourism meets national sustainable tourism goals and indeed becomes a resilient economic sector that contributes to sustainable development of destinations, regions and nations (UNWTO, 2013).

Only by measuring the performance and impacts of tourism, competitiveness and sustainability can be achieved. In terms of competitiveness, monitoring allows grasping tourism contribution to the local economy, business environment, value and positioning of tourism destination as well as effectiveness of risk management, security and resilience of the sector (UNWTO, 2013). On the sustainability side and in relation to the twelve aims of sustainable development, tourism competitiveness especially contributes to economic viability, local prosperity and visitor fulfilment (UNWTO, 2013).

In terms of competitiveness in the tourism sector, it is essential to consider several characteristics that greatly influence the competitiveness of tourism from the local to the global levels. Firstly, there is no concrete definition or conceptualisation of competitiveness in the tourism sector or destination (Centre for Strategy and Evaluation Services (CSES), 2013; Dwyer & Kim, 2003). In the broadest sense, competitiveness in tourism as well as in any other economic sectors can be understood as the ability of the tourism sector to sustain and enhance value-added or income per person. When compared from the external environment point of view, competitiveness refers to sustaining and enhancing trade balance, being able to attract investments as well as to generate and apply innovative ideas to maintain sustainable performance of a firm (Centre for Strategy and Evaluation Services (CSES), 2013).

Secondly, according to the European Commission, innovation can take different forms such as product, service, business model or marketing improvements (Centre for Strategy and Evaluation Services (CSES), 2013). Especially in the case of tourism, innovation is likely to result in process innovation that has positive impacts on a long-term performance of a firm or economy. In this regard, adequate indicators for tourism enable to measure the performance and impacts of tourism. It is common to collect data on economic turnover, tourism income and employment whereas increasingly there is available data on productivity and the added-value of tourism. Such indicators enable observing how efficiency improves in the tourism sector providing substantial economic benefits (Centre

for Strategy and Evaluation Services (CSES), 2013).

A capability to respond to the ever-changing visitors' requirements and needs also defines the competitiveness of the tourism sector (Centre for Strategy and Evaluation Services (CSES), 2013). Since in the past two decades tourism has become particularly related to creating experiences, destinations that are able to grasp data on tourism satisfaction levels will be more likely to provide better, higher-quality and more distinctive experiences to visitors and will remain more competitive. In this sense, both destinations and individual service providers compete in capturing greater flows of tourists and thus overall tourism infrastructure as well as social skills and responsiveness of tourism service providers is of crucial importance. Finally, positive competition and cooperation is necessary to be ensured and fostered in destinations to ensure competitiveness and successful implementation of tourism strategies (Centre for Strategy and Evaluation Services (CSES), 2013).

Scientific literature aims to provide more structured approaches to defining and analysing competitiveness in destinations or tourism in general. Dwyer, Forsyth, and Rao (2000, p. 9) claimed that while there is no single definition of tourism competitiveness, it could be understood as "[...] a general concept that encompasses price differential coupled with exchange rate movement, productivity levels of various components of the tourist industry and qualitative factors affecting the attractiveness or otherwise of a destination". d'Hartesse (2000, p. 23) referred to competitiveness from the general economic perspective and stated that competitiveness of a destination is "[...] the ability of a destination to maintain its market position and share and/or improve upon them through time". Similarly, Hassan (2000, p. 239) claimed that competitiveness of a destination is "[...] the destination's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors". A variety of scientific studies indicate that destination competitiveness can be linked with a number of tourism-related issues, such as the purpose of a trip, hotel and restaurant sector, transport, as well as the role of public administration, destination policy, planning and management (Dwyer & Kim, 2003).

Some scholars claimed that competitiveness is a relative concept, i.e. competitive compared to what?, and multidimensional concept, i.e. what attributes define competitiveness? (Spence & Hazard, 1988). Competitiveness could be identified in diverse contexts, especially aiming to emphasise the multi-faceted perspective on competitiveness

(Dwyer & Kim, 2003). Namely, competitiveness can be understood as (1) a comparative advantage, as a source of international competitiveness, and/or price competitiveness perspective that mainly refers to country-specific elements of competitiveness, e.g. see Bellak and Weiss (1993), Fagerberg (1988), Porter (1990), Rugman and D'Cruz (1993); (2) a strategy and management perspective focuses on firm-specific features of competitiveness, e.g. see Ghoshal and Seok (1986), Rugman and D'Cruz (1993), Porter (1985, 1990), Mahmoud, Rice, and Anders (1992), and, finally, (3) as a historical and cultural perspective concentrates social, political and cultural aspects of competitiveness, e.g. see Hofstede (1980), Porter, Sachs, and McArthur (2002). Diverse considerations towards competitiveness imply that different sets of indicators are used to define and measure competitiveness (Dwyer & Kim, 2003; Moon & Peery, 1995). As it can be observed, the aforementioned possible definitions of destinations competitiveness mainly refer to price competitiveness and management perspectives of competitiveness, rather than historical and cultural one. Consequently, competitiveness remains perceived as a purely economic concept in tourism as well as in other sectors.

Similarly, Buhalis (2000) and Crouch and Ritchie (1999) stated that while generally competitiveness is understood only in economic terms and identified as growing welfare of local communities, other scholars identified other major elements that define destinations' competitiveness. In this regard, Poon (1993) claimed that if a destination aims to become and remain competitive, it has to follow four main principles, in particular to (1) take environment in serious consideration, (2) make tourism a key economic sector, (3) reinforce distribution channels in main markets, and, finally, to (3) build and sustain dynamic private sector. Hassan (2000, p. 239) proposed a model for destination competitiveness that also emphasised environmental aspects and claimed that overall application of such a model would empower to maintain tourism sustainability as well as growth in a long term. The suggested model is based on four key determinants of competitiveness:

- comparative advantage that is linked to both micro and macro characteristics of markets and defines overall competitiveness;
- demand orientation referred to as a destinations capability to act in response of continuously transforming nature of tourism market demand and travellers' needs, which was also indicated by the European Commission;

- industry structure focused on determining whether a well-organised structure of the tourism sector exists or not;
- environmental commitment concentrates on the efforts of destinations to maintain, protect and well-manage environment and natural resources (Hassan, 2000).

Aligning with the attitudes and considerations of Poon (1993) and Hassan (2000), Ritchie and Crouch (2000, p. 5) claimed that in general and in absolute terms, a competitive destination is the one that manages to ensure long term economic benefits and prosperity creation for a host community on a sustainable basis. The authors highlighted that "[...] competitiveness is illusory without sustainability" and thus importantly noted that the most competitive destinations generate sustainable welfare for the local community (Ritchie & Crouch, 2000, p. 5). This notion is especially important from the sustainable development point of view as it focused not only on economic benefits, but also on the social and environmental well-being of a destination and host community.

Furthermore, some other models of destination competitiveness focused more on stakeholders, i.e. people that are major drivers of competitiveness, and existing linkages among them determined by communication and information management in a destination (Heath, 2003). The proposed model consisted of four main elements with the principle of house, namely foundations, cement, building blocks and roof that connected interlinked in the following way:

- the foundations refer to the key grounds for competitiveness and include (1) creating and managing the main attractions (e.g. culture, history, events, climate, among others), (2) optimising the comparative and competitive advantages, (3) considering the fundamental non-negotiables (e.g. safety, health, personnel) , (4) providing the enables (e.g. roads, infrastructure, airports, among other), (5) capitalising on the value adders (e.g. destination image, location, value), (6) ensuring appropriate facilitators (e.g. accessibility, accommodation, among others), (7) focusing on the experience enhancers (e.g. unique experience, service excellence, among others);
- the cement part is considered as a binding link that connects all the aspects and elements of competitiveness, namely ongoing and transparent communication and information channels, ensuring and providing a balance for direct and indirect stakeholders and benefit groups engagement, as well as researching, analysing tourism indicators, forecasting and benchmarking;

- the building blocks are enabling conditions and circumstances that support and encourage tourism development in a destination. These enabling factors are (1) sustainable development policy and framework, e.g. policies as well as legislative and regulatory frameworks, business and investment environment, resources and capabilities, and (2) strategic and holistic destination marketing framework and strategy, e.g. destination marketing, positioning and branding, demand and visitors satisfaction management;
- the roof part of this competitiveness model encompasses the human dimension of a destination, namely people and their characteristics such as community focus, development of human resources, political will and entrepreneurship. Particularly, people are considered as the major success drivers of the competitiveness in a destination (Heath, 2003).

This model, graphically illustrated in Appendix H, also emphasised that demand conditions and circumstances ultimately define the competitiveness of a tourism destination. Awareness of a destination, perception and preferences of current and potential visitors are the features that determine demand conditions of a destination (Dwyer & Kim, 2003; Heath, 2003).

Although comparative advantages that are inherited resources such as climate, natural or cultural heritage, flora or fauna is unfeasible to change or transform, tourism destinations aim to explore a variety of strategies and opportunities to enhance and strengthen their competitiveness and accordingly their sustainability. Possible approaches are likely to be related to a business, especially the marketing approach to competitiveness to accomplish the so-called value competitive advantage (Gilbert, 1990; Poon, 1993). These approaches are related to not only to economic but also environmental and social objectives of destinations, that are often interconnected (Dwyer & Kim, 2003). Specialisation, innovation, investment, risk taking as well as productivity improvements, ethical business behaviours and building alliances are listed among possible strategies to enhance competitiveness in tourism firms and destinations (Ritchie & Crouch, 2000).

To illustrate, specialisation is associated with differentiating new tourism products and services strategies aiming to reach new and/or different market segments (Dwyer & Kim, 2003, p. 393). Commonly it is done by concentrating on core competencies, expertise as well as by applying the latest information and communication advancements to satisfy the ever-changing needs of travellers which are already diverse, their expectations and

requirements. Innovation is often very closely related to specialisation, as tourism destinations might consider the possibilities of outsourcing nonessential activities and focus on their key strengths. While in the last decades of the 20th century innovation was especially connected with productivity, later changes in technology especially enabled virtual organisation and coordination of work, thereby further fostering competitiveness of tourism companies and resulting in more competitive destinations. Furthermore, investment directed to diversifying tourism products, services and visitors' experience boost attractiveness and competitiveness. Tourism destinations with additional local and foreign investments are likely to overcome constraints to tourism development, e.g. seasonality, level and quality of infrastructure. In this regard, it is necessary to note that investment in the environment, host government fiscal policies, political stability, availability and quality of available human resources are among the major elements that determine the attractiveness of a tourist destination for foreign investors (Dwyer & Kim, 2003, p. 393).

On the other hand, risk taking is another potential strategy to foster competitiveness of tourism destinations and is closely connected with the resilience of the tourism sector (Dwyer & Kim, 2003, p. 394). Taking risk is considered as tourism's ability to maximise returns, despite potential high risks. Risk taking is a crucial part of innovation and advancing tourism destinations and economies in general. Tourism firms, and thus destinations, that are willing to take risks are more likely to become innovation-driven destinations described by greater learning capacities, specialisation and consequently higher competitiveness. Exploring ways to enhance productivity is yet another approach to increase competitiveness of a tourism destination. Although productivity typically implies efficiency and effectiveness of a destination, it is also closely related to higher skills, expertise and more flexible labour. All together these features enhance the competitiveness of tourism destinations since more qualified labour force can better and faster adjust to constantly changing environments and visitors' needs by providing more qualitative experiences (Dwyer & Kim, 2003, p. 394).

Ethical business behaviours are yet another possible strategy to foster competitiveness in tourism destinations. Ethical business implies a healthy, social and sustainable corporate culture that respects the principles of sustainable development, respect for all individuals as well as norms of society it operates in, including fairness, loyalty, continuous learning and improvements (Dwyer & Kim, 2003). It is also important to highlight that truly

sustainable tourism destinations consider potential environmental and social costs as opportunities for business endeavours. While a primary goal of tourism destinations is to maintain their competitiveness on the local, regional and global markets, only by engaging in ethical tourism activities and practices, exploring other aforementioned potential practices and accordingly being able to satisfy larger interests of travellers as well as society can significantly contribute to tourism destinations competitiveness in the long run (Dwyer & Kim, 2003, p. 394).

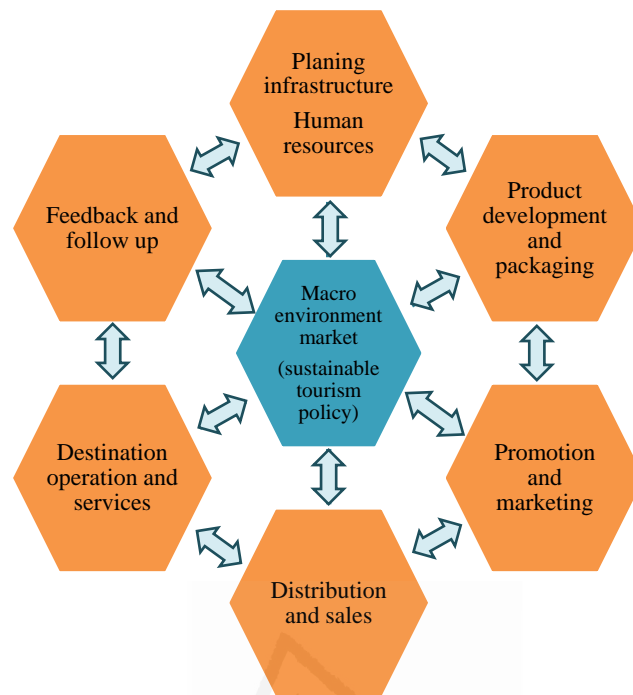
The last approach to enhance competitiveness is through alliance formation (Dwyer & Kim, 2003, p. 394). A number of scholars such as Hassan (2000) and Porter et al. (2002), as well as international organisations like the WTTC argued that partnerships, including private and public partnerships, and close cooperation among stakeholders maintain and enhance competitiveness in tourism destinations, especially through better-quality tourism products, services and experiences (Dwyer & Kim, 2003, p. 394). As tourism involves a number of other economic sectors that are interlinked among themselves, the above analysed approaches can be successfully applied in all of these sectors. In this sense, Hassan (2000, p. 239) highlighted that competitiveness models of tourism destinations need to explore these potential links and cooperation that the competitiveness of a tourism destination would be achieved and maintained in a long term.

Furthermore, it is becoming a common practice that tourism destinations join their forces to make a tourism cluster with the main purpose to reinforce the identity of their destination and provide greater benefits in terms of sustainable development (Move IT, 2012). As tourism identity is a unique characteristic of a destination that differentiates it from other destinations, forming a tourism cluster ensures that all relevant stakeholders are committed to its identity and thus contribute to maintaining the competitiveness of a destination (Move IT, 2012). Clusters in tourism and other economic sectors are defined as a group of firms and institutions that are located in a specific geographic area, connected by interdependencies and are driven by numerous externalities that are specific for that concrete area where spillovers generates greater competitiveness (Ketels & Memedovic, 2008). Through the four essential characteristics of clusters, namely proximity, linkages, interactions and ensuring critical mass, tourism clusters enable positive spillovers based on common objectives, common resource sharing, continuous interactions that can have a significant impact on firms that constitute a cluster and a destination performance (Ketels & Memedovic, 2008; Move IT, 2012).

In terms of tourism, there can be different types of tourism clusters. Specifically, (1) the group purchasing cluster, (2) the value chain, also called vertical, cluster, (3) the label, also called horizontal, cluster, and (4) the territorial cluster (Move IT, 2012). Through the group purchasing clusters, which in most cases generates itself impulsively and is self-financed, related stakeholders seek for economies of scale and higher cost advantage for cluster members. The value chain clusters are constructed based on skills and know-how that allow improving business performance, compared to non-clusters members. The value chain clusters include the main contractor or contractors, suppliers and subcontractors, are led by the contractors and financed by cluster's members. The label, or horizontal, clusters unite stakeholders to share good practices, e.g. certification or joint label, and have a common communication. The label clusters are commonly commenced by external contractor and are publicly funded. The territorial clusters, similarly to the value chain clusters, are joined to share good practices but that are more related to territorial management of a destination and are usually publicly initiated and financed (Move IT, 2012).

The UNWTO as a specialised UN agency depicted numerous interactions that tourism destination has to manage to ensure high level quality of its products, services and overall tourists' experiences (UNWTO, 2016c). In this regard, tourism destinations have to consider the broad macro environment and markets where tourism takes place. At a tourism destination's macro and micro levels, destinations take into account (1) infrastructure and planning of human resources, (2) product development and packing, (3) promotion and marketing, (4) distribution and sales, (5) destination operation and services, and eventually (5) feedback and follow-up. What is more, interactions occur at two levels, as shown in Figure 12 below. Namely, they occur among micro and mezzo levels, and macro levels, as well as between micro and macro levels. Only destinations that are capable to properly plan, manage and ensure smooth and sound interactions among these linkages can ensure their sustainable growth and competitiveness in a long term (UNWTO, 2016c).

Figure 12. Destination Management and Quality Cycle



Source: UNWTO, UNWTO Destination Management and Quality Programme, *Conceptual Framework*, 2017.

The UNWTO especially noted that to pursue and maintain competitiveness destinations are expected to use all available resources, namely natural and man-made, cultural, human and capital (UNWTO, 2016c). These and other possible resources are needed to be used in the most efficient and effective manner in order to extend and deliver high-quality, attractive, ethical and innovative tourism products, services and experiences, and thus achieve sustainable progress of tourism destination as a part of its vision and strategic objectives. In general, according to the UNWTO, competitiveness is an ability of tourism destination to enhance the added value of tourism, improve as well as diversify its market offers and components, and foster and optimise its attractiveness and benefits for travellers as well as for local population in sustainable manner (UNWTO, 2016c).

Finally, it is of crucial importance to highlight and acknowledge the fact that competitiveness of a destination is not to be perceived as an eventual end of tourism policies but rather as an intermediary objective to contribute to local, regional and national well-being (Dwyer & Kim, 2003). As the Travel and Tourism Competitiveness Report, published by the World Economic Forum (hereinafter: WEF) in April 2017 emphasised that more sustainable and inclusive progress of the tourism sector is essential to secure stable and sustainable growth of the sector (World Economic Forum, 2017). This requires taking into serious consideration uncertain safety and security environment as well as

giving a due attention to the preservation and promotion of natural environment and welfare of host communities. In order to achieve greater competitiveness and sustainability of the sector calls for closer cooperation of all stakeholders is essential aiming to foster the competitiveness of the tourism sector in national economies worldwide (World Economic Forum, 2017).

Measuring of the competitive environment is a central part of both tourism policy and strategy formulation which should also systematically assess the effectiveness of the major policies of tourism (Dwyer & Kim, 2003). Faulkner (1997) additionally underlined that the evaluation of the effectiveness of tourism policy could be more comprehensive and, by merging it with the analysis of tourism market share, would provide a better gauge of how the objectives of tourism development are met (Faulkner, 1997). The UNWTO also emphasised that "[t]he pursuit of competitiveness has become a major policy objective for NTAs [national tourism authorities] at the central government level and a strategic issue for DMOs at the regional and local level" (UNWTO, 2016c). While tourism destinations are becoming more and more decentralised, the main stakeholders of the tourism sector are getting engaged in tourism policy and management issues aiming to ensure long term sustainability of tourism growth in a destination (UNWTO, 2016c).

Monitoring of tourism performance and impacts is an integral part of overall tourism policy and strategy formulation (Dwyer & Kim, 2003). In the context of tourism competitiveness, measuring allows to observe and evaluate the effectiveness of tourism policies, strategies and plans that are designed to foster both competitiveness and sustainability of tourism. As in the sustainability perspective referred to extensively in the previous sections, measuring provides more solid background for informed and data-based strategic decision-making (Faulkner, 1997). Provided that wider communication is ensured, the extensive benefits and usefulness of monitoring of tourism performance and impacts, can be better understood by policy makers, numerous tourism stakeholders and society as a whole (Faulkner, 1997).

Measuring of tourism activities is essential in ensuring sustainable progress of tourism. Similarly, measuring of the impacts and effects of tourism as well as performance of tourism assists in guaranteeing competitiveness of the tourism sector. While these seem to be two different and hardly related areas of tourism, this section has clearly indicated that they are actually highly correlated. This is due to the fact that only competitive destinations can be sustainable and ensure that benefits from tourism development are being generated

in a long term. Similarly, sustainable destinations can be competitive as sustainability has become an integral part of overall competitiveness of the tourism sector globally.

Having defined the concepts of sustainable development and sustainable tourism, I have analysed how the concept of sustainable tourism has emerged throughout the history becoming an important part of a global policy agenda. The significance of sustainable tourism in the international agenda has been perfectly illustrated by the fact that such organisations as the UN agencies, institutions like UNWTO, UNEP, UNDP, UNESCO, among others, the WB, OECD, the European Commission and other several international institutions like GSTC focus exclusively or dedicate an important part of their activities to tourism.

Later, I have dwelt in detail on tourism development from the perspective of the three sustainability pillars. I have thoroughly explored what potential economic, environmental and social benefits tourism creates in tourism destinations worldwide. In this part I have also looked into some conditions and measures that are required to be considered and implemented in order to maximise positive impacts of tourism, and, respectively, minimise potential negative effects. As numerous and diverse examples clearly indicated, effective tourism planning, management and policies can substantially minimise potential risks in the tourism sector. However, it is possible only when tourism management and policy decisions are based on comprehensive, regular and timely data. Systematic and data-based evidence is required so that tourism policies would adequately respond to the needs and expectations of both host communities and visitors in terms tourism progress as well as timely address current and potential risks and shocks that can affect tourism growth.

Accordingly, I have further examined what current approaches are being used to measure sustainable development in practice. As it could be observed, a variety of initiatives and methods have been developed with an attempt to evaluate how we are progressing towards a more sustainable future. Due to numerous issues that sustainable development includes, its measurement is particularly complex since it aims to provide due considerations with regard to all three sustainability pillars equally. Similarly, as tourism is an intrinsic sector that is closely interrelated with other economic sectors as well as it has a considerable impact on host population and environment, to properly monitor and analyse these linkages becomes a challenging task at the local and global levels alike. I thus provided a detailed overview of possible methods that are being applied in monitoring tourism effects on local development of tourism destinations. The analysed approaches (see section 3.4) differ

substantially in terms of complexity and with regard to what issue of sustainability they address. Some methods are better in analysing economic and environmental factors whereas others take into account social aspects of tourism development in a concrete tourism destination.

While tourism development takes place globally, tourism is embedded in a concrete locality, in the local environment and social lives of communities. For this reason, I approach the concept of a tourism destination itself. I analysed diverse definitions, typologies and key characteristics of tourism destinations. I further looked into planning and management structures of destinations to provide a meticulous understanding – on the one hand, where and how measuring of tourism impacts is included in the overall planning processes of tourism, while on the other hand – how tourism can benefit tourism planning and management so that tourism could be more sustainable and thus more competitive. Especially in today's world which constantly experiences economic, social and environmental shocks, tourism destinations as well as tourism in general put enormous efforts and resources to continue to strive and provide expected benefits to local communities, economies and environment. Therefore, it is worth analysing concrete initiatives that aim to assist tourism destinations in their efforts towards more sustainable tourism development contributing to sustainable local development.

4 EMPIRICAL STUDY

"This system [the ETIS] allows destinations to develop the tourism they want, rather than the tourism they end up with."

– Malcolm Bell (2013)

4.1 Research hypotheses

After discussing the importance and the role of tourism for local development and as an instrument for sustainable development worldwide, as well as analysing the issues related to measuring the impacts of tourism as a means to enhance tourism contribution for sustainable development, the following research hypotheses are formulated to analyse how sustainable tourism development can be supported through improved measurement:

H1: Measuring the impacts of tourism positively contributes to improved destination governance processes.

H2: Measuring the impacts of tourism provides positive benefits for relevant tourism

stakeholders in tourism destinations.

H3: Participation in organised initiatives related to tourism measuring which encourages stakeholders' commitment to measure the impacts of tourism.

H4: Measuring the impacts of tourism help in raising the awareness of importance of sustainability among tourists.

H5: Tourism development positively contributes to overall sustainable development in tourism destinations.

H5a: Tourism development positively contributes to improved destination management and governance in tourism destinations.

H5b: Tourism development enhances economic benefits in tourism destinations.

H5c: Tourism development enhances social and cultural benefits in tourism destinations.

H5d: Tourism development enhances environmental benefits in tourism destinations.

As the literature review suggested, measuring the impact of tourism and sustainable tourism development is essential for destination governance processes. The improved and evidence-based tourism management and policy-making as well as greater engagement of relevant stakeholders are among the key elements to foster sustainable tourism progress in destinations. Sustainable tourism growth accordingly helps to enhance positive benefits of tourism to destinations and hence contribute to overall sustainable development.

Considering the fact that sustainable development is ongoing process, it is attempted to analyse if there is the underlying linkage between organised initiatives and stakeholders commitment to measure the impacts of tourism development in long-term. It is also intended to analyse whether the monitoring of tourism impacts assist in raising awareness among tourism stakeholders, in particular, visitors of importance of sustainability in tourism destinations.

Given the fact that there is a limited body of empirical evidences on how measuring of the impacts of tourism can efficiently and effectively contribute to sustainable tourism growth and overall sustainable development, the importance of systematically measuring the impacts of tourism development is often underestimated. This is likely to lead to insufficient attention from tourism managers and policy-makers to ensure regular, comprehensive and timely measurement of tourism impacts. Thus, a constructive and in-depth analysis based on concrete tourism destinations can facilitate better understanding how monitoring tourism impacts contributes to more sustainable tourism growth and,

accordingly, to overall sustainable development in tourism destinations.

4.2 Research approach

To implement the empirical research the European Tourism Indicator System and tourism destinations that participate in the implementation of the ETIS are chosen as the case study setting. The ETIS was launched in 2013 by the European Commission as a voluntary tool to help tourism destinations to monitor and measure the impacts and performance of sustainable tourism (European Commission, 2016e, p. 3). The second phase of the ETIS and the updated toolkit was launched in March 2016.

Firstly, background information on the ETIS implementation in Europe based on available secondary data sources is facilitated. The descriptive analysis is based on the literature from scientific and practitioner's sources. This is done with the aim to provide more balanced data of the system itself as well as its implications as they are seen from diverse perspectives.

Secondly, a quantitative study approach based on a survey is conducted to explore further the effects of measuring the impacts of tourism development in the concrete context of the ETIS and to test the research hypotheses is used. A web-based survey in English language was distributed to all destinations in Europe that implemented in the past or that are currently implementing the ETIS in their destinations. The data and results are analysed based on statistical and evaluative analysis and by using SPSS statistical software package.

Based on the findings from the empirical study, conclusions whether the measuring the impacts of tourism can enhance sustainable development of tourism in the concrete context of the destinations that took and/or currently take part in the ETIS are drawn. Especially, it is focused on whether the measuring the impacts can improve destination management and policy making processes as well as enhance tourism benefits to relevant stakeholders, and consequently foster overall sustainable development.

Then it is also concentrated whether the organised initiatives can enhance stakeholders' commitment to measure the performance of tourism and add to awareness raising efforts towards sustainability. Additionally, based on the results from the empirical research, it is observed if indeed tourism contributes to sustainable development based on the attributes that are widely accepted as the elements of sustainable development.

Finally, the empirical study allowed identifying potential practical applications of the research and to formulate some constructive and beneficial proposals to tourism destinations managers and policy makers. It is additionally aimed to provide recommendations for future research on the topic related to the added-value and implementation of the ETIS for the European destinations, and as a valuable contribution of overall European and global efforts to foster sustainable tourism growth as an instrument for sustainable development.

4.3 Data and data collection

The primary data was gathered for the empirical study with the help of an online structured questionnaire (see Appendix I), which is an efficient technique to collect responses from large samples (Saunders, Lewis, & Thornhill, 2009). The survey was aimed to capture the added-value of the measuring the impacts and performance of tourism in order to improve the governance of destinations and enhance benefits for tourism stakeholders, as well as assess the benefits tourism development brings to the destinations in terms of sustainable development in the European context.

An online questionnaire in English language was constructed using the EnKlikAnketa (www.1ka.si) survey platform. The survey link was distributed based on systematic sampling technique, which is a probability sampling technique (Field, 2009; Stat Trek, 2017). Therefore, the results might be generalised to either the whole population of the ETIS destinations, and otherwise.

To collect the primary data the questionnaire to the common email of the entire community of the ETIS destinations was sent out. To guarantee that the survey would be well-received by the professionals that work at the ETIS destinations, an endorsement for the survey from a sustainable tourism expert Cinzia de Marzo, who has formerly worked in the European Commission when launching the ETIS initiative, was received with kind appreciation. Since Cinzia de Marzo is well-known among the professionals of the ETIS destinations, the tourism professionals working in the ETIS destinations could recognise the person and thus have more positive attitudes towards filling out the survey.

However, this distribution approach did not produce the sufficient response rate. In 10-days the response rate was below 15% and the number of collected valid survey was far too little to carry out the analysis. To increase the response rate of the survey and to collect

adequate number of valid questionnaires, the approach to distribute the survey to the ETIS destinations was tailor-made.

The survey then was sent out to individual contact people, based on the list of the ETIS destinations. The individual contacts presented the professionals that they are likely to administer the ETIS at destination level, namely professionals at the destination management organisations and/or local authorities, such as municipalities. The introductory email presenting the survey in English was prepared and sent out to the ETIS destinations in Belgium, Estonia, Finland, Hungary, Ireland, Latvia, Netherlands, Norway, Poland, Sweden, Turkey, and the United Kingdom. To personalise the approach and aiming to collect more questionnaires, the introductory email was translated into other twelve European languages, namely Albanian, Bulgarian, Croatian, German (for the ETIS destinations in Germany and Austria), Greek, Italian, Lithuanian, Montenegrin, Portuguese, Romanian, Slovenian and Spanish (see Appendix J) and then sent out to the corresponding countries.

Such tailor-made approach has given the desired result and the response rate has increased from less than 15% up to 25 and later to more than 30% of all possible respondents. Some respondents additionally had inquires about the survey, provided some observations, as well as confirmed that they have already filled in the questionnaire. Furthermore, a first gentle reminder was sent out after the 10-day period to all the ETIS destinations based on the contact list as well as through the common mailing list of all ETIS destinations.

After another 20 days, a second gentle reminder was sent out, which was also a thank you letter to all the destinations that filled in the survey, both through the common ETIS mailing list email and contact details of separate destinations. It is noteworthy that the respondents at the destinations were fully informed about their contact details to ensure ethical elaboration of the survey. With the thank you email, the tourism professionals have been notified that their contact details are based on the ETIS destinations and, besides sending this questionnaire, they have not been and will not be used for any other purpose or distributed to the third parties in any way.

In addition, the ETIS destinations were also encouraged to fill in the survey during the General Assembly and the Annual Meeting, which both took place in March and April 2017, of the NECSTouR. NECSTouR unites nearly 30 regions in Europe and aims to develop a systematic framework for promotion, coordination and research on sustainable

and competitive tourism (The Network of European Regions for Competitive and Sustainable Tourism (NECSTouR), 2016b). Considering the fact that eight out of ten ETIS destinations take part in activities of the NECSTouR (The Network of European Regions for Competitive and Sustainable Tourism (NECSTouR), 2016a), this was also a beneficial channel to distribute the survey.

Furthermore, the two types of secondary data for a descriptive case study were used in the research. Past studies and policy documents of the ETIS initiative provided in-detail understanding how measuring the performance of tourism emerged in the European context. Similarly, the descriptive study of the ETIS enabled a better comprehending of the importance and the implementation processes of the initiative. The exploratory analysis of the ETIS at the destination level based on available online sources allowed exploring what outputs and results were achieved thanks to the ETIS implementation as well as why the initiative is beneficial, if so, for the tourism destinations in the European context.

4.4 Methodology

The research concentrates on analysing what added-value measuring the impacts of tourism creates in tourism destinations and how tourism can foster sustainable tourism growth in the context of the ETIS destinations contributing to overall sustainable development. There is a limited body of empirical evidences on how measuring the performance and impacts of tourism is being used to efficiently and effectively contribute to sustainable tourism growth and overall sustainable development. Given this, it is intended to check whether the findings from the quantitative study are in the line with the ones from the exploratory analysis of the ETIS initiative and the destinations.

Previously in the quantitative research, the exploratory descriptive case study attempted to generate broader and more thorough understanding of why more than 200 destinations around Europe have decided to implement the ETIS. In this part of the dissertation, it is looked what added-value of the ETIS initiative policy makers and destinations themselves identified, especially in terms of destinations governance and sustainable tourism growth as a means for sustainable development in destinations. It is also aimed to compare if the achieved benefits and results are corresponding to both expectations of the destinations and the main arguments as outlined in the literature review.

A case study, as a research method based on past studies, generates a more profound and

holistic explanation on the social matter at hand, as well as significantly complements a quantitative research (Gülseçen & Kubat, 2006; Zainal, 2007). Case study analysis has been extensively used by practitioners and academia alike to evaluate effectiveness, performance, impacts or indicate good practice examples in the field of tourism (Mills, Durepos, & Wiebe, 2010). Some of the recent content analysis studies neglected potential misconceptions of a case study as conceptually and analytically weak research method, endorsing its suitability in tourism (Xiao & Smith, 2006). As a research method, a case study analysis helps integrating theory and practice as well as assists in better grasping complex linkages and interactions of the tourism sector (Beeton, 2005). Considering these arguments, a case study analysis is an adequate method to employ in the research.

The survey is based on the theoretical constructs thoroughly analysed in Chapters 1, 2 and 3. These constructs are substantially relied upon numerous existing scientific studies, also analysed in the previous chapters, to increase the validity and reliability of the empirical study of the survey. On the one side, these constructs are especially related to the topics of measuring the impacts of tourism and how the potential benefits from tourism monitoring can contribute to improved tourism planning and governance, and enhance benefits for different stakeholders' groups. On the other side, the analysed constructs focused on the tourism contribution to different sustainability pillars, namely governance, economic, environmental and social cultural aspects, so that tourism could be truly perceived as a means for sustainable progress in the locality.

The questionnaire (see Appendix I) is divided into two parts. Part 1 of the questionnaire aims to learn how measuring the impact of tourism benefits the governance of the destination and tourism stakeholders. This part consists of a screening question whether the measuring the impact of tourism is considered important for a destination. This question allows learning of the overall perspective towards measuring the impacts and thus if a respondent is likely to provide informative replies to the following questions of the survey. Also, this part includes questions on what methods and/or methodologies destinations use to measure the impacts of tourism as well as what are the key challenges in measuring, where destinations could provide multiple replies.

In Part 1 of the questionnaire respondents are asked to evaluate by five-point Likert scale the statements related to potential benefits and added-value of measuring the impacts of tourism for destination management and tourism stakeholders. The Likert scale ranges from 1 = "strongly disagree" to 5 = "strongly agree", as well as provided an option to

indicate if a statement is not applicable, in particular 0 – "don't know / not relevant". Every statement in these questions is based on the literature review in the previous chapters and summarised in Tables 1 – 2.

The set of statements in Table 1 is related to possible benefits the measuring of tourism impacts generate for the processes of destination governance and management. These statements refer to the research hypothesis 1 and listed in Table 1 below.

Table 1. Constructs and their Background: Added-Value of Measuring the Impacts of Tourism for Destination Management

Statement	Adapted from / Based on
Regular measuring the impact of tourism provides timely evidences for well-informed decision-making processes.	European Commission (2017c); UN Division for Sustainable Development (2001); OECD (2016b); Hall (2008); UN, European Union, Food and Agriculture Organization of the United Nations, International Monetary Fund, et al. (2014); Beinat and Nijkamp (1998); UNWTO (2017c)
Measuring the impact of tourism provides necessary evidences to improve tourism planning in the destination.	Hák et al. (2007); UNWTO (2017c); Palmer and Bejou (1995)
Measuring the impact of tourism allows effective monitoring of the implementation of sustainable development plans, policies and management actions.	UN Department of Economic and Social Affairs (2007); UNWTO (2017c); World Conference on Sustainable Tourism (1995); Michailidou et al. (2016); Faulkner (1997); Arcese et al. (2013); Filimonau et al. (2011); Thollier & Jansen (2008); Ruhanen (2004)
Effective measuring the impact of tourism and exchange of information fosters transparency and greater public accountability.	UNWTO (2017c); World Bank (2017); Go et al. (1992)
Tourism monitoring enables to implement timely corrective actions if tourism development does not take place as intended.	European Commission (2007); Hall et al. (1997); Ruhanen (2004)
Regular measuring the impact of tourism provides necessary information for more effective risk management.	UNWTO (2013); Michailidou et al. (2016); Kuo and Chen (2009); Stange et al. (2013); Hall et al. (1997); Ruhanen (2004)
Regular measuring the impact of tourism helps to reduce negative impact of tourism.	GSTC (2017a, 2017b); European Commission (2007); Kuo and Chen (2009); Stange et al. (2013); Michailidou et al. (2016)
Regular measuring the impact of tourism fosters stakeholders' commitment for sustainability.	Bramwell and Lane (2013); UNWTO (2017c); UN Division for Sustainable Development (2001); UNWTO (2017c); Faulkner (1997)
Regular measuring the impact of tourism fosters community buy-in and support for sustainability and tourism.	European Commission (2016e); UNWTO (2017c); GSTC (2017b); Woo et al (2016); Ruhanen (2004); Bornhorst et al. (2010); Perić et al. (2014)
Regular measuring the impact of tourism contributes to the overall sustainable development of the destination.	World Conference on Sustainable Tourism (1995); UNEP and UNWTO (2005b); World Economic Forum (2015, 2017)
Regular measuring the impact of tourism	UNWTO (2017c); UNEP and UNWTO (2005b)

contributes to sustainable growth of the tourism sector.	
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The following seven statements are related to the research hypothesis 2 and they measure the possible benefits monitoring of tourism impacts provide for diverse tourism stakeholders. This set of statements is summarised in Table 2 below.

Table 2. Constructs and their Background: Added-Value of Measuring the Impacts of Tourism for Tourism Stakeholders

Statement	Adapted from / Based on
Regular monitoring the impact of tourism benefits and empowers all tourism stakeholders.	Meyer (2016); UNWTO (2017c); Taylor Baines and Associates (2012)
Effective measuring the impact of tourism provides necessary information for cost-savings along tourism supply chain.	UNEP (n.d.-e); Currie et al. (2009)
Tourism monitoring provides benefits to tourism stakeholders only when measured regularly and systematically.	Meyer (2016); Dwyer and Kim (2003)
An active engagement of all local stakeholders in tourism monitoring processes fosters inclusive, cooperative and participatory approach among stakeholders.	Sen (1973); European Commission (2016e); UNWTO (2017c); GSTC (2017b); Geneletti (2013); Bramwell and Lane (2013); Perić et al. (2014); Scott et al. (2008); Currie et al. (2009)
Regular measuring the impact of tourism provides necessary information to enhance visitors' experience.	UNWTO (2012); UNEP and UNWTO (2005b); Perić et al. (2014); Bornhorst et al. (2010)
Regular monitoring the impact of tourism and analysis generates better-targeted promotional and marketing activities.	Huybers (2003a); Perdue et al. (1999); Faulkner (1997)
Regular tourism monitoring allows sharing of good practices and lessons learnt, and provides opportunities for performance benchmarking.	World Economic Forum (2001); European Commission (2016e); Department for Culture, Media and Sport (1998)

Part 1 also covered the questions related to typologies of tourism destinations and whether travellers are likely to identify destinations' efforts towards sustainability. Importantly, this part provides an insight about the destinations participation in the ETIS pilot phase 1 and/or ETIS phase 2, as well as the willingness of destinations to take part in the implementation in the ETIS implementation of the toolkit 2016. To the best of knowledge of the author, there are no existing studies that attempted to examine the possible advantages of the ETIS initiative that are reflected through the eagerness of the destinations that already applies and/or still apply the ETIS to continue to partake in this initiative in the future.

Part 2 of the questionnaire is optional and is intended to learn more about what benefits tourism development brings to the destination from the perspective of sustainable

development. This part is made optional for two reasons. The main reason is to ensure that tourism professionals answering the questionnaire are not discouraged by the length of the survey, which might have increased the number of uncompleted surveys. The high number of unfinished surveys would have impeded thorough the analysis of the results since it would not have provided consistent data. The second motive is based on the fact that there is already a significant number of studies that explore how tourism contributes to achieving greater sustainable development in localities. Accordingly, it is aimed to verify if these benefits are relevant in the European destinations context and are consistent with overall scientific and practitioners' literature rather than the analysis of their existence.

In this part of the survey, respondents are asked to assess by five-point Likert scale the statements related to tourism contribution in terms of sustainable development, namely management and governance, and economic environmental and socio-cultural impacts. Consistently to Part 1, the Likert scale ranges from 1 = "strongly disagree" to 5 = "strongly agree", as well as there is an option to indicate an inapplicable statement, namely 0 – "don't know / not relevant". These sets of the statements are based on the literature review in the previous chapters and listed in Tables 3 – 6.

