



1st joint annual conference 16-18 October 2018

Panel 2: Sustainable tourism management at macro-regional level

CROSTO

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*Experiences on informed decision
making for sustainability of tourism*



IfT - Public scientific institute specialized in tourism research - founded in 1959

Research activities

Economic impact and forecasting
Visitor behavior and experiences
Sustainable destination development and marketing
Transport
Environmental aspects

Transfer of knowledge, education

Publishing activities - Journal Tourism

3 pillars of sustainability in tourism (the outlook)

1. Local community
2. Local economy
3. Health, environment, nature



Average apartment rent on Airbnb
85 euros a day

Overtourism?

LISBON 2016
Population: **500,000**
Tourists: **5,600,000**

Residents say they are literally
being forced from their homes
to make way for tourists

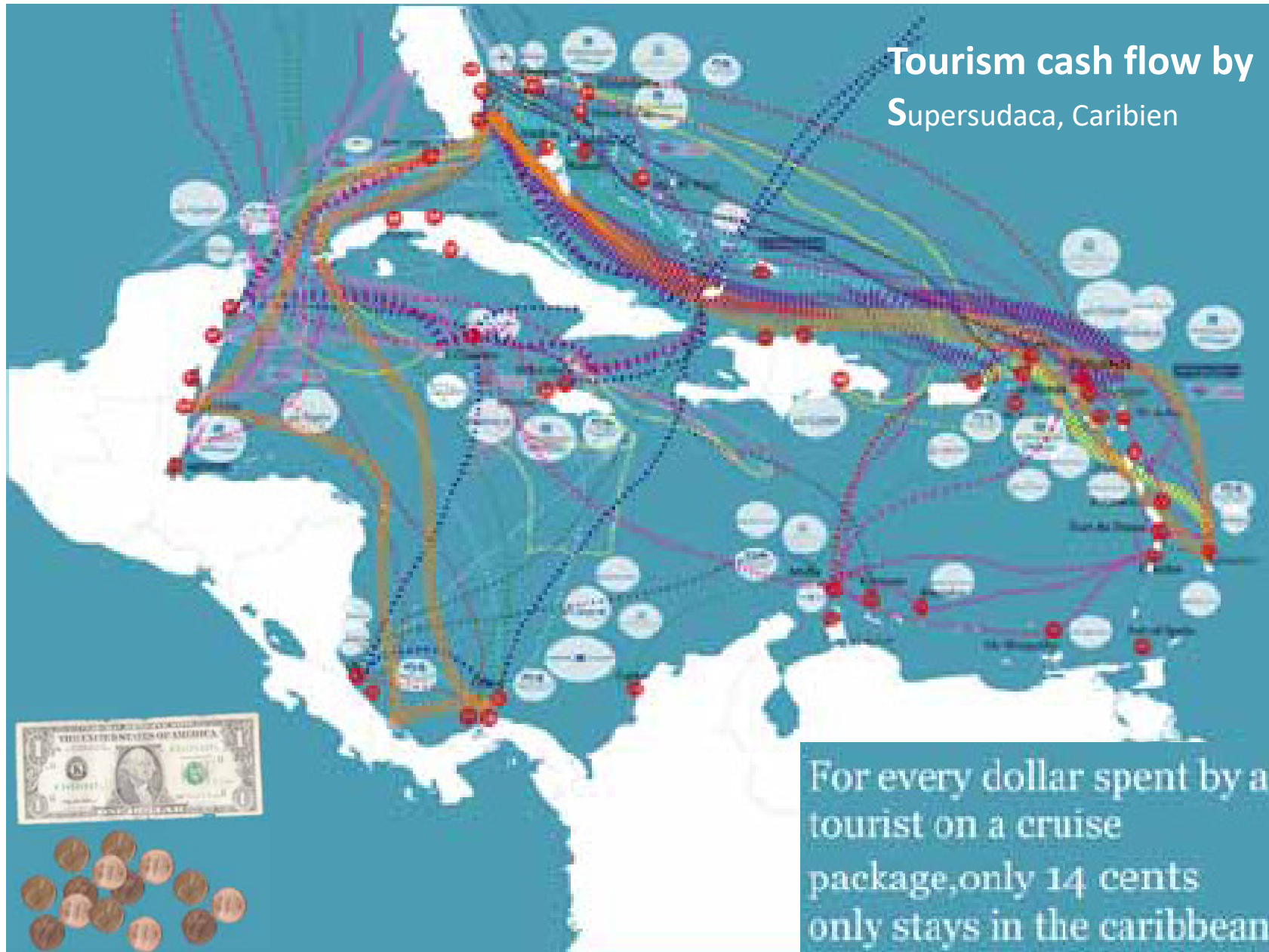
CROKERISTAS
TERRORISTAS

Cruise tourists are terrorists

Tenants paying sometimes
less than **300 euros a month**
cannot compete

MASS
TOURISM
=
HUMAN
POLLUTION

Tourism cash flow by Supersudaca, Caribien



Tourism – nature dimensions

Nature is often key attraction

Tourism can suffer from pollution
(climate change)

Tourism pollutes (ecological/carbon
footprint)



Dangers of vagueness

*meets the needs of the present without
compromising the ability of future generations to
meet their own needs.*
(Brundtland commission)

Not very
precise

Wide variety of
interpretation

Antropo-
centric

Every vision needs clear objectives ...

