Local actions supporting the SDGs
The role of UNWTO STOs’ and Local Governance

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Local actions in tourism supporting SDGs

• The role of STOs’ in:
  – revealing the results of tourism activity and its impact to the destination in addressing the SDGs
  – formulating policy proposals (scenarios) for the amelioration of results and impacts concerning the public sector, the entrepreneurs, the investors, the tourists and the local population
  – evaluating the progress of policy implementation

• The role of local government:
  – creating the necessary commitment among stakeholders for effective collaboration
  – implementing the policy committed
The objective of an UNWTO Sustainable Tourism Observatory

Create a tool for

- Measuring tourism activity at sub-national level
- 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 by interrelating tourism activity with economic, social and environmental goals of destination’s sustainability
- Evaluate and valuate the performance of tourism and its impact at the destination level
- Monitoring for S Tourism and S Destinations facilitating stakeholders’ decision making
Economic effectiveness

Increase of production (no of night spent) and high receipts per tourist (tourism expenditure) ensuring sustainable (profitable in long term) enterprises

Increasing GDP, decreasing leakages by using local products, services and employees (high product, income and employment multiplier)

Ameliorating infrastructures and public services using tourism taxes

**Main actors:** private companies, state
Social equity

Increase of employment and improve employment’s conditions (type of contract, skills, salary)

Increasing employment rate mainly of women -

Diminishing unemployment mainly of women and young -

Increase women share in management places -

Ameliorate education and skills -

Increase income –

Increase of expectance of life -

Ameliorate quality of life –

Access to Services of Public Interest etc

• **Main actor**: state, private companies
Protection of Ecosystem services

Reduce of resources consumption (including space and mainly valuable and fragile ecosystems) and waste production through change of consumption and production pattern & use of EMS

Preserve the stock and the quality of natural capital in order to be able to continue offering ecosystem services through public policies

• Main actors: companies, state, tourists, local population
The Aegean STObservatory

How we work:

A. Collection of secondary information for basic analysis from different sources

B. Surveys to the main actors

- **Enterprises**: the production behaviour
- **Tourists**: the consumption behaviour
- **Local Population**: evaluation of impacts to local society
- **Local authorities** WTO destination questionnaire: the planning process

And policy proposals in order to improve the results of their action
The methodological framework

D
- Tourism infrastructure & services
- General infrastructure & services
- Cultural services
- Sports and recreational services
- Environmental – Natural Assets
- Cultural Assets

P
- Production / receipts
- Employment
- Land use changes
- Water, energy & other resources consumption
- Solid and water waste production
- Air, Noise, Light etc pollution

S
- GDP
- Population size & structure
- Life expectancy
- Unemployment & income distribution (poverty level)
- Drinking water availability & quality
- Sea quality
- Soil quality
- Biodiversity
- Air quality
- Other resources quality and availability
- Landscape quality
- Urban quality

I
- Capacity to provide economic welfare
- Capacity to provide social welfare
- Capacity to provide ecosystem goods & services

Other resources quality and availability
- Other resources quality and availability
- Landscape quality
- Urban quality
Information (1): Tourism as a Driving Force

Supply

- **Number of beds** of all types of accommodation: hotels and similar, B&B, private houses, as base for estimation of the production capacity of tourism activity
- Other *tourism characteristic activities*: restoration, transport, cultural services etc....

Demand

- Estimation of **tourists arrivals** based on arrivals on the island by air and sea, per month
- Estimation of **tourists night spent** as base for estimation of real production
Information (2) : Estimation of the results

- Estimation of the **tourism expenditure** (analysis per branch)
- Estimation of the **employment** (+ qualitative characteristics, as sex, age, education & training, )
- Estimation of **environmental** results:
  - **Land use change** (from construction)
  - **Water and energy consumption**
  - **Waste production** (water, solid, noise, air ...
Information (3): indicators

Creation of basic indicators for evaluation of tourism activity sustainability:

- Nights spent/bed (economic efficiency)
- Revenue & tourism expenditure /bed (econ efficiency)
- Expenditure/night spent (economic efficiency)
- Direct employment/bed (social efficiency)
- Land cover/bed (ecological efficiency)
- Water consumption/night spent (ecological efficiency)
- **Energy consumption/night spent** (ecol. efficiency)
- Solid waste production/night spent (ecol. efficiency)
Information (4): Evaluation of destination’s sustainability

Creation of basic indicators for evaluation of destination sustainability (1)

• % of tourism in destination’s GDP (evolution)
• % of tourism investment in total investment
• % of tourism employment in total employment (evol)
• Evolution of demographics
• Evolution of revenue per capita (share)
• Evolution of life expectancy
• % of total water consumed by tourism
• Habitat fragmentation – biodiversity – ecosystem services – landscape quality by tourism
Information (5): indicators

Creation of basic indicators for evaluation of destination sustainability (2)

- beds/population (social pressure)
- beds/area (environmental pressure)
  - availability and quality of drinking water
  - management of solid waste (% of recycled material)
  - management of waste water (% of treated waste)
  - Level of noise
  - Level of atmospheric pollution
  - Level of circulation problems
  - Quality of urban quality
Policy guidelines for ST & SD to stakeholders

- To the **companies** in order to ameliorate their performance and preserve their sustainability through access to “Aegean quality Scheme”

- The **state** (central and local government) in order to ameliorate the state of the destination through quality amelioration and **diversification of the product** taking into account the CC of the destination

- The **tourists** in order to ameliorate their behaviour at the destination: information on responsible tourist / green passport

- The **local population** in order to contribute to the sustainability of the tourism activity for a sustainable destination
For communication

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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)
Aegean Sea Islands - Santorini
Landscape, local cuisine, local production
Tourism results/pressure main indicators

- 1,5 m of arrivals (ship, scheduled and charter flights) and 5,5 nights spent + 805,000 of cruise visitors (2015) and 13,528 locals

Occupancy rate: about 90 nights spent per bed (from 120 to hotels to 75 other categories)

Seasonality:
39.6% during July/August
70.5% during May-September
Tourism results/pressure (survey)

- Average stay: 4.7 days
- 70% stayed in hotels
- 52% had a B&B reservation and 35% room only
- Local transport: 43% by bus, 25% by rented car and 22% by taxi
- 20% tourism package,
- learned about the area from Internet 52%, friends and family 42%, tourism guide book 24%, 10% from agency and article and 3.5% from tourism fair
- Use of Internet: 82% for information and 70% for reservation
- Average daily expenditure: 174 euros
Tourism results and main indicators

Environmental results

- 11% of land is built
- Increasing consumption of water & seasonality
- Production of energy seasonality
Impact of tourism to the destination

Economy:
• tourism driven 30% of the enterprises and 30% of the added value is coming from HORECA

Employment:
• Census: 1994 hotels-bars-restaurants + 1325 retail + 368 transport + 54 entertainment (concerns only locals)
• Based on national estimations: 0,29 employment in tourism per bed: 10.538 employment

Environment:
• Housing: 13528 houses for 2011 compared to 3755 for 1971 (27%) – intense and widespread construction
• 11% of the area is built
• Water scarcity – 5 desalination plants
• Congestion
Saturation?

- Total beds/inh: 3,93
- Total beds/sq2: 790