The statements in Table 3 are related to the tourism contribution towards sustainable development in terms of improved management and governance processes. These statements correspond to the research hypothesis 5a and are summarised in Table 3.

Table 3. Constructs and their Background: Tourism Contribution in terms of Destination Management and Governance

Statement	Adapted from / Based on
Tourism development fosters political commitment to sustainable development in the destination.	Waas et al. (2014); European Commission (2007); UNWTO (2016a);
Tourism development fosters partnerships among tourism stakeholders and commitment to common goals.	Blackman et al. (2004); Taylor Baines and Associates (2012); UNEP and UNWTO (2005b); Saraniemi and Kylänen (2010); Hall (2008); Bornhorst et al. (2010)
Tourism development helps to create and/or improve management structure of the destination.	GSTC (2017a); UNWTO (2016c); Göymen (2000b); Dror (1963); Hall (2008); Scott et al. (2008); Julian (2016); UNWTO (2016d)
Tourism development fosters the enforcement and application of regulations towards sustainability.	Julian (2016); UNWTO (n.d.); NECSTouR (2016a); European Commission (2010, 2016a)
Sustainable tourism development contributes to the positive image of the destination.	UNEP (2011); Atkočiūnienė (2009); European Commission (2016d); Seaton and Bennett (1996); Buhalis (2000); Saraniemi and Kylänen (2010); Firat and Venkatesh (1995); Haahti and Komppula (2006); Komppula (2005); Lusch and Vargo (2006)

Tourism development fosters investment into human, social, cultural, natural, environmental and other types of resources in the destination.	DCMC (2001); UNEP (n.d.-d); UNEP (n.d.-e); Valls (2007)
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The following statements refer to tourism contribution in terms of economic impacts construct and are related to the research hypothesis 5b. This set of statements is listed in Table 4 below.

Table 4. Constructs and their Background: Tourism Contribution in terms of Economic Impacts

Statement	Adapted from / Based on
Tourism development creates new business opportunities for local suppliers and fosters economic competitiveness in the destination.	Move IT (2012); UNWTO (2016e); Marin (1992); Dritsakis (2004); Kapiki (2012); Oh (2005); Kim et al. (2006); World Economic Forum (2017); UN et al. (2014); Botti and Peypoch (2013); Bornhorst et al. (2010); d'Harterre (2000); Lundie et al. (2007)
Tourism development contributes to the diversity of economic activities in the destination.	Marin (1992); Kim et al. (2006); Dwyer and Forsyth (1998); European Commission (2016d); Eugenio-Martin et al. (2004); Rozman et al. (2009); Perić et al. (2014)
Tourism development encourages business relationship with foreign entrepreneurs.	Balaguer and Cantavella-Jorda (2002); Dwyer and Kim (2003)
Tourism development generates new employment opportunities.	UNWTO (2016e); UN (2011, 2015a); UNEP and UNWTO (2005a); Dwyer and Forsyth (1998); Nemerschi and Craciun (2010); Jaszczak and Žukovskis (2010); Chao et al. (2005); Frechtling and Horváth (1999); Singh (2008); Stynes and Arnold (1997); Goroochurn and Milner (2005); Ringbeck (2010); Valls (2007); Andereck and Nyaupane (2011)
Tourism development generates revenue for a local government.	McKinnon (1964); Smith et al. (1980); Davis et al. (1988); Khan et al. (1990); West (1993); Uysal and Gitelson (1994); Archer (1995); Hazari and Sgro (1995); Dritsakis (2004); UNEP and UNWTO (2005a); Dwyer and Forsyth (1998)

The following statements in Table 5 are related to the tourism impacts in terms of social and cultural impacts construct. This construct refers to the research hypothesis 5c on whether tourism development enhances social and cultural benefits in tourism destinations.

Table 5. Constructs and their Background: Tourism Contribution in terms of Social and Cultural Impacts

Statement	Adapted from / Based on
Tourism development fosters positive attitudes of local citizens' towards tourism and sustainability.	UNEP (n.d.-c); Parmar (2012); Samson (2015); Milman and Pizam (1988)
Tourism development enhances community pride and strengthens identity in the	UNEP (n.d.-b); European Commission (2007); UN (2011); Vana and Malaescu (2016)

destination.	
Sustainable tourism development contributes to conservation and promotion of traditional culture and heritage, including traditional products, festivals and cuisine.	Simm (n.d.); UNEP (n.d.-c); UNWTO (2002); UNEP and UNWTO (2005a); European Commission (2007); UNWTO (2002); Valls (2007)
Public services (health services, police, fire services, etc.) and infrastructure (roads, facilities, etc.) improve as the result of tourism development.	Andereck et al. (2005); Brunt and Courtney (1999); Simm (n.d.); UNEP and UNWTO (2005a); Blackman et al. (2004); Eugenio-Martin et al. (2004); Jaszczak and Žukovskis (2010); Parmar (2012); Graci and Kuehnel (2010); Stange et al. (2013); Julian (2016)
Sustainable tourism development helps to ensure that tourism sites, attractions and recreation facilities are accessible to all, including people with disabilities and reduced mobility.	UN et al. (2014); UNEP and UNWTO (2005a); UNWTO (2011a, 2011c, 2012)
Tourism development helps to increase levels of young population in the destination.	European Commission (2006); Wanhill and Buhalis (1999).
Tourism development has positive effects on improved education opportunities of the local population.	Samson (2015); Andereck et al. (2005); UNEP (n.d.-c); NECSTouR (2016b); Vaughan (2000); Simm (n.d.); Göymen (2000b); Heath (2003)
Tourism development fosters intercultural and interpersonal understanding, trust and respect.	Vana and Malaescu (2016); Samson (2015); Andereck et al. (2005); UNEP (n.d.-c); Simm (n.d.); Doiron and Weissenberger (2014)

The remaining statements related to the tourism contribution in terms of environmental impacts constructs and corresponds to the research hypothesis 5d. This list of statements is summarised below in Table 6.

Table 6. Constructs and their Background: Tourism Contribution in terms of Environmental Impacts

Statement	Adapted from / Based on
Sustainable tourism development contributes to conservation and revival of natural environment, local biodiversity and landscapes.	Polucha et al. (2009); UN DSD (2009b); UN (2002a, 2002c); Johnston and Tyrrell (2005); Kang et al. (2012); Riley et al. (2006); UNEP (2011); UNWTO (2010, 2011b); UN et al. (2014); Simm (n.d.);
Sustainable tourism development helps to engage local stakeholders in climate and environmental actions.	UNEP (2011); Vaughan (2000); UNEP and UNWTO (2005a); Wei (2014)
Sustainable tourism development encourages business to adopt more environmental-friendly business practices, including reduce water consumption, waste generation, energy use.	Dearden (1991); UNEP and UNWTO (2005a); UNEP (2011, n.d.-d); Sun (2016); Michailidou et al. (2016); Lundie et al. (2007); Kuo and Chen (2009); Surugiu et al. (2012)
Sustainable tourism development fosters extension of public transport and other environmentally-friendly mobility options for tourists and local population.	UNEP (2011); European Commission (2016d); European Parliament (2015); UNWTO (2012)
Tourism development helps to increase a number of sustainability training and awareness-raising activities among tourism	Stylidis et al. (2014); Andriotis and Vaughan (2003); UNEP and UNWTO (2005a); Filimonau et al. (Filimonau et al., 2011); Johnston and Tyrrell (2005);

stakeholders and for host community.	Kang et al. (2012); Riley et al. (2006); Simm (n.d.); Andereck et al. (2005); UNEP (2011); UNWTO (2010, 2011b) (2005)
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Finally, Part 2 of the questionnaire included questions to learn more about tourism characteristics and background in destinations. These questions were related to tourism contribution to local and/or regional GDP, employment and levels of spending in destinations. Also, respondents are asked to answer questions related to the carrying capacity of a destination based on the comparison between the number of residents constantly living in a destination and total tourists arrivals. The data retrieved from the questionnaire is presented and thoroughly analysed in the following chapter.

5 FINDINGS FROM EMPIRICAL STUDY

"What you measure affects what you do [and if] you don't measure the right thing, you don't do the right thing."

– Joseph Stiglitz (Goodman, 2009)

5.1 Case study of the ETIS initiative

The ETIS is a Europe-wide monitoring system which has the major objective to assist both tourism practitioners and policy makers to foster sustainability of tourism destinations through measurement of economic, environmental, social and cultural, and governance issues in destinations (European Commission, 2016c). The ETIS was one of seven initiatives foreseen in the European tourism strategy launched in 2010 that aimed at developing sustainable, responsible and high-quality tourism in Europe (European Network for Accessible Tourism (ENAT), 2013).

In the European Union context, the ETIS is aimed to provide a response to two issues. Firstly, the ETIS initiative intended to provide evidences and support for ensuring that Europe remains a leading tourist destinations (Oliveira, 2013). Moreover, the ETIS is also a concrete and relevant implementation of sustainability recommendations that were indicated in "The Agenda for a Sustainable and Competitive European Tourism", already in 2007 (Oliveira, 2013). The major purpose of the ETIS is to supply tourism stakeholders with useful and user-friendly toolkit that assists in monitoring sustainability management processes, as well as to share and benchmark processes and performance in the future (European Commission, 2013b).

The first pilot ETIS phase and second phase of the ETIS was launched by the European Commission, through the Directorate General of Enterprise and Industry, in February 2013 and in March 2016 respectively in conjunction with the Sustainable Travel International, the University of Surrey and the INTASAVE Partnership (European Commission, 2016c; Miller, 2013; Oliveira, 2013). The ETIS reflected the research of 35 indicator systems from around the globe, which were narrowed to 20 of them and 8 of these systems were analysed in-detail as the most relevant systems in the European contexts (Krahenbuhl, 2013). These systems included the UNWTO and GSTC Global Sustainable Tourism Criteria, Travelife Sustainability System, Sustainable Tourism Zone of the Caribbean, Pan Parks, Dublin Institute of Technology ACHIEV Model, Whistler 2020, Mexico Sustainable Tourism Programme and British Destinations (Krahenbuhl, 2013). The holistic approach to the ETIS development ensured that system is compatible with other available initiatives and thus can complement tourism destinations efforts towards sustainability (European Regions Research and Innovation Network (ERRIN), 2013; Krahenbuhl, 2013). It is noteworthy to emphasise that the ETIS was tested in several and very different European destinations to ensure the feasibility of the system. These destinations included Alqueva region (Portugal), Cornwall (the UK), Durbuy (Belgium), Florence (Italy), Maastricht (Netherlands), Soomaa National Park (Estonia), Calvià (Spain), Saint Tropez (France), Oetzal (Austria), and Brasov (Romania) (Oliveira, 2013).

As it was highlighted in the previous chapters, the ETIS is a voluntary tool that attempts to complement already existing initiatives and approaches to monitor the impacts and performance of tourism at the European context (European Commission, 2016c). The underlying principle of the initiative is that responsibility, ownership and decision-making in destinations are shared among tourism stakeholders (European Commission, 2013b, p. 6). It is considered and highly recommended that especially tourism monitoring and measuring work based on local work groups can substantially contribute to effective destination management (European Commission, 2013b, p. 6). Stakeholders involved in tourism management and tourism-related activities from both public and private sectors have welcomed the launch of the initiative and were willing to start monitoring sustainable tourism development and performance in their destinations already at the time of launch of the initiative (European Network for Accessible Tourism (ENAT), 2013).

The ETIS is an indicator-based system that provides a framework for a more intelligent approach to tourism planning and management (Miller, 2013). The ETIS is:

- comprehensive, consistent and cutting edge system;
- intended to be a locally-owned and locally-led process for measuring, managing and fostering sustainability in tourism destinations;
- user-friendly and flexible system that can be adapted to diverse needs of destinations and can be used by destinations without any specific training;
- a system that it is not overly expensive and/or time-demanding to implement;
- a system that involves, engages and importantly empowers local stakeholders;
- a dedicated toolkit that assists tourism destinations take on monitoring independently (Krahenbuhl, 2013; Miller, 2013).

The initiative aims not only measure and monitor tourism sustainable management and performance at the destination level, but also to provide a European-wide comparable system of tourism performance (Krahenbuhl, 2013; Miller, 2013). By using the ETIS, destinations are empowered to demonstrate the value of tourism both to the local economy and community (Lane, 2013). It enables destinations to raise the profile of tourism, as well as create and foster the understanding and importance of tourism in destinations among stakeholders and community through improved communication, benchmarking and sharing of good practices (Krahenbuhl, 2013; Lane, 2013). Importantly, the use of the ETIS systems empowers tourism destinations to create vision and guidelines for sustainable tourism development (Miller, 2013). Destinations can also employ the ETIS results as a solid basis for securing and maintaining funding, as well as identifying major issues to address to enhance tourism planning priorities (Lane, 2013).

In terms of sustainable development, the ETIS system allows significant improvement along all three pillars of sustainability. From economic perspective, the application of the ETIS enable tourism stakeholders to identify potential resource, e.g. energy, water, waste, among others, and financial savings, extend opportunities for funding as well as improve branding, marketing and communication (European Commission, 2013b, p. 7; Miller, 2013). Moreover, the use of the ETIS generates data to support and widen destination objectives and importantly protects a tourism destination as a tourists' attraction. According to the social and cultural pillars of sustainability, the ETIS allows advancing the quality of life for local community as well as improving relations between host population and tourists. Finally, from environmental perspective, the application of the ETIS enables to preserve ecological integrity of destinations as well as highlights the value and importance of conservations of natural and cultural resources (European Commission, 2013b, p. 7).

The ETIS consists of the ETIS Toolkit which is a step-by-step guide that includes numerous documents and forms that greatly assists tourism destinations in engaging different stakeholders into tourism monitoring processes. These forms are the following:

- destination dataset to record and store indicator data;
- destination profile form;
- suggested stakeholders and SWG invitation;
- sample surveys;
- detailed indicator reference sheets;
- destination dataset;
- glossary (Lane, 2013; Miller, 2013; Twining-Ward, 2013).

Both the ETIS toolkits in 2013 and 2016 produces the set of indicators that can be applied in diverse types of destinations to improve tourism planning and management, based on the monitoring results (European Commission, 2017c). While the ETIS is not a certification scheme, it is an information tool that assists tourism destinations to produce timely evidences for informed decision making that consequently assists destination to pursue sustainability as a management tool (European Commission, 2017c). Compared to numerous initiatives and approaches to measure the impacts of tourism, analysed in the previous chapters, the ETIS was established to be a simple and flexible tool that could be used by local authorities without having extensive technical expertise (European Network for Accessible Tourism (ENAT), 2013).

It is essential to emphasise that since its very beginning, the ETIS is designed to be a dynamic tool that will be upgraded continuously. When the ETIS pilot phase 1 was launched, the European Commission has invited destinations to test and report on the ETIS (European Network for Accessible Tourism (ENAT), 2013). More than 100 European destination participated in testing the first ETIS Toolkit (European Commission, 2013b, p. 3, 2016e; Lane, 2013). During the period of 2013 and 2015, there were three testing phases that each lasted nine months (European Commission, 2016e, p. 3). The received feedback on the ETIS operability was taken into consideration when launching the ETIS phase 2 in February 2016 (European Commission, 2016e, p. 3; European Network for Accessible Tourism (ENAT), 2013). Based on the ETIS experiences, the European Commission intended to set a virtual observatory of the indicators to share experiences and become as a model for other destinations (Krahenbuhl, 2013).

The first phase of the ETIS was based on 27 core indicators, that are present in most global systems, and 40 optional indicators, with more advanced sustainability systems (European Commission, 2016e; Lane, 2013; Twining-Ward, 2013). The indicators are divided into four categories that represent the pillars of sustainability, namely (1) destination management, (2) social and cultural impact, (3) economic value, and (4) environmental impact (European Commission, 2016e, p. 3). The second phase of the ETIS is based on 43 core indicators that are divided in the same four categories. Additionally, the second ETIS phase covers 33 supplementary indicators that cover areas such as (1) maritime and coastal tourism, (2) accessible tourism, and (3) transnational cultural routes (European Commission, 2016e, pp. 20–24). The main rationale behind core, optional and supplementary indicators is to provide systematic, balanced and realistic approach to start measuring the impacts of tourism even when not full data is available to produce all indicators (European Commission, 2016e, p. 20; Miller, 2013; Twining-Ward, 2013).

According to the European Commission and the ETIS system, the use of the set of indicators to measure tourism performance and impacts provides numerous benefits. In particular, indicators generate detailed information for more effective decision making and risk management, and consequently facilitates the prioritisation of appropriate actions (European Commission, 2013b, 2016e; Miller, 2013). Tourism monitoring empowers stakeholders to enhance visitors experience and increase value per visitor. Moreover, it allows increasing bottom-line and/or cost savings and performance benchmarking as well as fosters community buy-in and most likely support for tourism development in a destination (European Commission, 2013b, 2016e; Miller, 2013).

What is more, in the Chapter 3 it was thoroughly examined what a tourism destination is and how it can be perceived in diverse settings. As it could be observed, different approach to tourism destinations often influence how tourism is being developed in an area. In terms of the ETIS, there are several definitions how destinations can be characterized. Since the empirical research of my dissertation is implemented based on the ETIS and tourism destinations that took and/or still take part in the ETIS, it is important to take into consideration how tourism destination is defined in the ETIS that suggests the following delineations. A destination is:

- a geographic area that is presently or most likely attractive to travellers;
- an area which is recognised and can easily be defined as a visitor destination and has required facilities, services and products available for the purposes of tourism;

- a place which is promoted as a tourism destination;
- an area where it is feasible to monitor the supply of and demand for tourism services;
- a place where the stakeholders from public and private sectors as well as from the host community work jointly to manage tourism processes (European Commission, 2013b, p. 9; Miller, 2013).

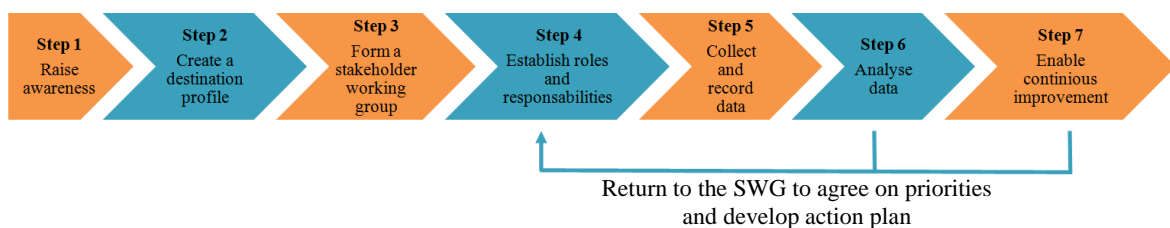
As the tourism destinations collect data, based on the ETIS system, tourism stakeholders can assess and compare these results with the set targets (European Commission, 2013b, p. 9; McCaffery, 2013). While communicating the achieved results to tourism stakeholders, tourism destinations can act upon them deciding on priority actions in order to minimise possible risk and enhance positive advantages of tourism development (European Commission, 2013b, p. 9; McCaffery, 2013). Moreover, although the ETIS does not generate a stringent tourism monitoring system, as it was noted in the previous chapter, it provides a seven-step ETIS implementation framework (European Commission, 2013b, pp. 11–17, 2016e, pp. 13–18). These steps are the following:

- raising awareness step implies that when a destination decides to take part in the ETIS, this decision should be communicated to as many as possible, if not all, local stakeholders. Such an approach fosters the participation and commitment, as well as more open communication and discussion among stakeholders. The involvement of local authorities, for example, a municipality in this process also can play a significant role;
- creating a destination profile includes making a description of a destination available to all local and external stakeholders. This general overview should clearly define the boundaries of a tourism destination, tourism infrastructure, transport, number and types of visitors, among other information;
- forming a SWG implies gathering representatives from different stakeholders groups that have interest and involvement in tourism. A SWG is expected to have representatives from public and private sectors, destination management organisations, community groups, local governance, economic development and environmental protection authorities, and others. Members of a SWG should ensure that the collected data about tourism growth and impacts would be relevant, meaningful, and would be able to influence policy making decisions based on the data collected;

- establishing roles and responsibilities implies that a SWG and other local stakeholders should decide and agree on setting specific targets for tourism development as well as taking necessary actions to achieve these goals;
- collecting and recording data is the fifth step in the ETIS process which implies that data from diverse available sources should be recorded in one place which would allow building a comprehensive profile of a destination and monitoring tourism activities in a destination. While a SWG should agree which indicators are crucial for a destination and should be monitored first and foremost and it might happen that some necessary data is unavailable, it is essential to start collecting available data and make necessary actions to establish missing information sources;
- analysing results implies that all collected data is being analysed by SWG and relevant stakeholders and compared with the prior set targets. If the data shows that destination objectives are not being achieved, the corrective actions can be implemented. A thorough analysis of the data also enables a destination to settle on benchmarks and targets for the future;
- enabling ongoing development and continuous improvement step includes communicating the results widely according to the regularly collected data and defining a long-term strategy for further development of a destination. This step should empower the destination to make better informed and evidence-based long-term policy decisions as well as to create a destination story that can be successfully used in the marketing and destination promotion campaigns (European Commission, 2013b, pp. 11–17, 2016e, pp. 13–18).

These seven steps can be graphically illustrated as shown in Figure 13 below (European Commission, 2013b, pp. 11–17, 2016e, pp. 13–18).

Figure 13. The Seven-Step ETIS Implementation Process



Source: European Commission, *7 Steps to Using the System*, 2013, p. 17.

Whereas the seven-step ETIS implementation framework provides a clear guidance on how the ETIS functions and is applied in tourism destinations, some destinations identified

that there is a need to clarify some definitions of indicators to ensure that any indicators are not misinterpreted, as well as to establish a web-based tool to facilitate data collection and analysis processes (Rodrigues, 2013). What is more, it is of crucial importance to ensure institutional support and the use of already existing stakeholders group for successful implementation to increase the empowerment and ownership of the ETIS among tourism stakeholders in a destination. Additionally, dedicated staff and secured budget is among preconditions for the ETIS to become successful. Finally, persistence, resilience, cooperation, vision as well as leadership and motivation are among the characteristics that bond together different tourism stakeholders and enables thriving implementation of the ETIS to enhance sustainable tourism development in the European destinations (Rodrigues, 2013).

In terms of a long-term viewpoint, it is intended that numerous destinations across Europe use the ETIS aiming to promote and encourage the adoption of this approach to sustainable management of tourism at destination level (Oliveira, 2013). Since the ETIS system also enables sharing of good practices of tourism destinations that already implemented other, including their own, indicators systems to measure the impacts of tourism, this also is likely to contribute to the success of the system (Oliveira, 2013).

As the "Study on the feasibility of a European tourism indicator system for sustainable management at destination level" revealed, rather than only focusing exclusively on sustainability, tourism indicator system needs to be integrated with already existing monitoring systems and comparable easy to use, even without detailed technical knowledge and/or training (European Commission, 2013a, p. 4). The local stakeholders' engagement, ownership and drive to embed the ETIS system in a destination proved to be of fundamental importance for the success of the implementation of the system at a local level. Finally, to be a truly valuable tool to encourage and foster sustainable management of tourism, monitoring efforts as well as the use of the ETIS system need to be directed towards specific purposes. The ETIS can only meet its key objectives if the monitoring results are being used and serve as an instrument to influence policy decisions, including through communication and benchmarking (European Commission, 2013a, p. 4).

As the feasibility study suggested, apart from enabling measuring towards sustainability, the ETIS was designed to be convenient for its users. This suggests that diversity destinations can successfully use the system. Through an active stakeholders engagement in the tourism monitoring processes and the proper implementation of the system in

general, the aforementioned benefits of the ETIS are expected to be reflected throughout the European destinations that took or currently are taking part in the ETIS. The ETIS generate the real value when it contributes to the governance processes of destinations and enhances added-value of tourism development to all tourism stakeholders. Better management and more fair distribution of tourism benefits are more likely to foster and contribute to the overall sustainable tourism development in destinations through Europe.

5.2 Case study of the ETIS destinations

In total more than 200 destinations from all around Europe took in the implementation of the pilot ETIS phase 1 or currently take part in the ETIS phase 2. The variety of destinations that participated or still participate in the ETIS reflect the overall diversity of tourism that is present in Europe. Tourism destinations from majority of the EU Member States and states of the European Economic Area (hereinafter: EEA), countries of the European Free Trade Association (hereinafter: EFTA), namely Norway, as well as such countries as Albania, Montenegro and Serbia (European Commission, 2014).

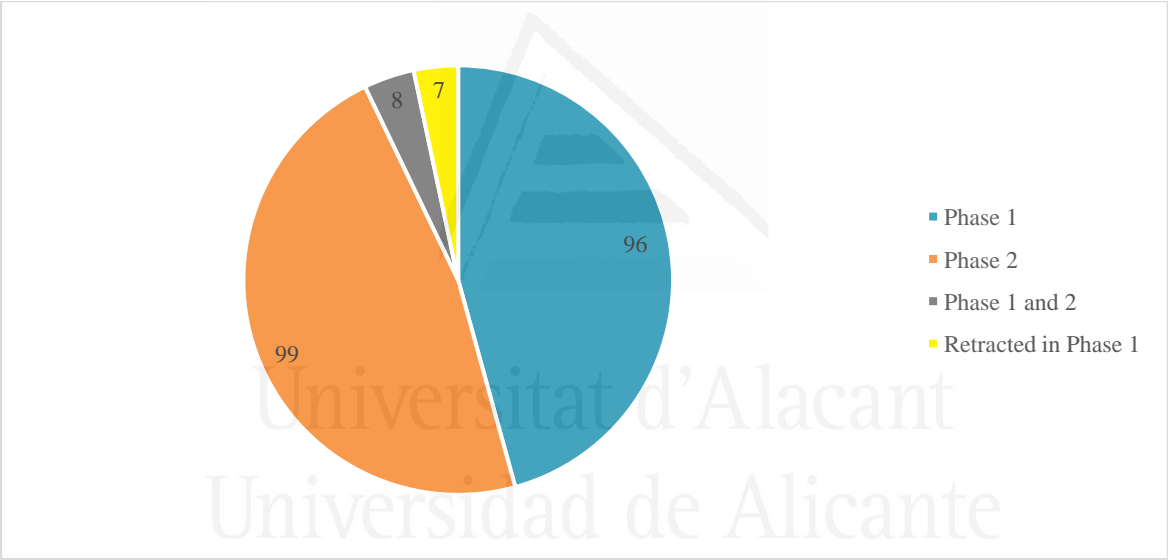
During the pilot ETIS phase 1, tourism destinations were invited to take part in the testing of the system based on the calls of expression of interest, published by the European Commission (De Marzo, 2016a; European Commission, 2014). There were two ETIS toolkit testing phases during the phase 1, namely from July 2013 to April 2014 (destinations from Belgium, Bulgaria, Estonia, Finland, Italy, Latvia, Ireland, Romania, Slovakia, Slovenia, Spain, Greece, Scotland, Netherland, Lithuania, Croatia, Sweden, the UK, Portugal and Turkey); from May 2014 to December 2014 (destinations from Albania, Austria, Bulgaria, Croatia, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, Malta, Montenegro, Norway, Portugal, Romania, Slovenia, Spain, Sweden and the UK) (De Marzo, 2016b; European Commission, 2017a, 2017b; Rodrigues, 2013).

The European Commission ensured a formalised testing of the ETIS phase 1 by organising the calls for expression of interest during the pilot phases which enabled to collect the feedback from the destinations and to have a closer look to the overall implementation processes. This feedback was taken into consideration and reflected in the ETIS phase 2 toolkit. Once the ETIS phase 2 toolkit was launched in March 2016, the destinations could freely use it and apply in tourism monitoring activities. Nonetheless, it is worth noting that there are ongoing activities to test the feasibility of the ETIS system also in cross-border cultural routes, namely Santiago de Compostela, Via Francigena, Transromanica, Iter Vitis,

Olive Tree (De Marzo, 2016a; International Tourism Institute Slovenia, 2016). This would further extend the application of the system and would allow implementing it in even more diverse destinations.

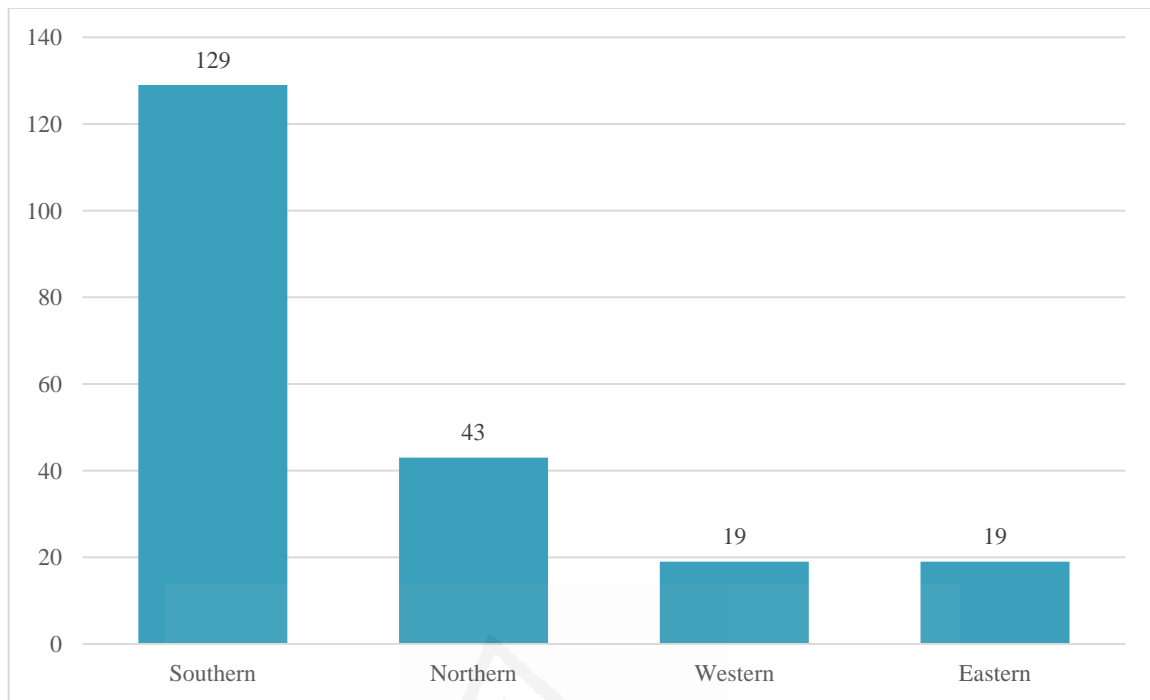
In total 210 destinations have taken part in the ETIS phase 1 and phase 2 (see Figure 14). There were 103 tourism destinations in the phase 1, among which 7 retracted from further participation in the phase 1 and 96 took part in the ETIS phase 1 fully. Ninety nine destinations were in the phase 2. It is noteworthy that there were 8 destinations that took part both in the phase 1 and the phase 2 of the ETIS implementation. The list of all the ETIS destinations that have taken part in the ETIS phase 1 and the phase 2 is provided in Appendix K.

Figure 14. Distribution of the ETIS Destinations by the Phase



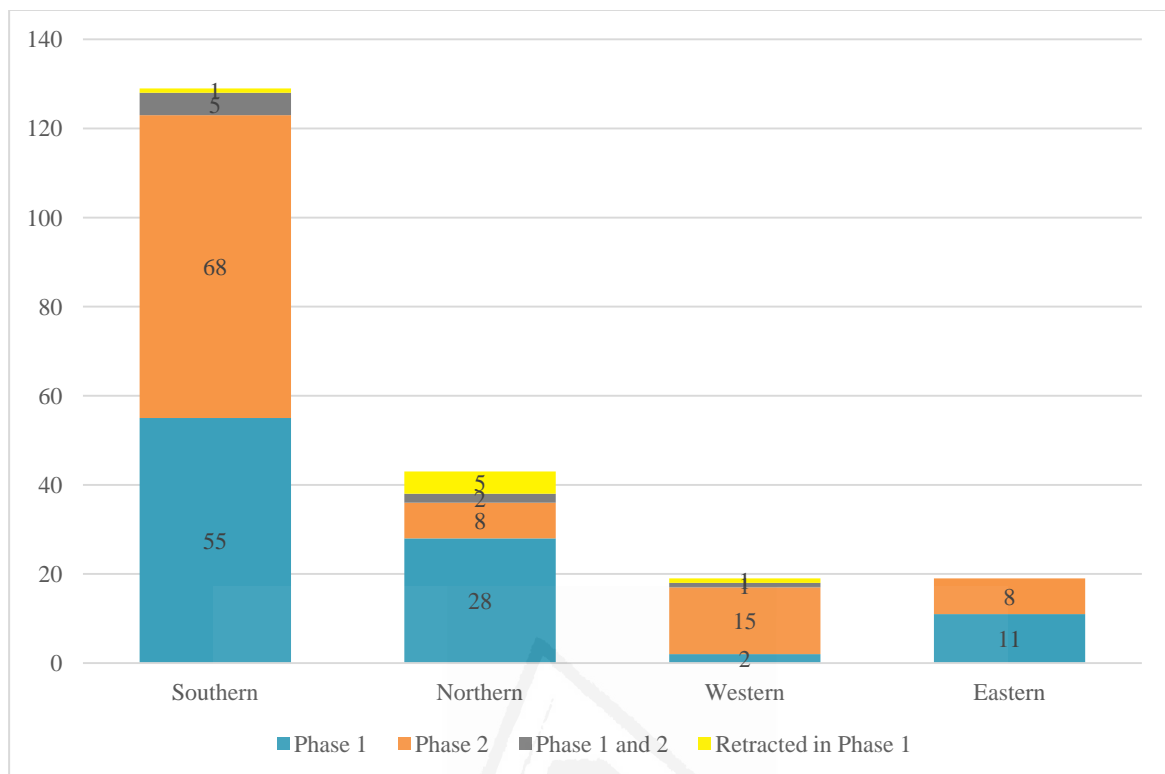
Based on the geographic regions (see Figure 15), more than a half, in particularly 129 tourism destinations that take part in the ETIS come from the Southern Europe. There are 43 destinations from the Northern part of Europe and 19 destinations in both Western and Eastern part of Europe. The grouping by geographical regions is based on the UN statistical grouping for statistical convenience (UN Statistics Division, 2017a).

Figure 15. Distribution of the ETIS Destinations by Geographical Region



In terms of how destinations of the phase 1 and 2 are distributed among the geographic regions (see Figure 16), it can be seen that slightly more than half of the destinations in the Southern Europe take part in the ETIS phase 2. The same tendency can be observed in the Western region where the great majority of the destinations take part in the ETIS phase 2. On the contrary, there were significantly more destinations from the Northern Europe that took part in the ETIS phase 1 than in the phase 2. The number of the destinations from the Eastern Europe that take part in the phase 1 and the phase 2 are nearly equal.

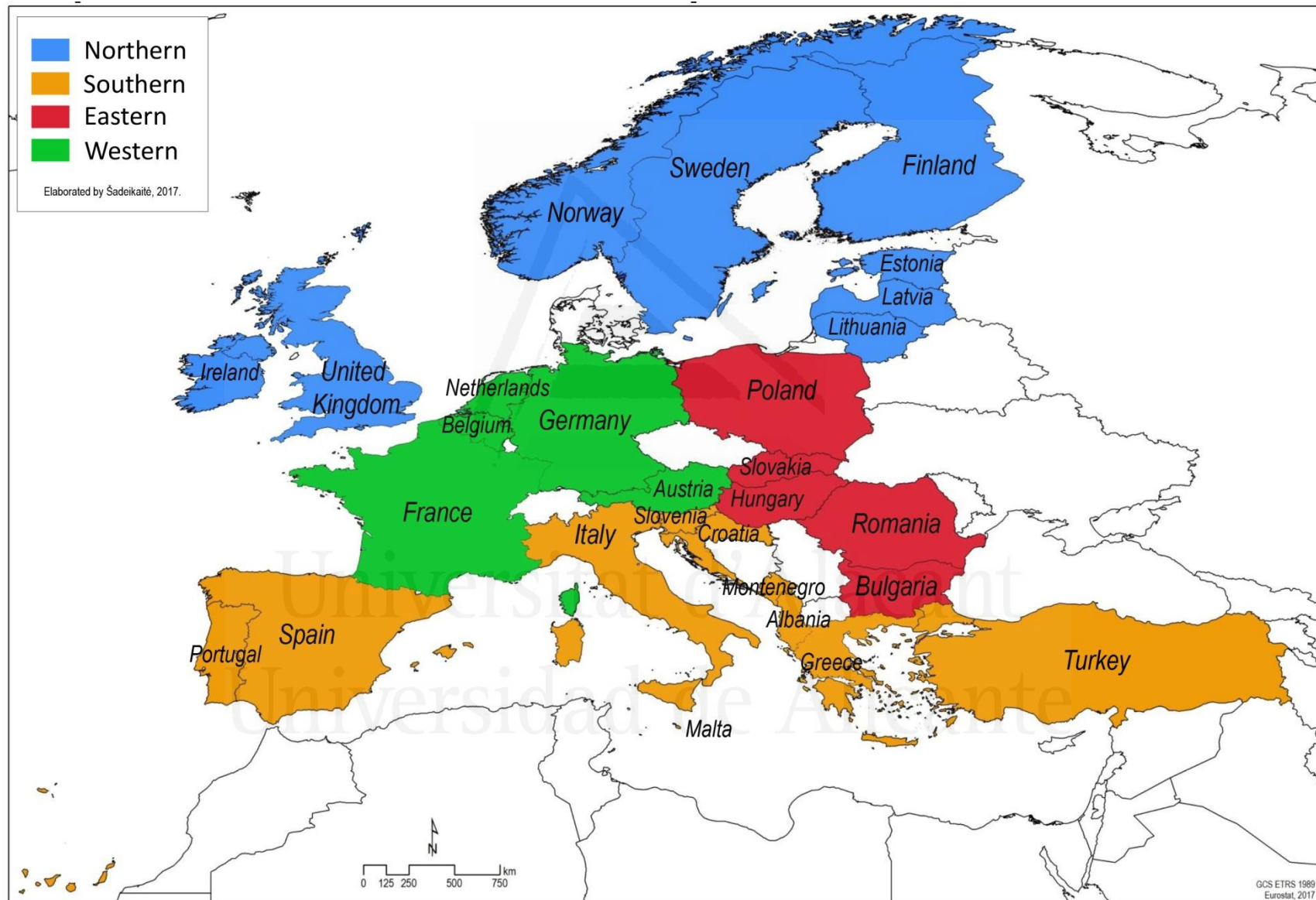
Figure 16. Distribution of the ETIS Destinations by Geographical Region and by the Phase



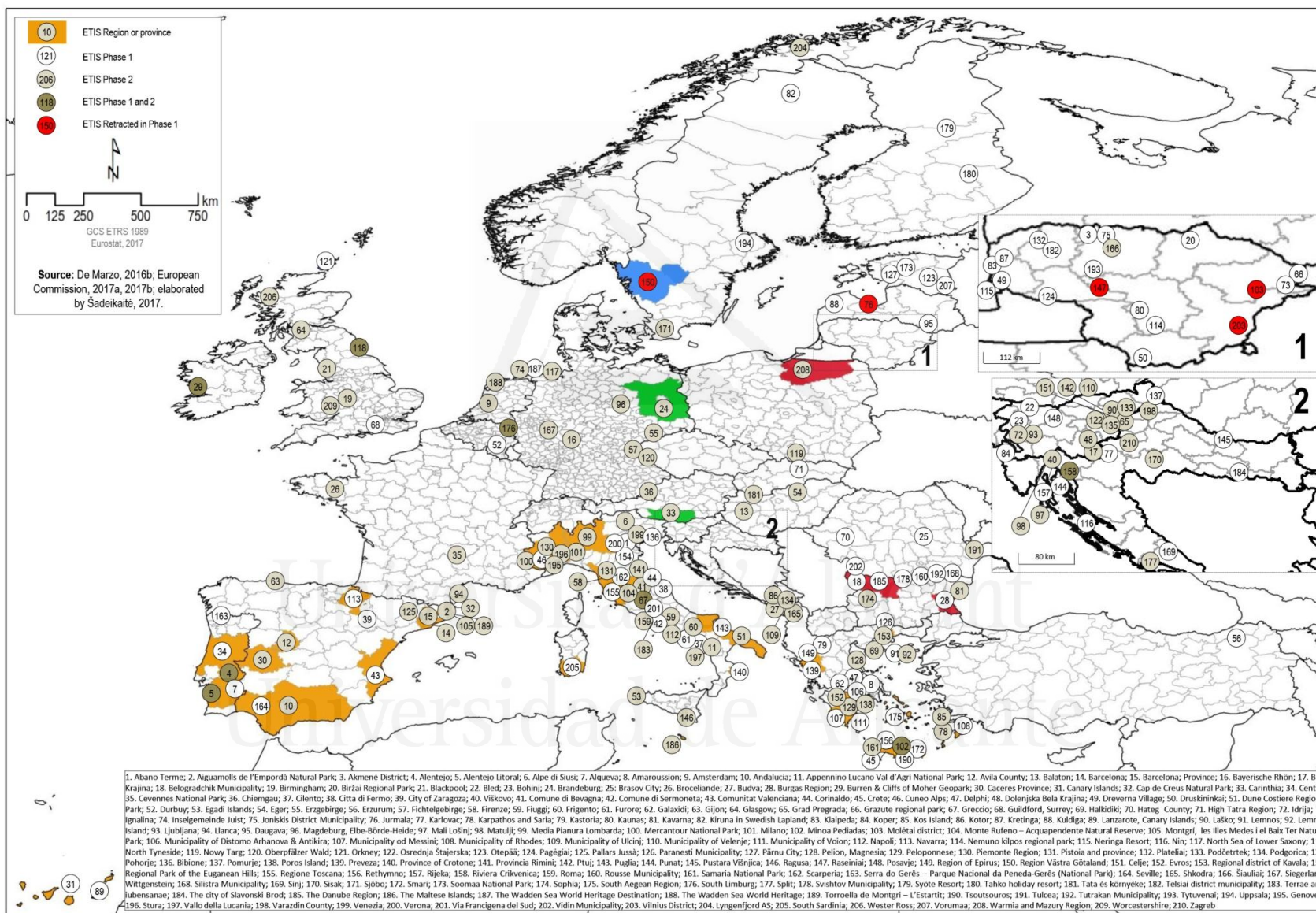
In the following maps (see Maps 1 and 2) it is shown how the ETIS destinations are distributed across Europe based on geographic regions and phases (De Marzo, 2016b; European Commission, 2017a, 2017b).