Sustainable development

exploitation < regeneration

If you do **not** **measure** you can **not** **manage**

Indicator based approach in planning and management is the future ...

Croatian experiences in Informed decision making for sustainability of tourism

(3 pillars of sustainability)

- **Tourism Satellite Account**
- **Tourism demand Survey (TOMAS)**
- **local population tourism surveying**
- **CROSTO**
- **European Tourism Indicator System (ETIS)**
- **Crowding indicators and carrying capacity assessments**



Tourism Satellite Account

(Commission of the European Communities, Eurostat, OECD , UN WTO, UN Statistics Division)

Framework for internationally harmonized measurements of direct macroeconomic contribution of tourism compiling the indicators of tourism consumption and the output of tourism industries. Tourism has to be considered as a set of production activities led by demand created by visitors.

- (2000s) improvements of the Croatian system of tourism statistics
- (2007) feasibility
- (2008, 2011) experimental TSAs for 2005, 2007
- (2014) first TSA developed for 2011
- (2018) started a process of compiling TSA for 2016.

Tourism demand Survey (TOMAS)

TOMAS	Focus on:	Time frame
Summer	Summer tourism demand (commercial accommodation)	1987, 1989, 1995, 1997, 2001, 2004, 2007, 2010, 2014, 2017
Yachting	Nautical (yachting) tourism demand	2001, 2004, 2007, 2012, 2017
Cruising	Visitors from cruise ships in Croatian ports of call (passengers and crew members)	2006, 2018
Zagreb	City tourism demand (commercial/ non-commercial accommodation)	1998, 2003, 2005, 2006, 2008, 2012
Cultural Tourism	Visitors to tourist attractions and events/manifestations	2008
National Parks	Visitors to Croatian national and nature parks	2006
Transit	Tourists travelling to the coast by road means of transport	2005

Local residents surveying – attitudes towards tourism development

Research goal	Monitoring community impacts of tourism
Type of research	Primary, quantitative research 2012, 2017 (1 county), 2018
Population of interest	Local residents (18+) (destination/region/national level)
Sample	2,000 to 2,500 respondents Stratified sample (strata: region, size of settlement, gender, age, level of education)
Instrument	Questionnaire, structured, close-ended questions
Data collection method	Telephone interview (CATI)
Scope/content	<ul style="list-style-type: none">• Attitudes towards tourism and its economic, social, cultural and environmental impacts• Degree of exposure of residents to tourists activity• Degree of residents involvement in tourism business (direct and indirect)• Respondents' reaction to tourists and various forms of tourists activity (Doxey's irritation index)

Mali Lošinj implemented in 2016 European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations

- Indicators are being annually compiled and now the trends can be observed
- Received award for producing initial 130 indicators
- Topics: A. Destination management, B. Economic Value, C. Social and Cultural Impact, D. Environmental Impact





UNWTOINSTO

World Tourism Organization International Network of Sustainable Tourism Observatories

CROSTO

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2016 IfT with support of MoT initiated CROSTO – Observatory for sustainable tourism member of UNWTO network. Main tasks:

- measuring and following sustainable development of tourism (15 indicators)
- NUTS 2 region Adriatic Croatia (7 coastal counties)
- 6 pilot destinations
- Initial surveying was conducted and results are going to be published by the end of the 2018

Crowding indicators and carrying capacity assessments (IoT experiences):

- NatEF - Nautical tourism Ecological Footprinting
- National park Krka (crowding, visitor management)
- Kamenjak (prostorno-prometno-posjetiteljski)
- Split-Dalmatia County (bottlenecks: spatial, social, infrastructure, traffic, economic, environmental)
- City of Labin tourism indicators for determining limits to growth
- Dubrovnik (cruising)
- Bol riviera (bathing area)
- Crikvenica riviera (coast line and bathing area)
- National park Plitvice (TOMAS, crowding)
- Island of Lastovo (TOMAS, crowding)
- Island of Dugi otok (TOMAS, crowding)
- Nature park Medvednica (TOMAS, crowding, choice experiment)

