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 relayed 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
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 m², per table, per rented car, etc.)
- Social 1: Employment per bed (or per m², per table, per rented car, etc) – equivalent annual employment
- Environment 1: Water consumption per night spent (or m²)
- Environment 2: Energy consumption per night spent (or m²)
- Environment 3: Waste production per night spent (or m²)
- 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)
Soc 2: 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
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\textsuperscript{st} step: Supply and Demand from \textit{secondary data} / analysis of national and regional/island data – 1\textsuperscript{st} Report - January 2016)

- 2\textsuperscript{nd} step: Presentations of the first results to local stakeholders and tourism entrepreneurs for \textit{raising awareness} (6 islands – 2015)

- 3\textsuperscript{rd} step: Collection of \textit{primary data} from tourists and companies (survey) for valuation of tourism activity in pilot islands (\textit{Santorini Observatory} May 2016 – April 2017)

- 4\textsuperscript{th} step: Santorinini 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
For communication

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Functionalisation of "Sustainable Development" Principles

**Pillars of Sustainable Development**

- **Economic effectiveness**
  - GDP
  - Export/ competitive sectors
  - No Specialisation/monoculture

- **Social equity**
  - Population
  - Active population
  - Ageing
  - Unemployment
  - Income
  - Income distribution
  - Life expectancy

- **Environmental protection**
  - Sea
  - Water
  - Land/Soil
  - Biodiversity
  - Landscape
  - Air
  - Urban Quality

For the welfare of local society