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Map 1. Geographical Regions of Europe

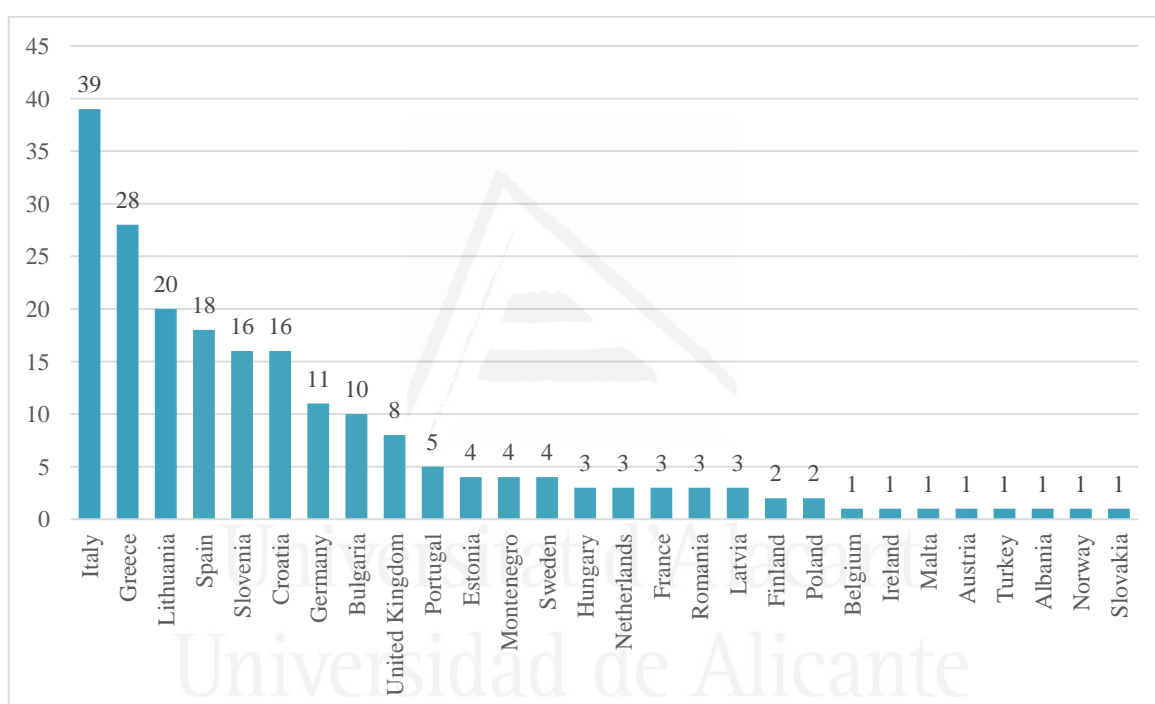


Map 2. Distribution of the ETIS Destinations



Similarly, the distribution of the destinations by countries is in a line to the destination distribution based on geographic regions. As it can be noted in Figure 17, the most destinations participated or currently take part from Italy, Greece and Lithuania, i.e. 39, 28 and 20 destinations respectively. Slightly less destinations participate from Spain, in particular 18, 16 are destinations from Slovenia and Croatia, 11 are destinations in Germany, and 10 in Bulgaria and 8 in the UK. It can also be observed that both non-EU countries, namely Albania and Turkey, as well as Norway (the EEA and EFTA state) take part in the ETIS.

Figure 17. Distribution of the ETIS Destinations by Country

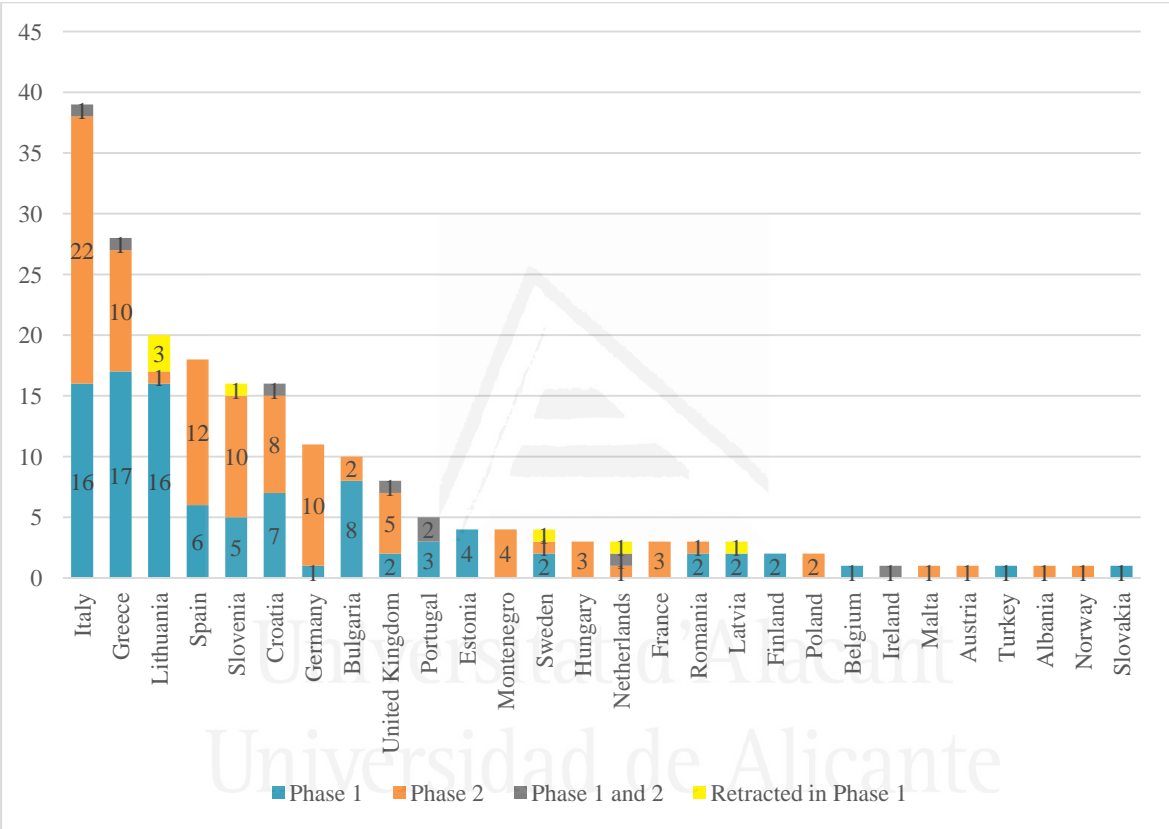


The distribution of the ETIS destinations by a country and the phase (see Figure 18) indicate some variation among the countries. For example, the number of the destinations in the phase 2 was higher than in the phase 1 in Italy, Spain, Slovenia, Croatia, Germany and the UK. In Spain and Slovenia the number of the destinations that take part in the phase 2 doubled, compared to the phase 1. In the UK the number of the destinations increased more than double, namely from 2 destinations in the phase 1 to 5 destinations in the phase 2, and in Germany the number of destinations in the phase 2 increased 10 times, compared to the phase 1.

On the other side, in case of Greece, Lithuania and Bulgaria the number of destinations that took part in the ETIS phase 2 considerably decreased, compared to the phase 1. In

Estonia, Finland, Belgium, Turkey and Slovakia there were destinations that took part only in the phase 1, yet none of these destinations take part in the phase 2, whereas tourism destinations from Montenegro, Hungary, France, Poland, Malta, Austria, Albania and Norway joined the ETIS only in the phase 2. What is more, the eight destinations that take part both in the ETIS phase 1 and the phase 2 are two destinations in Portugal and one destination in Italy, Greece, Croatia, the UK, the Netherlands and Ireland each.

Figure 18. Distribution of the ETIS Destinations by Country and by the Phase

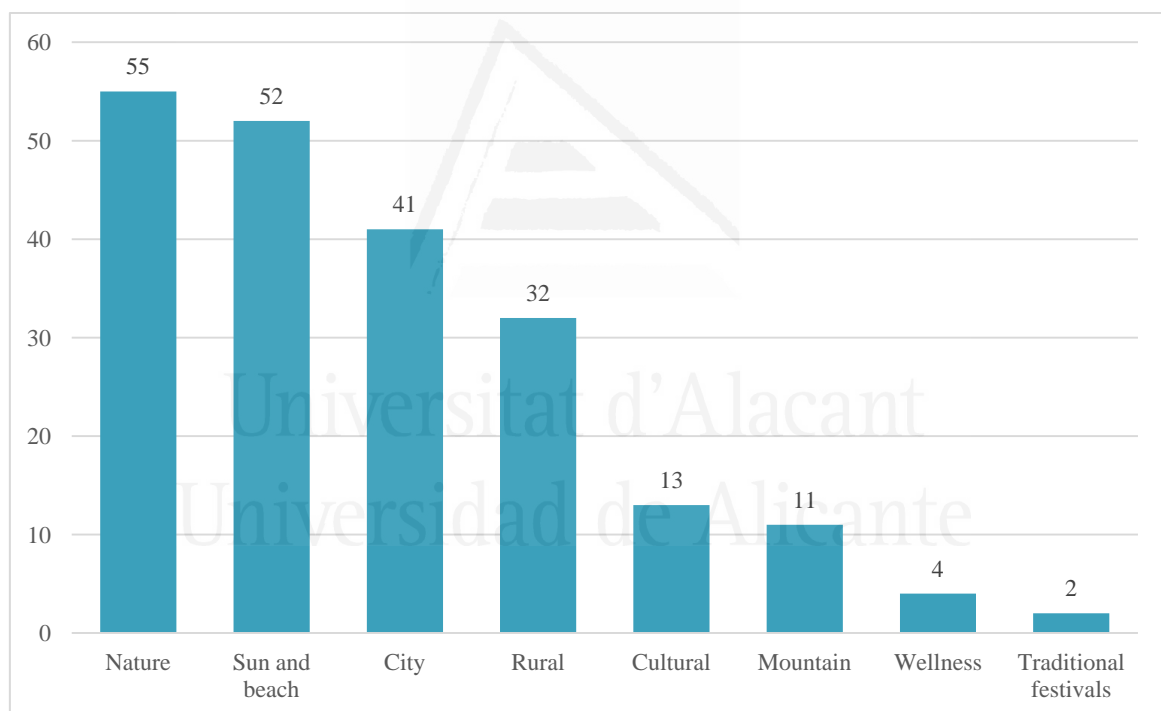


In addition, the analysis of the typology of the tourism destinations (see Figure 19) has shown that slightly more than a quarter of the ETIS destinations represent nature, and sun and beach types of tourism destinations, particularly 55 and 52 destinations respectively. Since more than half destinations are from the Southern part of Europe, it could have been predicted that there is a significant number of destinations that are characterised as sun and beach destinations. Among the total of the 210 destinations, 41 are city and 32 rural destinations. Considerably less destinations represent cultural and mountain destinations, namely 13 and 11 correspondingly. Only a few destinations from the ETIS phase 1 and the phase 2 can be characterised as wellness, traditional festivals or sport destinations.

The division of the destinations based on the typology was carried out by evaluating

natural, socio-cultural resources, and existing infrastructure of destinations, as well as how destinations position themselves on the web and based on the official media. It is noteworthy that the available resources in some of the destinations allow developing different types of tourism at the same time. For instance, the majority of sun and beach destinations also could be attributed as cultural destinations, based on the secondary type. Similar trend could be noted among nature and city destinations that could also be characterised as cultural destinations. Mountain destinations expectedly position themselves as sport destinations. Rural destinations situate themselves as nature destinations, while wellness destinations opt for nature as well as conference tourism destinations.

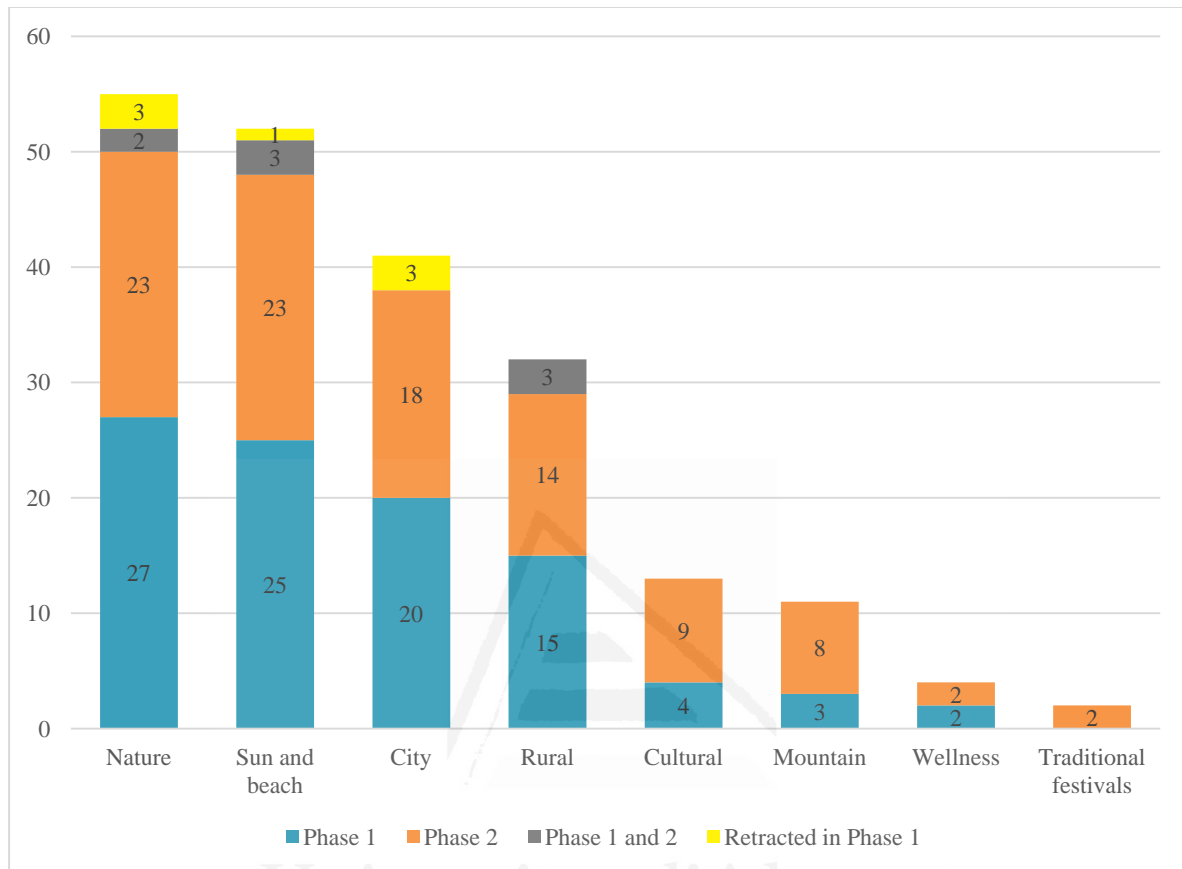
Figure 19. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type)



In terms of the ETIS destination distribution by the primary type of destination and the phase (see Figure 20), it can be observed that the number of sun and beach, nature, city, rural and wellness destinations in the phase 1 and the phase 2 remained the same, in case of wellness destinations, or are very alike, in case of other destinations. However, the number of cultural and mountain destinations has more than doubled in the phase 2, compared to the phase 1. The destinations that are characterised by traditional festivals, and sport destinations joined the ETIS only in the phase 2. There are 4 destinations of sun and beach, and 2 destinations of nature and rural tourism that take part both in the phase 1 and the

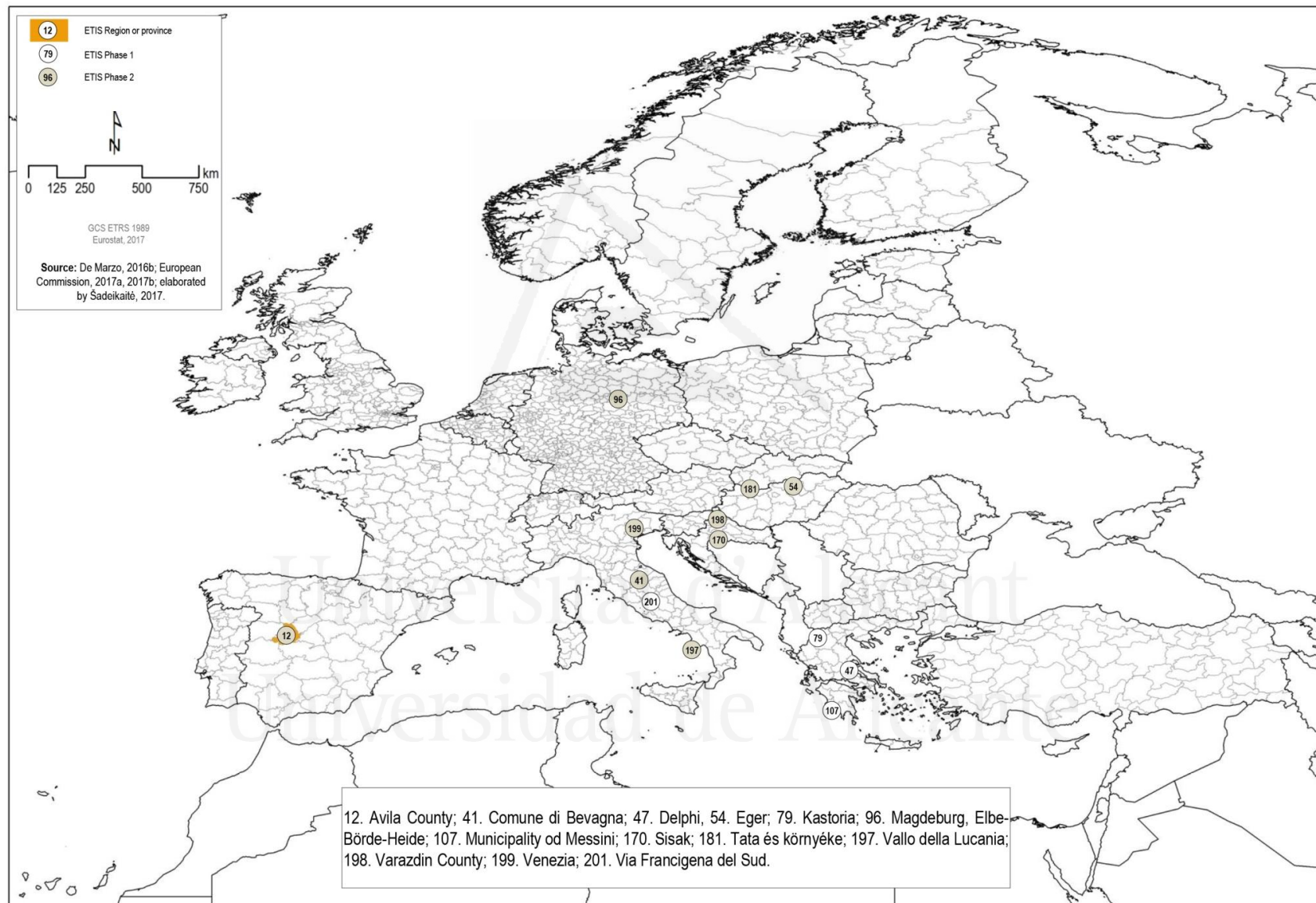
phase 2.

Figure 20. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type) and the Phase

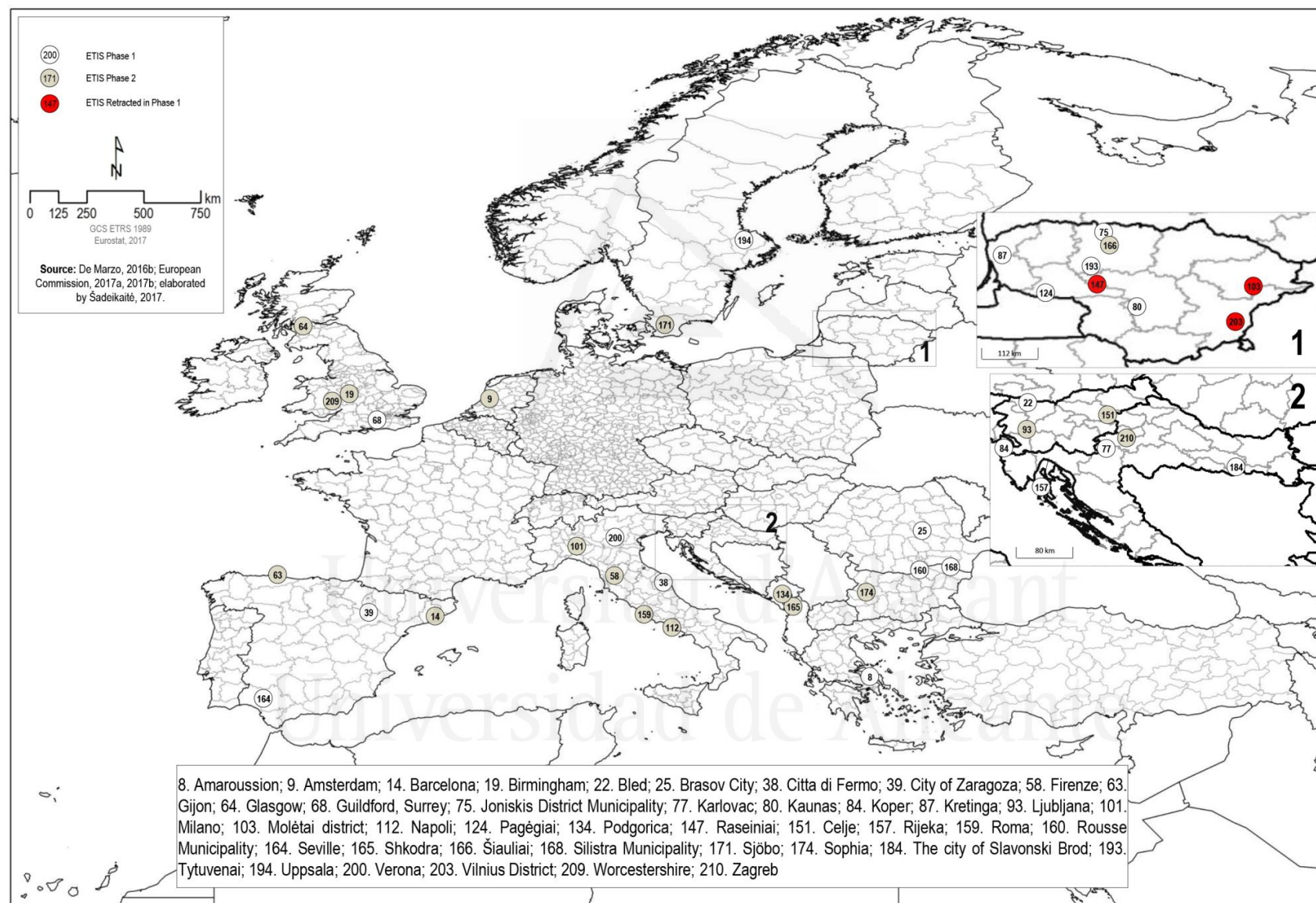


In the corresponding maps (see Maps 3 – 9) it can be observed how different types of the ETIS destinations are distributed across Europe.

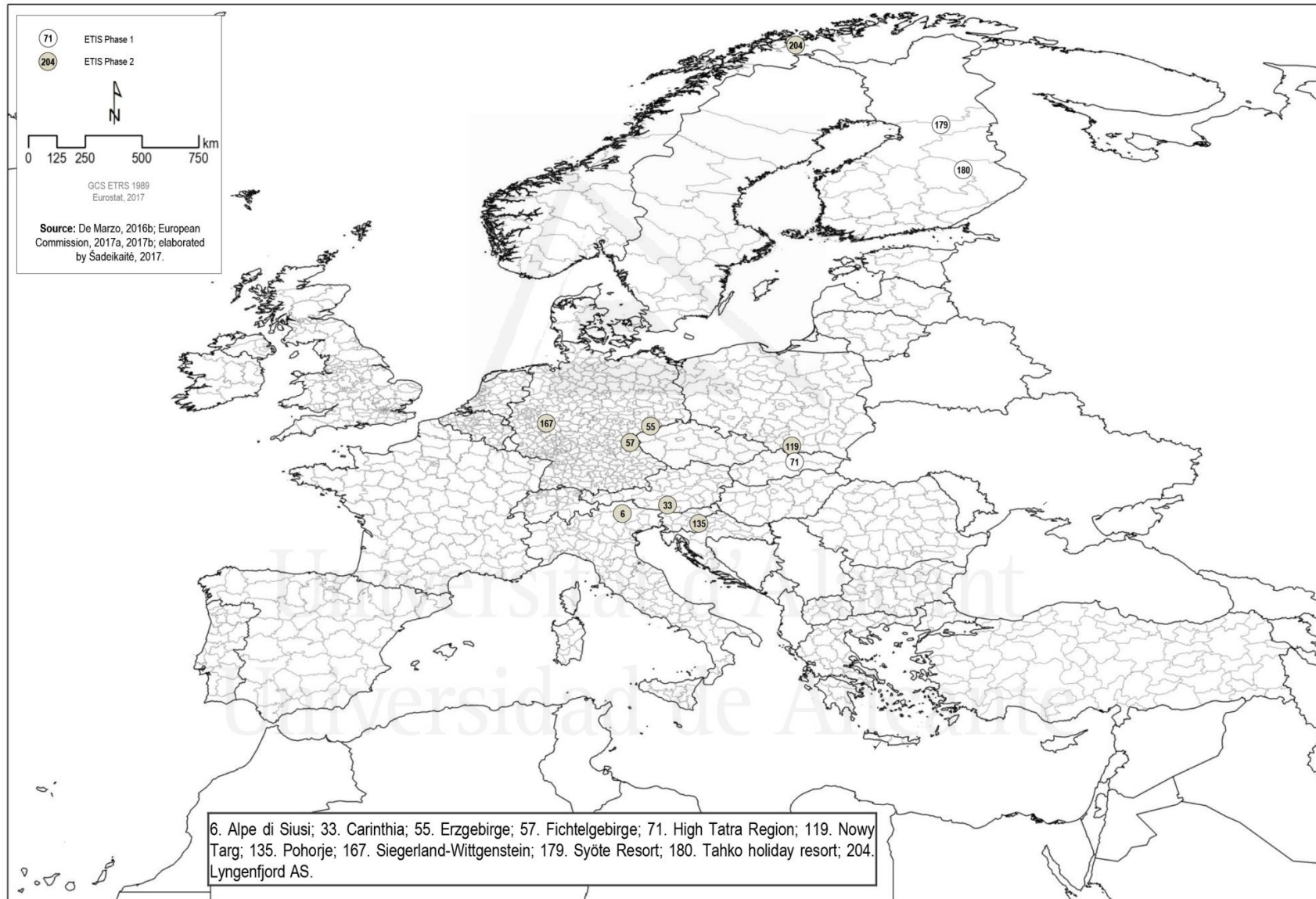
Map 3. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type): Cultural Destinations



Map 4. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type): City Destinations



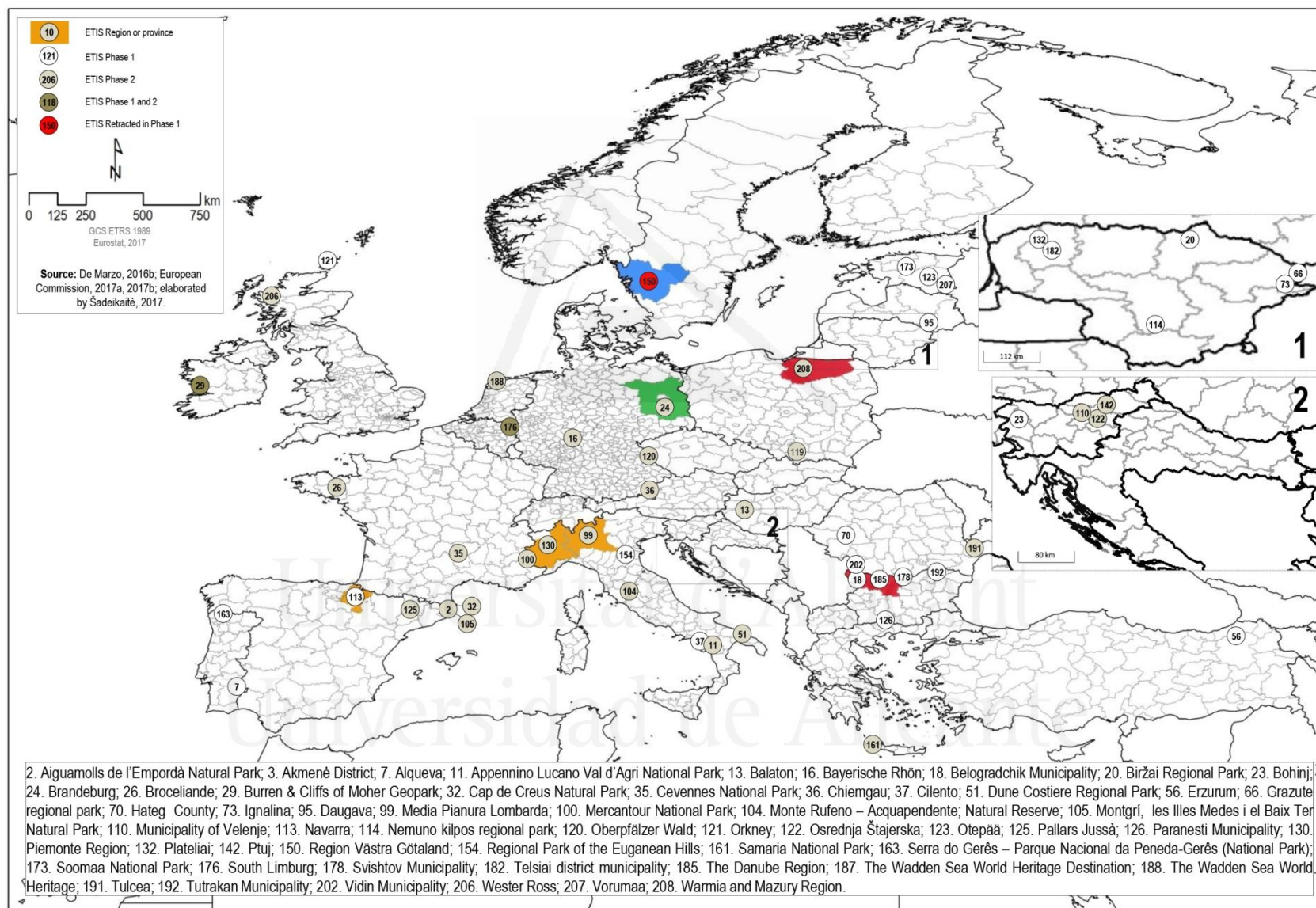
Map 5. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type): Mountain Destinations



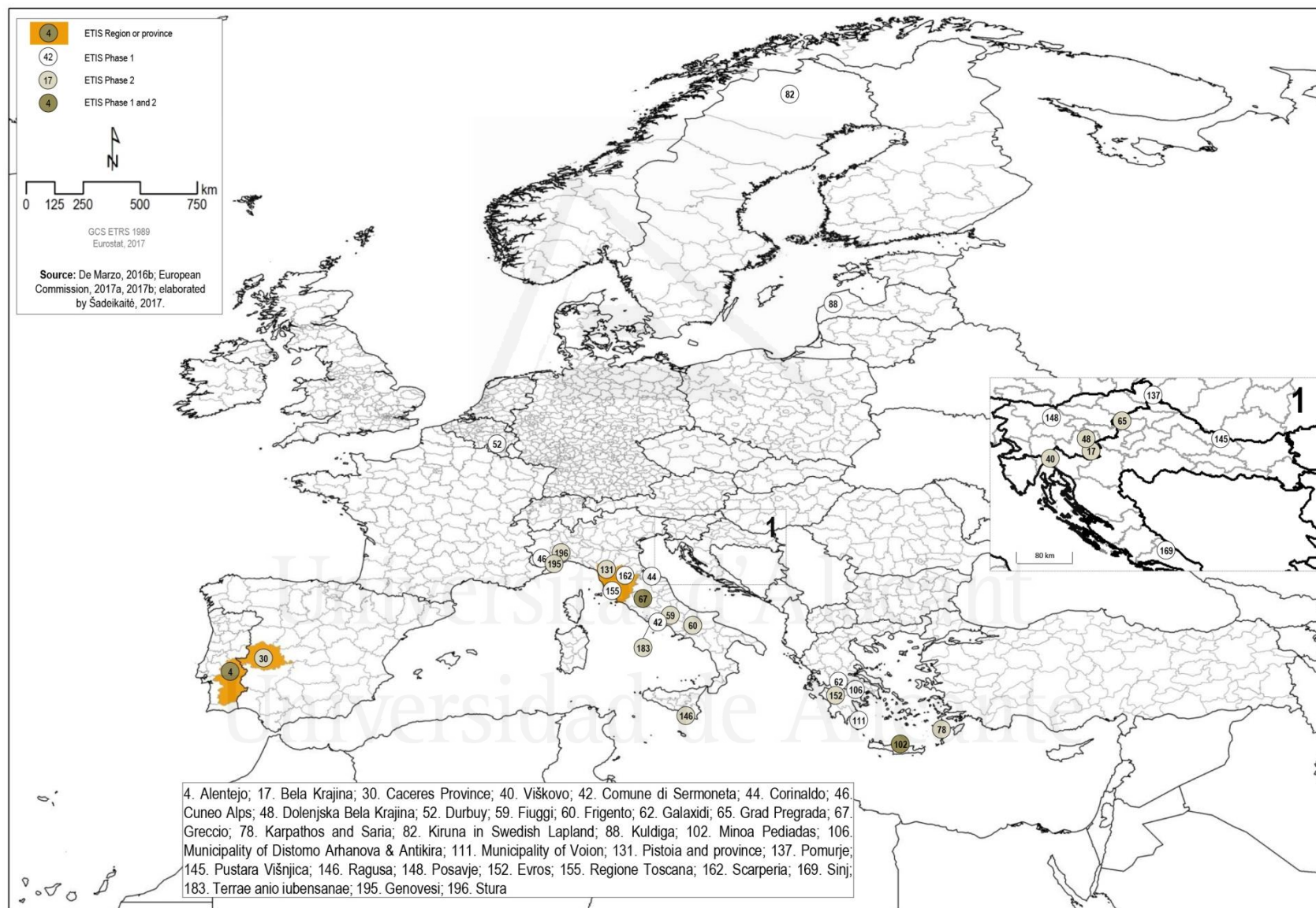
Map 6. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type): Wellness and Traditional Festivals Destinations



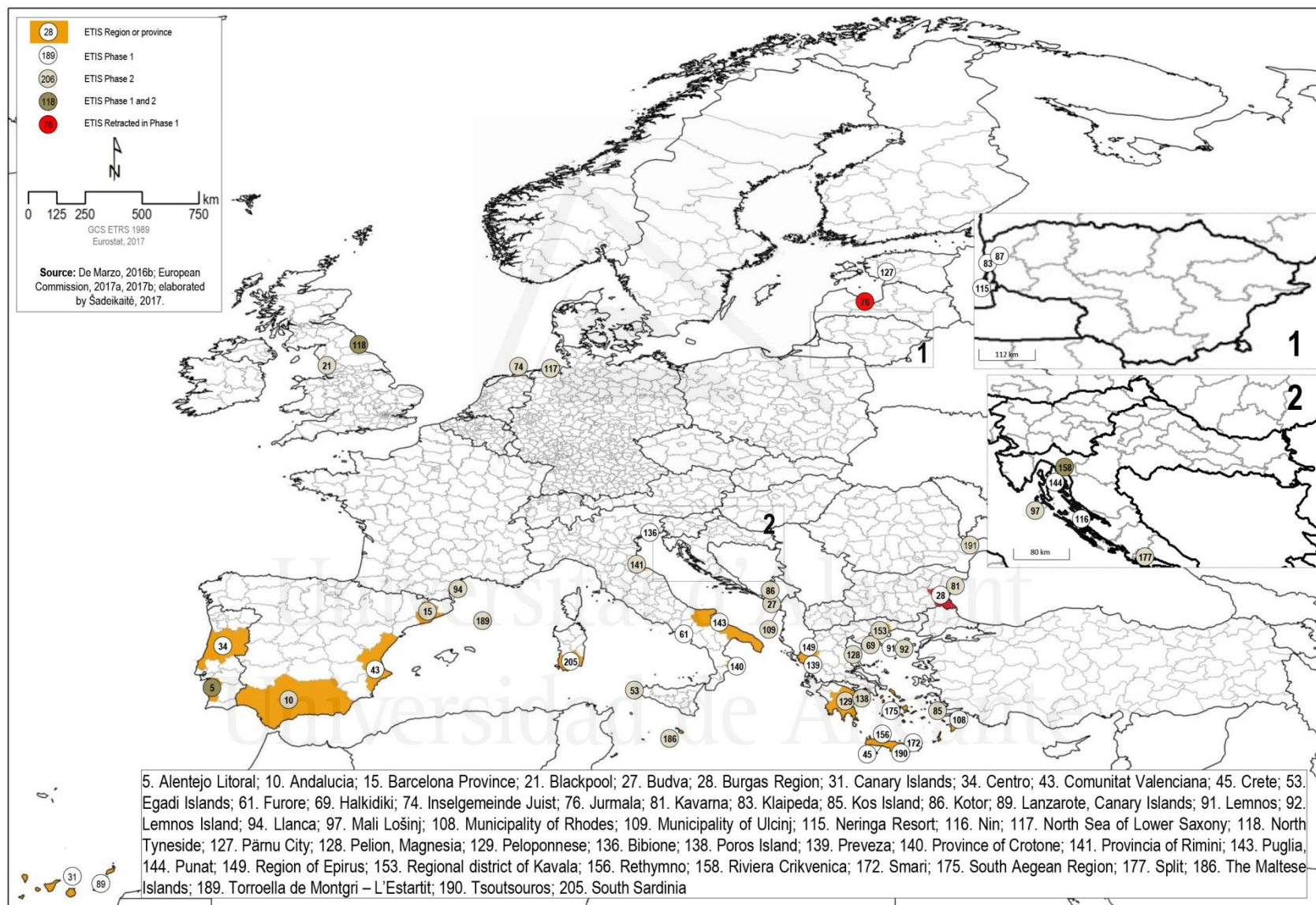
Map 7. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type): Nature Destinations



Map 8. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type): Rural Destinations



Map 9. Distribution of the ETIS Destinations by the Tourism Destination Type (Primary Type): Sun and Beach Destinations



This detailed analysis clearly characterises the great diversity of tourism destinations that take part in the ETIS initiative. The destinations significantly differentiate in terms of their location as well as with regard to the types of tourism destinations. It is also essential to highlight that there are substantial dissimilarities in terms of the size of destinations. The destinations range from a small rural area to metropolitan cities, from small mountain resorts to beaches that are stretching across regions, from small wellness destinations to destinations with UNESCO cultural and natural heritage sites. As suggested by the case study of the ETIS initiative in the previous chapter, this diversity of destinations certainly illustrates that the ETIS methodology can be applied in variety of settings.

Moreover, since destinations are spread across Europe, it proposes that the technical capacities might vary considerably among the countries, particularly in the EU and non-EU countries. Nonetheless, the destinations can successfully use the ETIS methodology despite potential difference among the countries with regard to technical capacities. The use of the ETIS methodology remains feasible to use in the destinations that differ significantly in terms of available human and financial resources. This might be determined by a country where a destination is located and by the size of destinations, as well as how important tourism development is for a local, regional or national economy and overall development.

