



2018 Global INSTO Meeting

UNWTO Headquarters, Madrid, Spain

22-23 October 2018

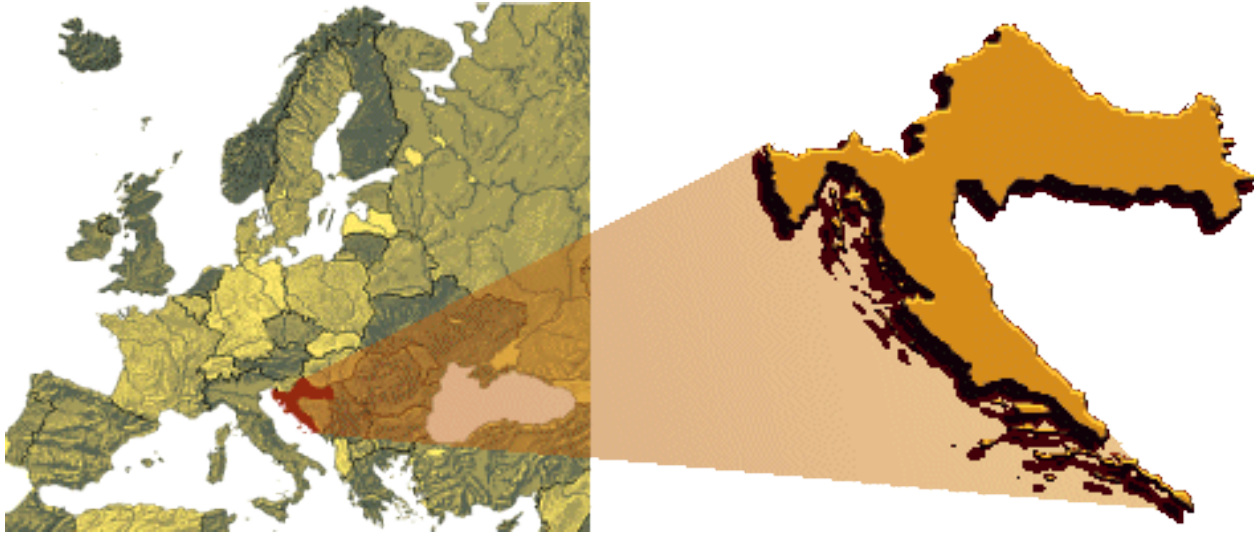


Croatian Sustainable Tourism Observatory

Dr. Ivan Kožić

ivan.kozic@itzg.hr

CROSTO Facts



- **Focal area: Adriatic Croatia**
- **7 counties, 6.4 thousand km coastline**
- **1.4 million residents**
- **15 million arrivals and 82 million overnights**
- **85% of overnights in June-September**

CROSTO Facts



- **Established in 2016**
- **Mission: measuring and monitoring tourism sustainability at regional and local level**
- **Main Tool: 14 core indicators modeled on ETIS**

CROSTO core indicators

UNWTO mandatory issue

ETIS section

Percentage of residents who are satisfied with tourism

Local satisfaction with tourism

C Social and cultural impact

Number of tourist nights per 100 residents

Percentage of tourists who are satisfied with overall experience

Percentage of repeat/return tourists

A Destination management

Percentage of tourism enterprises using voluntary certification/labelling for environmental CSR

Number of tourist nights

Destination economic benefits

Daily spending per tourist overnight

B Economic value

Direct tourism employment as percentage of total employment

Employment

Gross annual occupancy rate in commercial accommodation

Tourism seasonality

Energy consumption per tourist night compared to general population energy consumption per resident night

Energy management

Water consumption per tourist night compared to general population water consumption per resident night

Water management

D Environmental impact

Percentage of sewage from a destination treated to at least secondary level prior to discharge

Waste water (sewage) management

Waste production per tourist night compared to general population waste production per resident night

Solid waste management

Percentage of destination area out of the settlement's boundaries built for tourist purposes

Governance

What have we done so far?

