



Laboratory for Local and Insular  
Development

University of the Aegean - Greece



# The Observatory of Sustainable Tourism of UNWTO for Aegean Islands

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# Need for responding to common questions (1)

How to improve the tourism performance (sustainable tourism) for the welfare of destinations' societies (sustainable destinations)?

Need for:

- Differentiation of the supply based on local specificities (environmental, cultural and productive)
- Amelioration of tourism socio-economic & ecological footprint
- Amelioration of the link of tourism with local economy taking into account its shortages and its potentialities (other activities, people's skills)

# Need for responding to common questions (2)

The need of a standard system in order to response to local questions and to deal with islands' specificities as:

- Tourism development and conservation of valuable but fragile natural, cultural and productive resources
- Fragile economies due to lack of economies of scale, economies of concentration and transport costs, (provoking higher production costs) and monoactivity
- Fragile ecosystems due to lack/shortage of land and other natural resources, pressures from monoactivity (ies)
- Fragile societies: unemployment – migration - low skilled population
- Better distribution of welfare to islands' communities

# Different partners – different objectives

There is a need to combine different goals:

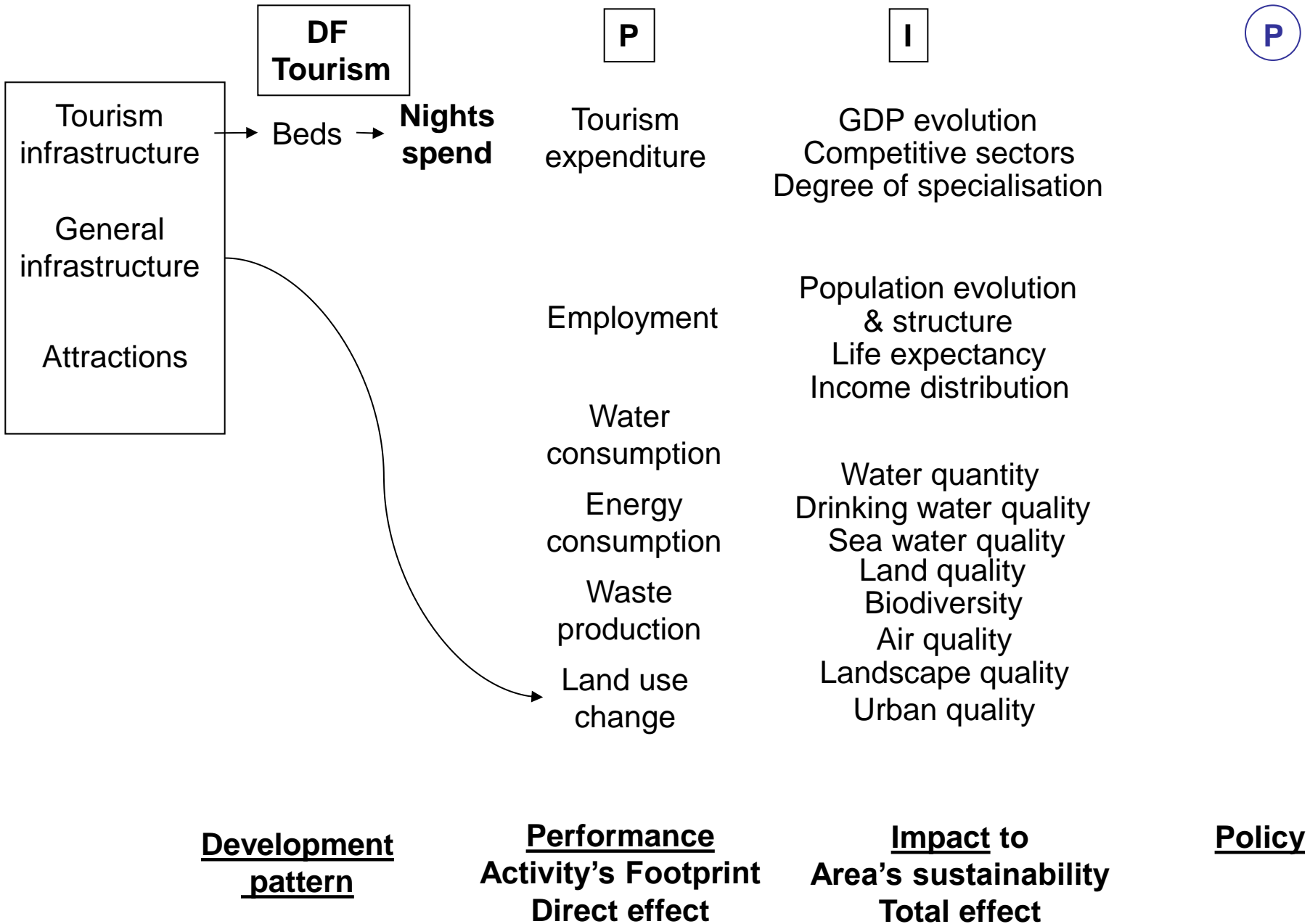
- The goals of enterprises for profit maximization in short/mid term
- The goals of tourism partners (including employees and activities related to tourism) for continuous growth despite the “alterations” produced (i.e. expansion of built/artificialized areas)
- The goals of destinations/host areas for long term development and quality of life (sustainable development)