5.3 Findings from the survey

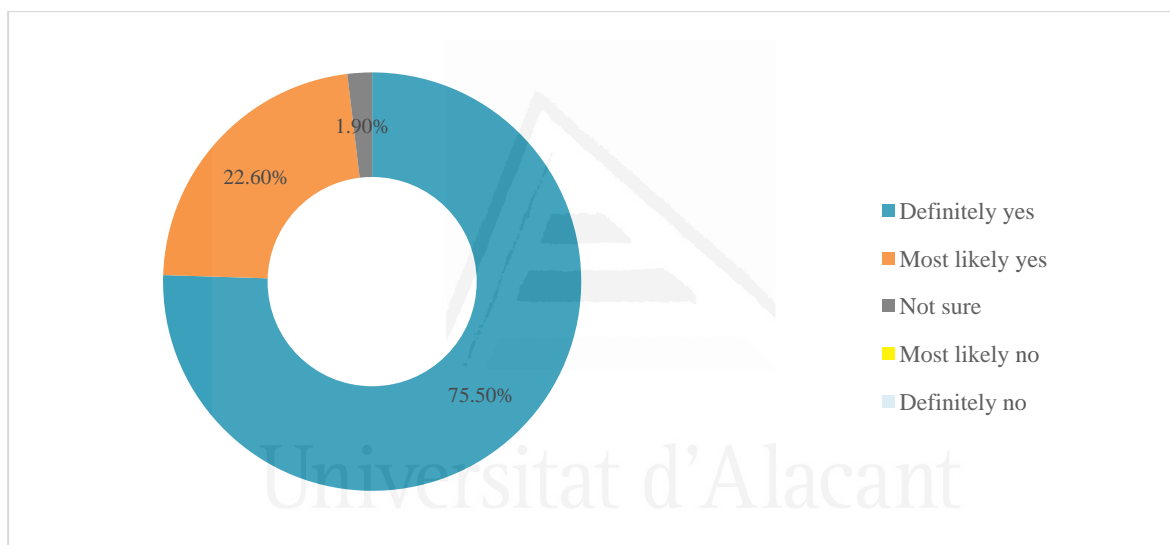
The data for the quantitative study was collected based on an online survey that was created in EnKlikAnketa (www.1ka.si) survey platform, as explained in Chapter 4.3. The data collection was carried out from 1 March to 30 April 2017. During this period, a total number of 106 ($n = 106$) surveys having the status "valid" were retrieved. This represents the final sample used for the analysis.

In the following chapters, the results of the survey are presented. Firstly, the sample characteristics are presented based on how the respondents perceive their destination. An overview of the respondents' replies is provided in terms of whether they perceive that it is important to measure the impacts of tourism in their destinations and what methods do they use. After that data reliability analysis is performed as well as the results of testing the research hypotheses are presented.

5.3.1 Descriptive statistics: sample characteristics

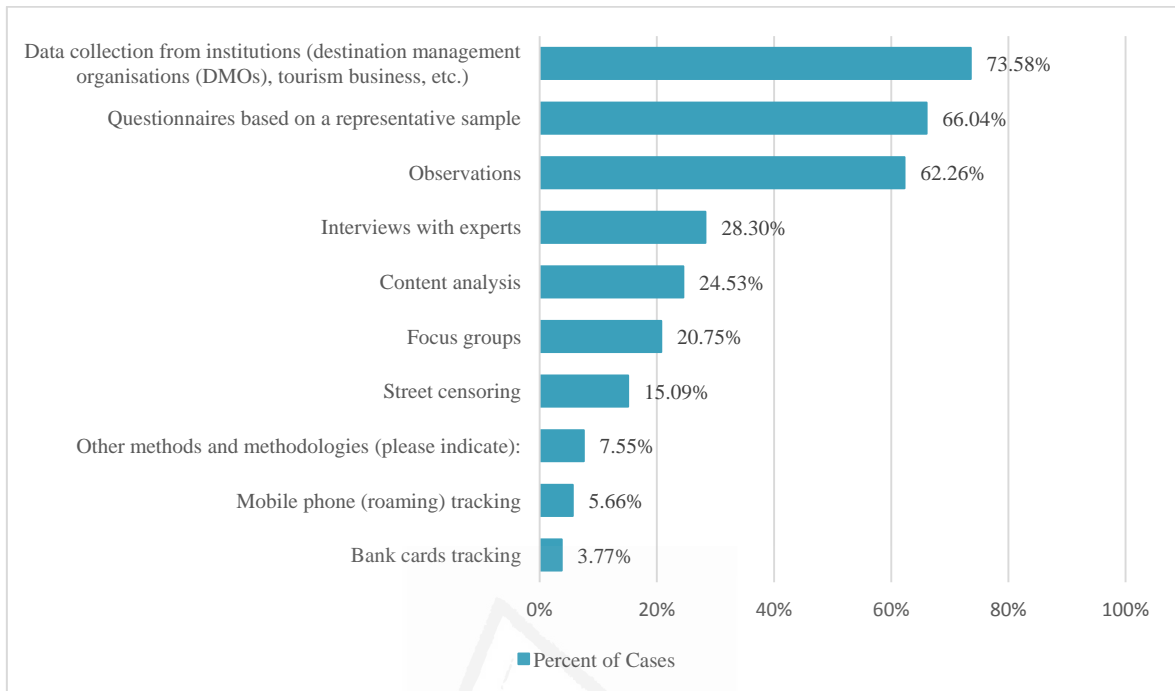
In this chapter the descriptive characteristics of the sample as well as the respondents' attitudes towards the need to measure the impacts of tourism are presented. 98.1% of 106 respondents consider that measuring the impacts of tourism is important (see Figure 21). Among them, 75.5% consider that to monitor the impacts is definitely important and another 22.6% consider that is most likely important. From 106 respondents, only 2 respondents are not sure if the measuring the impacts of tourism is important, which consists of only 1.9% of all respondents.

Figure 21. Distribution of the Respondents' Perceptions Towards the Importance of Measuring the Impacts of Tourism (n = 106)



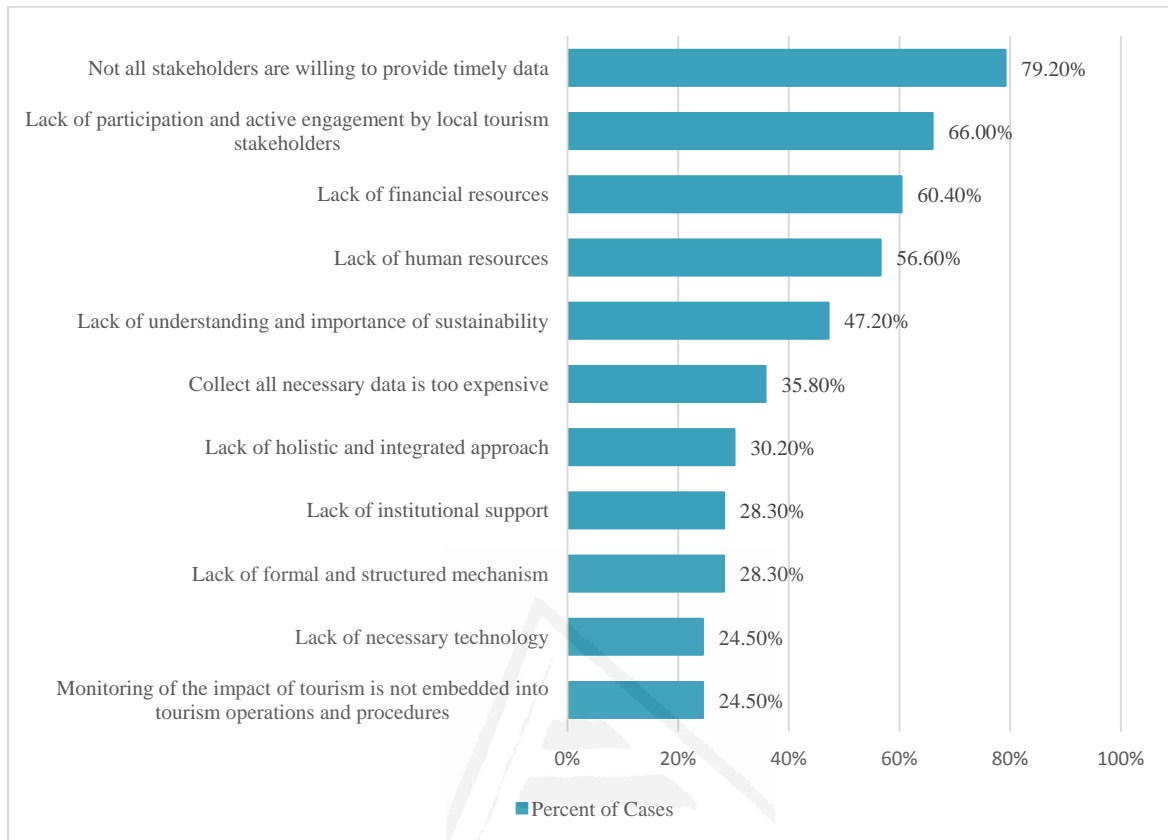
Among the destinations, 73.6% of respondents answered that "data collection from institutions (destination management organisations (DMOs), tourism business, etc.)" is the most common manner to measure the impacts of tourism in their destinations (see Figure 22). Slightly fewer destinations use "questionnaires based on a representative sample" (66%) and observations (62.3%) to monitor tourism impacts. Approximately one-quarter of destinations use such methods as interviews with experts (28.3%), as well as content analysis (24.5%) and focus groups (20.8%) to measure the impacts of tourism. Street censoring (15.1%), mobile phone (roaming) tracking (5.7%) and bank cards tracking (3.8%), as well as other methods as annual economic impact assessment and survey on low carbon tourism are the least common methods used among the respondent destinations to measure the impacts of tourism.

Figure 22. Distribution of the Methods / Methodologies Used to Measure the Impacts of Tourism in the ETIS Destinations (n = 106)



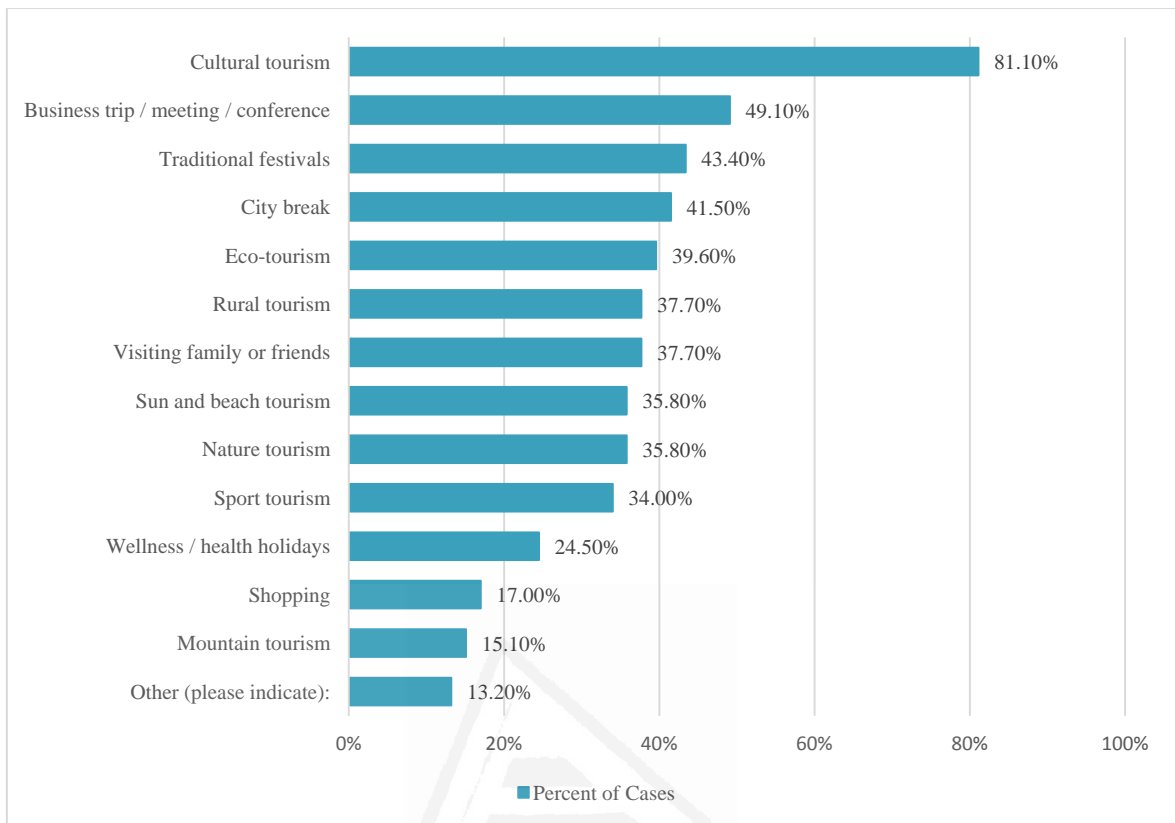
As Figure 23 shows, the highest percentage of the respondents, namely 79.2% consider that one of the main challenges to measure the impacts of tourism is that "not all stakeholders are willing to provide timely data". Approximately two-thirds of respondents indicated that "lack of participation and active engagement by local tourism stakeholders" (66%), "lack of financial resource" (60.4%), and "lack of human resources" (56.6%) are also perceived as considerable challenges to measure the impacts of tourism development. What is more, nearly 50% of respondents indicated that there is a "lack of understanding and importance of sustainability" that impede measuring processes. On the other hand, one-third of respondents answered that "collecting all necessary data is too expensive" (35.8%), "lack of holistic and integrated approach" (30.2%) as well as "lack of institutional support" and "lack of formal and structured mechanism" (28.3% each) are also among challenges to measure the impacts of tourism in the ETIS destinations. Finally, the lowest percentage of respondents consider that "lack of necessary technology" and "monitoring the impact of tourism is not embedded into tourism operations and procedures" (24.5% each), as the main constraints to monitor the impacts of tourism.

Figure 23. Distribution of the Main Challenges to Measure the Impacts of Tourism in the ETIS Destinations (n = 106)



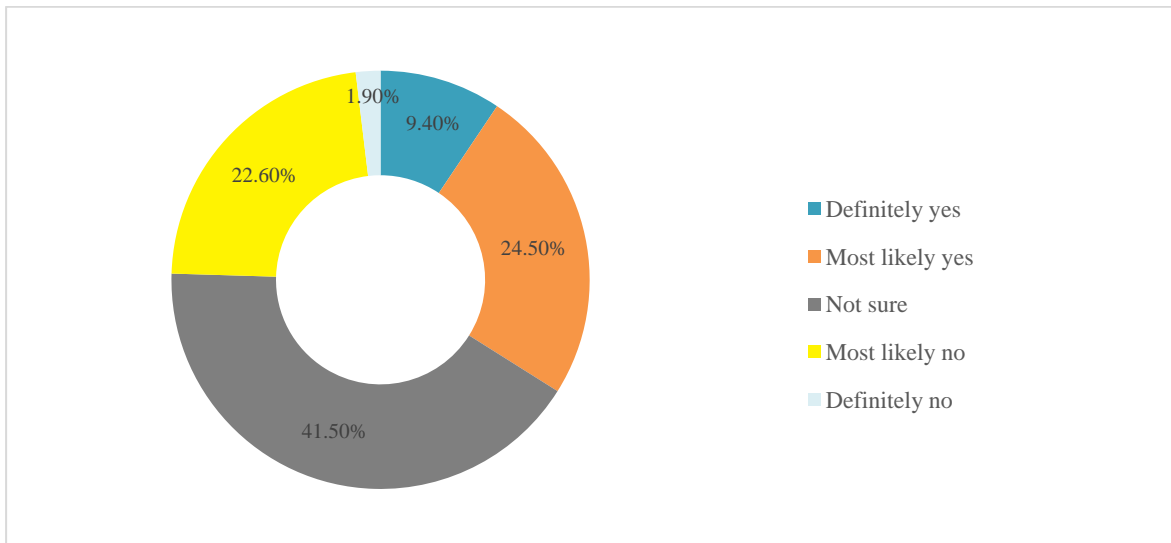
Among the respondents, the majority (81.1%) consider that cultural tourism is the main reason to visit their destination (see Figure 24). Nearly half of the respondents (49.1%) indicate "business trip/meeting/conference", traditional festival (43.3%) and city break (41.5%) as the main causes for tourists to come to their destinations. Slightly less respondents considered eco-tourism tourism (39.6%), and visiting family/friends (37.7%) are among the basis to visit the destinations. Even less respondents indicate the reasons such as sun and beach and nature tourism (35.8% each) and sport tourism (34%) as the main motives to come to their destinations. On the other side, wellness, shopping and mountain tourism were the least common reasons to visit the destinations, 24.5%, 17% and 15.1% respectively. Other motives to come to the destination included bird watching, wine and jet setting tourism.

Figure 24. Distribution of the Main Reason(s) to Visit the Destination



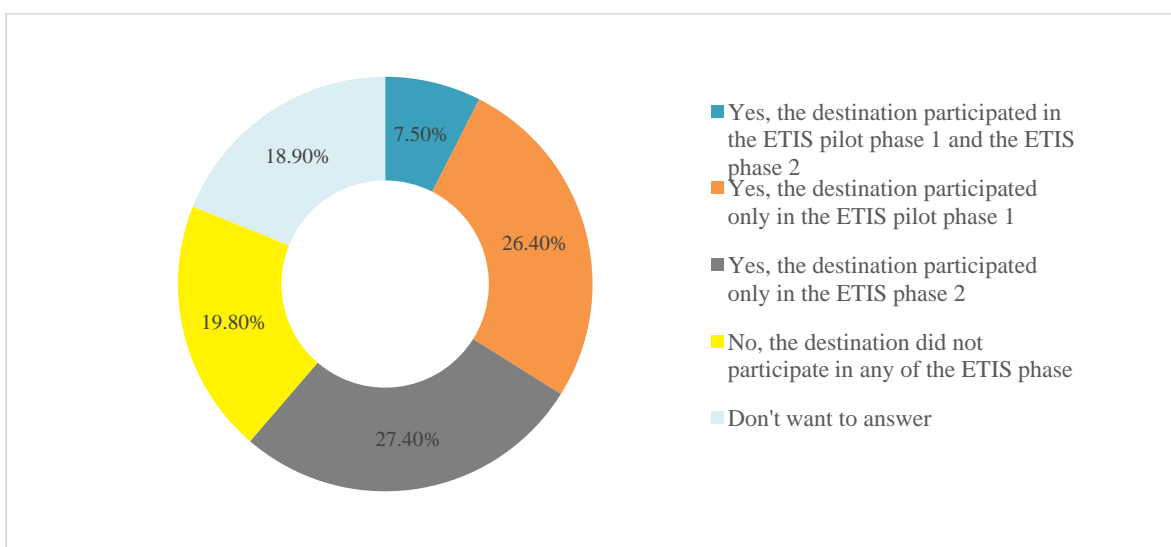
As it can be observed in Figure 25, nearly half of respondents (41.5%) are not sure if tourists in their destinations are aware of the efforts to enhance sustainability in the destinations. Another almost 25% of respondents stated that "most likely yes" and only less than 10% believe that tourists are aware of the sustainability efforts in the destinations. On the contrary, nearly a quarter of respondents believe that tourists do not recognise the efforts of destinations to foster sustainability, as 22.6% of respondents answered to this question "most likely no" and slightly less than 2% of respondents answered "definitely no".

Figure 25. Distribution of the Respondents' Perceptions Towards Whether Tourists are Aware of the Sustainability Efforts in the Destination (n = 106)



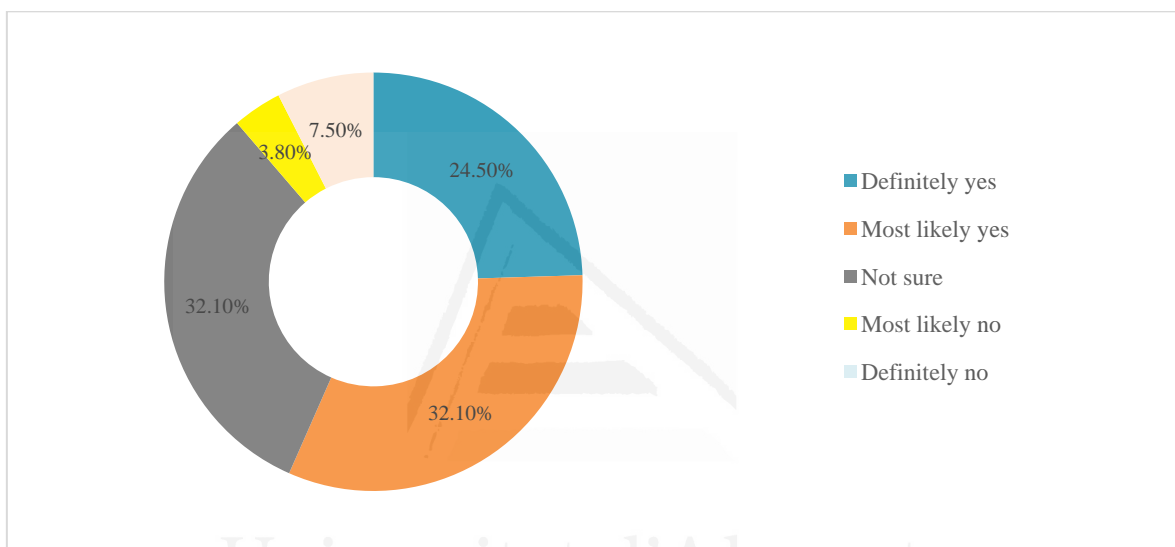
As Figure 26 below shows, the respondents indicate that 28 (26.4%) destinations took part in the ETIS phase 1 and 29 (27.4%) destinations participate in the ETIS. Respondents from all 8 (7.5%) destinations that took part in the ETIS phase 1 and the phase 2 took part in the survey. In total this represents nearly two-thirds of respondents. On the other hand and despite the fact that the questionnaire was sent only to the destinations that partake in the ETIS phase 1 or the phase 2, 21 destinations or 19.8% of respondents indicated that their destination did not participate in none of the ETIS phase and 20 (18.9%) of respondents chose not to answer this question.

Figure 26. Distribution of Respondents Based on the ETIS Phase in Which Their Destination Participate in (n = 106)



Nearly two-thirds of respondents indicated that their destinations would be willing to take part in the ETIS phase 2. In this regard, 26 respondents reply "definitely yes" and 34 respondents chose "most likely yes" that represent 24.5% and 32.1% of respondents respectively. Other 34 (32.1%) respondents are "not sure" about the willingness to take part in the ETIS phase 2. On the contrary, only 4 (3.8%) respondents replied "most likely no" and 8 (7.5%) chose not to answer the question about the willingness of the destination to take part in the ETIS phase 2.

Figure 27. Distribution of Respondents Based on the Willingness of their Destinations to Participate in the Implementation of the ETIS Phase 2 (n = 106)



From 106 respondents of the first, mandatory, part of the survey, 72 decided to continue in responding to the second, optional, part of the questionnaire. According to the respondents, the tourism contribution to local (regional) GDP (in %) varies from 9% to even 75%. The average contribution local (regional) GDP is 28.07% ($SD^6 = 23.37$). According to the latest Eurostat (2017) data, published in April 2017, this shows that tourism contribution to local (regional) GDP corresponds to tourism contribution to national GDP in the EU states, while the variations might be due to the fact that some destinations are more-tourism intense and thus tourism contribution to local (regional) GDP reflects it.

In terms of tourism contribution to local (regional) employment, respondents' answers are consistent with the replies on tourism contribution to local (regional) GDP. Respondents note that tourism contribution to local (regional) employment fluctuates from 7% to up to 80%. The average contribution local (regional) employment in the destinations is 34.1%

⁶ Hereinafter: standard deviation.

(SD = 23.85). These responses are also in the line with the data, recently announced by Eurostat (2017).

With regard to the size of destinations, respondents participated in the survey from small destinations with only 250 constant local residents to regions that have 8 million local residents. Concerning the number of arrivals, consequently respondents represent small destinations with the number of arrivals not exceeding 2000 to destinations that receive more than 39 million visitors per year. In terms of daily spending, tourists spend as little as €20 per day to as much as €900 per day. On average, visitors spend approximately €130 daily in the ETIS destinations that took part in the survey. Finally, this data reflects the diversity of the destinations that take part in the ETIS phase 1 and the phase 2.

5.3.2 Reliability of measurement scales

Before proceeding to the testing of the hypotheses, the internal consistency (reliability) of the questionnaire and the internal consistency of the 6 set of questions that are used in the hypotheses testing are checked. Cronbach's alpha is employed to test the internal reliability of the scales, according to the procedures and recommendations proposed by Field (2009). In other words, Cronbach's alpha coefficient measures how closely related set of items is as a group and how consistent does it measure the same underlying concept. Overall, a coefficient value of 0.7 is considered acceptable, although some authors suggest that higher values of 0.9 – 0.95 should be a norm (Field, 2009).

The internal consistency of the questions 3, 4 and 11, 12, 13 and 14 of the questionnaire (see Appendix I) individually is conducted to observe the internal consistency of every construct that are used in the hypotheses 1, 2, as well as 5a, 5b, 5c and 5d testing. As it can be observed in Table 7 below, Cronbach's alpha coefficient for question 3 which consisted of 11 items is 0.918. This suggests that the items of the third question have excellent internal consistency. Cronbach's alpha coefficients for question 4 (which consists of 7 items), question 11 (which is composed of 6 items), for question 12, (which is composed of 5 items), and for question 13 (which is composed of 8 items) and question 14 (which consists of 5 items) are slight lower and stand between 0.895 and 0.833. This further suggests a good internal consistency of the scales.

Table 7. Reliability Statistics of the Individual Questions Items of the Questionnaire

Number of Question	Reliability Statistics	
	Cronbach's Alpha	Number of Items
Q3	0.918	11
Q4	0.833	7
Q11	0.839	6
Q12	0.843	5
Q13	0.888	8
Q14	0.895	5

Note: Q3 corresponds to the question 3 of the questionnaire (see Appendix I) and represents the construct "Added-value of Measuring the Impacts of Tourism for Destination Management" of 11 items, as explained in Table 1. Q4 corresponds to the question 4 of the questionnaire (see Appendix I) and represents the construct "Added-value of Measuring the Impacts of Tourism for Tourism Stakeholders" of 7 items, as explained in Table 2. Q11 corresponds to the question 11 of the questionnaire (see Appendix I) and represents the construct "Tourism Contribution in terms of Destination Management and Governance" of 6 items, as explained in Table 3. Q12 corresponds to the question 12 of the questionnaire (see Appendix I) and represents the construct "Tourism Contribution in terms of Economic Impacts" of 5 items, as explained in Table 4. Q13 corresponds to the question 13 of the questionnaire (see Appendix I) and represents the construct "Tourism Contribution in terms of Social and Cultural Impacts" of 8 items, as explained in Table 5. Q14 corresponds to the question 14 of the questionnaire (see Appendix I) and represents the construct "Tourism Contribution in terms of Environmental Impacts" of 5 items, as explained in Table 6.

To check the internal consistency of the scales is particularly important since the quantitative research and the corresponding survey is based on extensive scientific and practitioners' literature rather than existing and scientifically tested model. As Cronbach's alpha coefficients for the individual items indicated excellent and good internal consistency, it allows proceeding to test the hypotheses.

In addition, it is checked whether the new variables that were created to represent the constructs of this research are normally distributed. As the results of Kolmogorov-Smirnov Goodness-of-Fit test show (see Table 8), all variables are not normally distributed ($p < 0.05$). Since the assumption for normality is violated, consequently non-parametric tests are employed in the further analysis.

Table 8. Results of the Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Q3. Destination governance processes	0.148	72	0.000	0.891	72	0.000
Q4. Stakeholders in tourism destinations	0.114	72	0.022	0.912	72	0.000
Q11. Destination management	0.174	72	0.000	0.887	72	0.000
Q12. Economic benefits	0.221	72	0.000	0.805	72	0.000
Q13. Social and cultural benefits	0.118	72	0.015	0.929	72	0.001
Q14. Environmental benefits	0.150	72	0.000	0.903	72	0.000
Q9. If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?	0.220	98	0.000	0.852	98	0.000

Note: Q3 corresponds to the question 3 of the questionnaire (see Appendix I) and represents the construct "Added-value of Measuring the Impacts of Tourism for Destination Management" of 11 items, as explained in Table 1. Q4 corresponds to the question 4 of the questionnaire (see Appendix I) and represents the construct "Added-value of Measuring the Impacts of Tourism for Tourism Stakeholders" of 7 items, as explained in Table 2. Q11 corresponds to the question 11 of the questionnaire (see Appendix I) and represents the construct "Tourism Contribution in terms of Destination Management and Governance" of 6 items, as explained in Table 3. Q12 corresponds to the question 12 of the questionnaire (see Appendix I) and represents the construct "Tourism Contribution in terms of Economic Impacts" of 5 items, as explained in Table 4. Q13 corresponds to the question 13 of the questionnaire (see Appendix I) and represents the construct "Tourism Contribution in terms of Social and Cultural Impacts" of 8 items, as explained in Table 5. Q14 corresponds to the question 14 of the questionnaire (see Appendix I) and represents the construct "Tourism Contribution in terms of Environmental Impacts" of 5 items, as explained in Table 6. "Q.9 If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?" refers to the question 9 of the questionnaire (see Appendix I), measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes". "a" denotes Lilliefors Significance Correction.

5.3.3 Testing the hypotheses

In this chapter, the five hypotheses that are presented in Chapter 4.1 are tested. For testing the hypotheses different statistical tests and procedures are employed. Namely, one-sample Wilcoxon signed-rank test as well as Spearman's rank-order correlation is used in testing the research hypotheses 1, 2 as well as 5a, 5b, 5c, 5d. Additionally, Wilcoxon signed-rank test is used also to test the research hypotheses 1 and 2 indirectly. The research hypothesis 3 is tested by applying Kruskal Wallis H test and Mann Whitney U test, the research hypothesis 4 is tested by employing Spearman's rank-order correlation.

5.3.3.1 Testing the research hypothesis 1

In order to test the research hypothesis 1 whether measuring of the impacts of tourism positively contributes to improved destination governance processes, one-sample Wilcoxon signed-rank test is employed. In order to calculate the impacts of monitoring tourism to destination management, measured through 11 items, a new variable "contribution to destination governance processes" is created, that represent all 11 items of the question 3 of the questionnaire (see Appendix I).

The new variable is generated by calculating the average mean values of all the items represented in the question. Particularly, the calculation of the average mean values is chosen to create this new variable due to two main reasons. Firstly, the average mean value allows maintaining a clear understanding of how the new variable is being valued overall by respondents. Secondly, it allows comparing this new variable with other new variables that are created when testing the research hypothesis H2, as well as the research hypotheses H5a, H5b, H5c and H5d as the same approach of calculating new variable is used.

A non-parametric one-sample Wilcoxon signed-rank test is conducted to determine whether the average assessment (median) of the variable "contribution to destination governance processes" is statistically significantly different and higher than the tested value 3, defined as a 3 = "neither disagree, nor agree" on the used Likert scale. Value above 3 means that respondents agree that measuring the impacts of tourism positively contributes to improved destination governance processes. On the contrary, value below 3 means that respondents disagree that measuring the impacts of tourism positively contributes to improved destination governance processes. In case the question is answered as 0 = "don't know / not relevant", if a statement is not applicable, that statement is not included in the mean calculation. The same approach is applied when testing the research hypothesis H2, as well as the research hypotheses H5a, H5b, H5c and H5d.

As Table 9 indicates, the average assessment (median) of the variable "contribution to destination governance processes", measured on the Likert scale that ranges from 1 = "strongly disagree" to 5 = "strongly agree", is 4.27.

Table 9. Results of One-Sample Wilcoxon Signed-Rank Test Statistics in Testing Research Hypothesis 1

Statistics				
Q3.Destination governance processes				
N		Median	Minimum	Maximum
Valid	Missing			
104	2	4.2727	2.82	5.00

Note: "Q3. Destination governance processes" represents all 11 items of the question 3 of the questionnaire (see Appendix I). H1 corresponds to the research hypothesis 1, as presented in Chapter 4.1.

The results show that the average assessment (median) of the variable "contribution to destination governance processes" is higher than the tested value 3, and is statistically significant ($p = 0.000$) at 95% confidence level. Based on these results it can be concluded that measuring the impacts of tourism positively contributes to improved destination governance processes and thus the H1 can be accepted.

Table 10. Results of One-Sample Wilcoxon Signed-Rank Test Summary (Research Hypothesis 1)

Null Hypothesis	Test	Sig.	Decision
The median of Q3.Destination governance processes equals 3.00	One-sample Wilcoxon signed-rank test	0.000	Reject the null hypothesis

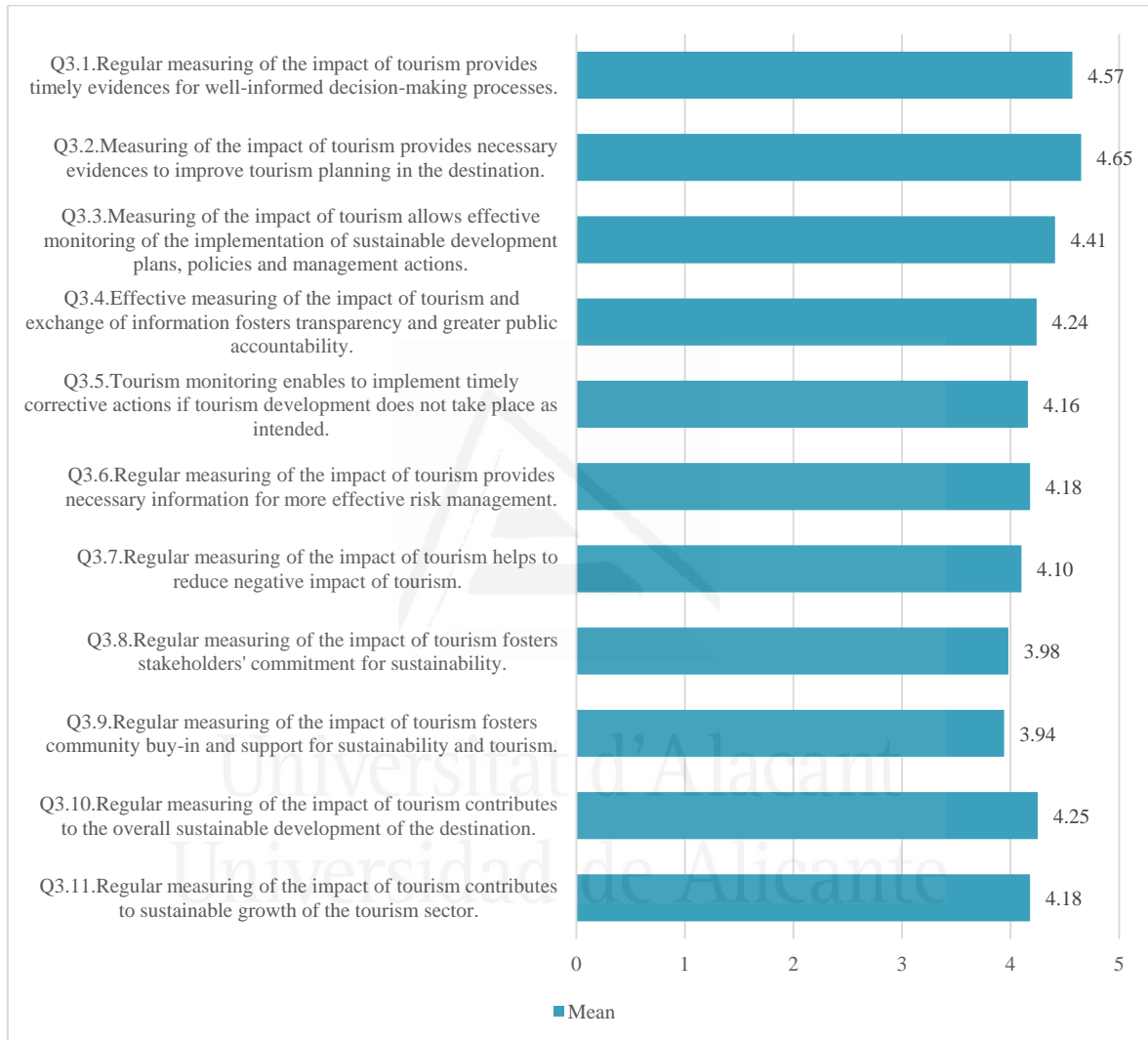
Note: "Q3. Contribution to destination governance processes" represents all 11 items of the question 3 of the questionnaire (see Appendix I). H1 corresponds to the research hypothesis 1, as presented in Chapter 4.1.

Since the new variable "contribution to destination governance processes" represents all 11 items of the question 3 of the questionnaire (see Appendix I), it is further attempted to check which of these 11 variables are the most and least valued benefits for measuring the impact of tourism to destination governance processes, based on the mean values of each item.

As it can be observed in Figure 28 below, respondents consider that item 3.2 "measuring the impact of tourism provides necessary evidences to improve tourism planning in the destination" is the most important benefit of measuring the impacts of tourism in the destinations, with the highest mean value at 4.65. Also, the item 3.1 "regular measuring of the impact of tourism provides timely evidences for well-informed decision-making processes" is one of the most valued benefits of measuring the impacts of tourism for the destination governance processes, with the mean value at 4.57. On the contrary, the items 3.8 "regular measuring the impact of tourism fosters stakeholders' commitment for sustainability" and the item 3.9 "regular measuring the impact of tourism fosters

community buy-in and support for sustainability and tourism" are perceived as the least valued benefits in terms of destination governance, with the mean value at 3.98 and 3.94 respectively.

Figure 28. Distribution of the Mean Values on Benefits of Measuring the Impacts of Tourism for Destination Management (Research Hypothesis 1)



Note: Q3.1 – Q3.11 corresponds to the items of the question 3 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

5.3.3.2 Testing the research hypothesis 2

Identically to the research hypothesis 1, the research hypothesis 2 is tested. The H2 is related to whether measuring the impacts of tourism provides positive benefits for relevant tourism stakeholders in tourism destinations and is tested by performing one-sample Wilcoxon signed-rank test. To determine the contribution of measuring the impact of tourism for relevant tourism stakeholders in tourism destinations, it was measured based on 7 items. A new variable "contribution to tourism stakeholders in tourism destinations" is generated that represents all 7 items of the question 4 of the questionnaire (see Appendix I).

One-sample Wilcoxon signed-rank test is conducted to determine whether the average assessment (median) of the variable "contribution to tourism stakeholders in tourism destinations" is statistically significantly different and higher than the tested value 3, defined as a 3 = "neither disagree, nor agree" on the used Likert scale. The average assessment (median) of the variable "contribution to tourism stakeholders in tourism destinations", measured on the Likert scale that ranges from 1 = "strongly disagree" to 5 = "strongly agree", is 4.38.

Table 11. Results of One-Sample Wilcoxon Signed-Rank Test Statistics in Testing Research Hypothesis 2

Statistics				
Q4.Stakeholders in tourism destinations				
N		Median	Minimum	Maximum
Valid	Missing			
104	2	4.3810	3.00	5.00

Note: "Q4. Stakeholders in tourism destinations" represents all 7 items of the question 4 of the questionnaire (see Appendix I). H2 corresponds to the research hypothesis 2, as presented in Chapter 4.1.

As the results in Tables 11 and 12 indicate, the average assessment (median) of the variable "contribution for relevant tourism stakeholders in tourism destinations" is higher than the tested value 3, and is statistically significant ($p = 0.000$) at 95% confidence level. According to these results, the research hypothesis 2 that measuring the impacts of tourism provides positive benefits for relevant tourism stakeholders in tourism destinations can be accepted.