- **The first complete process of measurement in 2017**
 - We learned that there are many region specific challenges related to measurement process
 - We learned that measurement at regional level can blur the real picture of sustainability

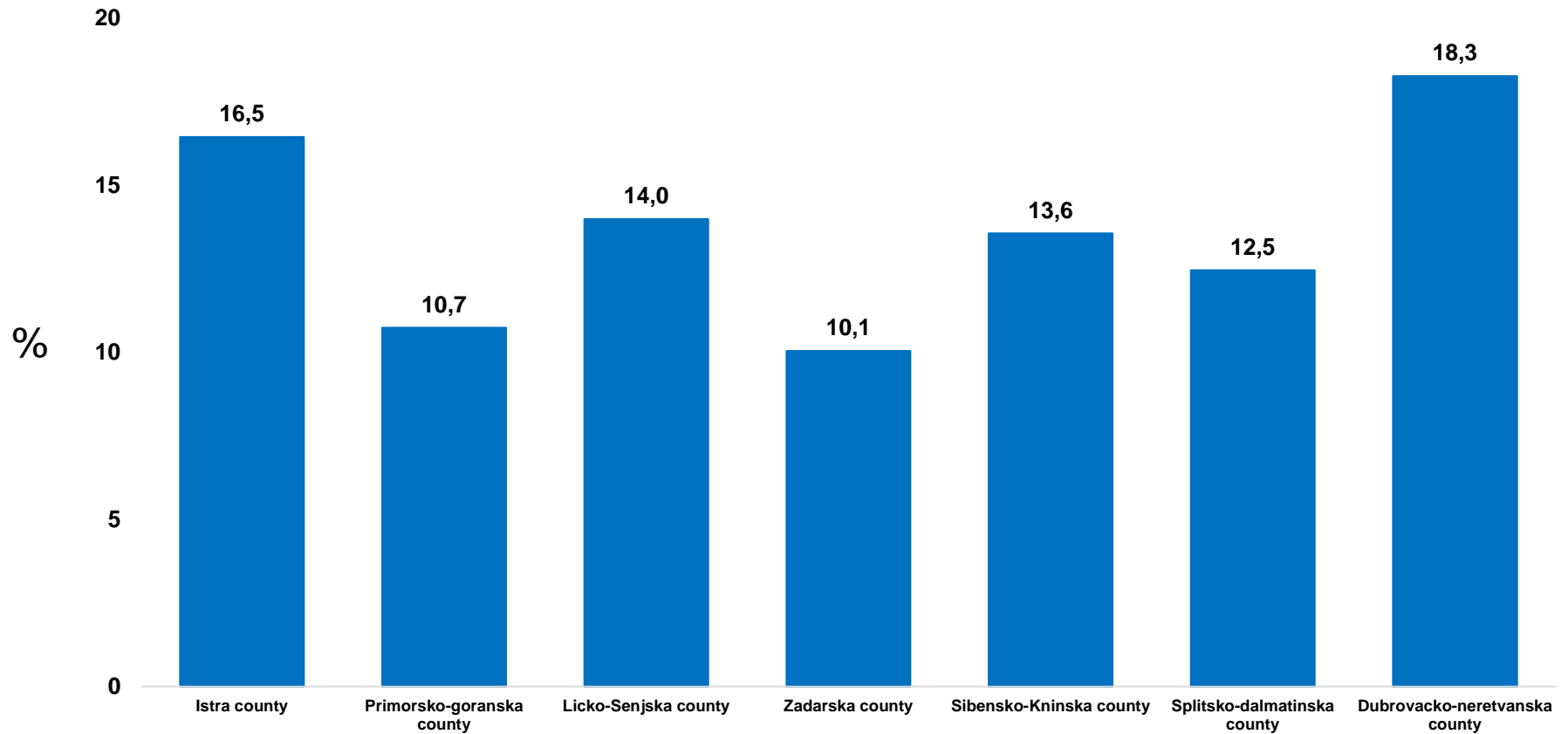
What have we done this year?

- **The comprehensive survey of residents' attitudes towards tourism**
 - The basis for the most important indicator of social sustainability
 - Requires financial support
- **The pilot project of measuring tourism sustainability at the level of towns and municipalities in 2018**
 - Concerned about the possibility of emergence of overtourism, 6 Croatian towns were willing to participate in the pilot project

The survey of residents' attitudes towards tourism

- Financial support is provided by the Croatian National Tourist Board and county tourist boards
- Results did not raise concerns, but...

Percentage of locals who feel that tourists and their activity affect negatively on them and their family in any way, anywhere in Croatia



The pilot project of measurement tourism sustainability at level of towns and municipalities

- Measurement on regional level gives an insight into average value of indicators
- We selected 6 destinations to explore the in situ impact of tourism
- What have we learned so far:
 - The motivated local coordinator is the most important element
 - The local coordinator should preferably be from the local administration (she/he must have „mandatory power” – for example mayor deputy)
 - The local coordinator and other stakeholders need precise guidelines
 - In smaller places, it is easier to carry out ad-hoc surveys, but more difficult to acquire institutional data

CR**STO**

**Institute for Tourism
Vrhovec 5
10000 Zagreb
CROATIA**

www.itzg.hr