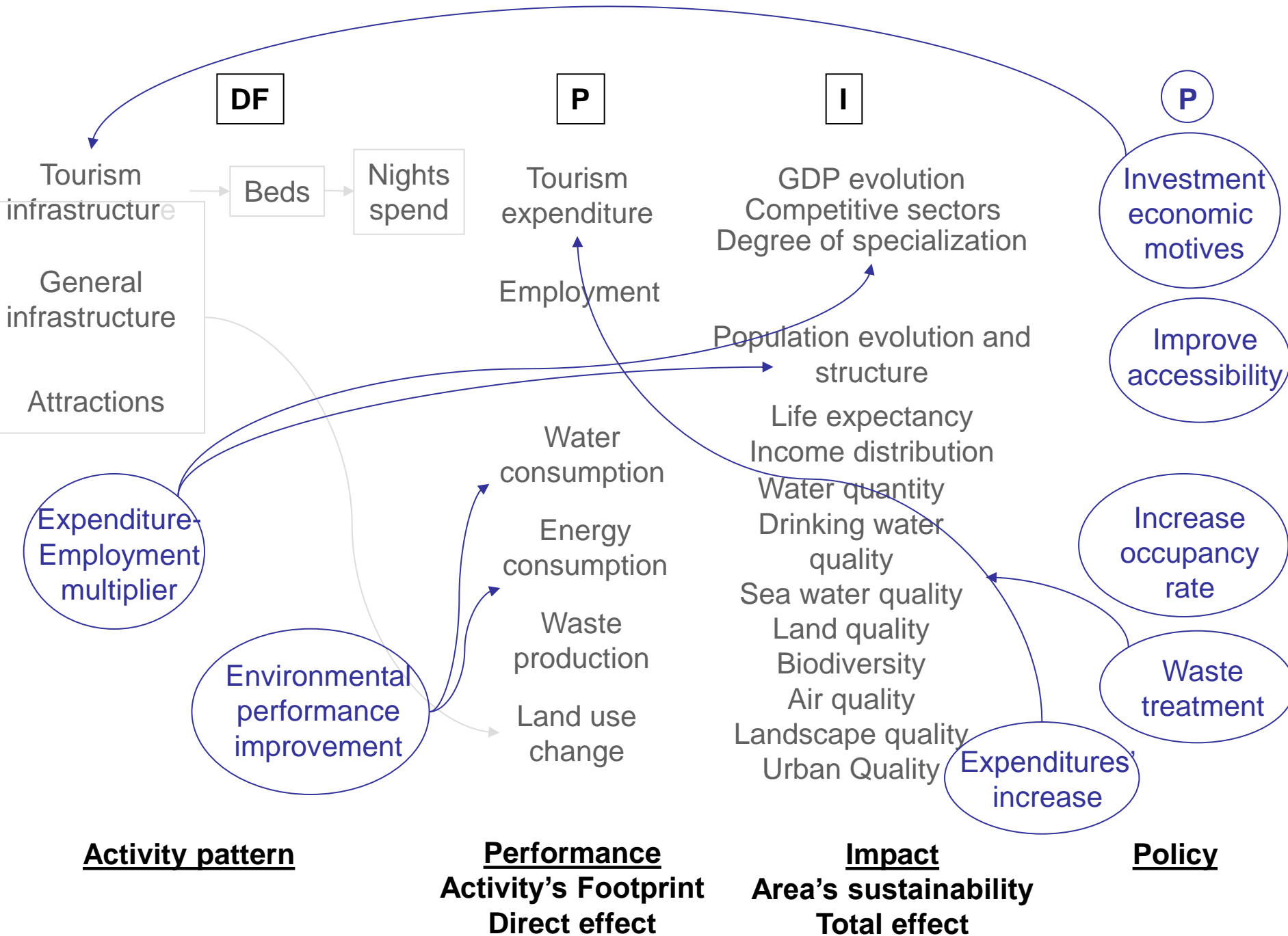
All the above have to happen within an increasing global concurrence and a severe economic crisis