Table 12. Results of One-Sample Wilcoxon Signed-Rank Test Summary (Research Hypothesis 2)

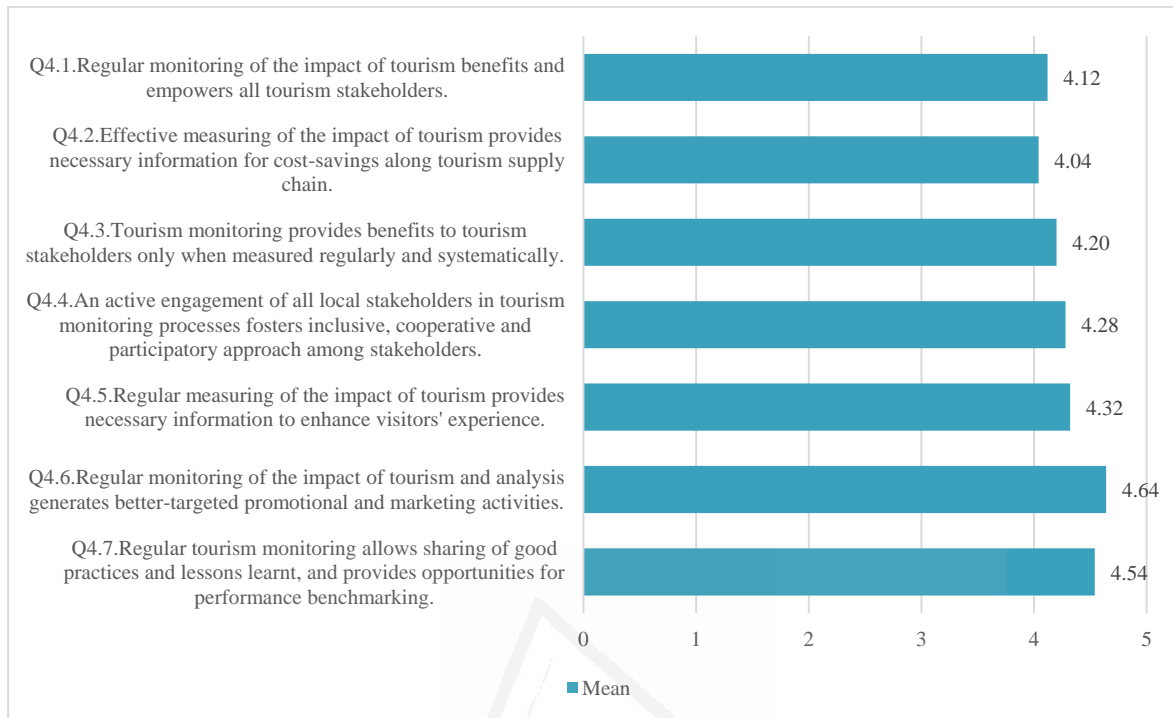
Null Hypothesis	Test	Sig.	Decision
The median of Q4.Stakeholders in tourism destinations equals 3.00	One-sample Wilcoxon signed-rank test	0.000	Reject the null hypothesis

Note: "Q4. Stakeholders in tourism destinations" represents all 7 items of the question 4 of the questionnaire (see Appendix I). H2 corresponds to the research hypothesis 2, as presented in Chapter 4.1.

As the new variable "contribution to tourism stakeholders in tourism destinations" represents all 7 items of the question 4 of the questionnaire, it is aimed to identify which of the benefits of measuring the impacts of tourism are the most and least valued for tourism stakeholders in tourism destinations. For this purpose, the mean values of the separate items are compared.

The respondents perceive that the item 4.6 "regular monitoring of the impact of tourism and analysis generates better-targeted promotional and marketing activities" is the most valued benefit that measuring the impacts of tourism brings to tourism stakeholders, with the highest mean value at 4.64 (see Figure 29). The item 4.7 "regular tourism monitoring allows sharing of good practices and lessons learnt, and provides opportunities for performance benchmarking", with the mean value at 4.54, is also considered as one of the main benefits for tourism stakeholders. On the other side, respondents consider that the least valued benefits of measuring the impacts of tourism for tourism stakeholders are the item 4.2 "effective measuring the impact of tourism provides necessary information for cost-savings along tourism supply chain", with the mean value at 4.04, and the item 4.1 "regular monitoring of the impact of tourism benefits and empowers all tourism stakeholders", with the mean value at 4.13.

Figure 29. Distribution of the Mean Values on Benefits of Measuring the Impacts of Tourism for Tourism Stakeholders (Research Hypothesis 2)



Note: Q4.1 – Q4.7 corresponds to the items of the question 4 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

As the research provides sufficient evidences to accept the research hypotheses H1 and H2, it is additionally attempted to explore if there are any differences how respondents perceive the benefits that measuring the impacts of tourism creates in terms of tourism governance processes and for tourism stakeholders. It is also aimed to observe whether there is correlation between these benefits.

Wilcoxon signed-rank test, used when comparing two related samples, is applied in analysing how respondents evaluate the benefits of measuring the impacts of tourism, namely benefits for destination governance processes and for tourism stakeholder. Conducting the test, the new variables that were created when testing the research hypotheses 1 and 2, in particularly (1) destination governance processes and (2) stakeholders in tourism destination, are used.

As the results in Table 13 indicates, the analysis shows that mean scores (see Appendix L) are not statistically significantly different ($p = 0.217$, $p > 0.05$). Thus, it can be concluded that respondents similarly assessed the contributions that measuring the impacts of tourism creates in terms of destination governance processes and for tourism stakeholders.

Table 13. Results of Wilcoxon Signed-Ranks Test Statistics

Test Statistics	
	Q4.Stakeholders in tourism destinations - Q3.Destination governance processes
Z	-1.233b
Asymp. Sig. (2-tailed)	0.217

Note: "Q3. Destination governance processes" represents all 11 items of the question 3 of the questionnaire (see Appendix I). "Q4. Stakeholders in tourism destinations" represents all 7 items of the question 4 of the questionnaire (see Appendix I). "a" denotes Wilcoxon Signed Ranks Test. "b" denotes the test is based on negative ranks.

To check whether there is a statistically significant correlation between the variables "contribution to destination governance processes" and "contribution to tourism stakeholders in tourism destinations", Spearman's rank-order correlation is performed. According to the results in Table 14, it can be observed there is a strong positive and statistically significant correlation between how respondents value the benefits that measure of tourism impacts provide in terms of destination governance processes and for tourism stakeholders ($r_s = 0.665$, $p = 0.00$) at 99% confidence level.

Table 14. Results of Spearman's Rank-Order Correlation

Correlations				
			Q3.Destination governance processes	Q4.Stakeholders in tourism destinations
Spear- man's rho	Q3. Destination governance processes	Correlation Coefficient	1.000	0.665*
		Sig. (2-tailed)	.	0.000
		N	104	104
	Q4.Stakehol- ders in tourism destinations	Correlation Coefficient	0.665*	1.000
		Sig. (2-tailed)	0.000	.
		N	104	104

Note: "Q3. Contribution to destination governance processes" represents all 11 items of the question 3 of the questionnaire (see Appendix I). "Q4. Stakeholders in tourism destinations" represents all 7 items of the question 4 of the questionnaire (see Appendix I). * denotes 1% significance level (2-tailed).

The results of Spearman's rank-order correlation provides additional evidence that respondents who positively value the benefits of measuring the impacts of tourism to improved destination governance processes, are also likely to consider that the measuring the impacts of tourism also provides positive benefits for relevant tourism stakeholders in tourism destinations.

5.3.3.3 Testing the research hypothesis 3

To test the research hypothesis 3 whether participation in organised initiatives related to tourism measuring which encourages stakeholders' commitment to measure the impacts of tourism, Kruskal-Wallis H and Mann Whitney U tests are conducted.

In the hypothesis 3, the commitment to measure the impacts of tourism in the framework of this research is considered as willingness of destinations to take part in the implementation of the ETIS phase 2 (Toolkit 2016), depending on their participation in the ETIS phase 1 and/or phase 2. Based on this, the responses are grouped accordingly:

- Group 1. Yes, the destination participated in the ETIS pilot phase 1 and the ETIS phase 2;
- Group 2. Yes, the destination participated only in the ETIS pilot phase 1;
- Group 3. Yes, the destination participated only in the ETIS phase 2;
- Group 4. No, the destination did not participate in any of the ETIS phases.

Kruskal-Wallis H test shows (see Table 15) the mean ranks for each pair of the groups and indicates how the participation in the ETIS pilot phase 1 and/or the phase 2 influences the willingness among respondents to take part in the ETIS phase 2 (Toolkit 2016).

As it can be observed, the mean ranks display that respondents from the destinations that participated in both the ETIS pilot phase 1 and the ETIS phase 2 are the most likely to take part in the implementation of the Toolkit 2016, with the mean rank at 68.75. The mean rank of the destinations that participate only in the ETIS phase 2 is also comparably high in terms of their willingness to participate in the implementation of the ETIS phase 2, with the mean rank at 49.47. On the contrary, the respondents from the destinations who indicated that their destination did not take part in the ETIS or participated only in the ETIS pilot phase 1 indicate that they are the least likely to participate in the implementation of the ETIS Toolkit 2016, with the mean ranks at 39.89 and 30.45 respectively.

Table 15. Results of Kruskal-Wallis Test in Testing Research Hypothesis 3

Ranks			
	Did you participate in the ETIS pilot phase 1 and/or phase 2?	N	Mean Rank
If there were in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?	Group 1. Yes, the destination participated in the ETIS pilot phase 1 and the ETIS phase 2	8	68.75
	Group 2. Yes, the destination participated only in the ETIS pilot phase 1	28	39.89
	Group 3. Yes, the destination participated only in the ETIS phase 2	29	49.47
	Group 4. No, the destination did not participate in any of the ETIS phases	21	30.45
	Total	86	

Note: Groups 1, 2, 3 and 4 refers to the answer options of the question 8 the questionnaire (see Appendix I). Group 1 refers to the answer option "Yes, the destination participated in the ETIS pilot phase 1 and the ETIS phase 2". Group 2 refers to the answer option "Yes, the destination participated only in the ETIS pilot phase 1". Group 3 refers to the answer option "Yes, the destination participated only in the ETIS phase 2". Group 4 refers to the answer option "No, the destination did not participate in any of the ETIS phases".

As the results of test statistics of Kruskal Wallis H test (see Table 16) indicates, there is a statistically significant difference in the average willingness to further participate (medians) in the ETIS phase 2 between participants grouped, based on their participation in the ETIS phase 1 and/or the phase 2 ($p = 0.000$, $p < 0.05$). Accordingly, the hypothesis 3 can be accepted as indeed the participation of destinations in organised initiatives related to tourism measuring which encourages stakeholders' commitment to measure the impacts of tourism.

Table 16. Results of Test Statistics of Kruskal Wallis Test in Testing Research Hypothesis 3

Test Statistics ^{a,b}	
	If there were in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?
Chi-Square	18.004
df	3
Asymp. Sig.	0.000

Note: "a" denotes Kruskal Wallis Test. "b" denotes the grouping variable: "Did you participate in the ETIS pilot phase 1 and/or phase 2?".

It is further aimed to ascertain, if there is a statistical significant difference among the average willingness to continue to participate (medians) in the ETIS Toolkit 2016, based on their participation in the ETIS pilot phase 1 and/or phase 2, not only between the overall differences of the average (medians), but also between the averages (medians) of each

group pairs. For this purpose, Mann Whitney U test is employed to explore the statistical difference between the following pairs of groups, namely (1) group 1 and group 2, (2) group 1 and group 3, (3) group 1 and group 4, (4) group 2 and group 3, (5) group 2 and group 4, and (6) group 3 and group 4.

As it can be observed in Table 17 below, there is a statistical significant difference in the average willingness to further participate (medians) between the following groups, based on their participation in the ETIS pilot phase 1 and/or the phase 2 ($p < 0.05$), namely, group 1 and group 2, group 1 and group 3, group 1 and group 4, and group 3 and group 4. On the contrary, there is no statistical significant difference in the average willingness to further participate (medians) between the group 2 and group 3, and group 2 and group 4 ($p > 0.05$). This implies that the mean ranks distributions among these groups are random, rather than statistical significant. Mean ranks comparisons among the pairs of the groups and Mann Whitney U Test Statistics of each pairs are available in Appendix L.

Table 17. Summary of Mann Whitney U Test Statistics

Test Statistics^a	
	If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?
Pairs of the groups	Asymp. Sig. (2-tailed)
Group 1 and Group 2	0.002
Group 1 and Group 3	0.032
Group 1 and Group 4	0.000
Group 2 and Group 3	0.118
Group 2 and Group 4	0.138
Group 3 and Group 4	0.050

Note: "a." denotes grouping variable: "Did you participate in the ETIS pilot phase 1 and/or phase 2?", which refers to the question 8 of the questionnaire (see Appendix I). Groups 1, 2, 3 and 4 refers to the answer options of the question 8 the questionnaire (see Appendix I). Group 1 refers to the answer option "Yes, the destination participated in the ETIS pilot phase 1 and the ETIS phase 2". Groups 2 refers to the answer option "Yes, the destination participated only in the ETIS pilot phase 1". Groups 3 refers to the answer option "Yes, the destination participated only in the ETIS phase 2". Group 4 refers to the answer option "No, the destination did not participate in any of the ETIS phases".

5.3.3.4 Testing the research hypothesis 4

In order to test the research hypothesis 4 and to determine whether measuring the impacts of tourism helps in raising awareness of importance of sustainability among tourists, Spearman's rank-order correlation is performed. Spearman's rank-order coefficient is calculated to explore if there is a statistically significant correlation between:

- tourists awareness of the sustainability efforts in the destination and the new variable "contribution to destination governance processes", that was created when testing the H1;
- tourists awareness of the sustainability efforts in the destination and the new variable "contribution to stakeholders in tourism destinations ", that was created when testing the H2.

As the results indicate (see Table 18), there is no statistically significant correlation between the destination governance and the awareness of importance of sustainability $p > 0.05$ ($r_s = -0.071$, $p = 0.476$). The results also show that there is no statistically significant correlation between stakeholders and the awareness of importance of sustainability $p > 0,05$ ($r_s = -0.083$, $p = 0.404$). As a consequence, the research hypothesis H4 cannot be statistically accepted and thus is rejected.

Table 18. Results of Spearman's Rank-Order Correlation in Testing Research Hypothesis 4

Correlations				
			Q3.Destination governance processes	Q4.Stakeholders in tourism destinations
Spear-man's rho	Do you consider that tourists are aware of the sustainability efforts in the destination?	Correlation Coefficient	-0.071	-0.083
		Sig. (2-tailed)	0.476	0.04
		N	104	104

Note: "Q3. Destination governance processes" represents all 11 items of the question 3 of the questionnaire (see Appendix I). "Q4. Stakeholders in tourism destinations" represents all 7 items of the question 4 of the questionnaire (see Appendix I). "Do you consider that tourists are aware of the sustainability efforts in the destination?" represents tourists awareness of the sustainability efforts in the destination, measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes" (question 7 of the questionnaire, see Appendix I).

5.3.3.5 Testing the research hypothesis 5

To test hypotheses H5a, H5b, H5c and H5d, One-sample Wilcoxon signed-rank test is conducted, identically as when testing H1 and H2. As the second part of the questionnaire was optional, the sample size is 72 ($n = 72$) for the testing H5a, H5b, H5c and H5d.

In the research hypothesis H5a to determine the contribution of tourism development to destination management and governance in tourism destinations, measured through 6 items, a new variable "contribution to destination management and governance in tourism destinations" is generated, that represents all 6 items of the question 11 of the questionnaire (see Appendix I).

One-sample Wilcoxon signed-rank test is performed to observe if the average assessment (median) of the variable "contribution to destination management and governance in tourism destinations" is statistically significantly different and higher than the tested value 3, defined as a 3 = "neither disagree, nor agree" on the used Likert scale. The average assessment (median) of the variable "contribution to destination management and governance in tourism destinations" (see Table 19), measured on the Likert scale that ranges from 1 = "strongly disagree" to 5 = "strongly agree", is 4.33.

Table 19. Results of One-Sample Wilcoxon Signed-Rank Test Statistics in Testing Research Hypothesis 5a

Statistics				
Q11. Destination management				
N		Median	Minimum	Maximum
Valid	Missing			
72	34	4.3333	3.00	5.00

Note: "Q11. Destination management" represents all 6 items of the question 11 of the questionnaire (see Appendix I). H5a corresponds to the research hypothesis 5a, as presented in Chapter 4.1.

The results (Tables 19 and 20) show that the average assessment (median) of the variable "contribution to destination management and governance in tourism destinations" is higher than the tested value 3, and is statistically significant ($p = 0.000$) at 95% confidence level. Based on these results, it can be concluded that tourism development positively contributes to improved destination management and governance in tourism destinations and thus the research hypothesis H5a can be accepted.

Table 20. Results of One-Sample Wilcoxon Signed-Rank Test Summary (Research Hypothesis 5a)

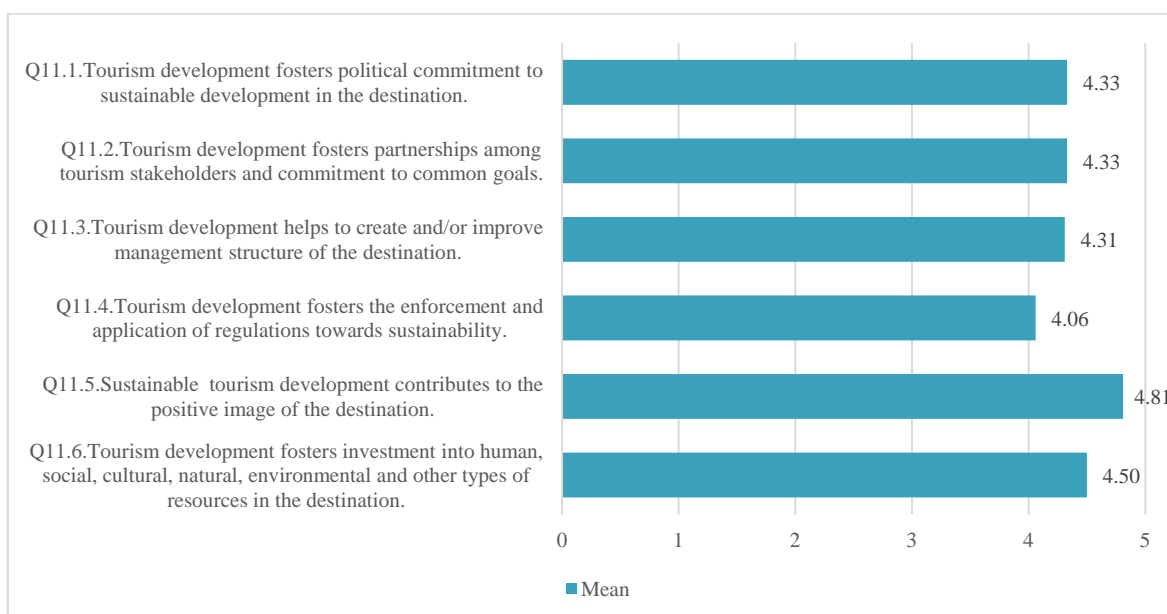
Null Hypothesis	Test	Sig.	Decision
The median of Q11. Destination management equals 3.00	One-sample Wilcoxon signed-rank test	0.000	Reject the null hypothesis

Note: "Q11. Destination management" represents all 6 items of the question 11 of the questionnaire (see Appendix I). H5a corresponds to the research hypothesis 5a, as presented in Chapter 4.1.

Since the variable "contribution to destination management and governance in tourism destinations" represents 6 items of the question 11 of the questionnaire, it is attempted to identify which of the tourism development benefits are the most and least valued in terms of destination management and governance for respondents, according to the mean values of each item.

Figure 30 indicates that respondents think that the item 11.5 "sustainable tourism development contributes to the positive image of the destination" is the highest ranked benefit of tourism development which brings to destination management, with the mean value at 4.81. The item 11.6 "tourism development fosters investment into human, social, cultural, natural, environmental and other types of resources in the destination" is also highly valued by respondents, with the mean value at 4.5. On the other side, the item 11.4 "tourism development fosters the enforcement and application of regulations towards sustainability" is considered as the least valued benefit that tourism development brings to destination, with the mean value 4.06.

Figure 30. Distribution of the Mean Values on Tourism Contribution in terms of Destination Management and Governance (Research Hypothesis 5a)



Note: Q11.1 – Q11.6 corresponds to the items of the question 11 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

In testing the research hypothesis H5b and to determine whether tourism development contributes to economic development in destinations, measured through 5 items, a new variable "economic benefits in tourism destinations" is created that represent all 5 items of the question 12 of the survey (see Appendix I).

One-sample Wilcoxon signed-rank test is carried out to determine whether the average assessment (median) of the variable "economic benefits in tourism destinations" is statistically significantly different and higher than the tested value 3, defined as a 3 = "neither disagree, nor agree" on the used Likert scale. The average assessment (median) of the variable "economic benefits in tourism destinations" (see Table 21), measured on the Likert scale that ranges from 1 = "strongly disagree" to 5 = "strongly agree", is 4.6.

Table 21. Results of One-Sample Wilcoxon Signed-Rank Test Statistics in Testing Research Hypothesis 5b

Statistics				
Q12.economic.benefits				
N		Median	Minimum	Maximum
Valid	Missing			
72	34	4.6000	2.20	5.00

Note: "Q12. Economic benefits" represents all 5 items of the question 12 of the questionnaire (see Appendix I). H5b corresponds to the research hypothesis 5b, as presented in Chapter 4.1.

The results (see Tables 21 and 22) indicate that average assessment (median) of the variable "economic benefits in tourism destinations" is higher than the middle value 3 and is statistically significant ($p = 0.000$) at the 95% confidence level. It can be concluded that tourism development enhances economic benefits in tourism destinations and thus the research hypothesis 5b can be accepted.

Table 22. Results of One-Sample Wilcoxon Signed-Rank Test Summary (Research Hypothesis 5b)

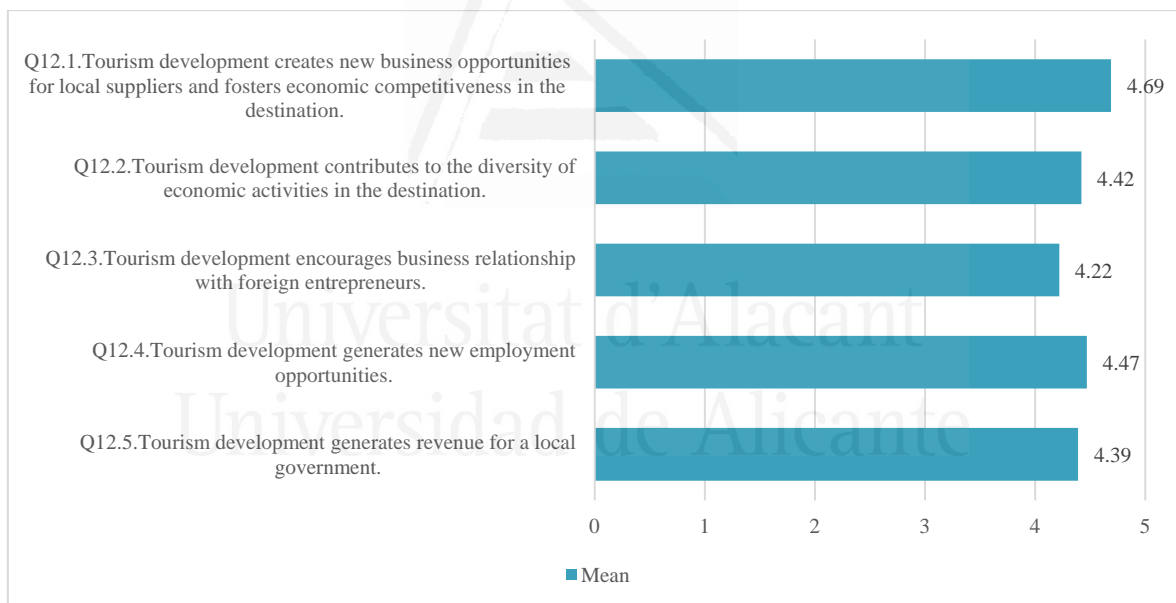
Null Hypothesis	Test	Sig.	Decision
The median of Q12. Economic benefits equals 3.00	One-sample Wilcoxon signed-rank test	0.000	Reject the null hypothesis

Note: "Q12. Economic benefits" represents all 5 items of the question 12 of the questionnaire (see Appendix I). H5b corresponds to the research hypothesis 5b, as presented in Chapter 4.1.

Given that the variable "economic benefits in tourism destinations" represents 5 items of the question 12 of the questionnaire, it is aimed to clarify which of the tourism development benefits are the most and least valued in terms of economic growth in tourism destinations for respondents, based on the mean values of each item.

Figure 31 shows that respondents think that the item 12.1 "tourism development creates new business opportunities for local suppliers and fosters economic competitiveness in the destination" reflects the highest ranked benefit that tourism development brings to destination in terms of economic development, with the mean value at 4.69. On the contrary, the item 12.3 "tourism development encourages business relationship with foreign entrepreneurs" is valued by respondents as the least evaluated benefit that tourism development brings to destination in terms of economic growth, with the mean value 4.22.

Figure 31. Distribution of the Mean Values on Tourism Contribution in terms of Social and Cultural Impact (Research Hypothesis 5b)



Note: Q12.1 – Q12.5 corresponds to the items of the question 12 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

To test the research hypothesis H5c whether tourism contributes in terms of social and cultural impact, a new variable "social and cultural benefits in tourism destinations" is created that represents all 8 items of the question 13 of the questionnaire (see Appendix I).

One-sample Wilcoxon signed-rank test is performed to verify whether the average assessment (median) of the variable "social and cultural benefits in tourism destinations" is

higher from the tested middle value, defined as 3 = "neither disagree, nor agree" on the used Likert scale, and is statistically significant. The average assessment (median) of the variable "social and cultural benefits in tourism destinations" (see Table 23), on the Likert scale that ranges from 1 = "strongly disagree" to 5 = "strongly agree", is 4.12.

Table 23. Results of One-Sample Wilcoxon Signed-Rank Test Statistics in Testing Research Hypothesis 5c

Statistics				
Q13.Social and cultural benefits				
N		Median	Minimum	Maximum
Valid	Missing			
72	34	4.1250	2.25	5.00

Note: "Q13. Social and cultural benefits" represents all 8 items of the question 13 of the questionnaire (see Appendix I). H5c corresponds to the research hypothesis 5c, as presented in Chapter 4.1.

According to the results shown in Tables 23 and 24, the average assessment (median) of the variable "social and cultural benefits in tourism destinations" is higher than the middle value 3 and is statistically significant ($p = 0.000$) at 95% confidence interval. Hence, it can be concluded that the research hypothesis 5c can be accepted as indeed tourism development enhances social and cultural benefits in tourism destinations.

Table 24. Results of One-Sample Wilcoxon Signed-Rank Test Summary (Research Hypothesis 5c)

Null Hypothesis	Test	Sig.	Decision
The median of Q13. Social and cultural benefits equals 3.00	One-sample Wilcoxon signed-rank test	0.000	Reject the null hypothesis

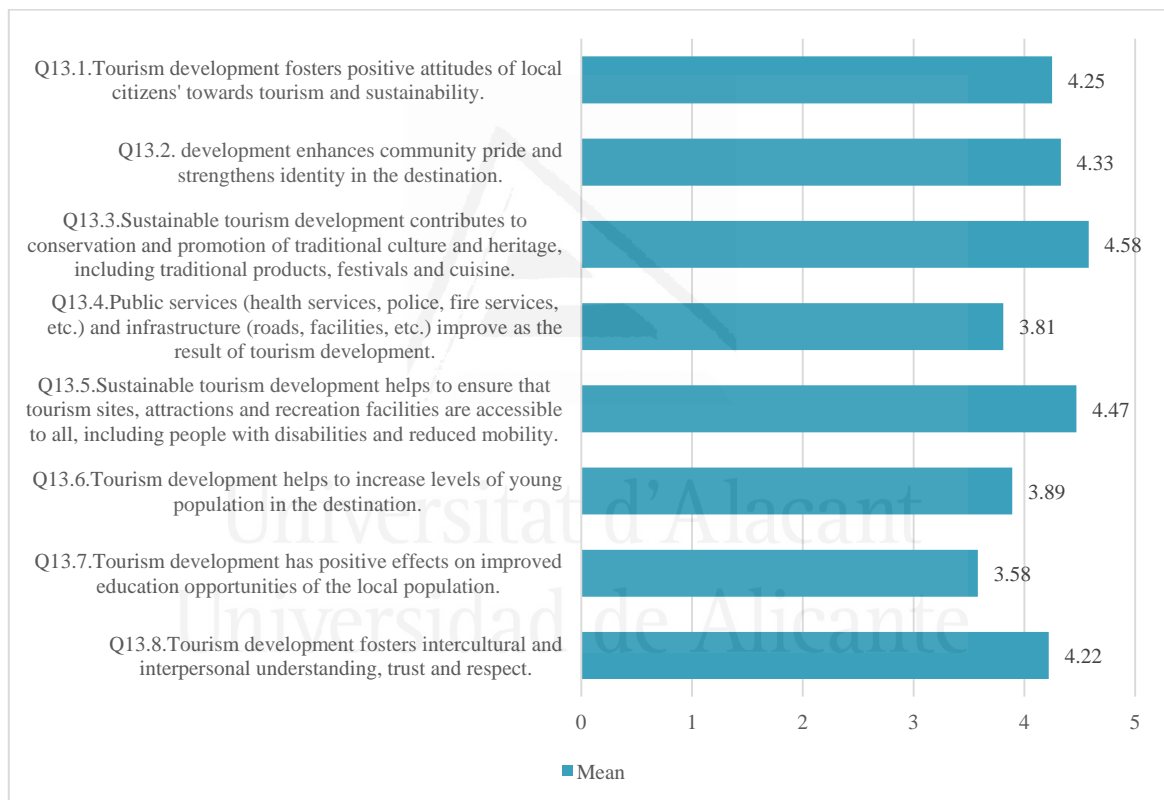
Note: "Q13. Social and cultural benefits" represents all 8 items of the question 13 of the questionnaire (see Appendix I). H5c corresponds to the research hypothesis 5c, as presented in Chapter 4.1.

As the variable "social and cultural benefits in tourism destinations" represents all 8 items of the question 13 in the questionnaire (see Appendix I), it is additionally aimed to verify which of these items are considered as the most and least evaluated social and cultural benefit tourism development creates in destinations, according to the mean values of each of the items.

Figure 32 indicates that respondents consider that the item 13.3 "sustainable tourism development contributes to the conservation and promotion of traditional culture and heritage, including traditional products, festivals and cuisine" reflect the highest ranked social and cultural benefits tourism development creates in tourism destinations, with the

mean value at 4.58. Also, the items 13.5 "sustainable tourism development helps to ensure that tourism sites, attractions and recreation facilities are accessible to all, including people with disabilities and reduced mobility", with the mean value at 4.47, is also perceived as one of the most valued benefits tourism development creates in terms of social and cultural impact. On the other side, the respondents consider that the item 13.7 "tourism development has positive effects on improved education opportunities of the local population" is the lowest ranked benefit that tourism growth generates in terms of social and cultural impact, with the mean value at 3.58.

Figure 32. Distribution of the Mean Values on Tourism Contribution in terms of Social and Cultural Impact (Research Hypothesis 5c)



Note: Q13.1 – Q13.8 corresponds to the items of the question 13 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

Finally, to test the research hypothesis 5d and calculate the contribution of tourism development in terms of environmental benefits, measured through 5 items, a new variable "environmental benefits in tourism destinations" is created, that represents all 5 items of the question 14 of the questionnaire (see Appendix I).

One-sample Wilcoxon signed-rank test (see Table 25) is performed to determine whether

the average assessment (median) of the variable "environmental benefits in tourism destinations" is significantly different from the tested middle value 3, defined as 3 = "neither disagree, nor agree" on the used Likert scale. The mean assessment of the environmental benefits in tourism destinations, on the Likert scale that ranges from 1 = "strongly disagree" to 5 = "strongly agree", is 4.20.

Table 25. Results of One-Sample Wilcoxon Signed-Rank Test Statistics in Testing Research Hypothesis 5d

Statistics				
Q14.environmental.benefits				
N		Median	Minimum	Maximum
Valid	Missing			
72	34	4.2000	2.80	5.00

Note: "Q14. Environmental benefits" represents all 5 items of the question 14 of the questionnaire (see Appendix I). H5d corresponds to the research hypothesis 5d, as presented in Chapter 4.1.

As it can be observed in Tables 25 and 26, the average assessment (median) of the variable "environmental benefits in tourism destinations" is higher than the middle value 3 and is statistically significant ($p = 0.000$) at 95% confidence interval. According to these results, it is concluded that tourism development enhances environmental benefits in tourism destinations and thus the research hypothesis 5d can be accepted.

Table 26. Results of One-Sample Wilcoxon Signed-Rank Test Summary (Research Hypothesis 5d)

Null Hypothesis	Test	Sig.	Decision
The median of Q14.Environmental benefits equals 3.00	One-sample Wilcoxon signed-rank test	0.000	Reject the null hypothesis

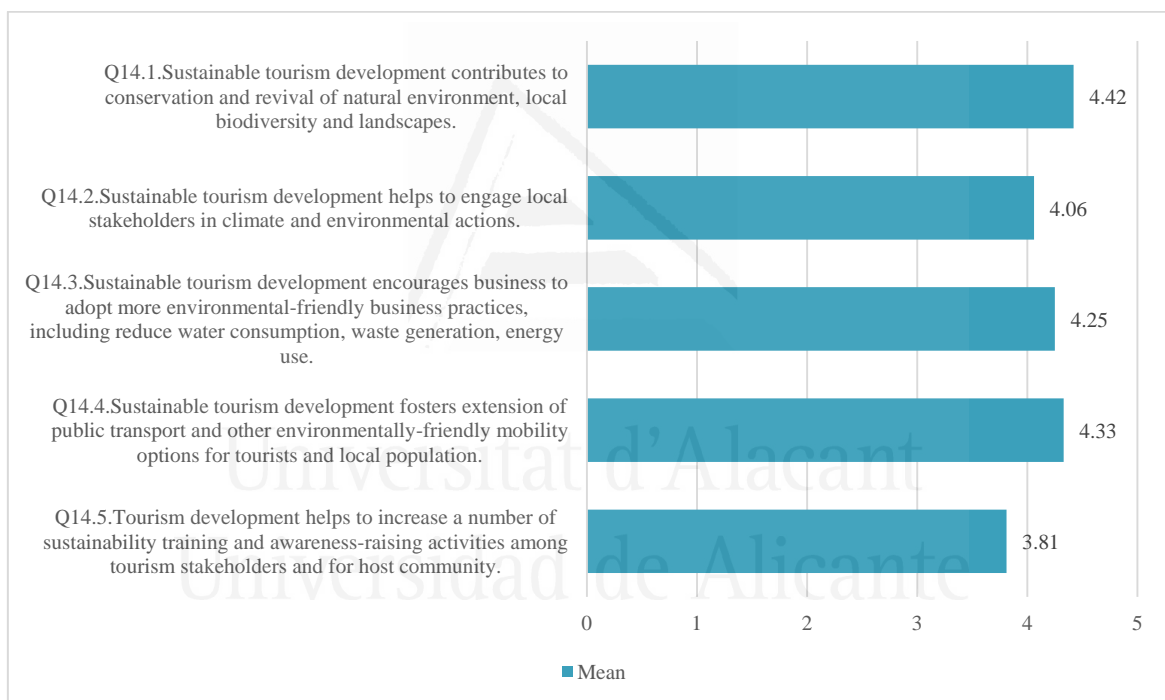
Note: "Q14. Environmental benefits" represents all 5 items of the question 14 of the questionnaire (see Appendix I). H5d corresponds to the research hypothesis 5d, as presented in Chapter 4.1.

As the variable "environmental benefits in tourism destinations" consists of all 5 items of the question 14 of the questionnaire (see Appendix I), further the mean values of each item is explored to define which of these items is the most and the least valued for respondents.

Based on the results (see Figure 33), respondents perceive that the item 14.1 "sustainable tourism development contributes to conservation and revival of natural environment, local biodiversity and landscapes", with the mean value 4.42, which is the highest ranked environmental benefit that tourism development brings in destination. The item 14.4 "sustainable tourism development fosters extension of public transport and other

environmentally friendly mobility options for tourists and local population" is considered nearly the same highly assessed benefit by respondents, with the mean value at 4.33, as well as the item 14.3 "sustainable tourism development encourages business to adopt more environment-friendly business practices, including reducing water consumption, waste generation, energy use", with the mean value at 4.25. On the other side, according to respondents, the lowest ranked environmental benefit tourism provides is listed under the item 14.5 "tourism development helps to increase a number of sustainability training and awareness-raising activities among tourism stakeholders and for host community", with the mean value at 3.81.

Figure 33. Distribution of the Mean Values on Tourism Contribution in terms of Environmental Impact (Research Hypothesis 5d)



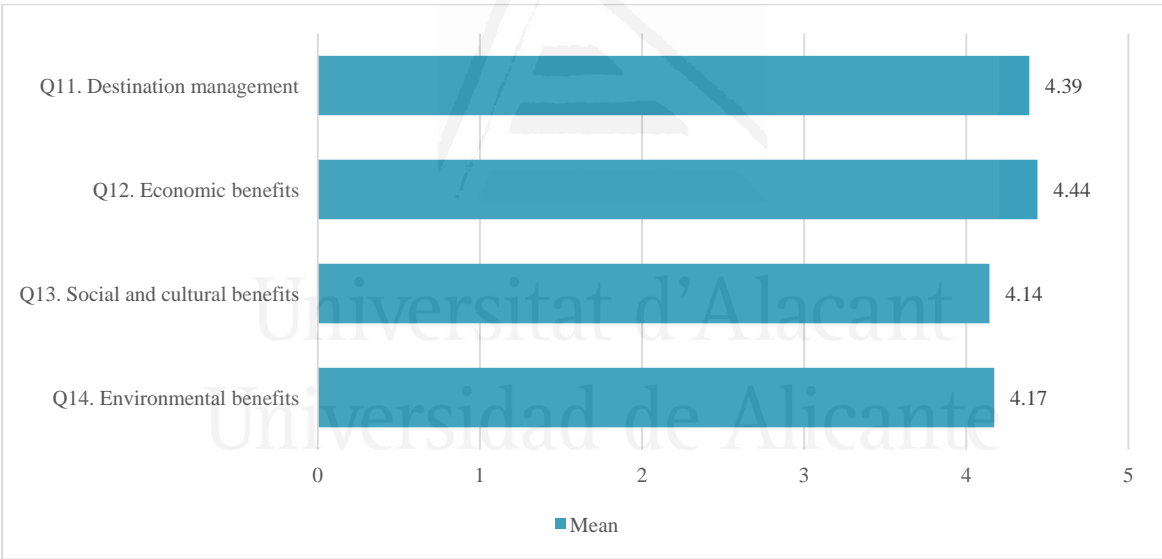
Note: Q14.1 – Q14.5 corresponds to the items of the question 14 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

The research provides sufficient evidence to accept the research hypotheses 5Ha, 5Hb, 5Hc and 5Hd. In the context of sustainable development and the fact that tourism development contributes to destination management as well as to economic, social and cultural, and environmental pillars, additionally it is attempted to explore (1) which of the benefits that tourism creates in the destination are the most valued in the context of the ETIS destinations; and (2) if there is a correlation among the pillars of sustainability.

The analysis of how respondents assess the tourism contribution in terms of sustainable development is carried out based on the mean values of the new variables that were created when testing the research hypotheses 5Ha, 5Hb, 5Hc and 5Hd, namely (1) destination management, (2) economic benefits, (3) social and cultural benefits, and (4) environmental benefits.

As it can be observed in Figure 34, respondents perceive that economic benefits and tourism benefits in terms of destination management are the most valued contribution tourism development creates in their destinations, with the mean value at 4.44 and 4.39 respectively. Environmental, and social and cultural benefits were perceived as less valued contribution tourism generates in their destination, with the mean value at 4.17 and 4.14 correspondingly.

Figure 34. Distribution of the Mean Values of Tourism Contribution to the Pillars of Sustainability



Note: "Q11. Destination Management" represents all 6 items of the question 11 of the questionnaire (see Appendix I). "Q12. Economic Benefits" represents all 5 items of the question 12 of the questionnaire (see Appendix I). "Q13. Social and Cultural Benefits" represents all 8 items of the question 13 of the questionnaire (see Appendix I). "Q14. Environmental Benefits" represents all 5 items of the question 14 of the questionnaire (see Appendix I).

Moreover, Spearman's rank-order correlation is conducted to examine if there is a statistically significant correlation between each pair of two variables (generated when testing the hypotheses H5a, H5b, H5c and H5d) that represents the pillars of sustainability, particularly (1) destination management, (2) economic benefits, (3) social and cultural benefits, and (4) environmental benefits.

As the results in Table 27 show, there is a statistically significant correlation between each

two variables pairs. Based on these results, it can be concluded that there is a very strong positive and statistically significant correlation between tourism contribution in terms of destinations management and tourism contribution in terms of social and cultural benefits ($r_s = 0.903$, $p = 0.00$). It can also be observed that there is a strong positive correlation between tourism added-value in terms of destination management and tourism added-value in terms of economic benefits ($r_s = 0.738$, $p = 0.00$), as well as tourism added-value in terms of destination management and tourism added-value in terms of environmental benefits ($r_s = 0.636$, $p = 0.00$).

The results also reveal that there is a strong positive and statistically significant correlation between economic benefits, and social and cultural benefits ($r_s = 0.744$, $p = 0.00$), and social and cultural benefits and environmental benefits ($r_s = 0.755$, $p = 0.000$) that tourism generates in the destination. On the other side, the results indicate that there is a moderate positive and statistically significant correlation between tourism contribution in terms of economic benefits and tourism contribution in terms of environmental benefits ($r_s = 0.508$, $p = 0.000$).