Areal video recording by drone at 40-50 m and 400 m altitude

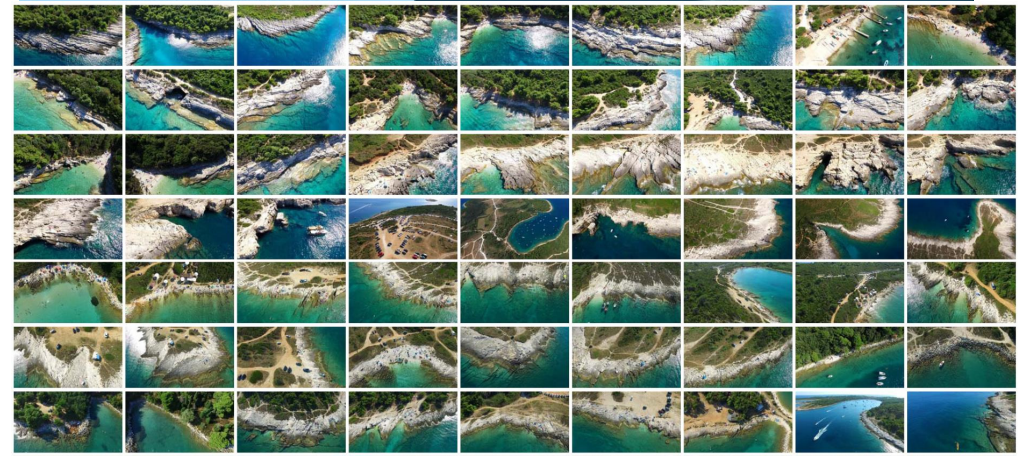
Photo recording / on foot (focus on coastline geomorphology and visitor use)

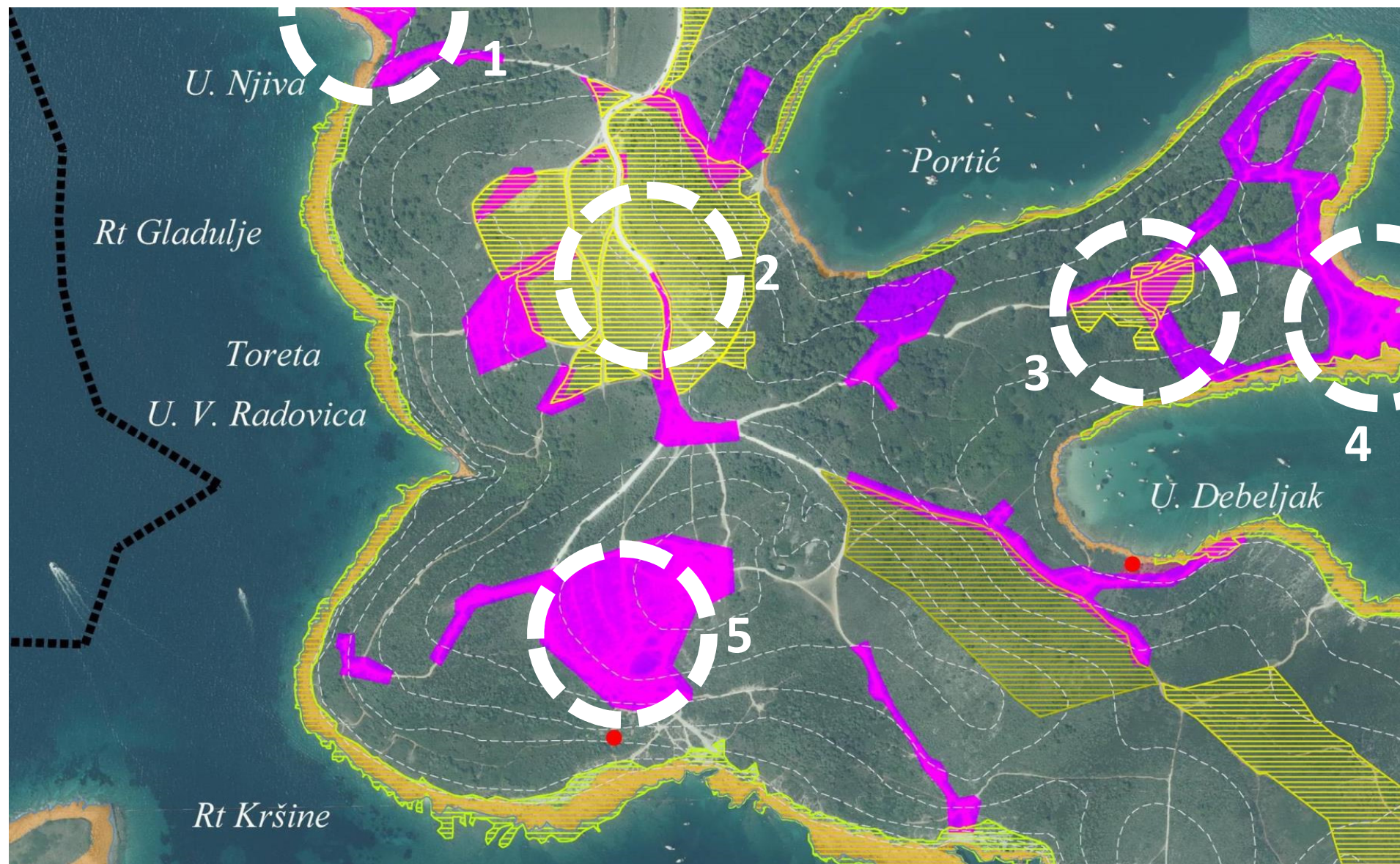
Road geo-referenced video recording / car

Traffic volume count / manual (to validate and supplement existing automatic counting)

Flora and fauna research to use as bioindicators

Visitor survey (structure, motivation, satisfaction and crowding perception)





Log frame for optimizing tourism
sustainability = competitiveness

Measuring	Cost	Benefit
Economic	?	?
Social	?	?
Environmental	?	?