# The objective

Create a tool providing information for:

- Measuring tourism activity (supply-demand-market)
- Creating a causal chain between tourism activity, its total results and its per capita performance, its impact to a destination's state and policy measures
- Interrelating economic, social and environmental goals of destination's sustainability with tourism activity
- Using local competitive advantages
- Valuating performance and impact of tourism activity
- Planning and Monitoring for ST Tourism within ST Destinations with stakeholders





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Tourism infrastructure  
General infrastructure  
Attractions

Beds

Nights spend

Tourism expenditure  
Employment

GDP evolution  
Competitive sectors  
Degree of specialization

Population evolution and structure

Life expectancy  
Income distribution

Water consumption

Energy consumption

Waste production

Land use change

Water quantity  
Drinking water quality  
Sea water quality  
Land quality  
Biodiversity  
Air quality  
Landscape quality  
Urban Quality

Investment economic motives

Improve accessibility

Increase occupancy rate

Waste treatment

Expenditures increase

Expenditure-Employment multiplier

Environmental performance improvement

**Activity pattern**

**Performance**  
Activity's Footprint  
Direct effect

**Impact**  
Area's sustainability  
Total effect

**Policy**

# The “companies’ dashboard”

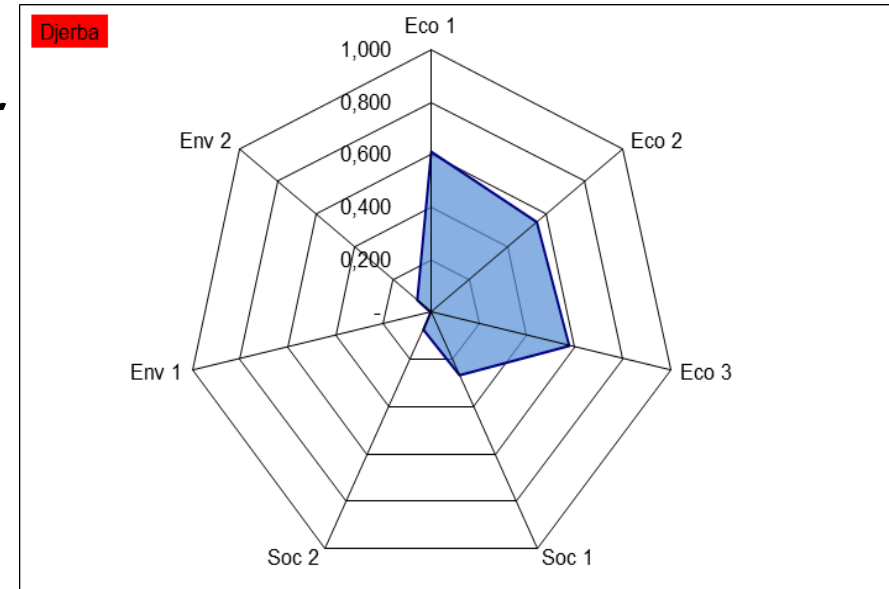
## Basic Indicators:

- Economy 1: Nights spent per bed (clients per table, rented days of a bike/car, etc)
- Economy 2: Receipts per night spent (or per client)
- Economy 3: Receipts per bed (or per m<sup>2</sup>, per table, per rented car, etc.)
- Social 1: Employment per bed (or per m<sup>2</sup>, per table, per rented car, etc) – equivalent annual employment
- Environment 1: Water consumption per night spent (or m<sup>2</sup>)
- Environment 2: Energy consumption per night spent (or m<sup>2</sup>)
- Environment 3: Waste production per night spent (or m<sup>2</sup>)
- Environment 4: Space occupied (per bed, per table, per car, per berth place, etc)



# The “destinations’ dashboard or radar”

- Eco 1: Nights spent per bed**
- Eco 2: Tourism expenditure (direct contribution of tourism GDP) per bed**
- Eco 3: Total contribution of tourism GDP created per bed**
- Soc 1: Direct employment per bed (equivalent annual employment)**
- Soc2: Total employment per bed (equivalent annual employment)**
- Env 1: Average space occupied by tourists per bed**
- Env 2: Average water consumption by tourists per bed**
- Env 3: Average energy consumption by tourists per bed**
- Env 4: Average waste production by tourists per bed**



SPILANIS Ioannis - LE TELLIER Julien (2012)  
Towards an observatory and a " Quality label" of tourism sustainability in the Mediterranean  
<http://planbleu.org/en/publications/towards-observatory-and-quality-label-tourism-sustainability-mediterranean>

# The OMT Observatory for Sustainable Tourism of Greek Islands (1)

- Launched in September 2014
- Based on the methodology presented
- Concerns 2 regions of 48 + 10 islands = 58 destinations
- Aegean is the main greek tourism destination
- Aegean has:
  - 9 international + 8 national airports
  - 30% of Beds (205.000 in hotels and 113.000 in secondary accommodation)
  - 18 M nights-spent in hotels (25% of the total)

# The OMT Observatory for Sustainable Tourism of Greek Islands (2)

- 1<sup>st</sup> step: Supply and Demand from **secondary data** / analysis of national and regional/island data – 1<sup>st</sup> Report - January 2016)
- 2<sup>nd</sup> step: Presentations of the first results to local stakeholders and tourism entrepreneurs for **raising awareness** (6 islands – 2015)
- 3<sup>rd</sup> step: Collection of **primary data** from tourists and companies (survey) for valuation of tourism activity in pilot islands (**Santorini Observatory** May 2016 – April 2017)
- 4<sup>th</sup> step: Santorini and Aegean Report (2017)

# Reporting difficulties

- The specificity of the destination (58 island destinations)
- The absence of a clear framework. ETIS'16 has almost complete the lack
- The lack of existing basic information: “tourism beds”, nights spent, tourism expenditure, employment, environmental information
- The lack of awareness of stakeholders about the factors influencing results and profitability (product, tourist & local population satisfaction, components of tourism policy)

# The case study of Santorini

A major greek destination for tourists and cruise ship visitors:

- 36.341 professional and 23.562 private beds  
(4 beds/capita, 790 beds /sq. km)
- 1,5 m of arrivals (ship, scheduled and chart flights)  
+ 805.000 of cruise visitors (2015)
- 11% of land is built, lack of water, congestion,  
noise, deficiencies in waste management, lack of  
training .....
- Awareness of (some) stakeholders for the  
sustainability of the destination

# Next steps

- Use the case of Santorini for improve awareness on ST by:
  - Providing data from surveys
  - Using social media for dissemination of results and local practices
  - Organizing (international?) conference on ST (2017 Year of Sustainable Tourism)
- Use national/regional (Aegean) data for better dissemination on the usefulness of Tourism Observatories