Table 27. Results of Spearman's Rank-Order Correlation

Correlations						
			Q11.Destination management	Q12.Economic benefits	Q13.Social and cultural benefits	Q14.Environmental benefits
Spearman's rho	Q11.Destination management	Correlation Coefficient	1.000	0.738*	0.903*	0.636*
		Sig. (2-tailed)	.	0.000	0.000	0.000
		N	72	72	72	72
	Q12.Economic benefits	Correlation Coefficient	0.738*	1.000	0.744*	0.508*
		Sig. (2-tailed)	0.000	.	0.000	0.000
		N	72	72	72	72
	Q13.Social and cultural benefits	Correlation Coefficient	0.903*	0.744*	1.000	0.755*
		Sig. (2-tailed)	0.000	0.000	.	0.000
		N	72	72	72	72
	Q14.Environmental benefits	Correlation Coefficient	0.636*	0.508*	0.755*	1.000
		Sig. (2-tailed)	0.000	0.000	0.000	.
		N	72	72	72	72

Note: "Q11. Destination Management" represents all 6 items of the question 11 of the questionnaire (see Appendix I). "Q12. Economic Benefits" represents all 5 items of the question 12 of the questionnaire (see Appendix I). "Q13. Social and Cultural Benefits" represents all 8 items of the question 13 of the questionnaire (see Appendix I). "Q14. Environmental Benefits" represents all 5 items of the question 14 of

the questionnaire (see Appendix I). * denotes 1% significance level (2-tailed).

The results of Spearman's rank-order correlation provides additional evidence that if respondents have positive attitudes towards tourism contribution in one area of overall sustainable development in tourism destinations, they are likely to value positively also tourism added-value in other areas of overall sustainable development. It can also be noted that the link among the variables that represent sustainability pillars is statistically significant and varies from moderate (between tourism added-value in terms of economic benefits and environmental benefit) to very strong (between tourism added-value in terms of destinations management and social and cultural benefits) positive relation.

5.3.4 Summary of hypotheses testing

Summarising the results of the research hypotheses testing (see Table 28), it can be observed that indeed measuring the impacts of tourism positively contributes to improved destination governance processes (research hypothesis 1) as well as provides positive benefits for relevant tourism stakeholders in tourism destinations (research hypothesis 2). While there is a statistically significant strong positive correlation between the destination governance processes and tourism stakeholders in the destination, based on Spearman's rank-order correlation, respondents similarly assessed the contributions that measuring the impacts of tourism creates in terms of destination governance processes and for tourism stakeholders.

Table 28. Summary of Hypotheses Testing

Hypothesis	Content of hypothesis	Results
H1	Measuring the impacts of tourism positively contributes to improved destination governance processes.	Accepted
H2	Measuring the impacts of tourism provides positive benefits for relevant tourism stakeholders in tourism destinations.	Accepted
H3	Participation in organised initiatives related to tourism measuring encourage stakeholders' commitment to measure the impacts of tourism.	Accepted
H4	Measuring the impacts of tourism help in raising awareness of importance of sustainability among tourists.	Rejected
H5	Tourism development positively contributes to overall sustainable development in tourism destinations.	Accepted
H5a	Tourism development positively contributes to improved destination management and governance in tourism destinations.	Accepted
H5b	Tourism development enhances economic benefits in tourism destinations.	Accepted
H5c	Tourism development enhances social and cultural benefits in tourism destinations.	Accepted

H5d	Tourism development enhances environmental benefits in tourism destinations.	Accepted
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The results reveal that participation in organised initiatives indeed encourages stakeholders' commitment to measure the impacts of tourism (research hypothesis 3). However, measuring the impacts of tourism does not help in raising awareness of importance of sustainability (research hypothesis 4).

The corresponding hypotheses related to tourism contribution to overall sustainable development in tourism destinations are also accepted as the research has provided sufficient evidences that tourism development positively contributes to improved destination management and governance (research hypothesis 5a), as well as enhances economic (research hypothesis 5b), social and cultural (research hypothesis 5c), and environmental benefits (research hypothesis 5d) in tourism destinations.

The analysis also indicated that economic benefits and the added-value in terms of destination management are perceived as the most valued contribution tourism development creates in the ETIS destinations. While environmental and socio-cultural benefits are perceived as slightly less valued, they are still highly valued by respondents. It has showed that the link among the sustainability pillars is statistically significant and varies from moderate (between economic benefits and environmental benefits of tourism development) to very strong (between destinations management, and social and cultural benefits of tourism development) positive relation. This evidence provides additional support that the constructs of this research related to the pillars of sustainability are interlinked, consistently to the theoretical framework in the previous chapters.

5.4 Research limitations

This research contains certain limitations related to operationalisation and measurement of constructs as well as data collection (sampling), despite the efforts to eliminate existing constraints as much as possible. While the constructs of the research were based on extensive scientific and practitioners' literature in the field of tourism, measuring the impacts of tourism and sustainable development, they might have not properly reflected the potential specificity of the ETIS initiative and/or destinations that participate in the ETIS, as there is no existing scientific literature related to the ETIS initiative. On one side, it is of crucial importance to emphasise that this restrictive factor depicts the actuality and timeliness of this research. On the other side, amended measurement scales that would

better reflect specificity of the ETIS initiative would probably lead to more reliable results.

Limited access to tourism professionals in the destinations responsible for implementing the ETIS is another important limitation of the research. Having the direct access to the responsible professionals would have allowed increasing the response rate to the structured survey, which was the sole source of collecting the primary data for the research. However, this limitation was aimed to diminish by personalising introductory emails and translating it in 12 European languages when distributing the survey as well as by sending several reminders to answer the questionnaire. While the contact details of the author of the research were available and any inquiries were answered within 24 hours, the direct access to tourism professionals that are responsible for the ETIS implementation might have also reduced non-response bias.

Finally, the format of the structured survey implies some limitations of this research. The constructs of the conceptual framework were based on broad scientific and practitioners' literature to provide a comprehensive basis to examine the complexity of the issues related to measuring the impacts of tourism and tourism contribution to overall sustainable development in the destinations which are at the core of this study. Nonetheless, the format of the structured questionnaire could not allow further analysing why some destinations discontinued their participation in the ETIS pilot phase 1 and/or the phase 2. To include the related questions in the current survey would have implied on the length of the survey, which consequently could have resulted in insufficient response rate of the questionnaire. Future studies that would also include interviews and/or focus groups would permit to explore why some destinations decided to retract from the ETIS pilot phase 1 and/or did not continue to participate in the ETIS phase 2. Such approach would provide possibilities to improve the ETIS initiative and contribute that more destinations would employ the ETIS methodology in measuring the impacts of tourism development in destinations.

6 IMPLICATIONS

"The need for better data and metrics to guide decision-making could not be more urgent."

– Yale University (2017c)

6.1 Theoretical implications

The research is focused on analysing the added-value of measuring the impacts that tourism creates in tourism destinations and the ways it can foster sustainable tourism development in the context of the ETIS destinations thereby contributing to the development of theoretical knowledge and expansion of the limited body of scientific literature on the ETIS initiative. To the best of the knowledge of the author, this is the first attempt to investigate the destinations that apply the ETIS system and to examine what added value the processes of monitoring and measurement of tourism impacts generate. This aspect of the work adds to the originality and is therefore of particular theoretical and practical importance of the study.

While there are a number of policy-related documents on what added-value the usage of the ETIS may generate, these studies hardly ever reflect the perspective of the destinations that take part in ETIS phase 1 and/or phase 2. The ETIS initiative represents the European efforts to foster evidence-based decision-making in the field of tourism, and at the same time it contributes to the global efforts to enhance measuring the impacts of tourism development at the local level. Extensive attention to the issues related to monitoring of tourism impacts additionally reflects the relevance and topicality of this research, and contributes to further scientific debate on the topic.

In addition, the study contributes to a limited body of scientific evidence on how participation in one system for measuring the impacts of tourism influences on the preparedness to take part in other systems. While this study was carried out in the context of the ETIS and the ways participation in one of the ETIS phases influence the willingness of tourism destinations to continue to participating in the implementation of the Toolkit 2016, similar research can be adopted in the broader context of tourism impact measuring systems and sustainability schemes or certifications.

Special focus could be placed on the reason why some destinations discontinue their participation in the ETIS phase 1 whereas a number of other destinations have joined the system. Exploratory studies based on a larger sample of destinations could extend these

findings as well as better showcase the benefits and drawbacks of the ETIS initiative. This would enable potential improvements of the ETIS system and enhance its applicability in the European context. Beyond the ETIS initiative, such an approach could enable improvements of other methods aimed at measuring the impacts of tourism development at the local level.

The analysis provided additional evidence to one of the most prevailing points of criticism related to the complexity of the majority of approaches to measuring the impacts of tourism at destinations level. While tourism professionals, destinations managers and policy makers require comprehensive systems to monitor the impacts of tourism development, they also call for systems that are easy to apply and do not necessitate significant technical knowledge; which is the case of such approaches to measuring the impacts of tourism as input-output analysis, simulation modelling, multi-criteria analysis among others that imply complex calculations and require extensive technical knowledge and expertise.

While the aforementioned methods are rarely applied by practitioners and are most likely a subject of scientific research, future research is needed to explore how more complex methods can be further adapted in the context of the ETIS. This would allow to strengthen the analytical elements of the ETIS initiative and would allow more comprehensive analysis of the impacts of tourism. At the same time, it would enable to maintain user-friendly approach of the system and its simplicity for users.

The research also provided evidence which scientifically supports the interconnection among governance, economic, environmental, and social and cultural pillars of sustainability in the context of the ETIS destinations. In line with the theoretical framework, tourism development firstly creates economic benefits, as well improves overall governance in the destinations. Nevertheless, socio-cultural and environmental added-value generated by tourism is also significant. Future research could further explore how economic growth from tourism would also be reflected in terms of environmental and socio-cultural development, enhancing sustainable and balanced development of tourism destinations.

Finally, even though the quantitative research of the measuring the impacts of tourism and tourism contribution in terms of sustainable development was based on extensive scientific and practitioners' literature rather than existing and scientifically tested model, the

questionnaire showed high internal consistency with regard to the employed scales (according to Cronbach's alpha coefficient). However, scientifically tested models are to be developed that properly capture and can better analyse the relationship between the measurement of the impacts of tourism and how it contributes to sustainable development at destination level. This would considerably contribute to the development of theoretical and practical knowledge and provide more practical evidence to both practitioners and policy makers on measuring the impacts of tourism development and its linkages to sustainable tourism development.

6.2 Practical implications

According to "The Agenda for a sustainable and competitive European tourism", to ensure long-term competitiveness of the tourism sector is essential to embrace sustainability principles (European Commission, 2007). The research has confirmed that tourism development fosters sustainable development in the ETIS destinations. Particularly, tourism generates positive contribution in terms of destination management and governance, as well as economic, environmental and socio-cultural pillars of sustainability. According to the replies from the seventy two ETIS destinations that continued to the second part of the survey on tourism contribution in their destinations, tourism development particularly allows improving their positive image as a destination, as well as foster investment into their human, social, cultural, natural and environmental and resources. Importantly, the respondents also considered that tourism growth generates new business opportunities for local suppliers and fosters economic competitiveness as well as enhances conservation and promotion of traditional culture and heritage. It also fosters the protection of the natural environment, including encouragement of businesses to adopt more environment-friendly business practices. The study revealed that tourism development enhances the extension of public transport and other environmentally friendly mobility options for tourists and local population and increases overall accessibility of their destinations for all. These findings allow to presume that current tourism growth in the ETIS destinations provides necessary preconditions to remain competitive in the European and global tourism market.

To guarantee long-term competitiveness and sustainability of the ETIS destinations it is necessary to ensure regular and continuous measuring of the impacts of tourism at the destination level. Over 98% of 106 respondents indicated that measuring the impacts is

essential in their destinations. In addition, the research has confirmed that regular and systematic measuring the impacts of tourism positively contributes to improved destination governance processes and provides added-value to relevant tourism stakeholders in their destinations. More specifically, the study found that measuring the impact of tourism is essential in providing necessary evidence to improve tourism planning and ensure well-informed decision-making processes in the destinations. Regular monitoring of tourism also generates better-targeted promotional activities, as well as empowers sharing of good practices and lessons learnt, and provides opportunities for performance benchmarking.

The analysis also revealed several findings that are likely to complement the European Commission efforts in enhancing the application of the ETIS as well as balance the efforts of the ETIS destinations to measure the impacts of tourism development. The following attributes might be considered:

- The analysis revealed that a low number of the destinations take part in both the ETIS pilot phase 1 and the phase 2, namely two destinations from Portugal (one sun and beach destination, and one nature destination), one nature destination from Ireland and the Netherlands, respectively, one rural destination from Italy and Greece each, and one sun and beach destination from Croatia and the UK each. Since the total number of the destinations participating in the ETIS initiative did not fluctuate much, it can be fairly agreed that tourism destinations perceive considerable benefits that the ETIS provides. While it is essential to analyse reasons why other destinations from pilot phase 1 did not continue to participate in the phase 2, more active communication and local stakeholders' engagement, including both about the added-value of the ETIS as well as lessons learnt while applying the ETIS system itself is also of importance. This would increase both the visibility and knowledge of the ETIS initiative among wider groups of local stakeholders.
- The research also demonstrated that there is a considerably greater number of destinations, namely 129, which take part in the ETIS are from the Southern region of Europe, often destinations that are likely to be places of mass tourism. On the one hand, it can be a natural consequence that destinations with more tourists' arrivals are more aware of the impacts tourism produces and thus are more concerned with measuring and managing the impacts. On the other hand, since the ETIS system is also applied by smaller destinations in Northern (43 destinations), Western and Eastern European regions (19 destinations each), it highlights the applicability of the

ETIS in diverse tourism destinations. Given the fact that the ETIS system is also compatible with other systems aimed to enhance sustainability and measure the impacts of tourism, such as the GSTC and the INSTO, destinations might consider possibilities to apply the ETIS jointly with other systems. This would further enhance their efforts to measure the impacts of tourism to foster more sustainable tourism development.

- The empirical research revealed that most of the ETIS destinations consider cultural tourism, namely 81.1% of respondents, as the main motive for tourists to come to their destinations. Among other main reasons to visit their destinations, respondents noted business and conference tourism (49.1%), traditional festivals (43.4%), city break (41.5%) and eco tourism (39.6%). However, the case study of the ETIS destinations demonstrated that the lists of tourist destinations are mostly constituted of the so called sun and beach destinations as well as nature and city-break destinations. It is noteworthy that sun and beach tourism as the major reason to visit their destination was indicated only by 35.8% of respondents, and nature tourism was chosen only by 35.8% of respondents. While many of the European regions are rich in cultural heritage, this might not be the primary reason for visitors to come to the destinations. Thus, the use of the ETIS system and thorough analysis of the tourism monitoring results empowers destinations to build tourism development on their key resources as well as to position their destinations accordingly in order to maximise economic as well as socio-cultural and environmental benefits of tourism development.
- Moreover, the research showed that significant part of destinations consider that tourists may not be aware of sustainability efforts in the ETIS destinations, according to the 75.4% of respondents. While these findings are based on the attitudes of tourism professionals that administer the ETIS and not through direct interaction with tourists themselves, this indicates the need of innovative communication and awareness raising campaigns among tourists on measures that destinations apply aiming to reduce negative impacts of tourism. Such campaigns could potentially provide a platform for active local community engagements that could possibly lead to more buy-in and support both for sustainability and tourism development.
- Similarly, targeted communication about the ETIS initiative, its purpose and objectives as well as active sharing of the good practices from the ETIS destinations with tourism stakeholders at the local, regional and national level would enhance the

visibility of the ETIS initiative. The questionnaire of this research was distributed exclusively among the destinations that participate in the ETIS. Nonetheless, some respondents, namely 19.8%, indicated that their destinations did not take part in the ETIS and 18.9% of respondents chose not to answer to the question related to the participation of their destination in the implementation of the ETIS. This might have also resulted from insufficient information about the system itself, the participation of their destination in the ETIS, as well as the change of personnel in these destinations. Through active stakeholders' involvement and wider communication with a variety of stakeholders at the local, regional and national level, the knowledge of the ETIS system *per se* can be enhanced. Consequently, more destinations would be attracted to take part in the implementation of ETIS initiative and benefit from more active measuring of the tourism impacts. While a study like this also contributes to expanding the knowledge and understanding of the ETIS and the importance of the measuring the impacts of tourism, they cannot replace organised communication campaigns.

- Last but not least, the establishment of an online platform, for example, an online observatory, dedicated to the ETIS systems would significantly contribute to creating and sharing the knowledge of the ETIS destinations and the ETIS system itself. An integrated online system would also serve as a platform for the destinations to record and view their tourism monitoring results timely and regularly. This would ensure greater accessibility of these results for destinations managers and policy makers for tourism planning and policy-making, better-targeted marketing activities in their destinations as well as for performance benchmarking and sharing of good practices for other destinations, as these were the highest valued benefits of measuring the impacts of tourism by respondents. The openness of such results would foster the interest and encourage further research on the issues related to the ETIS system and destinations among academia members.

Furthermore, it should be emphasised that measuring the impacts of tourism requires continuous commitment, efforts and resources from numerous stakeholders. Respondents indicated that the main challenges to measure the impacts of tourism are related to data from stakeholders regularity and timeliness (79.2%), active other stakeholders' engagement (66%) as well as insufficient financial (60.4%) and human resources (56.6%). Although these issues are likely to be related the fact that destinations apply mostly such methods as questionnaires (according to 66% of respondents) and observations (according to 62.3% of

respondents), it is necessary to find effective manner that would fit institutional structures of each destination to guarantee required resources and institutional support to measure the impacts of tourism. On the other hand, the ETIS destinations could consider other methods for measuring tourism activities that could reduce data dependency from other stakeholders. These approaches could include content analysis (used by 24.53% of destinations), street censoring (used by 15.09% of destinations), as well as mobile phone (roaming) and bank card tracking (used by only 5.66% and 3.77% of destinations respectively).

While the measurement of the impacts of tourism contributes to improved tourism destination governance processes and provides numerous benefits for tourism stakeholders, measuring *per se* does not fosters stakeholders' commitment or community buy-in and support for either sustainability or tourism development. According to the respondents, nearly 50% of them pointed out that the measuring processes are impeded by the lack of understating and importance of sustainability in their destinations and over 30% of them specified that holistic and integrated approach to measurement is missing. Therefore, effective and targeted communication that is aimed to share the results of tourism monitoring with practitioners of the sector, businesses, destination managers, academia members and communities at the local as well as regional and national levels is likely to enhance the understanding and potential benefits that measuring tourism impacts generates at the destination level.

As the "Strategy for tourism" importantly noted, the sector can significantly contribute to local development in times of industrial, rural and urban declines in many of European regions (European Commission, 2006). Through measuring of the impacts of tourism, destinations obtain concrete evidence that empowers them to improve decision-making and tourism planning processes. As destinations obtain required instruments, they can enhance the positive impacts of tourism as well as control and reduce negative impacts and costs tourism development might create. Thus, tourism policy makers can considerably contribute to sustainable and resilient tourism growth and accordingly to the overall sustainable development in destinations by enabling policy actions that enable effective, efficient and regular implementation of initiatives related to the measurement of the impacts of tourism.

6 IMPLICACIONES

"La necesidad de mejores datos y mediciones para orientar la toma de decisiones no podría ser más urgente."

– Universidad de Yale (2017c)

6.1 Implicaciones teóricas

La investigación se centra en analizar el valor añadido de medir los impactos que el turismo crea en los destinos turísticos y las formas en que puede fomentar el desarrollo del turismo sostenible en el contexto de los destinos ETIS, contribuyendo así al desarrollo del conocimiento teórico y a la expansión del limitado cuerpo de la literatura científica sobre la iniciativa ETIS. Según el conocimiento de la autora, éste es el primer intento de investigar los destinos que aplican el sistema ETIS y de examinar qué valor añadido generan los procesos de monitorización y medición del impacto turístico. Este aspecto del trabajo añade originalidad y es, por lo tanto, de particular importancia teórica y práctica en el estudio.

Si bien existen varios documentos relacionados con las políticas sobre el valor añadido que puede generar el uso del ETIS, estos estudios casi nunca reflejan la perspectiva de los destinos que participan en la fase 1 y/o en la fase 2. La iniciativa ETIS representa los esfuerzos europeos para fomentar la toma de decisiones basada en las evidencias del ámbito turístico y, al mismo tiempo, contribuye a los esfuerzos globales para mejorar la medición de los impactos del desarrollo turístico a nivel local. La extensa atención prestada a los temas relacionados con la monitorización de dichos impactos, además, refleja la relevancia y la actualidad de la presente investigación, y contribuye a promover un mayor debate científico sobre esta cuestión.

Además, el presente estudio realiza una contribución a un cuerpo limitado de pruebas científicas sobre cómo la participación en un sistema para medir los impactos del turismo influye en la preparación para participar en otros sistemas. Si bien este estudio se llevó a cabo en el contexto del ETIS y de las formas en que la participación en una de las fases de ETIS influye en la voluntad de los destinos turísticos de seguir participando en la implementación de la guía metodológica de 2016 (Toolkit 2016), se pueden adoptar investigaciones similares en el contexto más amplio de sistemas de medición del impacto del turismo y esquemas de sostenibilidad o certificaciones.

Se podría poner especial énfasis en la razón por la que algunos destinos interrumpen su participación en la primera fase del ETIS, mientras que otros destinos se han incorporado al sistema. Los estudios exploratorios basados en una muestra más amplia de destinos podrían extender estos resultados, así como mostrar mejor los beneficios y los inconvenientes de la iniciativa ETIS. Esto permitiría mejorar dicho sistema y mejorar su aplicabilidad en el contexto europeo. Más allá de la iniciativa ETIS, este enfoque podría permitir la mejora de otros métodos destinados a medir los impactos del desarrollo turístico a nivel local.

El análisis aporta pruebas adicionales a uno de los puntos susceptibles de crítica relacionados con la complejidad de la mayoría de los enfoques para medir los impactos del turismo a escala de destinos. Si bien los profesionales del turismo, los gestores de destinos y los encargados de la formulación de políticas requieren sistemas completos para supervisar los impactos del desarrollo turístico, también exigen sistemas que sean fáciles de aplicar y que no requieran conocimientos técnicos significativos; ése es el caso de las herramientas para medir los impactos del turismo tales como análisis *input-output*, los modelos de simulación y los análisis multicriterio, entre otros, que implican cálculos complejos y requieren de amplios conocimientos técnicos y experiencia.

Si bien los métodos mencionados no se aplican frecuentemente por profesionales y son muy probablemente un tema de investigación científica, se necesitan investigaciones futuras para explorar cómo los métodos más complejos pueden adaptarse aún más en el contexto del ETIS. Esto permitiría fortalecer los elementos analíticos de la iniciativa ETIS y permitiría un análisis más completo de los impactos del turismo. Al mismo tiempo, permitiría mantener un enfoque fácil de usar del sistema y su simplicidad para los usuarios.

La investigación también proporcionó evidencias que apoyan científicamente la interconexión entre los pilares de sostenibilidad (gobernanza, economía, medio ambiente, sociedad y cultura) en el contexto de los destinos de ETIS. En línea con el esbozo teórico, el desarrollo del turismo en primer lugar crea beneficios económicos, así como mejora la gobernanza general en los destinos. Sin embargo, el valor añadido sociocultural y medioambiental generado por el turismo también es significativo. Líneas futuras de investigación podrían seguir explorando cómo el crecimiento económico del turismo también se reflejaría en términos de desarrollo ambiental y sociocultural, mejorando el desarrollo sostenible y equilibrado de los destinos turísticos.

Por último, a pesar de que la investigación cuantitativa sobre la medición de los impactos del turismo y la contribución del turismo en términos de desarrollo sostenible se basó en una extensa literatura científica y práctica en lugar de un modelo existente y probado científicamente, el cuestionario mostró una alta coherencia interna con respecto a los empleados (según el coeficiente alfa de Cronbach). Sin embargo, se deben desarrollar modelos probados científicamente que capturen adecuadamente y puedan analizar mejor la relación entre la medición de los impactos del turismo y su contribución al desarrollo sostenible a escala de destino. Esto contribuiría considerablemente al desarrollo de conocimientos teóricos y prácticos y aportaría pruebas más prácticas tanto a los profesionales como a los encargados de formular políticas sobre la medición de los impactos del desarrollo turístico y sus vínculos con el desarrollo del turismo sostenible.

6.2 Implicaciones prácticas

Según "La Agenda para un turismo europeo sostenible y competitivo", para garantizar la competitividad a largo plazo del sector turístico es esencial adoptar principios de sostenibilidad (Comisión Europea, 2007). La investigación ha confirmado que el desarrollo turístico fomenta el desarrollo sostenible en los destinos de ETIS. Particularmente, el turismo genera una contribución positiva en términos de gestión y gobernanza de destinos, y también en los pilares económicos, ambientales y socioculturales de sostenibilidad. Según las respuestas de los setenta y dos destinos ETIS que continuaron hasta la segunda parte de la encuesta sobre la contribución turística en sus destinos, el desarrollo turístico permite en particular mejorar su imagen positiva como destino, así como potenciar la inversión en sus recursos humanos, sociales y culturales, naturales y ambientales. Es importante destacar que los encuestados también consideraron que el crecimiento del turismo genera nuevas oportunidades de negocios para los proveedores locales y fomenta la competitividad económica, así como mejora la conservación y promoción de la cultura y el patrimonio tradicional. También promueve la protección del medio ambiente natural, incluyendo a las empresas a adoptar prácticas comerciales más respetuosas con el medio ambiente. El estudio reveló que el desarrollo del turismo aumenta la extensión del transporte público y otras opciones de movilidad respetuosas con el medio ambiente para los turistas y la población local y aumenta la accesibilidad general de sus destinos para todos. Estos resultados permiten suponer que el crecimiento turístico actual en los destinos de ETIS proporciona las condiciones necesarias para seguir siendo competitivos en el mercado turístico europeo y mundial.

Para garantizar la competitividad a largo plazo y la sostenibilidad de los destinos de ETIS, es necesario garantizar una medición regular y continua de los impactos del turismo a nivel de destino. Más del 98% de los 106 encuestados indicaron que medir los impactos es esencial en sus destinos. Además, la investigación ha confirmado que la mencionada medición regular y sistemática contribuye positivamente a mejorar los procesos de gobernanza de los destinos turísticos y aporta valor añadido a las partes interesadas en el turismo en los mismos. Más específicamente, el estudio encontró que la medición del impacto del turismo es esencial para proporcionar las evidencias necesarias para mejorar la planificación turística y asegurar procesos de toma de decisiones bien informados en sus destinos. La monitorización regular del turismo también genera actividades promocionales mejor orientadas, y de la misma manera faculta al intercambio de prácticas mejores y lecciones aprendidas, y proporciona oportunidades para el *benchmarking* de desempeño.

El análisis también reveló varias conclusiones que probablemente complementarán los esfuerzos de la Comisión Europea para mejorar la aplicación del ETIS, así como equilibrarán los esfuerzos de los destinos ETIS para medir los impactos del desarrollo turístico. Se podrían considerar los siguientes atributos:

- El análisis reveló que un bajo número de destinos participan tanto en la fase piloto ETIS 1 como en la fase 2, a saber, dos destinos de Portugal (un destino de sol y playa y un destino de naturaleza), un destino de naturaleza de Irlanda y los Países Bajos respectivamente, un destino rural de Italia y Grecia cada uno, y un destino de sol y playa de Croacia y el Reino Unido cada uno. Dado que el número total de destinos que participan en la iniciativa ETIS no ha fluctuado mucho, parece que los destinos turísticos perciben los considerables beneficios que el ETIS proporciona. Si bien es esencial analizar los motivos por los que otros destinos de la fase piloto 1 no siguieron participando en la fase 2, más comunicación y participación por parte de los actores locales, tanto sobre el valor añadido del ETIS como sobre las lecciones aprendidas durante la aplicación del propio sistema ETIS es de importancia. Esto aumentaría la visibilidad y el conocimiento de la iniciativa ETIS entre grupos más amplios de actores locales.
- La investigación también demostró que hay un número considerablemente mayor de destinos del sur de Europa, es decir 129, que toman parte en el ETIS, muchas veces destinos que probablemente son lugares de turismo masivo. Por un lado, puede ser una consecuencia natural que los destinos con mayor número de llegadas turísticas

sean más conscientes de los impactos que produce el turismo y, por lo tanto, se preocupen más por medir y gestionarlos. Por otro lado, dado que el sistema ETIS también es aplicado por destinos más pequeños en las regiones del Norte (43 destinos), Oeste y Este (19 destinos en cada uno) de Europa, destaca la aplicabilidad del ETIS en diversos destinos turísticos. Dado que el sistema ETIS es también compatible con otros sistemas destinados a mejorar la sostenibilidad y medir los impactos del turismo, como el GSTC y el INSTO, los destinos podrían considerar la posibilidad de aplicar el ETIS conjuntamente con otros sistemas. Eso podría seguir mejorando sus esfuerzos para medir los impactos del turismo para fomentar un desarrollo turístico más sostenible.

- La investigación empírica reveló que la mayoría de los destinos de ETIS consideran que el turismo cultural, el 81,1% de los encuestados, es el motivo principal para que los turistas lleguen a sus destinos. Entre otras razones principales para visitar sus destinos, los encuestados señalaron el turismo de negocios y conferencias (49,1%), los festivales tradicionales (43,4%), el *city break* (41,5%) y el turismo ecológico (39,6%). Sin embargo, el estudio de caso de los destinos de ETIS demostró que las listas de destinos turísticos están constituidas en su mayoría por los llamados destinos de sol y playa, así como por destinos de naturaleza y urbanos. Cabe señalar que el turismo de sol y playa como la razón principal para visitar su destino fue indicado sólo por el 35,8% de los encuestados, y el turismo de naturaleza fue elegido sólo por el 35,8% de los encuestados. Si bien muchas de las regiones europeas son ricas en patrimonio cultural, es posible que no sea la razón principal por la que los visitantes acuden a esos destinos. Por lo tanto, el uso del sistema ETIS y el análisis exhaustivo de los resultados de la monitorización del turismo capacitan a los destinos para desarrollar el turismo en sus recursos clave, así como a posicionar sus destinos, en consecuencia, para maximizar los beneficios económicos, socioculturales y ambientales del desarrollo turístico.
- Además, la investigación demostró que una parte significativa de los destinos considera que los turistas pueden no ser conscientes de los esfuerzos de sostenibilidad en los destinos de ETIS, según el 75,4% de los encuestados. Si bien estos resultados se basan en las actitudes de los profesionales del turismo que administran el ETIS y no a través de la interacción directa con los propios turistas. Esto indica la necesidad de campañas innovadoras de comunicación y sensibilización entre los viajeros sobre las medidas que los destinos aplican para reducir los

impactos negativos del turismo. Tales campañas podrían proporcionar una plataforma para compromisos activos de la comunidad local que posiblemente podrían conducir a una mayor comprensión y apoyo tanto de la sostenibilidad como del propio desarrollo turístico.

- De la misma manera, la comunicación específica sobre la iniciativa ETIS, su finalidad y objetivos, así como el intercambio activo de las prácticas mejores de los destinos de ETIS con los actores turísticos interesados a diferentes escalas (local, regional y nacional), mejoraría la visibilidad de la iniciativa ETIS. El cuestionario de esta investigación se distribuyó exclusivamente entre los destinos que participan en el ETIS. No obstante, algunos encuestados, a saber el 19,8%, indicaron que sus destinos no participaron en dicha iniciativa y el 18,9% de los encuestados optaron por no responder a la pregunta relativa a la participación de su destino en la implantación del ETIS. Eso también podría ser resultado de la insuficiente información sobre el propio sistema, sobre la participación de su destino en el ETIS, así como los cambios de personal en estos destinos. A través de la participación activa de las partes interesadas y de una comunicación más amplia a diferentes escalas territoriales, se puede mejorar el conocimiento del propio sistema ETIS. En consecuencia, serían atraídos más destinos para participar en la ejecución de la mencionada iniciativa y beneficiarse de una medición más activa de los impactos turísticos. Si bien un estudio como éste también contribuye a ampliar el conocimiento y la comprensión del ETIS y de la importancia de medir los impactos del turismo, no puede reemplazar a las campañas organizadas de comunicación.
- Por último, el establecimiento de una plataforma web, por ejemplo, un sistema de observación en la web dedicada a los sistemas ETIS, contribuiría significativamente a crear y compartir el conocimiento de los destinos ETIS y del propio sistema. Un sistema integrado en la web también serviría de plataforma para que los destinos registren y vean sus resultados de monitorización del turismo de manera oportuna y regular. Además eso podría asegurar una mayor accesibilidad a estos resultados para los gestores de destinos y los responsables de formular políticas para la planificación del turismo y la formulación de políticas, actividades de comercialización mejor orientadas en sus destinos, así como para el *benchmarking* de desempeño y el intercambio de buenas prácticas para otros destinos, ya que estos fueron los beneficios más valorados de medir los impactos del turismo por los encuestados. La transparencia de tales resultados fomentaría el interés y la investigación sobre las

cuestiones relacionadas con el sistema ETIS y los destinos entre los miembros de la academia.

Además, debe enfatizarse que la medición de los impactos del turismo requiere un compromiso continuo, esfuerzos y recursos de numerosos actores. Los encuestados indicaron que los principales desafíos para medir los impactos del turismo están relacionados con los datos de la regularidad y actualidad de los interesados (79,2%), la participación activa de otras partes interesadas (66%) y la insuficiencia de recursos financieros (60,4%) y humanos (56,6%). Aunque estas cuestiones están probablemente relacionadas con el hecho de que los destinos aplican principalmente métodos tales como cuestionarios (de acuerdo con el 66% de los encuestados) y observaciones (de acuerdo con el 62,3% de los encuestados), es necesario encontrar una manera efectiva que se ajuste a las estructuras institucionales de cada uno de los destino para garantizar los recursos necesarios y el apoyo institucional para medir los impactos del turismo. Por otro lado, los destinos de ETIS podrían considerar otros métodos para medir las actividades turísticas que podrían reducir la dependencia de datos de otras partes interesadas. Estos enfoques podrían incluir el análisis de contenido (utilizado por el 24,53% de los destinos), el *street censoring* (utilizada por el 15,09% de los destinos), así como el seguimiento de la telefonía móvil (*roaming*) y de la tarjeta bancaria (utilizado sólo en 5,66% y 3,77% respectivamente).

Si bien su medición contribuye a mejorar los procesos de gobernanza de los destinos turísticos y proporciona numerosos beneficios para las partes interesadas en el turismo, la medición *per se* no promueve el compromiso de las partes interesadas o el apoyo comunitario para el desarrollo sostenible o turístico. Según los encuestados, casi el 50% de ellos señalaron que los procesos de medición están obstaculizados por la falta del desconocimiento y la importancia de la sostenibilidad en sus destinos y más del 30% de ellos especificaron que falta un enfoque holístico e integrado de la medición. Por lo tanto, es probable que la comunicación eficaz y dirigida que tenga como objetivo compartir los resultados de la monitorización del turismo con los profesionales del sector, las empresas, los administradores de destino, los miembros académicos y las comunidades a escala local, regional y nacional, mejore la comprensión y los beneficios potenciales de medir los impactos turísticos genera en el nivel de destino.

Como destaca "La Estrategia para el turismo", este sector puede contribuir significativamente al desarrollo local en tiempos de decadencia industrial, rural y urbana

en muchas regiones europeas (Comisión Europea, 2006). A través de la medición de los impactos del turismo, los destinos obtienen evidencias concretas que los capacita para mejorar los procesos de toma de decisiones y de planificación del turismo. A medida que los destinos obtengan los instrumentos necesarios, pueden mejorar los impactos positivos del turismo, así como controlar y reducir los impactos negativos y los costes que el desarrollo del turismo puede generar. Por lo tanto, los responsables de la política turística pueden contribuir considerablemente al crecimiento sostenible y resiliente del turismo y, en consecuencia, al desarrollo sostenible global de los destinos, posibilitando acciones políticas que permitan la implementación efectiva, eficiente y regular de iniciativas relacionadas con la medición de los impactos del turismo.



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CONCLUSION

"If it moves it can be measured, and if it can be measured it can be changed."

– Doug Pratt (Shurn-Hannah & Gudenius, 2016)

The purpose of the dissertation was to analyse what benefits the measuring of the impacts of tourism generates in destinations and how by monitoring tourism impacts destinations can enhance sustainable tourism development and thus contribute to overall sustainable development in the context of the ETIS destinations. As the Roadmap of the "2017 International Year of Sustainable Tourism for Development" emphasised, by promoting mechanisms to monitor and measure the impacts of tourism, the understanding how sustainable tourism growth contributes to overall sustainable development can be improved locally, regionally and globally (UNWTO, 2016b).

The research proves that measuring of the impacts of tourism contributes to improved destination governance processes as well as provides tourism stakeholders with numerous benefits. Through measuring of the tourism impacts, destinations are empowered to improve destination planning and generate timely evidence for data-based and well-informed decision- and policy-making as well as produce better-targeted tourism marketing and benchmarking activities. By quantifying the impacts tourism generates, tourism stakeholders, policy makers and communities can better manage sustainable tourism growth in their destinations.

The study also shows that the vast majority of the ETIS destinations acknowledge the significance of measuring the impacts of tourism by considering this factor to be of crucial importance. However, they face significant challenges, particularly related to data regularity and timeliness, active other stakeholders' engagement as well as insufficient financial and human resources. It is also worth noting that some of these challenges arise from the fact that mainly traditional methods, such as questionnaires and observations, are applied to measure the impacts of tourism. While organised initiatives related to measuring the impacts of tourism foster stakeholders' commitment to measure tourism impacts, only adequate resources can ensure their proper implementation and future development. The rapidly changing landscape of tourism development as well as emerging new technologies also encourage destinations to adapt new approaches to measure the impacts of tourism and thus generate timely evidence necessary to ensure sustainable tourism progress.

Through developing sustainable tourism, destinations enhance their image as well as foster investment into human, socio-cultural, environmental and other types of resources in their areas. Tourism growth creates new business opportunities for local suppliers and advance economic competitiveness. In addition, it promotes and helps to protect traditional culture and heritage, as well as natural environment and local diversity, including the promotion of more environmentally-friendly business practices. Tourism growth does not only enhance the accessibility of the tourism sites, but is also likely to extend environmentally-friendly mobility options, such as public transport and bike networks.

While these benefits of sustainable tourism were indicated based on the ETIS destinations case study, the research allows to assume that tourism development could also bring similar benefits into other European destinations, and beyond. The "Travel and Tourism Competitiveness Report 2017" emphasised that the continuously growing tourism sector, which outperforms the global economy for the sixth successive years, remains committed to environmental sustainability, cultural integrity and inclusive growth fostering sustainable development, despite geopolitical uncertainty and economic instability (World Economic Forum, 2017).

As the ETIS provides a comprehensive and flexible platform for a locally owned and led process for measuring, managing and enhancing sustainability in tourism destinations, it thereby contributes to the growth of more sustainable, competitive and resilient tourism development at the destination level. From the global perspective, by applying the ETIS, destinations are empowered to significantly contribute to achieving SDGs, especially the SDGs targets 8.9, 12.b and 14.7 related to tourism development.

The European Commission importantly noted that sustainable tourism plays a key role in preserving Europe's cultural and natural heritage, simultaneously enhancing a dialogue and shaping European values and identity (European Commission, 2006). By generating a more thorough understanding of the importance of sustainability among their destinations, tourism stakeholders would be empowered to pass on this message also to their visitors, which, according to the research, is rare practice currently. Making the measurement of the impacts of tourism part of the European tourism identity can become a major element in achieving sustainability and competitiveness in the ETIS destinations, and beyond, while making tourism a true catalyst for positive transformations.

CONCLUSIÓN

"Si se mueve se puede medir, y si se puede medir se puede cambiar."

– Doug Pratt (Shurn-Hannah & Gudenius, 2016)

El propósito de la tesis fue analizar qué beneficios genera la medición de los impactos del turismo en destinos y cómo mediante la monitorización de los impactos turísticos los destinos pueden potenciar el desarrollo sostenible del turismo y así contribuir al desarrollo integral sostenible en el contexto de los destinos ETIS. Al enfatizar la Hoja de Ruta de "2017 Año Internacional del Turismo Sostenible para el Desarrollo", mediante la promoción de mecanismos para monitorizar y medir los impactos del turismo, se puede mejorar local, regional y globalmente (OMT, 2016).

La investigación prueba que la medición de los impactos del turismo contribuye a mejorar los procesos de gobernanza de los destinos y ofrece numerosos beneficios a quienes tienen interés en el turismo. A través de la medición de los mencionados impactos, los destinos se fortalecen para mejorar la planificación del destino y generar evidencias oportunas para la toma de decisiones y la formulación de políticas bien informadas basadas en datos, así como para producir actividades de marketing y *benchmarking* mejor orientadas al turismo. Mediante la cuantificación de los impactos generados por el turismo, sus actores, los responsables políticos y las comunidades pueden gestionar mejor el crecimiento del turismo sostenible en sus destinos.

El estudio también muestra que la gran mayoría de los destinos de ETIS reconocen la importancia de medir los impactos del turismo por la consideración e importancia que dan a este factor. Sin embargo, se enfrentan a retos significativos, particularmente relacionados con la regularidad y la puntualidad de los datos, la participación activa de otros interesados y la insuficiencia de recursos financieros y humanos. También cabe destacar que algunos de estos desafíos surgen del hecho de que principalmente se aplican métodos tradicionales, tales como cuestionarios y observaciones, para medir los impactos del turismo. Si bien las iniciativas organizadas relacionadas con la medición de los impactos del turismo fomentan el compromiso de las partes interesadas en medir los impactos del turismo, sólo los recursos adecuados pueden asegurar su correcta implementación y desarrollo futuro. El panorama cambiante del desarrollo turístico y las nuevas tecnologías también animan a los destinos a adaptar nuevas estrategias para medir los impactos del turismo y generar, así, las pruebas oportunas necesarias para asegurar el progreso sostenible del turismo.

A través del desarrollo del turismo sostenible, los destinos mejoran su imagen y fomentan la inversión en recursos humanos, socioculturales, medioambientales y de otros tipos en sus áreas. El crecimiento del turismo crea nuevas oportunidades de negocio para los proveedores locales y fomenta la competitividad económica. Además, promueve y ayuda a proteger la cultura tradicional y el patrimonio, así como el medio ambiente y la diversidad local, incluida la promoción de prácticas comerciales más respetuosas con el entorno natural. El crecimiento del turismo no sólo mejora la accesibilidad de los enclaves turísticos, sino que también es probable que amplíe las opciones de movilidad menos contaminantes, como el transporte público y las redes para bicicletas.

Si bien estos beneficios del turismo sostenible se indicaron sobre la base del estudio de caso de los destinos de ETIS, la investigación permite asumir que el desarrollo del turismo también podría tener beneficios similares en otros destinos europeos e, incluso, más allá. El "Informe sobre la Competitividad de los Viajes y el Turismo 2017" subrayó que el crecimiento continuo del sector turístico, que supera a la economía mundial por el sexto año consecutivo, sigue comprometido con la sostenibilidad ambiental, la integridad cultural y el crecimiento inclusivo, fomentando el desarrollo sostenible, pese a la incertidumbre geopolítica y a la inestabilidad económica (Foro Económico Mundial, 2017).

Dado que el ETIS ofrece una plataforma amplia y flexible para un proceso de propiedad y liderazgo local para medir, gestionar y mejorar la sostenibilidad en los destinos turísticos, contribuye al crecimiento de un desarrollo turístico más sostenible, competitivo y resistente a escala de destino. Desde la perspectiva global, mediante la aplicación del ETIS, los destinos están fortalecidos para contribuir significativamente a la consecución de ODS, especialmente los objetivos 8.9, 12.b y 14.7 relacionados con el desarrollo turístico.

La Comisión Europea destacó que el turismo sostenible juega un papel clave en la preservación del patrimonio cultural y natural de Europa, al mismo tiempo que mejora el diálogo y moldea tanto los valores como la identidad europeos (Comisión Europea, 2006). Al generar una comprensión más completa de la importancia de la sostenibilidad entre sus destinos, los interesados en el turismo resultarían fortalecidos para transmitir este mensaje también a sus visitantes, lo que, según la investigación, es una práctica rara actualmente. Hacer que la medición de los impactos del turismo forme parte de la identidad turística europea puede convertirse en un elemento fundamental para lograr la sostenibilidad y la competitividad en los destinos de ETIS y más allá, haciendo del turismo un verdadero catalizador de transformaciones positivas.

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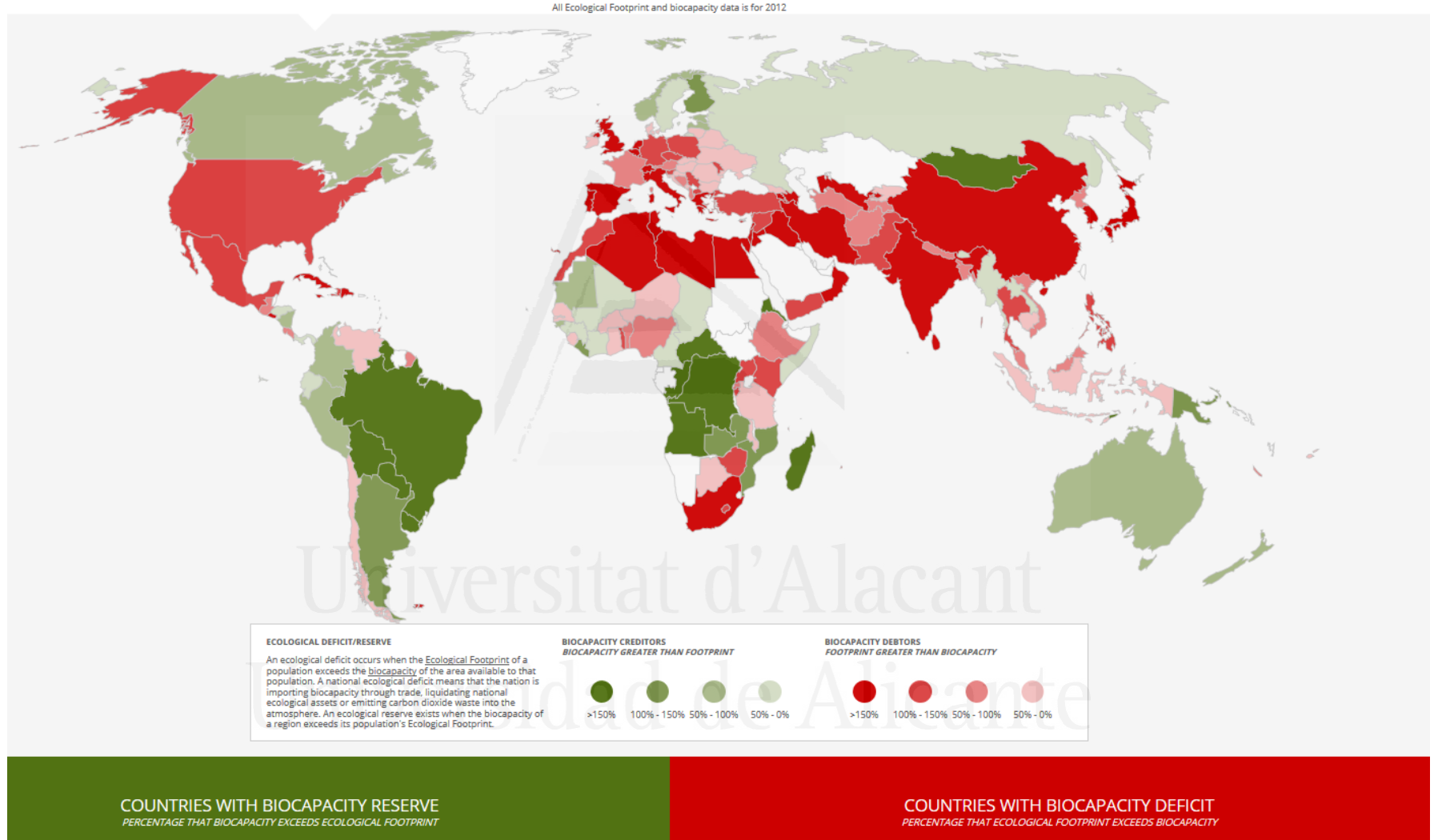
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APPENDICES



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Appendix A. Global Population Living in Ecological Deficit



Source: Global Footprint Network, *Ecological Wealth of Nations*, 2017.

Appendix B. Indicators of the Genuine Progress Index, Edition 1 and Edition 2

Genuine Progress Index, Edition 1

Economic indicators	Environmental indicators	Social indicators
<ul style="list-style-type: none"> • Personal consumption expenditures • Income inequality • Adjusted personal consumption • Services of consumer durables • Cost of consumer durables • Cost of underemployment • Net capital investment 	<ul style="list-style-type: none"> • Cost of water pollution • Cost of air pollution • Cost of noise pollution • Cost of net wetlands change • Cost of net farmlands change • Cost of forest cover change • Cost of climate change • Cost of ozone depletion • Cost of non-renewable energy • Resource depletion 	<ul style="list-style-type: none"> • Value of housework • Cost of family changes • Cost of crime • Cost of personal pollution abatement • Value of volunteer work • Cost of lost leisure time • Value of higher education • Services of highways and streets • Cost of commuting • Cost of motor vehicle crashes

Genuine Progress Index, Edition 2

Economic categories	Environmental categories	Social categories
<ul style="list-style-type: none"> • Household budget expenditures • Defense expenditures • Households investments • Income inequality • Public provisioning • Services from build capital 	<ul style="list-style-type: none"> • Services from natural capital • Depletion of natural capital • Costs of pollution 	<ul style="list-style-type: none"> • Services from human capital • Services from social capital • Social costs of economic activity

Source: Department of Natural Resources, Government of Maryland, *Maryland Genuine Progress Indicator*, n.d.

Appendix C: Sustainable Reporting Guidelines and Indicators of the Global Reporting Initiative

Category	Aspects	Indicators
Economic	Economic Performance	Direct economic value generated and distributed
		Financial implications and other risks and opportunities for the organization's activities due to climate change
		Coverage of the organization's defined benefit obligations
		Financial assistance received from government
Market Presence	Ratios of standard entry level wage by gender compared to local minimum wage at significant locations of operation	
	Proportion of senior management hired from the local community at significant locations of operation	
Indirect Economic Impacts	Development and impact of infrastructure investments and services supported	
	Significant indirect economic impacts, including the extent of impacts	
Procurement Practices	Proportion of spending on local suppliers at significant locations of operation	
Environmental	Materials	Materials used by weight or volume
		Percentage of materials used that are recycled input materials
	Energy	Energy consumption within the organization
		Energy consumption outside of the organization
		Energy intensity
		Reduction of energy consumption
		Reductions in energy requirements of products and services
	Water	Total water withdrawal by source
		Water sources significantly affected by withdrawal of water
		Percentage and total volume of water recycled and reused
	Biodiversity	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas
		Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas
		Habitats protected or restored
		Total number of IUCN red list species and national conservation list species with habitats in areas affected by operations, by level of extinction risk
	Emissions	Direct greenhouse gas (GHG) emissions (scope 1)
		Energy indirect greenhouse gas (GHG) emissions (scope 2)
		Other indirect greenhouse gas (GHG) emissions (scope 3)
		Greenhouse gas (GHG) emissions intensity
		Reduction of greenhouse gas (GHG) emissions
		Emissions of ozone-depleting substances (ODS)
Nox, sox, and other significant air emissions		
Effluents and Waste	Total water discharge by quality and destination	
	Total weight of waste by type and disposal method	
	Total number and volume of significant spills	

Category	Aspects	Indicators
		Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel convention ² annex i, ii, iii, and viii, and percentage of transported waste shipped internationally
		Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the organization's discharges of water and runoff
	Products and Services	Extent of impact mitigation of environmental impacts of products and services Percentage of products sold and their packaging materials that are reclaimed by category
	Compliance	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations
	Transport	Significant environmental impacts of transporting products and other goods and materials for the organization's operations, and transporting members of the workforce
	Overall	Total environmental protection expenditures and investments by type
	Supplier Environmental Assessment	Percentage of new suppliers that were screened using environmental criteria Significant actual and potential negative environmental impacts in the supply chain and actions taken
	Environmental Grievance Mechanisms	Number of grievances about environmental impacts filed, addressed, and resolved through formal grievance mechanisms
Social	Sub-Category: Labor Practices and Decent Work	
	Employment	Total number and rates of new employee hires and employee turnover by age group, gender and region Benefits provided to full-time employees that are not provided to temporary or part-time employees, by significant locations of operation Return to work and retention rates after parental leave, by gender
	Labor/Management Relations	Minimum notice periods regarding operational changes, including whether these are specified in collective agreements
	Occupational Health and Safety	Percentage of total workforce represented in formal joint management–worker health and safety committees that help monitor and advise on occupational health and safety programs Type of injury and rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related fatalities, by region and by gender Workers with high incidence or high risk of diseases related to their occupation Health and safety topics covered in formal agreements with trade unions
	Training and Education	Average hours of training per year per employee by gender, and by employee category Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings Percentage of employees receiving regular performance and career development reviews, by gender and by employee category
	Diversity and Equal Opportunity	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity
	Equal Remuneration for Women and Men	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation

Category	Aspects	Indicators	
	Supplier Assessment for Labor Practices	Percentage of new suppliers that were screened using labor practices criteria	
		Significant actual and potential negative impacts for labor practices in the supply chain and actions taken	
	Labor Practices Grievance Mechanisms	Number of grievances about labor practices filed, addressed, and resolved through formal grievance mechanisms	
	Sub-Category: Human Rights		
	Investment	Total number and percentage of significant investment agreements and contracts that include human rights clauses or that underwent human rights screening	
		Total hours of employee training on human rights policies or procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained	
	Non-discrimination	Total number of incidents of discrimination and corrective actions taken	
	Freedom of Association and Collective Bargaining	Operations and suppliers identified in which the right to exercise freedom of association and collective bargaining may be violated or at significant risk, and measures taken to support these rights	
	Child Labor	Operations and suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor	
	Forced or Compulsory Labor	Operations and suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures taken to contribute to the elimination of all forms of forced or compulsory labor	
	Security Practices	Percentage of security personnel trained in the organization's human rights policies or procedures that are relevant to operations	
	Indigenous Rights	Total number of incidents of violations involving rights of indigenous peoples and actions taken	
	Assessment	Total number and percentage of operations that have been subject to human rights reviews or impact assessments	
	Supplier Human Rights Assessment	Percentage of new suppliers that were screened using human rights criteria	
		Significant actual and potential negative human rights impacts in the supply chain and actions taken	
	Human Rights Grievance Mechanisms	Number of grievances about human rights impacts filed, addressed, and resolved through formal grievance mechanisms	
	Sub-Category: Society		
	Local Communities	Percentage of operations with implemented local community engagement, impact assessments, and development programs	
		Operations with significant actual and potential negative impacts on local communities	
	Anti-corruption	Total number and percentage of operations assessed for risks related to corruption and the significant risks identified	
		Communication and training on anti-corruption policies and procedures	
Confirmed incidents of corruption and actions taken			
Public Policy	Total value of political contributions by country and recipient/beneficiary		
Anti-competitive Behavior	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes		
Compliance	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations		
Supplier	Percentage of new suppliers that were screened using criteria for		

Category	Aspects	Indicators
	Assessment for Impacts on Society	impacts on society
		Significant actual and potential negative impacts on society in the supply chain and actions taken
	Grievance Mechanisms for Impacts on Society	Number of grievances about impacts on society filed, addressed, and resolved through formal grievance mechanisms
		Sub-Category: Product Responsibility
	Customer Health and Safety	Percentage of significant product and service categories for which health and safety impacts are assessed for improvement
		Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcomes
	Product and Service Labeling	Type of product and service information required by the organization's procedures for product and service information and labeling, and percentage of significant product and service categories subject to such information requirements
		Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes
		Results of surveys measuring customer satisfaction
	Marketing Communications	Sale of banned or disputed products
Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes		
Customer Privacy	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	
Compliance	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	

Source: Adapted from Global Reporting Initiative (GRI), *G4 Sustainability Reporting Guidelines: Reporting Principles and Standard Disclosures*, 2013, pp. 48 – 69.

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Appendix D. The Framework of the Travel and Tourism Competitiveness Index 2017

Travel and Tourism Competitiveness Index			
Enabling Environment	T&T Policy and Enabling Conditions	Infrastructure	Natural and Cultural Resources
1. Business Environment 2. Safety and Security 3. Health and Hygiene 4. Human Resources and Labour Market 5. ICT Readiness	6. Prioritization of Travel & Tourism 7. International Openness 8. Price Competitiveness 9. Environmental Sustainability	10. Air Transport Infrastructure 11. Ground and Port Infrastructure 12. Tourist Service Infrastructure	13. Natural Resources 14. Cultural Resources and Business Travel

SUBINDEX A: ENABLING ENVIRONMENT

Pillar 1: Business Environment	1.01 Property rights 1.02 Impact of rules on FDI 1.03 Efficiency of legal framework in settling disputes 1.04 Efficiency of legal framework in challenging regulations 1.05 Time required to deal with construction permits 1.06 Cost to deal with construction permits 1.07 Extent of market dominance 1.08 Time required to start a business 1.09 Cost to start a business 1.10 Extent and effect of taxation on incentives to work 1.11 Extent and effect of taxation on incentives to invest 1.12 Total tax rate
Pillar 2: Safety and Security	2.01 Business costs of crime and violence 2.02 Reliability of police services 2.03 Business costs of terrorism 2.04 Index of terrorism incidence 2.05 Homicide rate
Pillar 3: Health and Hygiene	3.01 Physician density 3.02 Access to improved sanitation 3.03 Access to improved drinking water 3.04 Hospital beds 3.05 HIV prevalence 3.06 Malaria incidence
Pillar 4: Human Resources and Labour Market	Qualification of the labour force 4.01 Primary education enrolment rate 4.02 Secondary education enrolment rate 4.03 Extent of staff training 4.04 Treatment of customers Labour market 4.05 Hiring and firing practices 4.06 Ease of finding skilled employees 4.07 Ease of hiring foreign labour 4.08 Pay and productivity 4.09 Female labour force participation
Pillar 5: ICT Readiness	5.01 ICT use for business-to-business transactions 5.02 Internet use for business-to-consumer transactions 5.03 Individuals using the internet 5.04 Broadband internet subscribers 5.05 Mobile telephone subscriptions 5.06 Mobile broadband subscriptions 5.07 Mobile network coverage

5.08 Quality of electricity supply

SUBINDEX B: T&T POLICY AND ENABLING CONDITIONS

Pillar 6: Prioritization of Travel & Tourism	6.01 Government prioritization of the T&T industry
	6.02 T&T government expenditure
	6.03 Effectiveness of marketing to attract tourists
	6.04 Comprehensiveness of annual T&T data
	6.05 Timeliness of providing monthly/quarterly T&T data
	6.06 Country Brand Strategy rating
Pillar 7: International Openness	7.01 Visa requirements
	7.02 Openness of bilateral Air Service Agreements
	7.03 Number of regional trade agreements in force
Pillar 8: Price Competitiveness	8.01 Ticket taxes and airport charges
	8.02 Hotel price index
	8.03 Purchasing power parity
	8.04 Fuel price levels
Pillar 9: Environmental Sustainability	9.01 Stringency of environmental regulations
	9.02 Enforcement of environmental regulations
	9.03 Sustainability of travel and tourism industry development
	9.04 Particulate matter (2.5) concentration
	9.05 Number of environmental treaty ratifications
	9.06 Baseline water stress
	9.07 Threatened species
	9.08 Forest cover change
	9.09 Wastewater treatment
	9.10 Coastal shelf fishing pressure

SUBINDEX C: INFRASTRUCTURE

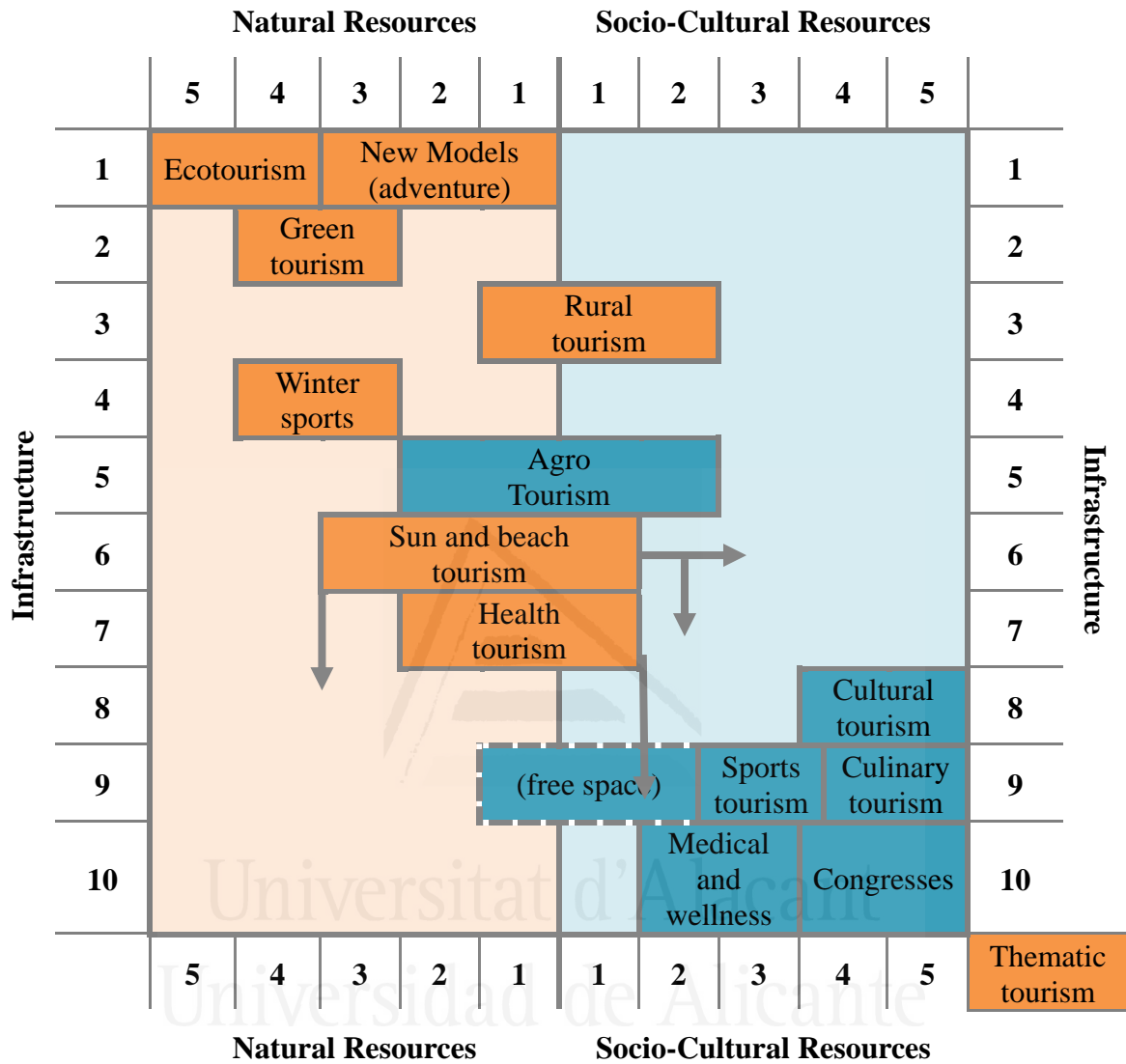
Pillar 10: Air Transport Infrastructure	10.01 Quality of air transport infrastructure
	10.02 Available seat kilometres, domestic
	10.03 Available seat kilometres, international
	10.04 Aircraft departures
	10.05 Airport density
	10.06 Number of operating airlines
Pillar 11: Ground and Port Infrastructure	11.01 Quality of roads
	11.02 Road density
	11.03 Paved road density
	11.04 Quality of railroad infrastructure
	11.05 Railroad density
	11.06 Quality of port infrastructure
	11.07 Ground transport efficiency
Pillar 12: Tourist Service Infrastructure	12.01 Hotel rooms
	12.02 Quality of tourism infrastructure
	12.03 Presence of major car rental companies
	12.04 Automated teller machines per adult population

SUBINDEX D: NATURAL AND CULTURAL RESOURCES

Pillar 13: Natural Resources	13.01 Number of World Heritage natural sites
	13.02 Total known species
	13.03 Total protected areas
	13.04 Natural tourism digital demand
	13.05 Attractiveness of natural assets
Pillar 14: Cultural Resources and Business Travel	14.01 Number of World Heritage cultural sites
	14.02 Number of oral and intangible cultural heritage expressions
	14.03 Number of sports stadiums
	14.04 Number of international association meetings
	14.05 Cultural and entertainment tourism digital demand

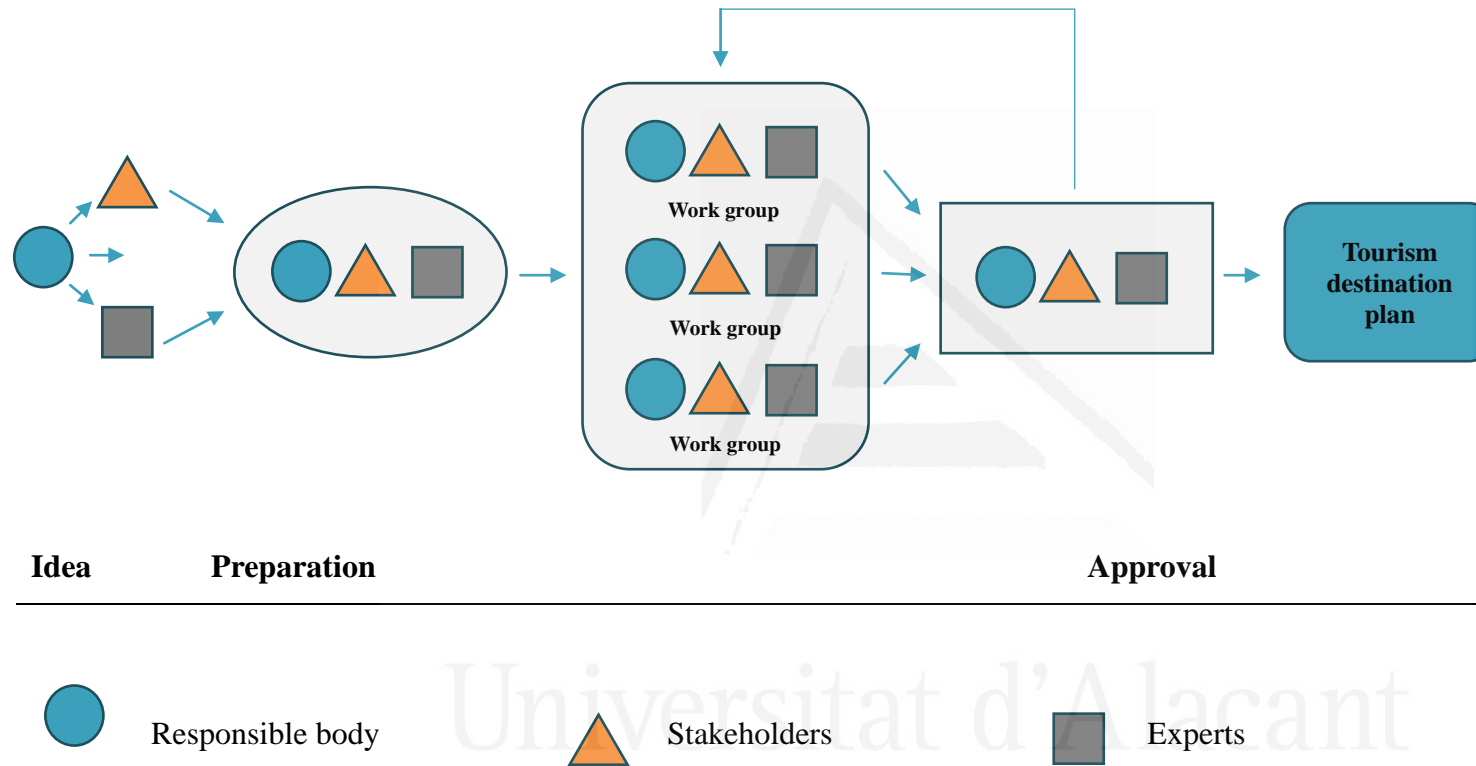
Source: World Economic Forum, *The Travel and Tourism Competitiveness Report 2017. Paving the way for a more sustainable and inclusive future*, 2017.

Appendix E. Tourism Typologies According to the Use of the Tourism Resources



Source: F. J. García-Delgado, *El turismo Minero-Industrial. La experiencia de Río Tinto* [Mining-Industrial tourism. Experiences from Río Tinto], 2010.

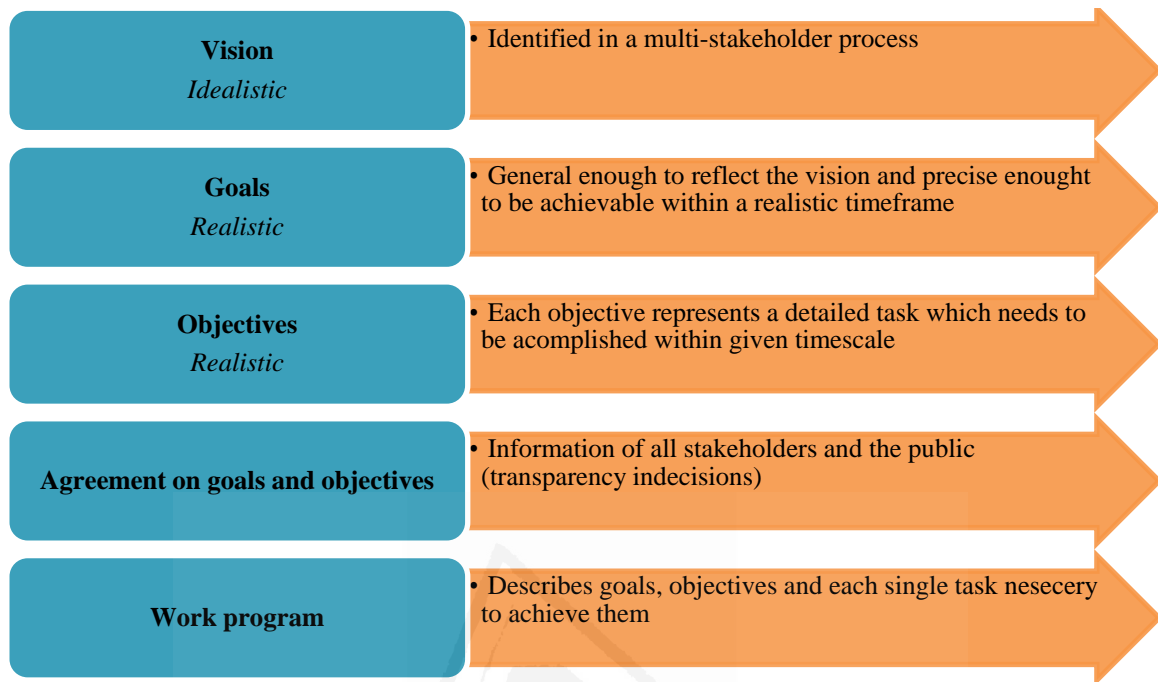
Appendix F. Participatory Tourism Management Planning



Universitat d'Alacant
 Universidad de Alicante

Source: M. Meyer, *Strategy Planning in Sustainable Tourism*, 2016.

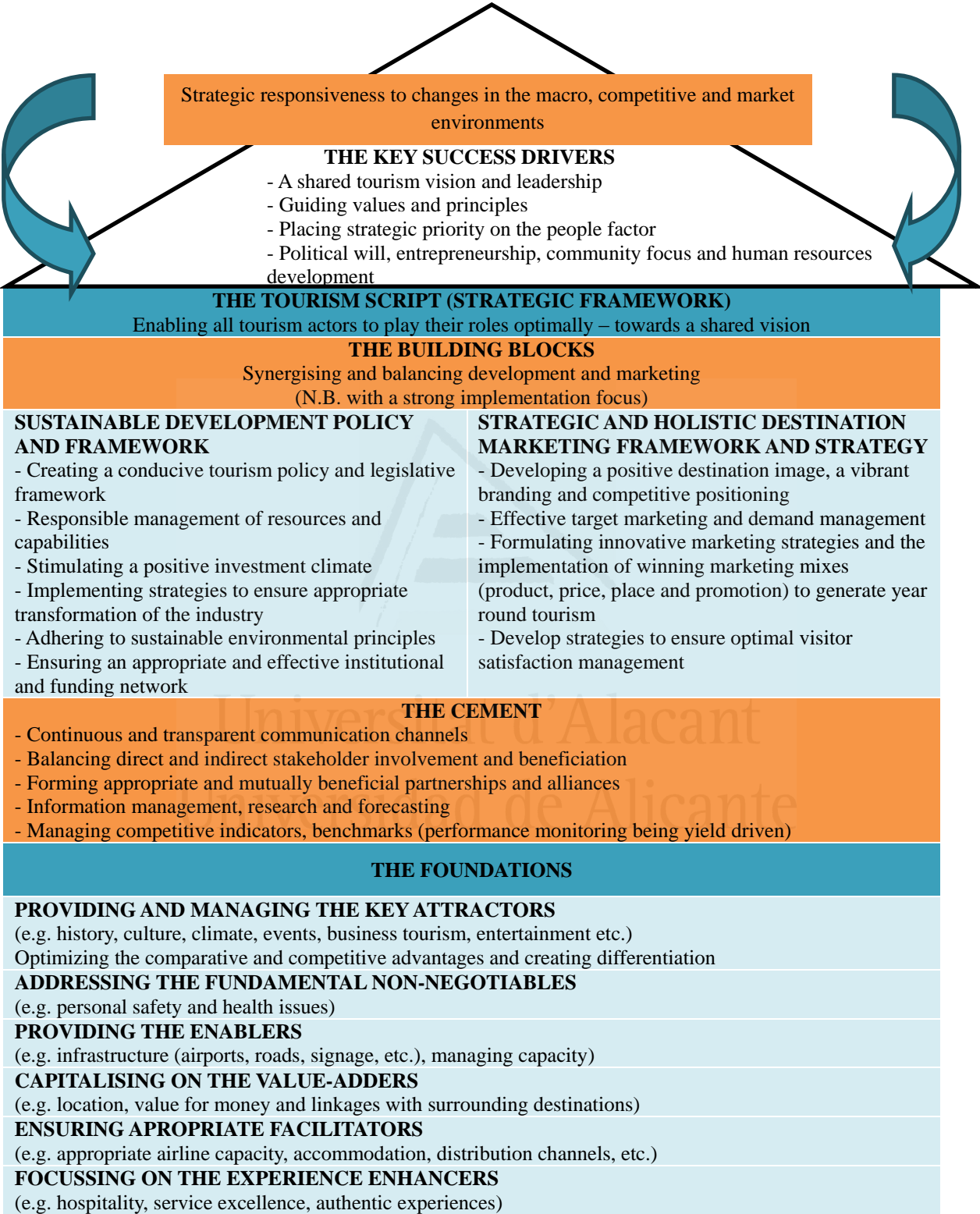
Appendix G. Goals, Objective and the Work Plan in Tourism Management Planning



Source: M. Meyer, *Strategy Planning in Sustainable Tourism*, 2016.

Universitat d'Alacant
Universidad de Alicante

Appendix H. The Main Elements of Enhancing Destination Competitiveness



Source: E. Heath, *Towards a model to enhance Africa's sustainable tourism competitiveness*, 2003, p. 9.

Appendix I. Online Questionnaire

Measuring the impact of tourism to enhance sustainability in European destinations

Dear ETIS destinations,

My name is Giedre Sadeikaite and I am writing my doctoral dissertation on the importance of measuring the impact of tourism to enhance sustainability in European destinations. The survey is divided into two parts:

Part 1 is intended to learn how measuring of the impact of tourism benefits the governance of the destination and tourism stakeholders.

Part 2 is optional and is intended to learn more about what benefits tourism development brings to the destination.

The questionnaire is anonymous and will take approximately 20 minutes – around 10 minutes for each part of the survey. Once you finish Part 1, you will have an option to conclude the survey.

The results from the survey will be analysed in an aggregated manner and used only for the purpose of the doctoral dissertation. Please do not hesitate to contact me for further instructions or provide any additional feedback at: g.sadeikaite@gmail.com

Thank you in advance,
Giedre Sadeikaite

Q1 – 1. Is measuring of the impact of tourism important for your destination?

- Definitely yes
- Most likely yes
- Not sure
- Most likely no
- Definitely no

Q2 – What measurement methods/methodologies do you use in measuring of the impact of tourism? Multiple answers are possible.

- Questionnaires based on a representative sample
- Data collection from institutions (destination management organisations (DMOs), tourism business, etc.)
- Observation
- Interviews with experts
- Focus groups
- Content analysis
- Mobile phone (roaming) tracking
- Bank cards tracking
- Street censoring
- Other methods and methodologies (please indicate):

Q3 – To identify what benefits and added-value the measuring of the impact of tourism brings to destination management, please indicate to what extent do you agree with the following statements:

	0 – don't know / not relevant	1 – strongly disagree	2 – somewhat disagree	3 – neither disagree, nor agree	4 – somewhat agree	5 – strongly agree
Regular measuring the impact of tourism provides timely evidences for well-informed decision-making processes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Measuring the impact of tourism provides necessary evidences to improve tourism planning in the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Measuring the impact of tourism allows effective monitoring of the implementation of sustainable development plans, policies and management actions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective measuring the impact of tourism and exchange of information fosters transparency and greater public accountability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism monitoring enables to implement timely corrective actions if tourism development does not take place as intended.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular measuring the impact of tourism provides necessary information for more effective risk management.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular measuring the impact of tourism helps to reduce negative impact of tourism.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular measuring the impact of tourism fosters stakeholders' commitment for sustainability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular measuring the impact of tourism fosters community buy-in and support for sustainability and tourism.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular measuring the impact of tourism contributes to the overall sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

0 – don't know / not relevant 1 – strongly disagree 2 – somewhat disagree 3 – neither disagree, nor agree 4 – somewhat agree 5 – strongly agree

development of the destination.

Regular measuring the impact of tourism contributes to sustainable growth of the tourism sector.

Q4 – To identify what benefits and added-value for tourism stakeholders measuring of the impact of tourism brings, please indicate to what extent do you agree with the following statements:

0 – don't know / not relevant 1 – strongly disagree 2 – somewhat disagree 3 – neither disagree, nor agree 4 – somewhat agree 5 – strongly agree

Regular monitoring the impact of tourism benefits and empowers all tourism stakeholders.

Effective measuring the impact of tourism provides necessary information for cost-savings along tourism supply chain.

Tourism monitoring provides benefits to tourism stakeholders only when measured regularly and systematically.

An active engagement of all local stakeholders in tourism monitoring processes fosters inclusive, cooperative and participatory approach among stakeholders.

Regular measuring the impact of tourism provides necessary information to enhance visitors' experience.

Regular monitoring the impact of tourism and analysis generates better-targeted promotional and marketing activities.

Regular tourism monitoring allows sharing of good practices and lessons learnt, and provides opportunities for performance benchmarking.

Q5 – What are the main challenges in measuring the impact of tourism in the destination? Multiple answers are possible.

- Not all stakeholders are willing to provide timely data
- Collect all necessary data is too expensive
- Lack of human resources
- Lack of financial resources
- Lack of participation and active engagement by local tourism stakeholders
- Lack of necessary technology
- Lack of institutional support
- Lack of formal and structured mechanism
- Lack of holistic and integrated approach
- Lack of understanding and importance of sustainability
- Monitoring of the impact of tourism is not embedded into tourism operations and procedures
- Other (please indicate):

Q6 – What best describes your destination: what are the main reason(s) for tourists to come at your destination? Multiple answers are possible.

- Business trip / meeting / conference
- City break
- Cultural tourism
- Eco-tourism
- Traditional festivals
- Mountain tourism
- Rural tourism
- Shopping
- Sport tourism
- Sun and beach tourism
- Nature tourism
- Visiting family or friends
- Wellness / health holidays
- Other (please indicate):

Q7 – Do you consider that tourists are aware of the sustainability efforts in the destination?

- Definitely yes
- Most likely yes
- Not sure
- Most likely no
- Definitely no

Q8 – Did you participate in the ETIS pilot phase 1 and/or phase 2?

- Yes, the destination participated in the ETIS pilot phase 1 and the ETIS phase 2
- Yes, the destination participated only in the ETIS pilot phase 1
- Yes, the destination participated only in the ETIS phase 2
- No, the destination did not participate in any of the ETIS phase
- Don't want to answer

Q9 – If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?

- Definitely yes
- Most likely yes
- Not sure
- Most likely no

- Definitely no
- Don't want to answer

Q10 – You have replied to all questions of Part 1 in this survey. Would you like to continue to Part 2?