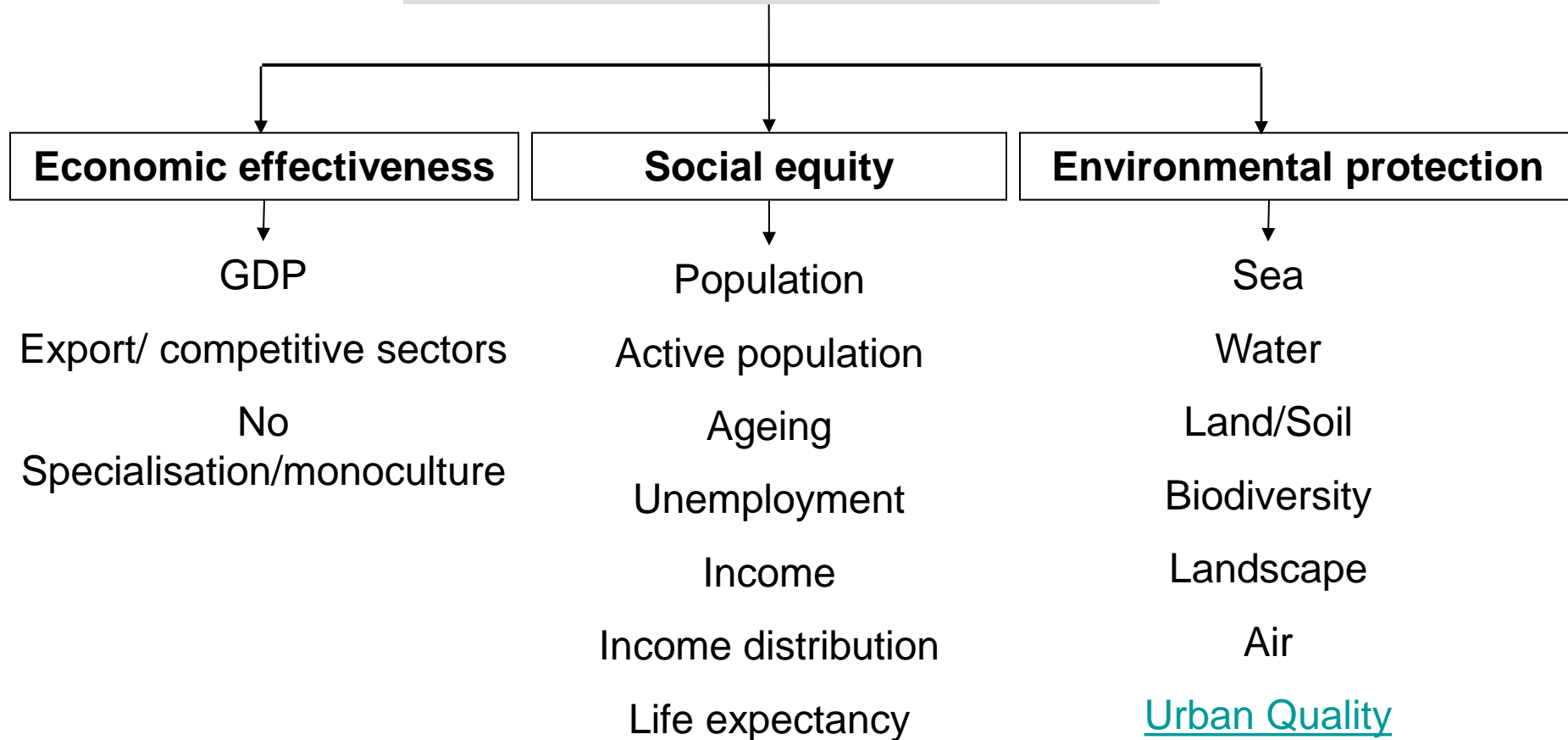
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# Functionalisation of “Sustainable Development” Principles

## Pillars of Sustainable Development



For the welfare of local society



# Aegean Sea Islands