- Yes, take me to Part 2
- No, I want to finish the survey

IF (2) Q10 = [1]

Q11 – To identify what is tourism contribution in terms of destination management and governance, please indicate to what extent do you agree with the following statements:

	0 – don't know / not relevant	1 – strongly disagree	2 – somewhat disagree	3 – neither disagree, nor agree	4 – somewhat agree	5 – strongly agree
Tourism development fosters political commitment to sustainable development in the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development fosters partnerships among tourism stakeholders and commitment to common goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development helps to create and/or improve management structure of the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development fosters the enforcement and application of regulations towards sustainability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable tourism development contributes to the positive image of the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development fosters investment into human, social, cultural, natural, environmental and other types of resources in the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 – To identify what is tourism contribution in terms of economic impact, please indicate to what extent do you agree with the following statements:

	0 – don't know / not relevant	1 – strongly disagree	2 – somewhat disagree	3 – neither disagree, nor agree	4 – somewhat agree	5 – strongly agree
Tourism development creates new business opportunities for local suppliers and fosters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	0 – don't know / not relevant	1 – strongly disagree	2 – somewhat disagree	3 – neither disagree, nor agree	4 – somewhat agree	5 – strongly agree
economic competitiveness in the destination.						
Tourism development contributes to the diversity of economic activities in the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development encourages business relationship with foreign entrepreneurs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development generates new employment opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development generates revenue for a local government.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 - To identify what is tourism contribution in terms of social and cultural impact, please indicate to what extent do you agree with the following statements:

	0 – don't know / not relevant	1 – strongly disagree	2 – somewhat disagree	3 – neither disagree, nor agree	4 – somewhat agree	5 – strongly agree
Tourism development fosters positive attitudes of local citizens' towards tourism and sustainability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development enhances community pride and strengthens identity in the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable tourism development contributes to conservation and promotion of traditional culture and heritage, including traditional products, festivals and cuisine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public services (health services, police, fire services, etc.) and infrastructure (roads, facilities, etc.) improve as the result of tourism development.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable tourism development helps to ensure that tourism sites, attractions and recreation facilities are accessible to all, including people with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	0 – don't know / not relevant	1 – strongly disagree	2 – somewhat disagree	3 – neither disagree, nor agree	4 – somewhat agree	5 – strongly agree
disabilities and reduced mobility.						
Tourism development helps to increase levels of young population in the destination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development has positive effects on improved education opportunities of the local population.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development fosters intercultural and interpersonal understanding, trust and respect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 - To identify what is tourism contribution in terms of environmental impact, please indicate to what extent do you agree with the following statements:

	0 – don't know / not relevant	1 – strongly disagree	2 – somewhat disagree	3 – neither disagree, nor agree	4 – somewhat agree	5 – strongly agree
Sustainable tourism development contributes to conservation and revival of natural environment, local biodiversity and landscapes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable tourism development helps to engage local stakeholders in climate and environmental actions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable tourism development encourages business to adopt more environmental-friendly business practices, including reduce water consumption, waste generation, energy use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable tourism development fosters extension of public transport and other environmentally-friendly mobility options for tourists and local population.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism development helps to increase a number of sustainability training and awareness-raising activities among	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

0 – don't know / not relevant 1 – strongly disagree 2 – somewhat disagree 3 – neither disagree, nor agree 4 – somewhat agree 5 – strongly agree

tourism stakeholders
and for host community.

Q15 – What is tourism contribution to local (regional) GDP in %?

- Please indicate a number:
- Not available

Q16 – What is tourism contribution to local (regional) employment in %?

- Please indicate a number:
- Not available

Q17 – How many residents constantly live in the destination? Please indicate a number:

Q18 – What is the number of total tourist arrivals (including domestic, international, one-day visitors) in the destination per year? Please indicate a number:

Q19 – What is an (estimate) average daily spending in Euros per tourist per day (accommodation, transportation, food and drinks, other services)? Please indicate a number:

Appendix J. Survey Introductory Letters

Albanian – Studim i shkurtër mbi turizmin (ETIS)

I nderuar Zotëri ose Zonjë,

Unë jam Giedre Sadeikaite, një kandidat i Doktoraturës në Universitetin e Alicante. Aktualisht po shkruaj disertacionin e doktoraturës mbi rëndësinë e matjes së ndikimit të turizmit për të rritur qëndrueshmërinë në destinacionet Evropiane që përdorën ose ende përdorin Sistemin Evropian të Informacionit të Turizmit–SEIT.

Do të isha shumë mirënjohëse nëse mund t'i përgjigjeni një sondazhi të shkurtër anonim që e keni në dispozicion në <https://www.1ka.si/a/119820>. Rezultatet e anketës do të përdoren vetëm për qëllimin e disertacionit të doktoraturës.

Fju falemnderoj paraprakisht për bashkëpunimin tuaj të mirë!

Përshëndetje të përzemërta,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

Bulgarian - Кратка анкета за влиянието на туризма (ETIS)

Здравейте,

Казвам се Гедре Садейкайте и съм докторант към университета в Аликанте, Испания. Дисертацията, по която работя изследва значимостта на измерването на влиянието на туризма с цел подобряване на устойчивостта в европейските дестинации с фокус върху ETIS (European Tourism Indicators System).

Ще съм Ви много благодарна, ако попълните кратка анонимна анкета по темата, която можете да намерите тук: <https://www.1ka.si/a/119820>. Анкетата е на английски език. Резултатите от изследването ще се използват само в рамките на докторската ми дисертация.

Благодаря предварително за съдействието Ви!

Поздрави,
Гедре Садейкайте
<https://www.linkedin.com/in/giedresadeikaite/>

Croatian - Kratku anketu o turizmu (ETIS)

Poštovani,

Ja sam Giedre Sadeikaite, kandidat doktorskih studija na Sveučilištu u Alicante. Trenutno pišem svoju doktorsku disertaciju o važnosti mjerenja utjecaja turizma kako bi se poboljšala održivost u europskim odredištima s naglaskom na ETIS destinacije.

Ja bih bila vrlo zahvalna ako bi mogli odgovoriti na kratku, anonimnu anketu koja je dostupna na <https://www.1ka.si/a/119820>. Rezultati ankete će se koristiti samo u svrhu dokorskog rada.

Hvala puno unaprijed na Vašoj suradnji!

Lijepi pozdrav,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

English – Short survey about tourism (ETIS)

Dear Sir or Madam,

I am Giedre Sadeikaite, a PhD candidate at University of Alicante. Currently I am writing my doctoral dissertation on the importance of measuring the impact of tourism to enhance sustainability in European destinations that used or are still using the European Tourism Information System – ETIS.

I would be very grateful if you could answer a short, anonymous survey that is available at <https://www.1ka.si/a/119820>. The survey results will be used only for the purpose of the doctoral dissertation.

Thank you very much in advance for your kind cooperation!

Kind regards,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

German - Kurze Übersicht über Tourismus (ETIS)

Sehr geehrte Damen und Herren,

Mein Name ist Giedre Sadeikaite, ein Doktorand an der Universität von Alicante. Derzeit schreibe ich meine Dissertation über die Bedeutung der Messung von der Auswirkung von Tourismus zur Verbesserung der Nachhaltigkeit in Europäischen Destinationen, mit einem Fokus auf ETIS Destinationen zu verbessern.

Ich wäre Ihnen sehr dankbar, wenn Sie eine kurze, anonyme Umfrage beantworten könnten, die unter <https://www.1ka.si/a/119820> verfügbar ist. Die Umfrageergebnisse werden nur für die Dissertation verwendet.

Vielen Dank im Voraus für Ihre freundliche Zusammenarbeit!

Mit freundlichen Grüßen,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

Greek - Σύντομη έρευνα και ανώνυμη για τον τουρισμού (ETIS)

Αγαπητέ κύριε ή κυρία,

Είμαι η Giedre Sadeikaite, υποψήφια διδάκτωρ στο Πανεπιστήμιο του Αλικάντε. Αυτή τη στιγμή γράφω τη διδακτορική διατριβή μου σχετικά με τη σημασία της μέτρησης της επίδρασης του τουρισμού όσον αφορά στην ενίσχυση της αειφόρου ανάπτυξης των ευρωπαϊκών προορισμών με επίκεντρο τους προορισμούς ETIS.

α ήμουν ευγνώμων αν μπορούσατε να απαντήσετε σε μια σύντομη και ανώνυμη έρευνα που είναι διαθέσιμη στο διαδίκτυο στη διεύθυνση <https://www.1ka.si/a/119820>. Τα αποτελέσματα της έρευνας θα χρησιμοποιηθούν μόνο για το σκοπό της διδακτορικής διατριβής.

Σας ευχαριστώ πολύ εκ των προτέρων για τη ευγενική συνεργασία σας!

Θερμούς χαιρετισμούς,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

Italian - Breve sondaggio sul turismo (ETIS)

Gentili Signore e Signori,

Sono Giedre Sadeikaite, dottoranda presso l'Università di Alicante. Attualmente sto scrivendo la mia tesi di dottorato su l'importanza di misurare l'impatto del turismo per migliorare la sostenibilità nelle destinazioni europee con il focus sulle destinazioni ETIS.

Sarei molto grato se potesse rispondere a una breve, sondaggio anonimo che è disponibile a <https://www.1ka.si/a/119820>. I risultati del sondaggio saranno utilizzati esclusivamente per lo scopo della tesi di dottorato.

Grazie mille in anticipo per la cortese collaborazione!

Cordiali saluti,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

Lithuanian - Trumpa anketa apie turizmą (ETIS)

Gerbiamieji,

Esu Giedrė Šadeikaitė, Alikantės universiteto doktorantė. Šiuo metu rašau savo daktaro disertaciją apie turizmo poveikio matavimo svarbą turizmo vietovėse, kurios naudojo arba vis dar naudoja Europos turizmo rodiklių sistemą (European Tourism Information System – ETIS).

Būčiau labai dėkinga, jei galėtumėte atsakyti į trumpą, anonimišką apklausą (anglų kalba): <https://www.1ka.si/a/119820>. Apklausos rezultatai bus naudojami tik disertacijos tikslais.

Iš anksto labai ačiū už Jūsų bendradarbiavimą!

Pagarbiai
Giedrė Šadeikaitė
<https://www.linkedin.com/in/giedresadeikaite/>

Montenegrin – Kratka anketa o turizmu (ETIS)

Poštovani,

Ja sam Giedre Sadeikaite, kandidat doktorskih studijama na Univerzitetu u Alikante. Trenutno pišem svoju doktorsku disertaciju na značaj merenja uticaja turizma za poboljšanje održivosti u evropskim destinacijama sa fokusom na ETIS destinacije.

Bila bih veoma zahvalna ako biste mogli da odgovorite na kratku anonimnu anketu koja je dostupna na <https://www.1ka.si/a/119820>. Rezultati ankete će se koristiti samo u svrhu doktorske disertacije.

Hvala vam puno unapred za vašu saradnju!

Srdačan pozdrav,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

Portuguese - Breve pesquisa sobre o turismo (ETIS)

Bom dia,

Sou Giedre Sadeikaite, uma candidata do doutorado na Universidade de Alicante. Actualmente estou a escrever a minha dissertação sobre a importância de medir o impacto do turismo para melhorar a sustentabilidade em destinos europeus, com foco nos destinos ETIS (European Tourism Information System – ETIS).

Eu ficaria muito grata se vocês pudesse responder a uma breve, anónima pesquisa disponível em <https://www.1ka.si/a/119820>. Os resultados da pesquisa serão utilizados só para efeitos da dissertação.

Muito obrigado pela sua cooperação!

Melhores cumprimentos,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

Romanian - Scurt sondaj despre turism (ETIS)

Dragă domnule/doamnă,

Numele meu este Giedre Sadeikaite, un candidat PhD la Universitatea din Alicante. În prezent îmi elaborez teza de doctorat având în centru măsurarea/aprecierea turismului pentru a spori susținerea în destinațiile europene care au folosit sau încă folosesc Sistemul de informații al Turismului European – ETIS.

Aș fi foarte recunoscător dacă ați putea să-mi trimiteți un scurt răspuns, sondajul anonim putând fi regăsit pe <https://www.1ka.si/a/119820>. Rezultatele sondajului vor fi folosite strict în vederea realizării tezei de doctorat.

Vă multumesc anticipat pentru cooperarea dumneavoastră.

Cu stimă,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

Slovenian – Kratko anketo o turizmu (ETIS)

Spoštovani,

Sem Giedre Sadeikaite, kandidat doktorskih študij na Univerzi v Alicanteju. Trenutno pišem svojo doktorsko disertacijo o pomenu merjenja učinkov turizma za povečanje održljivosti v evropskih destinacijah s poudarkom na ETIS destinacije.

Jaz bi bila zelo hvaležna če bi lahko odgovorili na kratko, anonimno anketo, ki je na voljo na <https://www.1ka.si/a/119820>. Rezultati ankete bodo uporabljeni zgolj za namen doktorske disertacije.

Najlepša hvala vnaprej za vaše sodelovanje!

Prijazni pozdravi,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>

Spanish - Breve encuesta sobre el turismo (ETIS)

Buenos días:

Soy Giedre Sadeikaite, estudiante de doctorado en la Universidad de Alicante. Actualmente estoy escribiendo mi tesis doctoral sobre la importancia de la medición del impacto turístico en los destinos que usaban o todavía usan el Sistema Europeo de Información Turística (ETIS).

Le estaría muy agradecida si pudiera responder a una encuesta breve y anónima que está disponible en <https://www.1ka.si/a/119820>. Los resultados de dicha encuesta serán utilizados sólo para los fines académicos de la tesis doctoral.

¡Muchas gracias por su amable cooperación!

Saludos cordiales,
Giedre Sadeikaite
<https://www.linkedin.com/in/giedresadeikaite/>



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Appendix K. List of the ETIS Destinations

Number	Destination	Country	Region	Type	Phase
1	Abano Terme	Italy	Southern	Wellness	Phase 1
2	Aiguamolls de l'Empordà Natural Park	Spain	Southern	Nature	Phase 2
3	Akmenė District	Lithuania	Northern	Nature	Phase 1
4	Alentejo	Portugal	Southern	Rural	Phase 1 and 2
5	Alentejo Litoral	Portugal	Southern	Sun and beach	Phase 1 and 2
6	Alpe di Siusi	Italy	Southern	Mountain	Phase 2
7	Alqueva	Portugal	Southern	Nature	Phase 1
8	Amaroussion	Greece	Southern	City	Phase 1
9	Amsterdam	Netherlands	Western	City	Phase 2
10	Andalucia	Spain	Southern	Sun and beach	Phase 2
11	Appennino Lucano Val d'Agri National Park	Italy	Southern	Nature	Phase 2
12	Avila County	Spain	Southern	Cultural	Phase 2
13	Balaton	Hungary	Eastern	Nature	Phase 2
14	Barcelona	Spain	Southern	City	Phase 2
15	Barcelona Province	Spain	Southern	Sun and beach	Phase 2
16	Bayerische Rhön	Germany	Western	Nature	Phase 2
17	Bela Krajina	Slovenia	Southern	Rural	Phase 2
18	Belogradchik Municipality	Bulgaria	Eastern	Nature	Phase 1
19	Birmingham	United Kingdom	Northern	City	Phase 2
20	Biržai Regional Park	Lithuania	Northern	Nature	Phase 1
21	Blackpool	United Kingdom	Northern	Sun and beach	Phase 2
22	Bled	Slovenia	Southern	City	Phase 1
23	Bohinj	Slovenia	Southern	Nature	Phase 1
24	Brandenburg	Germany	Western	Nature	Phase 2
25	Brasov City	Romania	Eastern	City	Phase 1
26	Broceliande	France	Western	Nature	Phase 2
27	Budva	Montenegro	Southern	Sun and beach	Phase 2

Number	Destination	Country	Region	Type	Phase
28	Burgas Region	Bulgaria	Eastern	Sun and beach	Phase 1
29	Burren & Cliffs of Moher Geopark	Ireland	Northern	Nature	Phase 1 and 2
30	Caceres Province	Spain	Southern	Rural	Phase 2
31	Canary Islands	Spain	Southern	Sun and beach	Phase 1
32	Cap de Creus Natural Park	Spain	Southern	Nature	Phase 2
33	Carinthia	Austria	Western	Mountain	Phase 2
34	Centro	Portugal	Southern	Sun and beach	Phase 1
35	Cevennes National Park	France	Western	Nature	Phase 2
36	Chiemgau	Germany	Western	Nature	Phase 2
37	Cilento	Italy	Southern	Nature	Phase 1
38	Citta di Fermo	Italy	Southern	City	Phase 1
39	City of Zaragoza	Spain	Southern	City	Phase 1
40	Viškovo	Croatia	Southern	Rural	Phase 2
41	Comune di Bevagna	Italy	Southern	Cultural	Phase 2
42	Comune di Sermoneta	Italy	Southern	Rural	Phase 1
43	Comunitat Valenciana	Spain	Southern	Sun and beach	Phase 1
44	Corinaldo	Italy	Southern	Rural	Phase 1
45	Crete	Greece	Southern	Sun and beach	Phase 1
46	Cuneo Alps	Italy	Southern	Rural	Phase 1
47	Delphi	Greece	Southern	Cultural	Phase 1
48	Dolenjska Bela Krajina	Slovenia	Southern	Rural	Phase 2
49	Dreverna Village	Lithuania	Northern	Sun and beach	Phase 1
50	Druskininkai	Lithuania	Northern	Wellness	Phase 1
51	Dune Costiere Regional Park	Italy	Southern	Nature	Phase 2
52	Durbuy	Belgium	Western	Rural	Phase 1
53	Egadi Islands	Italy	Southern	Sun and beach	Phase 2
54	Eger	Hungary	Eastern	Cultural	Phase 2
55	Erzgebirge	Germany	Western	Mountain	Phase 2
56	Erzurum	Turkey	Southern	Nature	Phase 1
57	Fichtelgebirge	Germany	Western	Mountain	Phase 2

Number	Destination	Country	Region	Type	Phase
58	Firenze	Italy	Southern	City	Phase 2
59	Fiuggi	Italy	Southern	Rural	Phase 2
60	Frigento	Italy	Southern	Rural	Phase 2
61	Furore	Italy	Southern	Sun and beach	Phase 1
62	Galaxidi	Greece	Southern	Rural	Phase 1
63	Gijon	Spain	Southern	City	Phase 2
64	Glasgow	United Kingdom	Northern	City	Phase 2
65	Grad Pregrada	Croatia	Southern	Rural	Phase 2
66	Grazute regional park	Lithuania	Northern	Nature	Phase 1
67	Greccio	Italy	Southern	Rural	Phase 1 and 2
68	Guildford, Surrey	United Kingdom	Northern	City	Phase 1
69	Halkidiki	Greece	Southern	Sun and beach	Phase 2
70	Hateg County	Romania	Eastern	Nature	Phase 1
71	High Tatra Region	Slovakia	Eastern	Mountain	Phase 1
72	Idrija	Slovenia	Southern	Traditional festivals	Phase 2
73	Ignalina	Lithuania	Northern	Nature	Phase 1
74	Inselgemeinde Juist	Germany	Western	Sun and beach	Phase 2
75	Joniskis District Municipality	Lithuania	Northern	City	Phase 1
76	Jurmala	Latvia	Northern	Sun and beach	Retracted in Phase 1
77	Karlovac	Croatia	Southern	City	Phase 1
78	Karpathos and Saria	Greece	Southern	Rural	Phase 2
79	Kastoria	Greece	Southern	Cultural	Phase 1
80	Kaunas	Lithuania	Northern	City	Phase 1
81	Kavarna	Bulgaria	Eastern	Sun and beach	Phase 2
82	Kiruna in Swedish Lapland	Sweden	Northern	Rural	Phase 1
83	Klaipeda	Lithuania	Northern	Sun and beach	Phase 1
84	Koper	Slovenia	Southern	City	Phase 1
85	Kos Island	Greece	Southern	Sun and beach	Phase 2
86	Kotor	Montenegro	Southern	Sun and beach	Phase 2

Number	Destination	Country	Region	Type	Phase
87	Kretinga	Lithuania	Northern	City	Phase 1
88	Kuldiga	Latvia	Northern	Rural	Phase 1
89	Lanzarote, Canary Islands	Spain	Southern	Sun and beach	Phase 1
90	Laško	Slovenia	Southern	Wellness	Phase 2
91	Lemnos	Greece	Southern	Sun and beach	Phase 1
92	Lemnos Island	Greece	Southern	Sun and beach	Phase 2
93	Ljubljana	Slovenia	Southern	City	Phase 2
94	Llanca	Spain	Southern	Sun and beach	Phase 2
95	Daugava	Latvia	Northern	Nature	Phase 1
96	Magdeburg, Elbe-Börde-Heide	Germany	Western	Cultural	Phase 2
97	Mali Lošinj	Croatia	Southern	Sun and beach	Phase 2
98	Matulji	Croatia	Southern	Traditional festivals	Phase 2
99	Media Pianura Lombarda	Italy	Southern	Nature	Phase 2
100	Mercantour National Park	France	Western	Nature	Phase 2
101	Milano	Italy	Southern	City	Phase 2
102	Minoia Padiadas	Greece	Southern	Rural	Phase 1 and 2
103	Molėtai district	Lithuania	Northern	City	Retracted in Phase 1
104	Monte Rufeno – Acquapendente Natural Reserve	Italy	Southern	Nature	Phase 2
105	Montgrí, les Illes Medes i el Baix Ter Natural Park	Spain	Southern	Nature	Phase 2
106	Municipality of Distomo Arhanova & Antikira	Greece	Southern	Rural	Phase 1
107	Municipality od Messini	Greece	Southern	Cultural	Phase 1
108	Municipality of Rhodes	Greece	Southern	Sun and beach	Phase 1
109	Municipality of Ulcinj	Montenegro	Southern	Sun and beach	Phase 2
110	Municipality of Velenje	Slovenia	Southern	Nature	Phase 2
111	Municipality of Voion	Greece	Southern	Rural	Phase 1
112	Napoli	Italy	Southern	City	Phase 2

Number	Destination	Country	Region	Type	Phase
113	Navarra	Spain	Southern	Nature	Phase 1
114	Nemuno kilpos regional park	Lithuania	Northern	Nature	Phase 1
115	Neringa Resort	Lithuania	Northern	Sun and beach	Phase 1
116	Nin	Croatia	Southern	Sun and beach	Phase 1
117	North Sea of Lower Saxony	Germany	Western	Sun and beach	Phase 2
118	North Tyneside	United Kingdom	Northern	Sun and beach	Phase 1 and 2
119	Nowy Targ	Poland	Eastern	Mountain	Phase 2
120	Oberpfälzer Wald	Germany	Western	Nature	Phase 2
121	Orkney	United Kingdom	Northern	Nature	Phase 1
122	Osrednja Štajerska	Slovenia	Southern	Nature	Retracted in Phase 1
123	Otepää	Estonia	Northern	Nature	Phase 1
124	Pagėgiai	Lithuania	Northern	City	Phase 1
125	Pallars Jussà	Spain	Southern	Nature	Phase 2
126	Paranesti Municipality	Greece	Southern	Nature	Phase 1
127	Pärnu City	Estonia	Northern	Sun and beach	Phase 1
128	Pelion, Magnesia	Greece	Southern	Sun and beach	Phase 2
129	Peloponnese	Greece	Southern	Sun and beach	Phase 2
130	Piemonte Region	Italy	Southern	Nature	Phase 2
131	Pistoia and province	Italy	Southern	Rural	Phase 2
132	Plateliai	Lithuania	Northern	Nature	Phase 1
133	Podčetrtek	Slovenia	Southern	Wellness	Phase 2
134	Podgorica	Montenegro	Southern	City	Phase 2
135	Pohorje	Slovenia	Southern	Mountain	Phase 2
136	Bibione	Italy	Southern	Sun and beach	Phase 1
137	Pomurje	Slovenia	Southern	Rural	Phase 1
138	Poros Island	Greece	Southern	Sun and beach	Phase 2
139	Preveza	Greece	Southern	Sun and beach	Phase 1
140	Province of Crotona	Italy	Southern	Sun and beach	Phase 1
141	Provincia Rimini	Italy	Southern	Sun and beach	Phase 2

Number	Destination	Country	Region	Type	Phase
142	Ptuj	Slovenia	Southern	Nature	Phase 2
143	Puglia	Italy	Southern	Sun and beach	Phase 1
144	Punat	Croatia	Southern	Sun and beach	Phase 1
145	Pustara Višnjica	Croatia	Southern	Rural	Phase 1
146	Ragusa	Italy	Southern	Rural	Phase 2
147	Raseiniai	Lithuania	Northern	City	Retracted in Phase 1
148	Posavje	Slovenia	Southern	Rural	Phase 1
149	Region of Epirus	Greece	Southern	Sun and beach	Phase 1
150	Region Västra Götaland	Sweden	Northern	Nature	Retracted in Phase 1
151	Celje	Slovenia	Southern	City	Phase 2
152	Evros	Greece	Southern	Rural	Phase 2
153	Regional district of Kavala	Greece	Southern	Sun and beach	Phase 2
154	Regional Park of the Euganean Hills	Italy	Southern	Nature	Phase 1
155	Regione Toscana	Italy	Southern	Rural	Phase 1
156	Rethymno	Greece	Southern	Sun and beach	Phase 1
157	Rijeka	Croatia	Southern	City	Phase 1
158	Riviera Crikvenica	Croatia	Southern	Sun and beach	Phase 1 and 2
159	Roma	Italy	Southern	City	Phase 2
160	Rousse Municipality	Bulgaria	Eastern	City	Phase 1
161	Samaria National Park	Greece	Southern	Nature	Phase 2
162	Scarperia	Italy	Southern	Rural	Phase 1
163	Serra do Gerês – Parque Nacional da Peneda	Portugal	Southern	Nature	Phase 1
164	Seville	Spain	Southern	City	Phase 1
165	Shkodra	Albania	Southern	City	Phase 2
166	Šiauliai	Lithuania	Northern	City	Phase 2
167	Siegerland-Wittgenstein	Germany	Western	Mountain	Phase 2
168	Silistra Municipality	Bulgaria	Eastern	City	Phase 1
169	Sinj	Croatia	Southern	Rural	Phase 1

Number	Destination	Country	Region	Type	Phase
170	Sisak	Croatia	Southern	Cultural	Phase 2
171	Sjöbo	Sweden	Northern	City	Phase 2
172	Smari	Greece	Southern	Sun and beach	Phase 1
173	Soomaa National Park	Estonia	Northern	Nature	Phase 1
174	Sophia	Bulgaria	Eastern	City	Phase 2
175	South Aegean Region	Greece	Southern	Sun and beach	Phase 1
176	South Limburg	Netherlands	Western	Nature	Phase 1 and 2
177	Split	Croatia	Southern	Sun and beach	Phase 2
178	Svishtov Municipality	Bulgaria	Eastern	Nature	Phase 1
179	Syöte Resort	Finland	Northern	Mountain	Phase 1
180	Tahko holiday resort	Finland	Northern	Mountain	Phase 1
181	Tata és környéke	Hungary	Eastern	Cultural	Phase 2
182	Telsiai district municipality	Lithuania	Northern	Nature	Phase 1
183	Terrae anio iubensanae	Italy	Southern	Rural	Phase 2
184	The city of Slavonski Brod	Croatia	Southern	City	Phase 1
185	The Danube Region	Bulgaria	Eastern	Nature	Phase 1
186	The Maltese Islands	Malta	Southern	Sun and beach	Phase 2
187	The Wadden Sea World Heritage Destination	Germany	Western	Nature	Phase 1
188	The Wadden Sea World Heritage	Netherlands	Western	Nature	Retracted in Phase 1
189	Torroella de Montgri – L'Estartit	Spain	Southern	Sun and beach	Phase 2
190	Tsoutsouros	Greece	Southern	Sun and beach	Phase 1
191	Tulcea	Romania	Eastern	Nature	Phase 2
192	Tutrakan Municipality	Bulgaria	Eastern	Nature	Phase 1
193	Tytuvenai	Lithuania	Northern	City	Phase 1
194	Uppsala	Sweden	Northern	City	Phase 1
195	Genovesi	Italy	Southern	Rural	Phase 2
196	Stura	Italy	Southern	Rural	Phase 2
197	Vallo della Lucania	Italy	Southern	Cultural	Phase 2
198	Varazdin County	Croatia	Southern	Cultural	Phase 2

Number	Destination	Country	Region	Type	Phase
199	Venezia	Italy	Southern	Cultural	Phase 2
200	Verona	Italy	Southern	City	Phase 1
201	Via Francigena del Sud	Italy	Southern	Cultural	Phase 1
202	Vidin Municipality	Bulgaria	Eastern	Nature	Phase 1
203	Vilnius District	Lithuania	Northern	City	Retracted in Phase 1
204	Lyngenfjord AS	Norway	Northern	Mountain	Phase 2
205	South Sardinia	Italy	Southern	Sun and beach	Phase 1
206	Wester Ross	United Kingdom	Northern	Nature	Phase 2
207	Vorumaa	Estonia	Northern	Nature	Phase 1
208	Warmia and Mazury Region	Poland	Eastern	Nature	Phase 2
209	Worcestershire	United Kingdom	Northern	City	Phase 2
210	Zagreb	Croatia	Southern	City	Phase 2

Source: De Marzo, *Interview with lawyer, specialized in European Union Law and Economy and EU expert on sustainable tourism and indicators [Online]*, 2016b; European Commission, *Destinations that completed the first pilot testing phase 2013-2014*, 2017a; European Commission, *Destinations that participate in second pilot testing phase 2014-2015*, 2017b.

Appendix L. Outputs of the Hypotheses Testing

H1: Measuring of the impacts of tourism positively contributes to improved destination governance processes.

One-sample Wilcoxon signed-rank Test Summary:

	Null Hypothesis	Test	Sig.	Decision
1	The median of Q3.Destination.governance.processes equals 3,00.	One-Sample Wilcoxon Signed Rank Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Distribution of the Mean Values of the Items of Question 3 (Research Hypothesis 1):

Item	Mean	Std. Deviation
Q3.1.Regular measuring of the impact of tourism provides timely evidences for well-informed decision-making processes.	4.57	0.668
Q3.2.Measuring of the impact of tourism provides necessary evidences to improve tourism planning in the destination.	4.65	0.520
Q3.3.Measuring of the impact of tourism allows effective monitoring of the implementation of sustainable development plans, policies and management actions.	4.41	0.665
Q3.4.Effective measuring of the impact of tourism and exchange of information fosters transparency and greater public accountability.	4.24	0.760
Q3.5.Tourism monitoring enables to implement timely corrective actions if tourism development does not take place as intended.	4.16	0.805
Q3.6.Regular measuring of the impact of tourism provides necessary information for more effective risk management.	4.18	0.837
Q3.7.Regular measuring of the impact of tourism helps to reduce negative impact of tourism.	4.10	0.896
Q3.8.Regular measuring of the impact of tourism fosters stakeholders' commitment for sustainability.	3.98	1.005
Q3.9.Regular measuring of the impact of tourism fosters community buy-in and support for sustainability and tourism.	3.94	0.983
Q3.10.Regular measuring of the impact of tourism contributes to the overall sustainable development of the destination.	4.25	0.886
Q3.11.Regular measuring of the impact of tourism contributes to sustainable growth of the tourism sector.	4.18	0.837

Note: Q3.1 – Q3.11 corresponds to the items of the question 3 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

H2: Measuring of the impacts of tourism provides positive benefits for relevant tourism stakeholders in tourism destinations.

One-sample Wilcoxon signed-rank Test Summary:

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of Q4.Stakeholders.in tourism.destinations equals 3,00.	One-Sample Wilcoxon Signed Rank Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Distribution of the Mean Values of the Items of Question 4 (Research Hypothesis 2):

Item	Mean	Std. Deviation
Q4.1.Regular monitoring of the impact of tourism benefits and empowers all tourism stakeholders.	4.12	0.868
Q4.2.Effective measuring of the impact of tourism provides necessary information for cost-savings along tourism supply chain.	4.04	0.695
Q4.3.Tourism monitoring provides benefits to tourism stakeholders only when measured regularly and systematically.	4.20	0.876
Q4.4.An active engagement of all local stakeholders in tourism monitoring processes fosters inclusive, cooperative and participatory approach among stakeholders.	4.28	0.830
Q4.5.Regular measuring of the impact of tourism provides necessary information to enhance visitors' experience.	4.32	0.764
Q4.6.Regular monitoring of the impact of tourism and analysis generates better-targeted promotional and marketing activities.	4.64	0.523
Q4.7.Regular tourism monitoring allows sharing of good practices and lessons learnt, and provides opportunities for performance benchmarking.	4.54	0.642

Note: Q4.1 – Q4.7 corresponds to the items of the question 4 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

H3: Organised initiatives encourage stakeholders' commitment to measure the impacts of tourism.

Results of Mann Whitney Test between Group 1 and Group 2:

Ranks				
	Did you participate in the ETIS pilot phase 1 and/or phase 2?	N	Mean Rank	Sum of Ranks
If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?	Yes, the destination participated in the ETIS pilot phase 1 and the ETIS phase 2	8	28.00	224.00
	Yes, the destination participated only in the ETIS pilot phase 1	28	15.79	442.00
	Total	36		

Test Statistics^a	
	If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?
Mann-Whitney U	36.000
Wilcoxon W	442.000
Z	-3.054
Asymp. Sig. (2-tailed)	0.002
a. Grouping Variable: Did you participate in the ETIS pilot phase 1 and/or phase 2?	

Results of Mann Whitney Test between Group 1 and group 3:

Ranks				
	Did you participate in the ETIS pilot phase 1 and/or phase 2?	N	Mean Rank	Sum of Ranks
If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?	Yes, the destination participated in the ETIS pilot phase 1 and the ETIS phase 2	8	25.75	206.00
	Yes, the destination participated only in the ETIS phase 2	29	17.14	497.00
	Total	37		

Test Statistics ^a	
	If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?
Mann-Whitney U	62.000
Wilcoxon W	497.000
Z	-2.145
Asymp. Sig. (2-tailed)	0.032
a. Grouping Variable: Did you participate in the ETIS pilot phase 1 and/or phase 2?	

Results of Mann Whitney Test between Group 1 and Group 4:

Ranks				
	Did you participate in the ETIS pilot phase 1 and/or phase 2?	N	Mean Rank	Sum of Ranks
If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?	Yes, the destination participated in the ETIS pilot phase 1 and the ETIS phase 2	8	24.00	192.00
	No, the destination did not participate in any of the ETIS phase	21	11.57	243.00
	Total	29		

Test Statistics ^a	
	If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?
Mann-Whitney U	12.000
Wilcoxon W	243.000
Z	-3.732
Asymp. Sig. (2-tailed)	0.000
a. Grouping Variable: Did you participate in the ETIS pilot phase 1 and/or phase 2?	

Results of Mann Whitney Test between Group 2 and Group 3:

Ranks				
	Did you participate in the ETIS pilot phase 1 and/or phase 2?	N	Mean Rank	Sum of Ranks
If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?	Yes, the destination participated only in the ETIS pilot phase 1	28	25.70	719.50
	Yes, the destination participated only in the ETIS phase 2	29	32.19	933.50
	Total	57		

Test Statistics ^a	
	If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?
Mann-Whitney U	313,500
Wilcoxon W	719,500
Z	-1,562
Asymp. Sig. (2-tailed)	0,118
a. Grouping Variable: Did you participate in the ETIS pilot phase 1 and/or phase 2?	

Results of Mann Whitney Test between Group 2 and Group 4:

Ranks				
	Did you participate in the ETIS pilot phase 1 and/or phase 2?	N	Mean Rank	Sum of Ranks
If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?	Yes, the destination participated only in the ETIS pilot phase 1	28	27.41	767.50
	No, the destination did not participate in any of the ETIS phase	21	21.79	457.50
	Total	49		

Test Statistics ^a	
	If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?
Mann-Whitney U	226.500
Wilcoxon W	457.500
Z	-1.483
Asymp. Sig. (2-tailed)	0.138
a. Grouping Variable: Did you participate in the ETIS pilot phase 1 and/or phase 2?	

Results of Mann Whitney Test between Group 3 and Group 4:

Ranks				
	Did you participate in the ETIS pilot phase 1 and/or phase 2?	N	Mean Rank	Sum of Ranks
If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?	Yes, the destination participated only in the ETIS phase 2	29	30.14	874.00
	No, the destination did not participate in any of the ETIS phase	21	19.10	401.00
	Total	50		

Test Statistics ^a	
	If there will be in the near future ETIS implementation (Toolkit 2016), would you be willing to participate?
Mann-Whitney U	170.000
Wilcoxon W	401.000
Z	-2.794
Asymp. Sig. (2-tailed)	0.005
a. Grouping Variable: Did you participate in the ETIS pilot phase 1 and/or phase 2?	



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H5: Tourism development positively contributes to overall sustainable development in tourism destinations.

H5a: Tourism development positively contributes to improved destination management and governance in tourism destinations

One-sample Wilcoxon signed-rank Test Summary:

	Null Hypothesis	Test	Sig.	Decision
1	The median of Q11.destination management equals 3,00.	One-Sample Wilcoxon Signed Rank Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Distribution of the Mean Values of the Items of Question 11 (Research Hypothesis 5a):

Item	Mean	Std. Deviation
Q11.1.Tourism development fosters political commitment to sustainable development in the destination.	4.33	0.787
Q11.2.Tourism development fosters partnerships among tourism stakeholders and commitment to common goals.	4.33	0.822
Q11.3.Tourism development helps to create and/or improve management structure of the destination.	4.31	0.850
Q11.4.Tourism development fosters the enforcement and application of regulations towards sustainability.	4.06	0.785
Q11.5.Sustainable tourism development contributes to the positive image of the destination.	4.81	0.521
Q11.6.Tourism development fosters investment into human, social, cultural, natural, environmental and other types of resources in the destination.	4.50	0.732

Note: Q11.1 – Q11.6 corresponds to the items of the question 11 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

H5b: Tourism development enhances economic benefits in tourism destinations.

One-sample Wilcoxon signed-rank Test Summary:

	Null Hypothesis	Test	Sig.	Decision
1	The median of Q12.economic benefits equals 3,00.	One-Sample Wilcoxon Signed Rank Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Distribution of the Mean Values of the Items of Question 12 (Research Hypothesis 5b):

Item	Mean	Std. Deviation
Q12.1.Tourism development creates new business opportunities for local suppliers and fosters economic competitiveness in the destination.	4.69	0.521
Q12.2.Tourism development contributes to the diversity of economic activities in the destination.	4.42	0.931
Q12.3.Tourism development encourages business relationship with foreign entrepreneurs.	4.22	0.923
Q12.4.Tourism development generates new employment opportunities.	4.47	0.769
Q12.5.Tourism development generates revenue for a local government.	4.39	0.958

Note: Q12.1 – Q12.5 corresponds to the items of the question 12 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

H5c: Tourism development enhances social and cultural benefits in tourism destinations.

One-sample Wilcoxon signed-rank Test Summary:

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of Q13.social and cultural benefits equals 3.00.	One-Sample Wilcoxon Signed Rank Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Distribution of the Mean Values of the Items of Question 13 (Research Hypothesis 5c):

Item	Mean	Std. Deviation
Q13.1.Tourism development fosters positive attitudes of local citizens' towards tourism and sustainability.	4.25	0.765
Q13.2. development enhances community pride and strengthens identity in the destination.	4.33	0.822
Q13.3.Sustainable tourism development contributes to conservation and promotion of traditional culture and heritage, including traditional products, festivals and cuisine.	4.58	0.645
Q13.4.Public services (health services, police, fire services, etc.) and infrastructure (roads, facilities, etc.) improve as the result of tourism development.	3.81	1.057
Q13.5.Sustainable tourism development helps to ensure that tourism sites, attractions and recreation facilities are accessible to all, including people with disabilities and reduced mobility.	4.47	0.691
Q13.6.Tourism development helps to increase levels of young population in the destination.	3.89	0.972
Q13.7.Tourism development has positive effects on improved education opportunities of the local	3.58	1.045

population.		
Q13.8.Tourism development fosters intercultural and interpersonal understanding, trust and respect.	4.22	0.923

Note: Q13.1 – Q13.8 corresponds to the items of the question 13 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.

H5d: Tourism development enhances environmental benefits in tourism destinations.

One-sample Wilcoxon signed-rank Test Summary:

	Null Hypothesis	Test	Sig.	Decision
1	The median of Q14.environmental benefits equals 3,00.	One-Sample Wilcoxon Signed Rank Test	,000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is ,05.

Distribution of the Mean Values of the Items of Question 14 (Research Hypothesis 5d):

Item	Mean	Std. Deviation
Q14.1.Sustainable tourism development contributes to conservation and revival of natural environment, local biodiversity and landscapes.	4.42	0.765
Q14.2.Sustainable tourism development helps to engage local stakeholders in climate and environmental actions.	4.06	0.918
Q14.3.Sustainable tourism development encourages business to adopt more environmental-friendly business practices, including reduce water consumption, waste generation, energy use.	4.25	0.801
Q14.4.Sustainable tourism development fosters extension of public transport and other environmentally-friendly mobility options for tourists and local population.	4.33	0.628
Q14.5.Tourism development helps to increase a number of sustainability training and awareness-raising activities among tourism stakeholders and for host community.	3.81	0.914

Note: Q14.1 – Q14.5 corresponds to the items of the question 14 of the questionnaire (see Appendix I). The items are measured by a five-point Likert scale, ranging from 1 = "definitely no" to 5 = "definitely yes", and 0 = "don't know / not relevant", if a statement is not applicable. In case the question is answered as 0 = "don't know / not relevant", that statement is not included in the mean calculation.